

TITLE OF REPORT: Gateshead International Stadium

REPORT OF: Darren Collins, Strategic Director, Resources and Digital

Purpose of the Report

1. To seek Cabinet approval for improvements to the track surface and lighting at Gateshead International Stadium to support the delivery of major events.

Background

2. 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).
3. 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.
4. In 2015, Gateshead led the delivery of the British Transplant Games and earlier this year supported the delivery of the World Transplant Games with over 5,000 individuals from across the world competing in a variety of sporting competitions. Gateshead was also host to the Tour of Britain in August this year attracting 162,500 visitors to Gateshead with a net visitor expenditure of £2,996,386. 28 schools participated in the event with a major programme of engagement and building legacy from the event.
5. High profile sporting events play a major part in delivering the outcomes associated with Council priorities and '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.
6. On 21st May 2019 Cabinet agreed (minute No. C4) a 10 year strategy for International Athletics and for the future hosting of World Class Athletics events at Gateshead International Stadium. The Council is currently finalising the contract for the hosting of the IAAF Diamond League events in 2020, 2021, and 2024. A contractual obligation is for the venue to hold an IAAF Class 1 certificate.
 7. On 19th February 2019, Cabinet agreed (minute no. C133) to the Council's Capital Programme allocations from 2019/20 to 2023/24, which included investment into the refurbishment of the track facility at Gateshead International Stadium alongside other refurbishment projects (£1,210,000). Since then the Council has commissioned an external feasibility study which has identified additional works required to the facility to deliver an IAAF Class 1 standard athletics facility including approximate costs.
 8. A construction route to market option analysis has been undertaken by Corporate Procurement and technical officers to evaluate the most appropriate route to contract award. This has resulted in a proposal to award the contract through the SCAPE framework. This will ensure the project can be delivered in the timescales required in order to meet the legal requirements of the British Athletics contract agreement regarding the Diamond League.

Proposal

9. The proposal is to invest in Gateshead International Stadium to ensure it has an IAAF Class 1 certificate specifically:
 - Replace the current running track surface and surrounding areas to a 'Mondo Track' surface, with associated ground works to IAAF Class 1 Standard. Further details are outlined in Appendix 1, para 12 - 17.
 - Combine the individual schemes (Track and Floodlights) into one scheme for the purposes of procurement and project management.
 - Confirm the appointment of Keir through the SCAPE framework to deliver the construction of the track and floodlights.
10. These additional improvements for the track and the floodlights will require additional resource of £387,000 which it is proposed should be incorporated within the Council's capital programme.
11. The East Terrace of Gateshead International Stadium has recently been declared unfit for use due to damage to the canopy. The Council is currently in discussions with Wilmott Dixon (the main contractors who installed the canopy in 2011) regarding the removal and replacement of the canopy. A further report

will be brought for consideration at Cabinet once these discussions have concluded.

Recommendations

12. It is recommended that Cabinet:

- (i) Approve the realignment of the Capital Programme of £0.387m to improve the sports facilities at Gateshead International Stadium.
- (ii) Delegate responsibility to the Service Director, Major Projects and Corporate Property to negotiate a tender and award contract within the agreed budget through the SCAPE framework.
- (iii) Receive a further report outlining the impact of major events in Gateshead, specifically the Tour of Britain 2019 and World Transplant Games 2019.
- (iv) Receive a further report on the solution for the East Terrace canopy.

For the following reasons:

- (i) Enhance Gateshead's reputation as a host of major international sporting events and support the delivery of the Council's Thrive policy.
- (ii) To support the sustainability and raise the profile of key Gateshead assets most notably Gateshead International Stadium.
- (iii) To meet contractual requirements and provide an IAAF Class 1 certified athletics venue to host World Class Athletics.
- (iv) To improve access to sport and leisure provision for the residents of Gateshead.

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Policy Context

1. The proposal supports the overall vision for Gateshead as set out in Council policy objectives such as 'Thrive'. In particular, supporting the development sustainable sport and leisure provision, supporting economic growth, which also support conditions for volunteering and community cohesion, as well as promoting an active and healthy Gateshead.

Background and Proposal

2. In order to deliver the outcomes of the Council's Thrive policy, the Council is working closely with partners such as Newcastle City Council, NGI and Great Run Company 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.

Impact of Major Events - Social/Community/Sport & Health Development

5. Enhancing Gateshead's reputation as a host of major international sporting events and supporting delivery of Gateshead's Thrive priorities. Major events also support the creation of community pride by providing access to attend sporting spectacles that will bring some of the best athletes in the world into Gateshead.
6. Volunteering is a key component in the delivery of major events and it 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 supported the delivery of the World Transplant Games 2019.
7. 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.

Economic Impact of Major Sporting Events

8. Major events play a major part in supporting the local economy through expenditure in local services and suppliers, and employment. 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.
9. 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.
10. 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 £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.
11. As well as the benefits detailed above, the project will:
 - i. Deliver the outcomes of the Gateshead Sport Strategy Documents, specifically 'enhancing' sporting provision in Gateshead
 - ii. Support the Council to deliver against the corporate policy objective Thrive through improving the numbers of individuals accessing sport and leisure facilities and encouraging participation sport of athletics.
 - iii. Support the long-term sustainability of the Go Gateshead Sport and Leisure Service.

Track Surface

12. In order to host World Class Athletics Events, an IAAF Class 1 track certification is a contract requirement meaning an upgrade to the track surface is essential. The Council commissioned a feasibility study resulting in a recommendation to fully replace the existing track. The report also recommended additional works to make the sport of Athletics and Football more compatible on the site.
13. The preferred option includes the full removal of the existing surface and replacement with a higher specification 'Mondo track surface', new kerbing, and

redevelopment of the Hammer (to updated standards) and Shot Putt areas, at a cost of circa £800,000.

14. Since the Gateshead facility is a multi-purpose venue, it is important that the new track material is tough, so it can withstand non-athletics use. It should also be easy to clean and repair so the surface can be successfully restored after events.
15. Mondo tracks are reported to have 4 times the tensile strength of standard tracks - which is one of the reasons Mondo is consistently chosen for major events such as the Olympics and Commonwealth Games (including Birmingham for the 2022 Games). If Gateshead is to compete against rival tracks to secure future major Athletics events, then a high-quality surface is required.
16. In the event that a Mondo track is damaged, the prefabricated material can be invisibly repaired, utilising attic stock which is provided as part of the installation.
17. The surface is more appropriate and durable for the multi-use function of Gateshead International Stadium, which will increase the attraction of larger scale cultural events, therefore increasing the potential revenue to the site. This unique type of facility would also attract more national and regional athletics competitions.

Replacement Floodlighting

18. The works entail the replacement of the existing metal halide flood lights within the stadium utilising as much of the existing services, towers and columns as possible. The lights would be converted to LED with a view to improved efficiency as well as significantly improved lighting levels.

Consultation

19. The Cabinet members for Communities and Volunteering and, Culture Sport and Leisure have been consulted with regards to these proposals.

Alternative Options

20. The option of not progressing with this project will result in the inability to deliver on the contractual obligations as set out by British Athletics in order to host the World Athletics Event (Diamond League) in 2020, 2021, 2024.

Implications of Recommended Option

21. **Resources:**

- i. **Financial Implications**

The total project costs of the track and floodlight schemes are estimated at £1.340m. The existing capital allocation within the Capital Programme is £1.210m so the proposal contained within this report requires the capital programme to be realigned with the addition of £387,000.

The Strategic Director Resources and Digital confirms that £1.34m is available within the Capital Programme to deliver the project.

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

iii. **Property Implications** – There are no property implications

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

23. **Equality and Diversity Implications** – The proposals will result in improved access to Sport and Leisure facilities.

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

25. **Health Implications** – The proposals will result in significantly improved sports provision providing increased opportunity and access to sport and leisure facilities.

26. **Sustainability Implications** – The proposals will result in an increase in participation and income within the Go Gateshead Sport and Leisure portfolio to support sustainability, but most importantly will support the long-term sustainability of the sport of Athletics. Replacing the floodlighting will convert the existing lights to LED which will improve the energy efficiency of the Stadium.

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

28. **Ward Implications** – The Gateshead International Stadium is based within the Felling ward, however the site has a significant wider geographical impact given its regional, national and international status.

29. **Background Information** – None.