

TITLE OF REPORT: Major Events Programme

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

Purpose of the Report

1. To update Cabinet on the major events programme in 2021 and specifically seek approval to begin the process to bid for the European Championships in 2026.

Background

2. In order to deliver the outcomes of Gateshead's Thrive policy, the Council is working closely with partners such as the 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 Council continues to develop its future plans for major events and is working with partners such as the Great Run Company to bring International Athletics back to Gateshead.
5. High profile sporting events play a major part in delivering the outcomes associated with Council priorities, such as 'Making Gateshead a place where everyone thrives'. Appendix 1 of this report identifies impact and outcomes of major events including the impact of the Tour of Britain held in September 2019.
6. High profile sporting events play a major part in delivering the outcomes associated with Council priorities such, as Economic Growth and Health and wellbeing, supporting 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 – Economic recovery: A Major Events Programme

7. All major events were either postponed or cancelled in 2020 due to the pandemic. Planning for future events play a major part in supporting the local economy through expenditure in local services, suppliers and employment and will also be a major drive in the resurgence of the economic recovery of the North East following the pandemic.

European Sports Championships 2026

8. Preliminary strategic discussions have commenced with key stakeholders across the northern region regarding a major events programme as part of the region's economic recovery in the coming years.
9. There is an opportunity to bring a 'mega' event to Gateshead and the North East which could be seen as a major catalyst in the economic recovery of the area. The first edition of the European Sports Championships (as then branded) was staged in Glasgow and Berlin in 2018. A multisport event consisting of European Championships in Athletics, Aquatics, Cycling, Rowing, Golf, Gymnastics and Triathlon. The event was staged over ten days in the month of August, with Berlin hosting the athletics and all other sport taking place in Glasgow. The event was positively received by audiences and stakeholders in the UK, Europe and around the world.
10. The dates for the 2026 event have been confirmed as 30 July to 9 August 2026 and host city interest is to be registered with the European Championship Management to enter to the formal bidding process anticipated to start later this year.
11. In order to progress a bid, engagement with Central Government, and UK Sport will be crucial to receive home nation support in the process. A formal feasibility study will be required to understand the host city needs required to deliver such an event, including the financial implications.
12. The proposal is to explore the potential of bringing the European Sports Championships 2026 to Gateshead and the North East. It is proposed to engage Central Government, UK Sport and other North East local authorities to gain support to enter the bidding process for the European Championships in 2026.
13. If Gateshead was to host part of the European Sports Championships 2026, this would have a significant positive economic and social benefit for the region and to major assets such as the Gateshead International Stadium, and the new Gateshead arena, conference and exhibition centre including the wider Gateshead Quays development.

Major Events Programme 2021

14. The major events programme for 2021 currently consists of the following;
- a) **Tour of Britain (Provisional date of Friday 10th September 2021)**; The event, agreed by Cabinet on the 24th March 2020 (minute number C139), was postponed in September 2020. The event will be jointly staged with the start in Cumbria and the event accessing Gateshead through Chopwell and finishing on the A167 adjacent to the Angel of the North.
 - b) **Try on the Tyne (Provisional date of Saturday 22nd August 2021)**; Both Gateshead Council and Newcastle City Council, were originally approached by Steve Cram and his event management company to develop a new national triathlon (Swim, Cycle, Run) event to be held on the Quayside from 2019 onwards. The first event held in 2019 attracted approximately 700 athletes and is now an integral part of the British Triathlon annual race circuit.
 - c) **Great North Run weekend (Provisional date of Friday 10th – Sunday 12th September)**; The Great Run Company intend to start planning for a 2021 Great North Run weekend event which will also include the following additional wider activities across the weekend;
 - i. Friday Night 5k run on the Quayside
 - ii. Great North Saturday to comprise Mini and Junior Great North Runs
 - iii. Great North Saturday (Elite element) – will aim to include 1 mile and 500 metres race and also field events such as pole vault.
 - iv. Great north Saturday - participant Village - as in 2019 a revised participant village which will includes street food and drinks, activities for children such as come and try it and sponsor exhibitors.
 - v. It is proposed to confirm arrangements with the Great North Run Company to secure the long-term future of the Great North Run and use of the Gateshead Quays area for the Great North Weekend ancillary events.

World Class Athletics - Diamond League

15. On the 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 entered negotiations with British Athletics regarding the hosting of the IAAF Diamond League events in 2020, 2021, and 2024.
16. The Diamond League in Gateshead was subsequently cancelled in 2020 due to the Pandemic, however on the 18th November 2020, British Athletics contacted Gateshead Council confirming that they could not support a Gateshead based Diamond League for 2021 and contract discussions for future events have been paused for the time being. Both Gateshead Council and British Athletics are committed to working together and continue the strong relationship built up over many years.

Recommendations

17. It is recommended that Cabinet:

- (i) Note the updates in the major events programme for 2021, most notably the provisional dates of the Tour of Britain, the Great North Run weekend, and Try on the Tyne, and to note that the Diamond League athletics will not return to Gateshead in 2021 as previously planned.
- (ii) Approve the progression of formal discussions with Central Government, UK Sport, other stakeholders and local authorities to consider a bid to host the European Sports Championships in 2026.

For the following reasons:

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

CONTACT: Lindsay Murray ext. 2794

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;
 - b) Tackle inequality so people have a fair chance
 - c) Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
 - d) Work together and fight for a better future for Gateshead

Background and Proposal

Tour of Britain (Cycling)

2. As part of its major events investment programme, the Council agreed on the 24th March 2020 (minute number C139) to the delivery of the cycling Tour of Britain event in 2020 and associated budget requirement of £0.3m. This event was subsequently postponed in 2020 with the aim to be rescheduled to Friday 10th September in 2021.
3. The route of the Tour of Britain included a reversal of the 2019 event with race starting in Cumbria and entering Gateshead in Chopwell with the finish anticipated to be held on South Shore Road. With the proposed delivery of the new conference and arena on the Gateshead Quays and commencement of work scheduled in early 2021, an alternative finish route has been identified. Subject to traffic management arrangements confirmed, the finish location is proposed to be on the A167 adjacent to the iconic Angel of North.

Great North Run Weekend

4. The Great North Run (GNR), 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.
5. An agreement has been in place for a number of years with The Great Run Company to deliver additional engagement activities over the Great North Run weekend which have historically included; The Great North City Games (an elite competition), and the Junior and Mini Great North Runs which included the Great North Run Pasta Party/Event Village.
6. The Great North Run weekend was subsequently cancelled in 2020 due to the pandemic. The following outcomes were however delivered which provided visibility and continuity to maintain a stronghold for the event;
 - a) Great Run Solo/Virtual GNR which engaged 21,000 people
 - b) A televised Great North Run special programme aired on the BBC to an audience of over 1m.

European Sports Championships 2026

7. The first edition of the European Sports Championships (as then branded) was staged in Glasgow and Berlin in 2018. A multisport event consisting of European Championships in Athletics, Aquatics, Cycling, Rowing, Golf, Gymnastics and Triathlon. The event was staged over ten days in the month of August, with Berlin hosting the athletics and all other sport taking place in Glasgow. The event was positively received by audiences and stakeholders in the UK, Europe and around the world.
8. The dates for the 2026 event have been confirmed as 30 July to 9 August 2026 and host city interest is to be registered with the European Championship Management to enter to the formal bidding process anticipated to start later this year.
9. In order to progress a bid, engagement with Central Government, and UK Sport will be crucial to receive home nation support in the process. A formal feasibility study will be required to understand the host city needs required to deliver such an event, including the financial implications.

Social/Community/Sport & Health Development

10. 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.
11. Volunteering is a key component in the delivery of events and 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 were recruited for the World Transplant Games in 2019.
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.
13. 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).

14. 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

15. 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.
16. 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.
17. 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.
18. 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.
19. In 2019, the Stage 4 of the Tour of Britain in Gateshead event specifically;
 - a. Received a three-hour live programme and 60-minute highlights programme which was broadcast on ITV4.
 - b. A 52-minute highlight programme produced and distributed on a worldwide basis using the best endeavours to reach the widest possible audience.
 - c. Received official recognition on the Race website with 'hotlinks' to the Gateshead Council website.
 - d. Reported, via an economic research study that;
 - i. 162,500 people attended the event with gross expenditure at the event of £3,337,662,
 - ii. Net visitor expenditure was £2,996,386 across Stage 4 of the event.

- iii. 75% of visitors surveyed associated Gateshead Council as a key sponsor of the race. (OVO Energy 82%, British Cycling 70%, Skoda 64%, Cumbria County Council 31%).
- iv. 48% of individuals surveyed reported that they were inspired to cycle more often as a result of the event.
- e. Delivered a comprehensive school and community engagement programme which included;
 - i. 3,500 children from 28 Gateshead schools watching the event at key locations across the borough and experienced live world class cycling.
 - ii. Four schools given priority access to a dedicated spectator zone at the start of the event, with 20 School Children acting as team mascots and accompanying the teams as they formally sign in at the start.
 - iii. A group of young people chosen to cycle along the first 200 metres of the start on South Shore Road to lead the precession of cyclists out onto the route.
 - iv. A 'design a cycling jersey' competition held in the months leading up to the event with a pupil from St Joseph's Primary School, Highfield, winning the competition.
 - v. **Cycling activity delivered in a number of schools in the lead up to the event** to improve cycling skills and road safety awareness for children, with an increase in school take up following the event.

Consultation

20. In preparing this report, consultations have taken place with all Cabinet Members.

Alternative Options

21. 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' as well as not supporting the resurgence of the local economy following the pandemic.

Implications of Recommended Option

22. Resources:

- a) **Financial Implications** – The Strategic Director, Resources and Digital confirms the financial implications relating to the potential bid for the European Championships 2026 will be the subject of a future report.
- b) **Human Resources Implications** – There are no implications arising from this recommendation
- c) **Property Implications** – There are no implications arising from

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

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

25. **Crime and Disorder Implications** – There are no implications arising from this recommendation.
26. **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
27. **Climate Emergency and 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.
28. **Human Rights Implications** – There are no implications arising from this recommendation.
29. **Ward Implications** – The recommendations will impact upon all wards across Gateshead.
30. **Background Information** – None.