

**TITLE OF REPORT:** Major Events Programme – World Class Athletics

**REPORT OF:** Darren Collins, Strategic Director, Corporate Resources

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### **Purpose of the Report**

1. To seek Cabinet approval to progress and secure a World Class Athletics event in Gateshead.

### **Background**

2. In order to deliver the outcomes of Gateshead's Culture Strategy (Creative Gateshead: A Culture Strategy for Gateshead), the Council is working closely with partners such as Newcastle City Council, and Newcastle Gateshead Initiative to attract and secure major sporting and cultural events.
3. Gateshead has a proven track record of securing and successfully hosting major sporting events. Gateshead International Stadium has played host to a number of key international Athletics events such as the British Grand Prix (2003-2010) and is the only venue to have held the European Athletics Team Championships three times (1989, 2000, and most recently in 2015).
4. The Great North Run, which is the largest half marathon in the world, annually takes place in Gateshead within a route from Newcastle to South Tyneside. The event attracts over 40,000 people ranging from elite athletes, to local club runners and individuals aiming to use running to improve their health and wellbeing. The event also raises significant resource for local and national charities. The Council has worked successfully in partnership with the Great Run Company for 40 years and aims to continue this successful partnership.
5. In 2015, Gateshead led the delivery of the British Transplant Games and later this year will support the delivery of the World Transplant Games with over 5,000 individuals from across the world competing in a variety of sporting competitions.
6. High profile sporting events play a major part in delivering the outcomes associated with Council priorities such, as Gateshead's Culture Strategy, and support policy objectives such as 'Making Gateshead a place where everyone thrives' through the following;
  - Community Engagement – Schools and local sports clubs in local communities gain the opportunity to meet international athletes in their local community, and take part in wider activities aimed to increase participation and health and wellbeing,
  - The delivery of these events inspires local people to return to venues to take part in sport and physical activity (improving the health and wellbeing of

individuals) but also supports the sustainability of local sports clubs and facilities through increased participation and revenue.

- Local people are offered the opportunity to be a part of the events through local official and volunteer roles, which develops community pride and enhances self-worth. This enables the opportunity for localised training and experience to be gained which can support individuals gain future employment.
- The local economy benefits from the expenditure related to the events including; small businesses, equipment suppliers, shops, pubs, and most notably hotels.

## **Proposal**

7. This proposal is to develop a strategy in relation to major sporting events including athletics in Gateshead over the next ten years. The Council will work with key partners to ensure that the optimum events are secured and delivered in Gateshead which have the maximum economic and social impact for Gateshead and the Region.
8. In order to achieve this, the proposal is to secure and agree contracts for a World Class Athletics – IAAF Global Event, in 2020, 2021 and 2024 (see Appendix 1 for further information).

## **Recommendations**

9. It is recommended that Cabinet approves the progression to secure and agree contracts for a World Class Athletics – Global Event in 2020, 2021 and 2024

For the following reasons:

- (i) Cement Gateshead's reputation as a host of major international sporting events and support the delivery of Gateshead's Culture Strategy
- (ii) To support the sustainability and raise the profile of key Gateshead assets most notably Gateshead International Stadium and the Gateshead Quayside.
- (iii) Support delivery against key Council policy objectives such as the Gateshead Culture Strategy and the Thrive Agenda.

### Policy Context

1. The proposal supports the overall vision for Gateshead as set out in Council policy objectives such as 'Thrive' and will support the Council to;
  - i. Tackle inequality so people have a fair chance
  - ii. Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
  - iii. Work together and fight for a better future for Gateshead
2. The proposal also supports the ambitions and outcomes of Gateshead's Culture Strategy, most notably; A stronger visitor economy in our towns and countryside, and high profile international cultural and sports events and conferences

### Background and Proposal

3. In order to deliver the outcomes of Gateshead's Culture Strategy (Creative Gateshead: A Culture Strategy for Gateshead), the Council is working closely with partners such as Newcastle City Council and Newcastle Gateshead Initiative (NGI) to attract and secure major sporting and cultural events.
4. Gateshead has a proven track record of securing and successfully hosting major sporting events. Gateshead International Stadium has played host to a number of key international Athletics events such as the British Grand Prix (2003-2010) and is the only venue to have held the European Athletics Team Championships three times (1989, 2000, and most recently in 2015).
5. In 2015, Gateshead led the delivery of the British Transplant Games and later this year will support the delivery of the World Transplant Games with over 5000 individuals from across the world competing in a variety of sporting competitions.
6. High profile sporting events play a major part in delivering the outcomes associated with Council priorities such as Gateshead's Culture Strategy and support policy objectives such as 'Making Gateshead a place where everyone thrives' through the following;
  - Community Engagement – Schools and local sports clubs in local communities gain the opportunity to meet international athletes in their local community, and take part in wider activities aimed to increase participation and health and wellbeing,
  - The delivery of these events inspires local people to return to venues to take part in sport and physical activity (improving the health and wellbeing of individuals) but also supports the sustainability of local sports clubs and facilities to be sustainable through increased participation and revenue.
  - Local people are offered the opportunity to be a part of the events through local official and volunteer roles, which develops community pride and enhances self-worth. This enables the opportunity for localised training and experience to be gained which can support individuals gain future employment.
  - The local economy benefits from the expenditure related to the events including; equipment suppliers, shops, pubs, and most notably hotels.

## **World Class Athletics – IAAF Global Event**

7. This annual series of elite track and field athletics competitions was last held in Gateshead between 2003-2010. The Diamond League annual series currently consists of Doha, Shanghai, Stockholm, Rome, Oslo, Rabat, Eugene, Lausanne, Monaco, London, Birmingham, Paris, Zurich and Brussels.
8. Due to the redevelopment of the Birmingham facility in preparation to host the Commonwealth Games in 2022, British Athletics are seeking a new venue in addition to the London Arena and have approached Gateshead Council to consider a return to the Gateshead International Stadium.
9. The approach includes the opportunity to host up to 3 events at the Gateshead International Stadium between 2020 and 2025 (2020, 2021 and possibly 2024).
10. As part of this arrangement British Athletics have offered the opportunity to support Gateshead in the process of bidding for future major events which may include events such as the European Athletics Championships/European Championships in 2026.
11. The costs associated with hosting this event are estimated as £320,000 per event.

## **Social/Community/Sport & Health Development**

12. Cementing Gateshead's reputation as a host of major international sporting events and supporting deliver Gateshead's Culture Strategy. Major events also support in creating community pride and providing access to attend sporting spectacles that will bring some of the best athletes in the world into Gateshead.
13. Volunteering is a key component in the delivery of provides the opportunity for local people to engage in major events with over 400 volunteers recruited during the European Athletics Team Athletics championships in 2013 and over 800 volunteers have been recruited for the upcoming World Transplant Games.
14. Community engagement programmes are a key part of major events and provide a mechanism to reduce inequality of access to sport and physical activity, this is achieved through;
  - i. Athlete appearances at local community and school venues aimed to inspire individuals to be more active and healthy.
  - ii. Activity at competition venues pre and post the event for residents, schools and local clubs.
  - iii. Wider physical activity programmes resourced through the event to provide an engaging cultural offer.
15. Inspiring the next generation - Events such as the Olympics generate positive messages about participating in sport, especially amongst those who attend

directly. 70% of attendees of a major sporting event aged 25 or under felt inspired to either participate or participate more often after attending. (Sport England, 2017).

16. The 2012 'Habit for Life' survey of 25-34 year olds found that 32% of sporty people were inspired to take part in sport by a famous athlete or major sporting event

### **Economic Impact of Major Sporting Events**

17. Major events play a major part in supporting the local economy through expenditure in local services and suppliers, and employment. In 2018 the European Athletics Championships held in Berlin were reported to have generated 53 million Euros in Germany and a tax income of around 11 million Euro for the tax authorities in Germany
18. In 2010 the Sainsbury's UK School Games generated £3.36m into the North East Economy (£1.6m in Gateshead) and 90% of the 10,500 visitors to the event said they would make a return visit to Gateshead.
19. The economic impact of European Athletics Team Championships held in Gateshead in 2013, was valued at £840,000 and over 400 volunteers supported the delivery of the event.
20. The Great North Run, which is the largest half marathon in the world annually takes place in Gateshead within a route from Newcastle to South Tyneside. The event attracts over 40,000 people ranging from elite athletes, to local club runners and individuals aiming to use running to improve their health and wellbeing. An economic impact study revealed the race benefits of the Great North Run in the North East amount to £24m every year, with competitors raising a staggering £20 million for good causes in 2018. Last year's event also included;
  - i. The highest attendance to date with 57,000 participants.
  - ii. 53% of participants travelled from outside the region, with 37% of individuals staying for at least 1 night.
  - iii. Significant national and international brand exposure for the Council and Sport and Leisure brand 'Go Gateshead'.
  - iv. Live broadcast watched by 1.17m people, (2.22m including highlights programme, and 5.5m cumulative total for a 5 minute reach).
  - v. Significant activation of the Quayside with the Junior Great North Run, City Games, and Pasta Party with over 23,000 people attending including Kings Meadow School (Gateshead) competing in a School Sprint event.

### **Proposal**

21. The proposal is to secure and agree contracts for a World Class Athletics – IAAF Global Event in 2020, 2021 and 2024

### **Consultation**

22. In preparing this report, consultations have taken place with the following:
  - a. Culture, Sport and Leisure Portfolio

- b. Communities Portfolio
- c. Leader's Portfolio
- d. Housing and Economy Portfolios

### **Alternative Options**

23. The option of not progressing with the proposal will result in the loss of cultural activity aimed to deliver policy objectives and support local residents to 'Thrive'.

### **Implications of Recommended Option**

24. **Resources:**

a. **Financial Implications**

- 1. The project costs in relation to the proposals are £0.32m per year for three years (2020, 2021 and 2024)
- 2. The total costs in relation to the proposals are £0.96m for three events.
- 3. The Strategic Director, Corporate Resources confirms that £0.96m is available within the Economic Growth, Culture and Place Shaping reserve to deliver this proposal.

- b. **Human Resources Implications** – There are no implications arising from this recommendation

- c. **Property Implications** – There are no implications arising from

25. **Risk Management Implications** – There are no implications arising from this recommendation.

26. **Equality and Diversity Implications** – There are no implications arising from this recommendation

27. **Crime and Disorder Implications** – There are no implications arising from this recommendation.

28. **Health Implications** – The proposals will result in improved and high-quality sports provision providing increased opportunity and access whilst using professional sport to inspire individuals to take up more physical activity as part of an active and healthy lifestyle

29. **Sustainability Implications** – The proposals will result in an increase in participation in cultural and sport and physical activity opportunities and therefore help sustain local key assets. The proposal will also support the local economy and therefore sustain local business, suppliers and hotels.

30. **Human Rights Implications** – There are no implications arising from this recommendation.

31. **Ward Implications** – The recommendations will impact upon all wards across Gateshead.

32. **Background Information** – None.