

PERTH AND KINROSS COUNCIL**Environment and Infrastructure Committee****21 March 2018****ETAPE CALEDONIA EVENT****Report by Executive Director (Environment)**

This report outlines the position of the Etape Caledonia event and asks the Environment and Infrastructure Committee to consider the request by the event organiser to have a variation on the route to allow both a 4 miles extension to the existing 81 miles route as well as a shorter 40 miles route option to be offered to participants in 2018.

1. BACKGROUND / MAIN ISSUES

- 1.1 In 2006, the then Enterprise and Infrastructure Committee of Perth and Kinross Council approved the staging of a major mass participation cycle event, the Etape Caledonia, to take place on closed roads in Highland Perthshire (Report No. 06/836 refers). The first event took place in June 2007 and for the first three years, the Council provided funding support to assist the rapid development of the Etape. Since then, the event, which is organised by IMG Challenger World, has been self-financing through sponsorships and entry fees. In March 2015, the Enterprise and Infrastructure Committee approved the principle of the roads network being used annually for the purposes of the Etape Caledonia up to and including 2020 (report no. 15/125 refers).
- 1.2 In October 2017, an Executive Sub Committee of the Environment, Enterprise and Infrastructure Committee considered the request from IMG Challenger World for an extension to the existing 81 mile route in order to provide a longer option to a limited number of participants (Report No. 17/352 refers). IMG had identified a "loop" extension through Glen Lyon to Bridge of Balgie, continuing to Lawers on Loch Tay side and via the A827 to Fearnan, which re-joined the main Etape Caledonia route at Dull. The company undertook initial consultations with the community councils in the areas affected by this extension and approached the Council to request that it approved the extension for 2018 onwards. As the Council's approval of 2015 related to the existing 81 mile route, this request meant a change to the route and accordingly the Council needed to consider this. The Executive Sub Committee did not approve this particular route extension option as it was apparent that there was significant local concern particularly in view of the closure of a trunk road. The Sub Committee requested that IMG investigate alternative options and undertake further community consultation on these, before coming back to the Council for a determination of any proposed variation to the established Etape Caledonia route.

- 1.3 The Etape Caledonia has taken place over an 81 mile route in Highland Perthshire with the start and finish in Pitlochry. In order for the Etape to take place, an application for a Temporary Traffic Restriction Order (TTRO) has to be made annually by the event organiser with the written authorisation of Police Scotland and the consent of Transport Scotland to the promotion of the Order also required. The cost of this Order, approximately £1,400, is met by the organiser. In addition, the organiser has to produce operational management plans which satisfy the Council and the emergency services.
- 1.4 In late 2016, the event organiser mooted the potential to offer an optional route extension to the event in order that a longer route could be offered to those participants who were looking for a longer circuit – typically in the region of 100 plus miles. IMG advised that although the event had endured well, there was now a need to consider refreshing the event. The introduction of this longer route option was seen by the organiser as a response to changing market expectations and help the event maintain its profile as a premier mass participation cycle event.
- 1.5 In 2017, there were 4,480 entries for Etape Caledonia with 3,408 starting the event and 3,329 completing it. These numbers were down slightly on 2016 (4,766 entries, 3,818 starters). In addition, it was estimated that there were approximately 2,400 spectators in 2017. Entries have decreased in recent years and IMG believed that the Etape Caledonia needs refreshed as the natural lifecycle of the event is on the decline. The company believes that if the event is to survive then alternative route options need to be considered.
- 1.6 In 2017, an economic impact assessment was undertaken by IMG which estimated a net additional impact to Perth and Kinross of £1,071,076. 96% of participants were from outside the Perth and Kinross area and 26% from outside Scotland. A total of 70% of participants and spectators stayed overnight.

2. PROPOSALS

- 2.1 Since the Executive Sub Committee meeting, the company has been investigating other options for a 100 miles route by adding approximately 20 to 30 miles onto the existing circuit in order to offer a longer route. It has also developed a proposal for a shorter 40 miles route, largely contained within the existing route, in order to appeal to different customer segments. In addition, IMG has been looking at other aspects of the event in order to create more of a festival atmosphere and encourage longer stays in the area. It has introduced a range of measures to enhance the event as it stands. These include the Etape Talks series and enhancements to the events village, following feedback and consultation including discussion with local elected members.
- 2.2 While it has been investigating the feasibility of a new 100 miles route for 2019 onwards, it has developed proposals for a small extension to the current 81 miles route in order to extend the route to 85 miles in 2018. In addition, IMG also want to offer a 40 miles circuit option that could appeal to different

markets on the basis of gender, age and experience. IMG is now requesting that the Council considers this 85 miles route as well as the shorter 40 miles route option for 2018.

- 2.3 A map that includes the proposed route extension together with proposed start times and indicative road closure times is appended to this report.
- 2.4 IMG proposes that the 81 miles route is extended to 85 miles in 2018. This would entail using the current route and then “loop” towards Trinafour after Tummel Bridge with riders cycling towards Trinafour and then back on the B847 and joining the B846 towards Kinloch Rannoch. This stretch of road would be closed between 0630 and 0950. The rest of the circuit would remain the same.
- 2.5 With regards to the 40 miles route option, IMG has proposed containing this within the full circuit and using the B846 between Tummel Bridge and Loch Kinardochy where cyclists would re-join the main circuit. It is anticipated that this stretch of road would be closed between 0700 and 1000.
- 2.6 For 2019 onwards, IMG is investigating options for the full Etape Caledonia circuit to be extended to approximately 100 miles while retaining the shorter 40 miles circuit option. The current full 81 miles circuit would, therefore, be replaced by this longer route and a shorter route option also maintained.
- 2.7 Elected members and community councils have been consulted on the route proposals for 2018. A meeting of community representatives and IMG staff was held on 31 January where the 2018 route proposals were shared as well as other concerns with regards to the event. A further meeting was held on 26 February. There were no objections to the 2018 route proposals. Other comments on the Etape Caledonia were largely operational in nature. However, there was also discussion to the effect that the benefits from the event should accrue to as wide an area as possible. This was particularly from the viewpoint that there is now less community involvement in arrangements for the event of late compared with earlier years.
- 2.8 For its part, IMG is undertaking a range of measures including:-
 - engagement with the Birks Cinema regarding the opportunity to do cycling film screenings
 - enhancing the stewarding and management arrangements for the event village in Pitlochry and communication with nearby residents
 - promotion of the Aberfeldy Time Trial
 - increased advance warning signage of cyclists on local roads in the period leading up to the event, and
 - ongoing business engagement.
- 2.9 Emergency services have also been consulted on the 2018 route proposals and do not foresee any particular difficulties. The Council’s Network Management officers have also considered the proposals and do not have any objections to either the extension or the short route option.

- 2.10 For 2019, IMG is developing a proposal for a longer route of approximately 100 miles and is currently looking at an option for this and consulting on it. Once a firm proposal is received for this route variation, it will require to be considered by the Council at a future committee meeting.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 This report gives the background to the Etape Caledonia cycle event and the recent request from the event organiser IMG to Perth and Kinross Council to vary the route. IMG has now approached the Council for approval of an extension of the existing 81 miles to 85 miles for 2018 and the inclusion of a new 40 miles circuit largely within the established route. The company feels that there needs to be development of the event route to secure its future and sees these route variations as key to this.

- 3.2 It is recommended that the Committee:

- (i) Considers the request from IMG for an extension to the route of the Etape Caledonia from 81 miles to 85 miles in 2018 using the route outlined in the report.
- (ii) Considers the request from IMG for a new shorter 40 miles route option to be offered from 2018
- (iii) Notes that IMG is investigating the potential of a longer route of approximately 100 miles from 2019 and that this will be the subject of a report to a future meeting of the committee

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Approved

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	
Community Plan / Single Outcome Agreement /Perth City Plan	Yes
Corporate Plan	Yes
Resource Implications	
Financial	None
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	None
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	None
Legal and Governance	None
Risk	Yes
Consultation	
Internal	Yes
External	None
Communication	
Communications Plan	None

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The activities contribute to the Community Plan's strategic objectives of 'Promoting a prosperous, inclusive and sustainable economy', and a 'Safe Welcoming Environment' and the outcomes of 'a thriving, expanding economy' and 'employment opportunities for all'.

Corporate Plan

- 1.2 Perth and Kinross Council Corporate Plan 2013/2018 sets out five strategic objectives:
- (i) Giving every child the best start in life;
 - (ii) Developing educated, responsible and informed citizens;
 - (iii) Promoting a prosperous, inclusive and sustainable economy;
 - (iv) Supporting people to lead independent, healthy and active lives; and
 - (v) Creating a safe and sustainable place for future generations.
- 1.3 This report relates to Objective No (iii) 'Promoting a prosperous, inclusive and sustainable economy' and the outcome of 'Thriving, expanding economy' by encouraging and supporting tourism.

2. Resource Implications

Financial

- 2.1 There are no financial resource implications as a result of this report.

Workforce

- 2.2 There are no workforce implications as a result of this report.

Asset Management

- 2.3 There are no Asset Management implications arising as a result of this report.

3. Assessments

Equality Impact Assessment

- 3.1 Not applicable

Strategic Environmental Assessment

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. No further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.3 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions. The activities in this report will contribute towards sustainable economic development in Perth and Kinross.

Legal and Governance

- 3.4 The consideration of the report is in line with the Council's Scheme of Administration and specifically the role of the Enterprise and Infrastructure Committee in developing measures to support and promote economic activity and to plan key infrastructure. Legal Services has been consulted on these proposals.

Risk

- 3.5 Risks and the controls required to mitigate any risks will be reported through the Council's risk management process

4. Consultation

Internal

- 4.1 The Head of Legal and Governance, Democratic Services, and Finance, the Traffic and Network Manager and local elected members have been consulted in the preparation of this report.

5. Communication

- 5.1 Any communications required will be undertaken by the Council

2. BACKGROUND PAPERS

Reports to the Enterprise and Infrastructure Committee 06/836, 5/125, 17/352

3. APPENDICES

Appendix 1 – Etape Caledonia Route Map including Proposed Route Extension