

TITLE OF REPORT: Major Events Programme – Tour of Britain Cycling

REPORT OF: Darren Collins, Strategic Director, Corporate Resources

Purpose of the Report

1. To inform Cabinet of progress in promoting cycling in Gateshead and in particular, securing the Tour of Britain (cycling event) in Gateshead.

Background

2. In order to deliver the outcomes of Gateshead's Thrive policy and the 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). Other major events include the Great North Run and British Transplant Games.
4. The Council continues to develop its future plans for major events. The Council is working with partners such as Great Run Company to bring International Athletics back to Gateshead. Cabinet recently approved a 10 year strategy for athletics in Gateshead, bringing International Athletics back to Gateshead (Diamond League) in 2020, 2021 and 2024. The Council is also working with other partners (Newcastle City Council) to support a major duathlon event (cycling and running) in August this year.
5. 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'. Appendix 1 of this report identifies impact and outcomes of major events.

Proposal

6. The proposal is to secure the Cycling Tour of Britain 2019 in Gateshead. The Council will require and ensure that a programme of community engagement (with schools and sports clubs) is delivered as part of this event to build legacy and increase participation in cycling. An economic impact assessment of the event will also be published after the event to inform future events.

7. The Tour of Britain is a national eight stage cycling event which is held across the Country. In 2009, Gateshead led the development of a North East Stage in which 16 Professional teams travelled from Darlington through Durham, Northumberland and Tyneside finishing at Baltic Square in Gateshead.
8. The aims of the Tour of Britain are to:
 - Promote cycling at grassroots level
 - Improve the take up of cycling in specific age groups
 - Link with any local talent development programmes
 - Link in with any local sport development objectives
 - Link in with any local specific objectives around cycling
 - Increase awareness and credibility of the Council's brand among key audiences (including enthusiast and mainstream cyclists)
 - Ensure that ITV4 (or equivalent broadcaster) promotes the Council and its tourist destinations.
9. North of Tyne have recently announced the decision to host a stage of the Tour of Britain, which will start in Northumberland and finish in Newcastle City Centre. It is then proposed to start the following stage of the event in Gateshead.
10. A route has been proposed which would start from South Shore Road on the Gateshead Quays turning on to the A167 past the iconic Angel of the North, before heading out to the West of Gateshead with a finish in Cumbria.
11. A formal economic research study to fully understand the specific benefits of the event will be delivered.
12. Due to time constraints the Strategic Director, Corporate Resources has entered into contract negotiations under Schedule 5 Delegations to managers to approve the contract for the Tour of Britain.

Recommendations

13. It is recommended that Cabinet:
 - (i) Agrees that Gateshead Council participates in the Tour of Britain cycling by hosting a stage in Gateshead; and
 - (ii) Notes, for information, that under the Council Constitution Schedule 5, Part 2 – General Delegations to Managers, Paragraph 4 (e), the Strategic Director, Corporate Resources has entered into contract negotiations to secure the Cycling Tour of Britain 2019 in Gateshead.

For the following reasons:

- (i) To cement Gateshead's reputation as a host of major international sporting events and support the delivery of Gateshead's Culture Strategy
- (ii) To support delivery against key Council policy objectives such as the Gateshead Culture Strategy and the Thrive Agenda.
- (iii) To increase participation in sports, notably cycling, through a strategic approach to cycling in 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' and will support the Council to;
 - a) Tackle inequality so people have a fair chance
 - b) Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
 - c) 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. 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.

Tour of Britain (Cycling)

5. The Tour of Britain is a national eight stage cycling event which is held across the Country. In 2009, Gateshead led the development of a North East Stage in which 16 Professional teams travelled from Darlington through Durham, Northumberland and Tyneside finishing at Baltic Square in Gateshead.
6. The aims of the Tour of Britain are to:
 - a) Promote cycling at grassroots level

- b) Improve the take up of cycling in specific age groups
 - c) Link with any local talent development programmes
 - d) Link in with any local sport development objectives
 - e) Link in with any local specific objectives around cycling
 - f) Increase awareness and credibility of the Council's brand among key audiences (including enthusiast and mainstream cyclists)
 - g) Ensure that ITV4 (or equivalent broadcaster) promotes the Council and its tourist destinations in the best possible light.
7. North of Tyne have recently announced the decision to host a stage of the Tour of Britain, which will start in Northumberland and finish in Newcastle City Centre. It is then proposed to start the following stage of the event in Gateshead.
 8. A route has been proposed which would start from South Shore Road on the Gateshead Quays turning on to the A167 past the iconic Angel of the North, before heading out to the West of Gateshead with a finish in Cumbria.
 9. It is also proposed to consider an event in 2020 with a reversal of the route, i.e. start in Cumbria and finish in Gateshead, if 2019 is successful.
 10. A formal economic research study to fully understand the specific benefits of the event will be delivered.

Social/Community/Sport & Health Development

11. 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.
12. 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;
 - a) Athlete appearances at local community and school venues aimed to inspire individuals to be more active and healthy.
 - b) Activity at competition venues pre and post the event for residents, schools and local clubs.
 - c) Wider physical activity programmes resourced through the event to provide an engaging cultural offer.

Economic Impact of Major Sporting Events

13. Major events play a major part in supporting the local economy through expenditure in local services and suppliers, and employment.
14. Specifically in relation to the Tour of Britain, the following is a summary of previous event studies regarding the economic impact;
 - a) The Tour of Britain event held in Bristol in 2018 indicated that;

- i. 150,000 visitors attended the race.
 - ii. 16% of visitors stayed overnight.
 - iii. The average spend per day by day only visitors was £37.98 per group.
 - iv. The average spend per 24 hours by overnight visitors was £123.16 per group.
 - v. 43% of people attended with their families.
 - vi. 52% of people who attended were inspired to cycle more often.
 - vii. The net visitor spend was circa £2.5m

- b) In 2018 Cumbria reported the following economic benefits of hosting two stages of the event;
 - i. 240,000 spectators across the two stages.
 - ii. 1.5m viewers watched ITV4's coverage of the two stages.
 - iii. Up to 60% of all visitors came from outside Cumbria and 48% stayed overnight.
 - iv. Average spend by overnight visitors was up to £133.17 per group.
 - v. Up to 93% of visitors described the race as "very enjoyable".
 - vi. Up to 61% said they were inspired to cycle more often.

- c) As the UK's biggest free to attend sporting event it has more than 1.62 million spectators across eight day event. Recent data (Frontline impact assessment) has shown for the Cheshire East Stage:
 - i. 300,000 spectators (highest stage attendance alongside London)
 - ii. 63% of spectators were from outside Cheshire East.
 - iii. The stage generated £5.45m of gross economic activity in UK
 - iv. Net economic benefit direct to Cheshire East was £3.5m.
 - v. At £2.489m GVA IT compares favourably with the impacts of other, similarly sized events in the UK.
 - vi. 59% of spectators inspired to cycle more often 93% recognition of Cheshire East Council as Stage sponsor.
 - vii. At £2.489m GVA IT compares favourably with the impacts of other, similarly sized events in the UK.
 - viii. 7.63m viewers watched the Tour of Britain on ITV4 (live and highlights).
 - ix. 1.23m viewers for Stage 3 on ITV4 (2nd highest stage viewing fig).

- d) The Gateshead event will specifically;
 - i. Receive a three hour live programme and 60 minute highlights programme which will be broadcast on ITV4 (or an equivalent broadcaster).
 - ii. A 52 minute highlight programme will also be produced and this will be distributed on a worldwide basis using the best endeavours to reach the widest possible audience. The broadcast time devoted to the Gateshead stage shall be no less than the time devoted to each of the other stages.
 - iii. Official recognition on the Race website with 'hotlinks' to Gateshead Council and other local partners as identified by the Council.
 - iv. An economic research study for the event.
 - v. Deliver a school and community engagement programme which will engage local cycling clubs/groups and schools to include;

- Engage and encourage local community organisations in wards along the route to provide activities in their area.
- Provide a schools engagement resource encouraging schools to watch the race along the route, designing banner competitions.
- Provide activities for schools and clubs including formal cycling competition and training.

Consultation

15. 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 Portfolio

Alternative Options

16. 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

17. **Resources:**

a) **Financial Implications**

- The project costs in relation to the delivery of the Tour of Britain is £150,000.
- The Strategic Director, Corporate Resources confirms that £150,000 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

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

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

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

21. **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.

22. **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.
23. **Human Rights Implications** – There are no implications arising from this recommendation.
24. **Ward Implications** – The recommendations will impact upon all wards across Gateshead.
25. **Background Information** – None.