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Council Building  
2 High Street  
Perth  
PH1 5PH

Thursday, 19 October 2017

A Meeting of the **Executive Sub-Committee of Environment, Enterprise and Infrastructure Committee** will be held in **the Council Chamber, 2 High Street, Perth, PH1 5PH** on **Wednesday, 25 October 2017** at **13:00**.

If you have any queries please contact Committee Services on (01738) 475000 or email [Committee@pkc.gov.uk](mailto:Committee@pkc.gov.uk).

**BERNADETTE MALONE**  
Chief Executive

***Those attending the meeting are requested to ensure that all mobile phones and other communication devices are in silent mode.***

**Members:**

Councillor Colin Stewart (Convener)  
Councillor Michael Barnacle (Vice-Convener)  
Councillor Callum Purves (Vice-Convener)  
Councillor Dave Doogan  
Councillor Andrew Parrott



**Executive Sub-Committee of Environment, Enterprise and Infrastructure  
Committee**

**Wednesday, 25 October 2017**

**AGENDA**

***MEMBERS ARE REMINDED OF THEIR OBLIGATION TO DECLARE ANY FINANCIAL OR NON-FINANCIAL INTEREST WHICH THEY MAY HAVE IN ANY ITEM ON THIS AGENDA IN ACCORDANCE WITH THE COUNCILLORS' CODE OF CONDUCT.***

**1 WELCOME AND APOLOGIES**

**2 DECLARATIONS OF INTEREST**

**3 ETAPE CALEDONIA EVENT**

Report by Director (Environment) (copy herewith 17/352)

**5 - 48**

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**PERTH AND KINROSS COUNCIL****Executive Sub Committee****Environment, Enterprise and Infrastructure Committee****25 October 2017****Etape Caledonia Event****Report by Director (Environment)**

This report outlines the position of the Etape Caledonia event and asks the Executive Sub Committee of the Environment, Enterprise and Infrastructure Committee to consider the request by the event organiser to have a change to the route to allow an optional route extension to be offered to participants.

**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 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 15/125 refers).
- 1.2 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.
- 1.3 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 longer circuit – typically in 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 would be a response to changing market expectations and help the event maintain its profile as a premier mass participation cycle event.
- 1.4 The Etape Caledonia had grown in popularity over the years – from 1,022 participants in 2007 to a peak of 4,293 starters in 2014. However, entry and

participant numbers have shown a slight decrease since then. In 2017, there were 4,480 entries 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.

- 1.5 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 and a total of 70% of participants and spectators stayed overnight.

## **2. PROPOSALS**

- 2.1 The Etape Caledonia was the original closed road cycle sportive event in the UK. Although IMG no longer runs its Etape Mercia and Etape Pennines events, there are now a range of other events including the Etape Cymru and Etape Loch Ness. Both of these are organised by separate companies, and demonstrate the growing interest in road cycling events in the UK. In the case of Etape Loch Ness, which will be held on 29 April 2018, it is a clear competitor for the Etape Caledonia.
- 2.2 IMG believes that the Etape Caledonia needs to be refreshed as the natural lifecycle of the event is on the decline. It is very keen to continue running the event. However, the company has been quite candid that if the event is to survive it needs to evolve and the key to this is the ability to offer an option to a proportion of the riders to complete a longer circuit. This is in response to growing demand for longer distances in the cycling community. It is felt that this optional extension will attract previous participants and also a new segment of riders.
- 2.3 The company has investigated options to add approximately 20 to 30 miles onto the existing 81 mile circuit in order to offer a longer option. It believes that the event needs to continuously improve if it is to stay in the top tier of UK cycling sportives. In addition, IMG is 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 including the Etape Talks series, a pasta party for participants and enhancements to the event village in Pitlochry. However, it feels that the future of the event needs to include a variation on the established route. The introduction of a longer route option would address this and secure the future of the event.
- 2.4 In 2016, the company started to look at options for a route extension which would only be offered to a limited number of entries – those elite riders who were capable of completing a circuit in excess of 100 miles. It identified a “loop” extension through Glen Lyon to Bridge of Balgie, continuing to Lawers on Loch Tay side and via the A827 to Fearnan and 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. However,

it did not proceed with this request to the Council for the 2017 event. IMG has now approached the Council to request that it approves the extension for 2018 onwards. As the Council's approval of 2015 related to the existing 81 mile route, this request means a change to the route and accordingly the Council needs to consider this.

- 2.5 A map that includes the proposed route extension together with indicative road closure times is appended to this report. IMG proposes that this extension option is available to 400 riders in 2018 – which would be an 8% increase based on 5,000 entries. This would be a trial year with a view to raising it to 1,000 riders in 2019. It is proposed that a rolling road closure is implemented to ensure the full section of the road is not closed for the whole time. Access for medical/carer purposes and for church services would be facilitated through motorbike escorts. Closure of this section of road will also impact on cross boundary traffic for Stirling Council.
- 2.6 As part of its research, IMG undertook traffic counts on 14 and 21 May (day of Etape Caledonia 2017) at two key locations Bridge of Balgie and at Lawers on the A827. Details of these are as follows:
- Bridge of Balgie
    - 2018 extension proposal, this sector would be closed 0800 – 1330
    - Total journeys in both directions through this area during this 5hr 30 mins closure period:
      - 14 May: 56 journeys (10.1 journeys per hour)
      - 21 May: 58 journeys (10.5 journeys per hour)
  - Lawers, A827
    - 2018 extension proposal, this sector would be closed 0845 – 1400
    - Total journeys in both directions through this area during this 5hr 15 mins closure period:
      - 14 May: 389 journeys (74 journeys per hour)
      - 21 May: 370 journeys (70.4 journeys per hour)
- 2.7 Given the status of the A827 as an east/west trans Scotland route, it will be necessary to provide advance warning to motorists in order to divert traffic onto alternative routes e.g. A85. It is acknowledged that the south Loch Tay road (C107) is not capable of supporting significant increases in traffic volume. The proposal does not require the closure of roads in Kenmore or Killin. As there would be an impact on cross boundary traffic, it would also be necessary to seek the views of Stirling Council which is the neighbouring local authority.
- 2.8 IMG acknowledges that mitigating measures would have to be put in place and while every effort would be made to minimise the inconvenience to local residents and businesses, some is inevitable. IMG has been asked to re-engage with the local communities on the proposed extension.

2.9 The views of the local elected members for the Highland ward have also been sought. Feedback to elected members has included correspondence from businesses on the proposed route extension, including accommodation providers and hospitality businesses, who are concerned at the likely loss of trade due to the road closures and a perceived wider negative impact for the area west of Tummel Bridge. Consequently, it has been stressed by elected members that individual businesses need to be consulted with as well as the wider residential community, Community Councils, and National Trust for Scotland in relation to access to Ben Lawers National Nature Reserve. In addition, it is felt that the specific timings of proposed closures need to be clarified. The view has also been expressed that there is now less community involvement in arrangements for the event of late compared with earlier years and that this needs to be addressed.

### 3. CONCLUSION AND RECOMMENDATIONS

3.1 This report gives an overview of the background and performance of the Etape Caledonia cycle event and outlines the request from the event organiser IMG to Perth and Kinross Council to approve an extension to the existing route in order to support the development of the event and secure its future.

3.2 It is recommended that the Executive Sub Committee:

- (i) Considers the request from IMG for an extension to the route of the Etape Caledonia from 2018 onwards.

#### Author

Name	Designation	Contact Details
Alan Graham	Business Development Team Leader	01738 475000 TESCommitteeReports@pkc.gov.uk

#### Approved

Name	Designation	Date
Barbara Renton	Director (Environment)	6 October 2017

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

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

### 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 Heads of Legal Services, Democratic Services, and Finance, the Traffic and Network Manager and local elected members have been consulted in the preparation of this report.

##### External

- 4.2 Police Scotland have also been consulted in the preparation of this report.

#### **5. Communication**

- 5.1 Any communications required will be undertaken by the Council

#### **2. BACKGROUND PAPERS**

- 2.1 Reports to the Enterprise and Infrastructure Committee 06/836 and 15/125

#### **3. APPENDICES**

- 3.1 Appendix 1 – Etape Caledonia Route Map including Proposed Route Extension
- 3.2 Appendix 2 – Etape Economic Impact Assessment.









# Etape Caledonia 2017 Economic Impact Assessment

Report for IMG

June 2017

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As part of our green office policy all EKOS reports are printed double sided on 100% sustainable paper

## Contents

1.	Introduction	1
2.	Participant and Spectator Survey	2
3.	Business Survey	12
4.	Economic Impact 2017	17
5.	Future Projections	23
6.	Conclusions	26

# 1. Introduction

This report provides an economic impact assessment of Etape Caledonia 2017 and projections for potential impacts in the period 2018 to 2020.

## 1.1 Background

Etape Caledonia is a closed road cycle race which took place on Sunday 21<sup>st</sup> May in 2017. The route is 81 miles in length, beginning and ending in Pitlochry, featuring steep climbs, rolling hills and forest-lined roads. The Event Village is located in Pitlochry. In 2017 there was the addition of 'Etape Talks' by three industry leading experts.

## 1.2 Objectives

The main aim of the study was to assess the economic impact of the event on the Perth & Kinross economy in 2017 and potential future impacts in 2018, 2019 and 2020.

## 1.3 Structure of the Report

The remainder of the report is structured as follows:

- Chapter 2: Participant and Spectator Survey;
- Chapter 3: Business Survey;
- Chapter 4: Economic Impact 2017;
- Chapter 5: Future Projections; and
- Chapter 6: Conclusions.

## 2. Participant and Spectator Survey

### 2.1 Introduction

A total of 363 visitor surveys were completed (242 participants and 121 spectators), giving a standard error of +/-5% (robust for economic impact purposes).

### 2.2 Profile

A total of 78% of participants were male and 22% female. For spectators it was 68% male, with 32% female. **Table 2.1** outlines the age range of adult participants and spectators, with 68% of participants and 69% of spectators between the ages of 35-54.

**Table 2.1: Age Range of Participants and Spectators**

	Participants	Spectators
16-24	2%	2%
25-34	16%	23%
35-44	34%	38%
45-54	34%	31%
55-64	12%	7%
65+	2%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>

As outlined in **Table 2.2**, the majority of participants (91%) and spectators (95%) were employed on either a full or a part-time basis.

**Table 2.2: Employment Status of Participants**

	Participants	Spectators
Full-time employment (30+ hours per week)	87%	94%
Part-time employment (less than 30 hours)	4%	1%
Looking after family / the home full-time	<1%	2%
Retired	5%	3%
Full-time education	3%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

The occupation level of the participants and spectators is given in [Table 2.3](#).

**Table 2.3: Occupation Level**

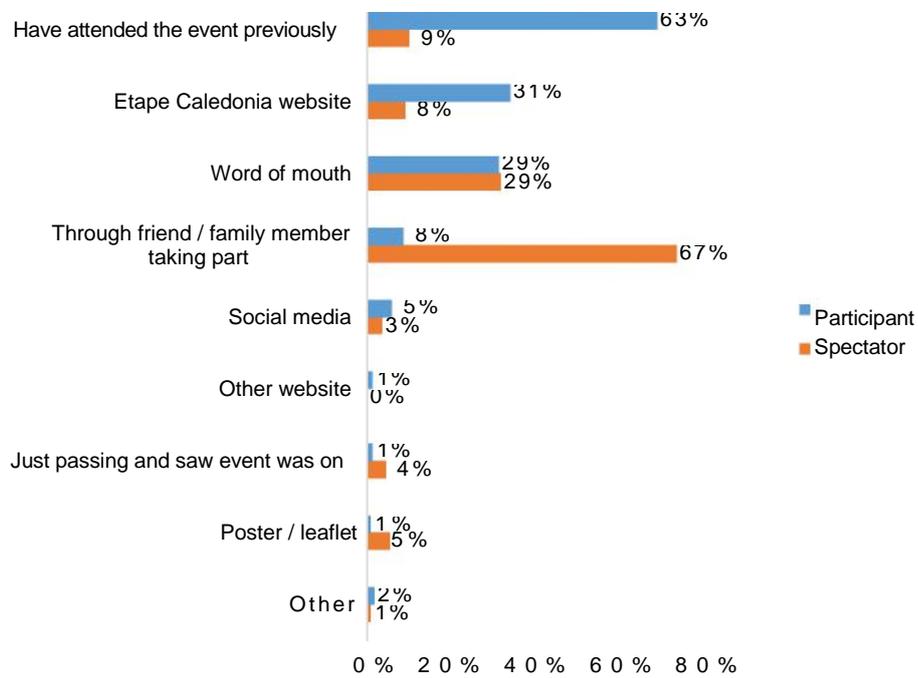
	Participants	Spectators
1. Higher managerial and professional	11%	9%
2. Lower managerial and professional	58%	66%
3. Intermediate occupations (clerical, sales,	18%	11%
4. Small employers and own account workers	1%	2%
5. Lower supervisory and technical occupations	9%	5%
6. Semi-routine occupations	1%	4%
7. Routine occupations	3%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>

A high proportion of both participants (69%) and spectators (75%) were in the higher and lower managerial and professional occupations of the National Statistics Socio-economic Classification groups.

## 2.3 Awareness of the Event

The most common ways in which participants accessed information about the event were through having attended previously (63%), the Etape Caledonia website (31%) and word of mouth (29%). For spectators, the most common ways were through a friend/family member taking part (67%) and word of mouth (29%) – [Figure 2.1](#).

**Figure 2.1: Sources of Information about Etape Caledonia**



N= 242 (participants) and 141 (spectators)

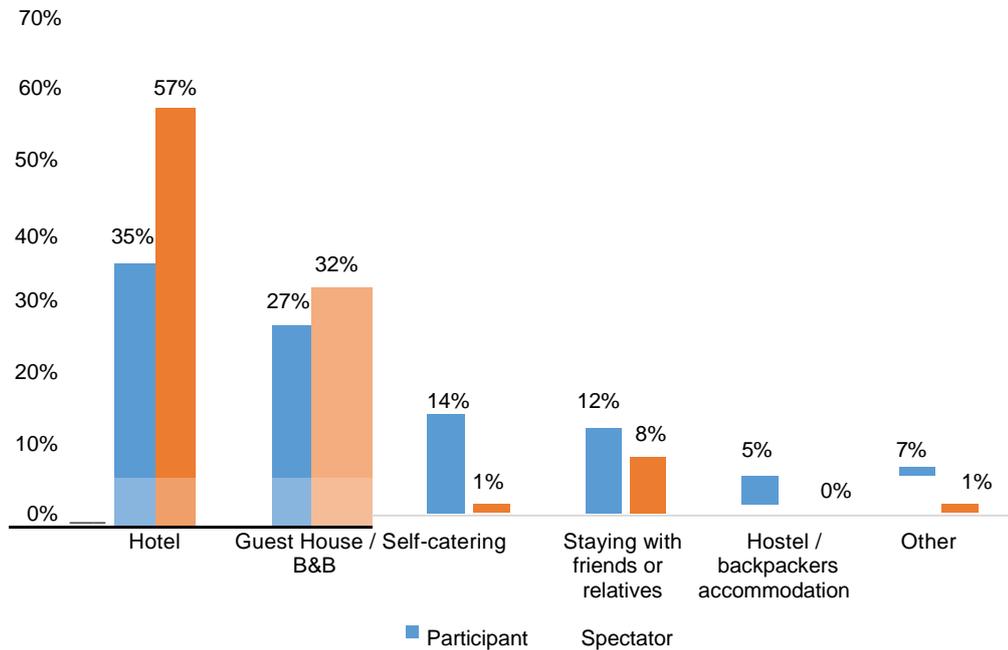
Note: multiple responses possible

Responses under ‘other’ for participants included through a club (1%) and mailing list (<1%), and for spectators through a mailing list (<1%).

## 2.4 Accommodation

Of participants who required an overnight stay, 35% stayed in a hotel and 27% in a guest house / bed and breakfast – **Figure 2.2**. Of spectators, 57% stayed in a hotel and 32% in a guest house / bed and breakfast

Figure 2.2: Types of accommodation used by overnight visitors



N= 150 (participants) and 75 (spectators)

Responses under 'other' were, for participants - camping (4%) and campervan or caravan (3%), and for spectators - camping (1%).

## 2.5 Rating of the Event

All of the participants and spectators rated the overall experience and location as very good/good. Almost all participants (99.6%) and all spectators rated the quality of the event as very good/good – [Table 2.4](#).

**Table 2.4: Visitor rating of event**

	Very Good	Good	Average	Poor	Very Poor
<b>Participants</b>					
Quality of the event	79%	21%	<1%	0%	0%
Location	84%	16%	0%	0%	0%
Event Village	62%	33%	4%	1%	0%
Other activities before/after the event	59%	34%	7%	0%	0%
Overall Experience	78%	22%	0%	0%	0%
<b>Spectators</b>					
Quality of the event	77%	23%	0%	0%	0%
Location	74%	26%	0%	0%	0%
Event Village	34%	50%	13%	3%	0%
Other activities before/after the event	47%	47%	4%	2%	0%
Overall Experience	67%	33%	0%	0%	0%

They also rated other aspects highly – the event village (95% participants; 84% spectators) and other activities before/after the event (93% participants; 94% spectators). Those who provided ratings of poor or very poor were asked to provide further reasons. For participants, individual respondents stated that there should be more food and drink stalls, that there was nowhere to buy a coffee early on, and that there was a lack of things for spectators to do. For spectators, the reasons provided were that there should be more to do (two) and there was not enough food stalls (one).

All respondents were invited to suggest any improvements which could be made to the event for the future – the most commonly suggested improvements from participants were:

- clearer signage on the route (5%);
- improved road surfaces (5%);
- more food and drink stalls (5%);
- a larger events village / more stalls (5%);
- more entertainment (2%); and
- better parking (2%).

From spectators, suggestions were:

- more for spectators to do (8%);
- a larger events village / more stalls (6%); and
- more entertainment (2%).

A total of 23% of participants and 3% of spectators considered that an extension to the route would be appealing. The most commonly cited extended length was 100 miles, suggested by 11% of participants.

**Table 2.5: Suggested length of route**

	Participants	Spectators
No route extension	77%	97%
82-89 miles	1%	-
90-99 miles	2%	-
100 miles	11%	<1%
101-109 miles	3%	2%
110-119 miles	-	<1%
120+ miles	2%	-
Route extension – unspecified length	3%	-
<b>Total</b>	<b>100%</b>	<b>100%</b>

## 2.6 Visitor Attendance at the Event

The most common day for participants to arrive was on the day of the event (40%), although for the spectators, it was the day before (48%). The most common day to leave was Sunday for both participants (73%) and spectators (80%) – [Table 2.6](#).

**Table 2.6: Day Arrived and Day Left**

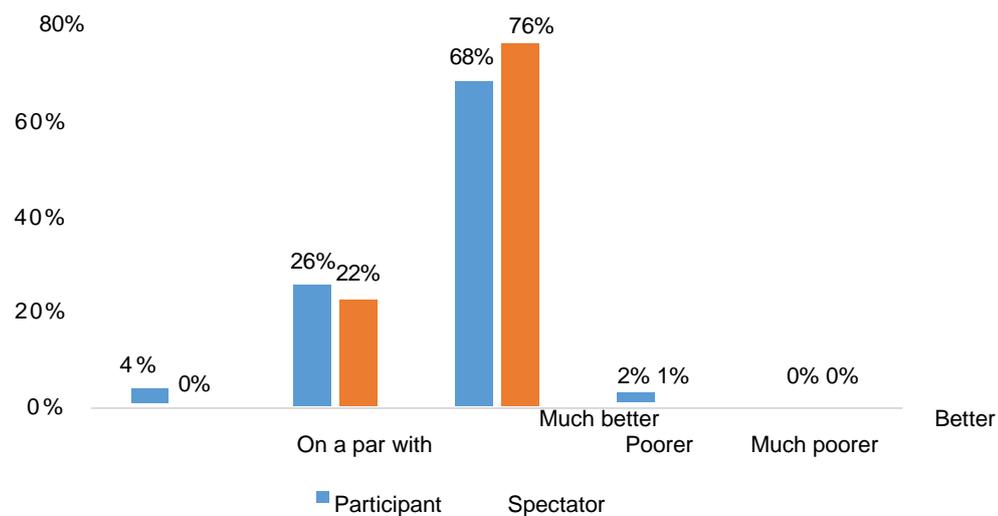
	Participants	Spectators
<b>Day Arrived</b>		
Saturday (13 <sup>th</sup> )	0%	<1%
Sunday (14 <sup>th</sup> )	0%	<1%
Thursday	1%	3%
Friday	20%	8%
Saturday	38%	48%
Sunday – day of the event	40%	41%
<b>Day Left</b>		
Sunday – day of the event	73%	80%
Monday	27%	20%
Friday (26 <sup>th</sup> )	<1%	0%

A total of 19% of participants and 12% of spectators said that if there were more activities on offer over the weekend they would spend longer in the area.

Just under three quarters of participants (74%) and 55% of spectators had attended the event in previous years. Of returning visitors, 68% of participants and 76% of spectators considered this year’s event as of the same quality as in previous years, with 30% of participants and 22% of spectators indicating it was much better/better –

**Figure 2.3.**

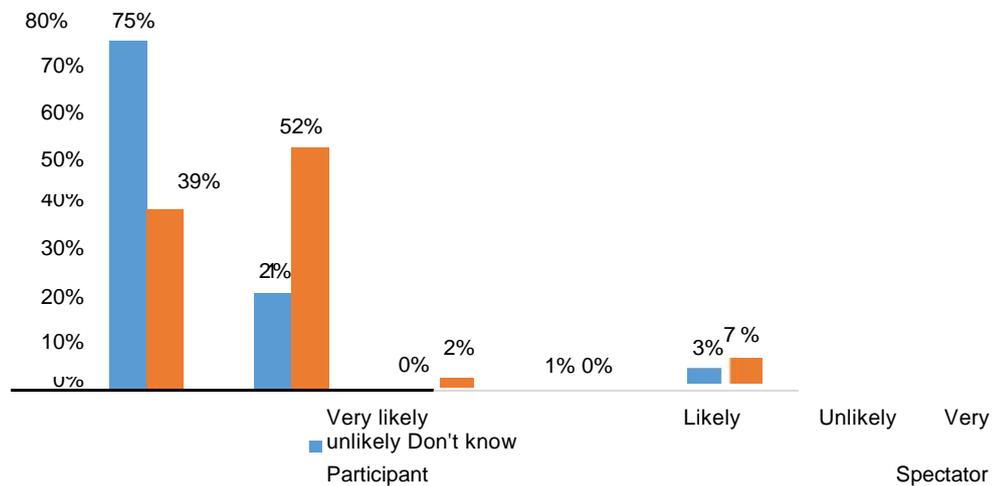
**Figure 2.3: Rating of this year’s event against previous years**



N= 180 (participants) and 67 (spectators)

The majority of participants (96%) and spectators (91%) indicated that they are very likely/likely to return to the event next year – **Figure 2.4**.

**Figure 2.4: Likelihood of attendance at next year’s Etape Caledonia**



N= 180 (participants) and 67 (spectators)

Of the small number who stated they are unlikely/very likely to return in a future year, the reasons given by individual participants were that it is a long way to travel, and that they were only there due to a family member.

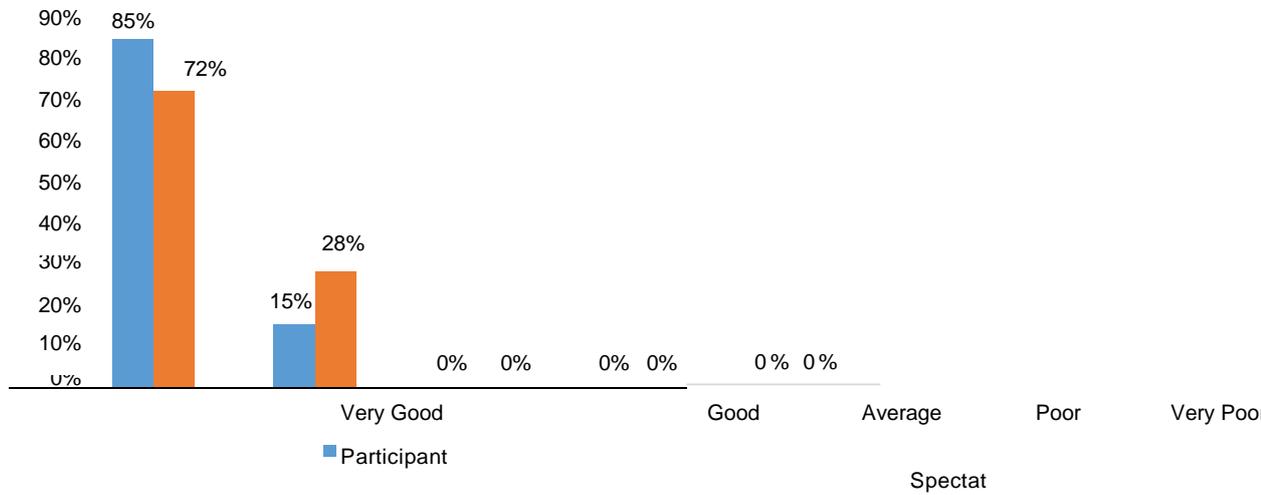
Among spectators, reasons given were that they were in the area for reasons other than just the event, that they may come back in 2019, and that they are not really a cyclist.

## 2.7 Visit to Perth & Kinross

A total of 89% of participants and 71% of spectators had visited Perth & Kinross before.

All of the participants and spectators from outside Perth & Kinross rated their overall visit to Perth & Kinross as very good/good, with 85% of participants and 72% of spectators rating their trip as very good – **Figure 2.5**.

Figure 2.5: Overall rating of visit to Perth & Kinross



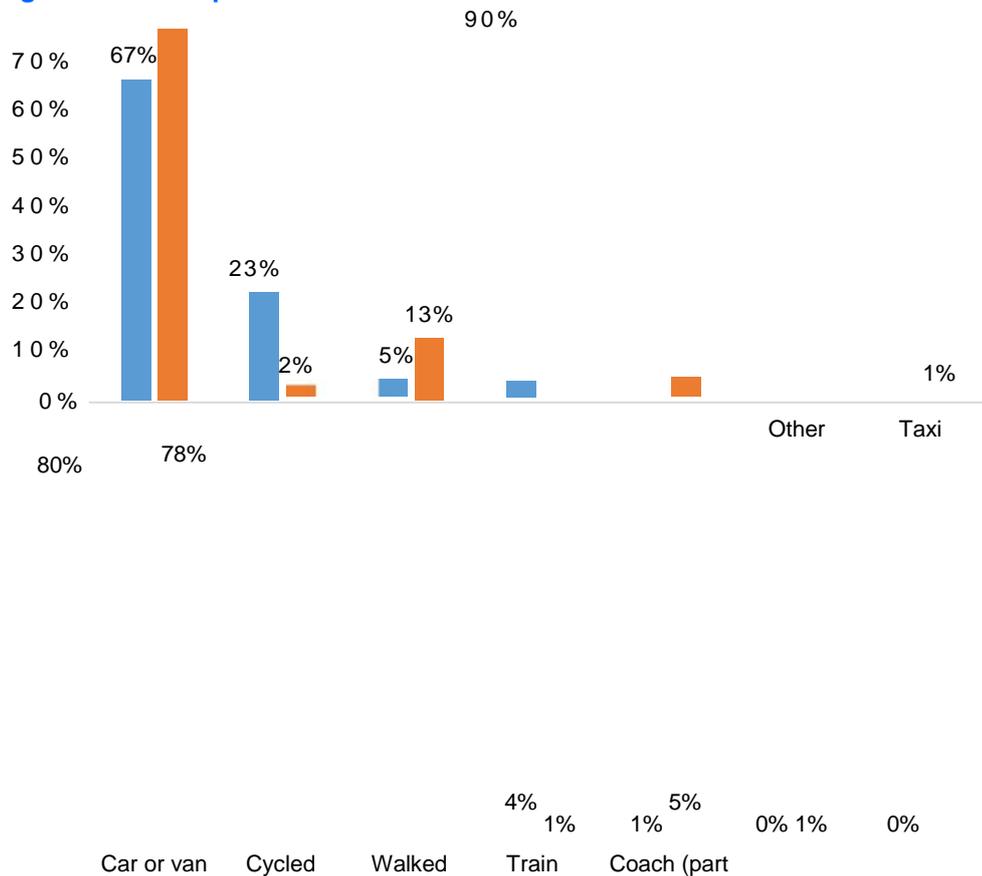
or

N=195 (participants) and 96 (spectators)

## 2.8 Transport Use

A majority of both participants (67%) and spectators (78%) travelled to the event by car or van – [Figure 2.6](#).

Figure 2.6: Transport used to attend event



of coach  
trip)

Participant

Spectator

N=242 (participants) and 121 (spectators)

Responses under 'other' were a campervan (one) and minibus (one).



## 2.9 Other Comments

Participants and spectators were invited to offer any additional comments about the event. The majority (78%) of comments from participants offered general praise of the event and its organisers, with other comments being that the road surface should be improved (two responses), that there should be more overnight parking for campervans, registration packs should be posted out, there should be covered seating at the event village, an event marshal at the final hilly section of the route, and that they would prefer to receive a cycle shirt rather than a medal (one response each).

One spectator left an additional comment, praising the event.

## 3. Business Survey

### 3.1 Introduction

For economic impact assessments of events we would not normally conduct business surveys as they cannot provide a robust assessment beyond the impact on their own business. However, in the case of this event there was concern that some of the businesses are experiencing negative impacts. Therefore, a business survey was undertaken in order to attempt to provide a scale for the businesses negatively affected. An online and postal survey was undertaken with local businesses in and around the route. This was sent to 482 businesses with a total of 62 responses (a 13% response rate).

The survey was split between businesses and self-catering accommodation providers although there was some crossover between the two. A number of questions were identical on both surveys and these are analysed together where appropriate.

The positive impacts are already captured through the participant/spectator survey: these are not reported here to avoid double-counting of the positive impacts. Those that said that it had no impact are excluded as the impact is neutral. We thus focus the analysis on those that had a negative impact to understand why and whether there are changes that could be made to the event to mitigate against these. The scale of the negative impact is reported in [Chapter 4](#).

### 3.2 Sample Profile

A total of 22 businesses reported that they had been negatively affected by the event. The type of businesses that were negatively affected is shown in [Table 3.1](#).

**Table 3.1: Business Type Negatively Affected**

	Number	%
Retail	6	30%
Attraction/Activities Provider	5	25%
Accommodation	5	25%
Eaterie	2	10%
Contracting	1	5%
Farming	1	5%
<b>Total</b>	<b>20</b>	<b>100%</b>

Note – two respondents did not specify

The highest proportion was retail at 30% with the same proportion (25%) of attractions/activities providers and accommodation providers negatively affected.

### 3.3 Impacts on the Day of the Event

The businesses were asked about the impact of the event on the day it took place and then separately for the days before/after the event. The exception to this is the self-catering establishments. They are likely to rent out their accommodation on a weekly basis so the impact on them is considered separately in Section 3.5. A total of 20 businesses identified that the Etape Caledonia event had a negative impact on the sales and/or income of their business on the day of the event.

The businesses were asked if they thought the Etape Caledonia event discouraged local residents and/or visitors to the area.

**Table 3.2: Did the Etape Caledonia Event discourage local people or visitors to the area from using your business?**

	Number	%
Both local residents and visitors	12	71%
Visitors to area	3	18%
Local Residents	2	12%
<b>Total</b>	<b>17</b>	<b>100%</b>

For those businesses that felt that the event discouraged customers from using their business, 71% judged this to be a combination of both local residents and visitors to the area.

When asked for a percentage breakdown for how much expenditure each group would account for, this gave an average of 75% for visitors and 25% for locals.

### 3.4 Impacts on Days Before and After Event

Businesses were asked what impact, if any, the event had on the days before/after it took place. A total of 11 businesses stated that it had a negative impact.

### 3.5 Impacts on Self-Catering Accommodation

Self-catering accommodation is often booked for a minimum of one week, and, therefore, the impact for the week of the event is considered below.

In total, 27 self-catering properties were available across the 13 providers. From the information provided a total of 22 out of the 27 properties were occupied during the Etape Caledonian event providing an occupancy rate of 81%.

For those with unoccupied space the providers were asked if anyone had made an enquiry but did not proceed or cancelled due to the event taking place. One of the providers said that people had made an enquiry but did not proceed as the event was taking place.

### 3.6 Impacts of Planned Extension to the Route

Businesses were asked what impact a potential route extension (Glen Lyon and the hill road over Ben Lawers to the A827) would have on their business.

A total of 17 felt that an extension to the route would have a negative impact on their business.

### 3.7 Views on Event

Businesses were asked if any of their customers provided any feedback on the Etape Caledonia event. Just under half (48%) received some form of feedback.

Businesses were asked if they could provide further detail on whether customer's feedback was positive or negative. The most common positive comments are listed in [Table 3.3](#).

**Table 3.3: Positive Feedback**

	Number of businesses
Good event	6
Great scenery/route	5
Well organised	5
Good for area	4

The main positive comments were regarding the great scenery/route and the quality of the event.

**Table 3.4** shows the most common negative feedback comments.

**Table 3.4: Negative Feedback**

	Number of businesses
Road closures restricting access	8
Helps Pitlochry but not Aberfeldy/other areas	4
No parking days before event	2

The main negative feedback was regarding the restrictions to access caused by the road closures.

## 3.8 Suggested Improvements

Businesses were asked what improvements could be made in the future to increase the positive impact or to reduce the negative impacts. **Table 3.5** shows the most commonly cited responses.

**Table 3.5: Suggested Improvements**

	Number	%
No road closures	6	10%
Promotion of area	4	7%
Free advertising on Etape website/to participants	3	5%
Add additional day of events to encourage longer stays	3	5%

One business said that they would be interested in getting involved further in the event and two said possibly.

### 3.9 Other Comments

The respondents were asked if there were any other comments they would like to make, with the most common being:

- . Of benefit to the local economy (13%);
- . Road closures makes moving around difficult (8%).

## 4. Economic Impact 2017

### 4.1 Introduction

This chapter provides an assessment of the economic impact of the event in 2017.

### 4.2 Gross Impacts

#### 4.2.1 Visitor Numbers and Origin

A total of 3,408<sup>1</sup> people took part in the Etape Caledonia event. It has been estimated that 2,110 friends and relatives of participants came to see them take part. A further 272 spectators that did not have a friend or relative taking part also came to watch the event - [Table 4.1](#).

**Table 4.1: Type of Visitors**

Type of Visit	Number	%
Participant	3,408	59%
Spectator (friend/relative)	2,110	36%
Spectator (other)	272	5%
<b>Total</b>	<b>5,789</b>	<b>100%</b>

The pattern of visitor behaviour varies by origin and type of visit i.e. day and overnight, therefore, these have been analysed separately in order to derive the economic impact. [Table 4.2](#) gives a breakdown of type of visit by origin.

<sup>1</sup> Figures provided by the event organisers – IMG.

**Table 4.2: Visitors by Origin (%)**

Origin of Visitor	Participant	Spectator (friend/relative)	Spectator (other)	Total
Perth and Kinross	2.7%	4.5%	23.3%	4.3%
Elsewhere in Scotland	67.6%	74.7%	54.6%	69.6%
Elsewhere in UK	29.0%	20.3%	21.5%	25.5%
Overseas	0.7%	0.5%	0.5%	0.6%
Total	100.0%	100.0%	100.0%	100.0%

## 4.2.2 Expenditure

The level of expenditure also varies by origin, and day and overnight visitors. The estimated average daily expenditure for visitors is shown in [Table 4.3](#).

**Table 4.3: Average Daily Expenditure**

Origin of Visitor	Day			Overnight		
	Participant	Spectator (friend/relative)	Spectator (other)	Participant	Spectator (friend/relative)	Spectator (other)
Perth and Kinross	£12.15	-	£21.77	-	£9.90	-
Elsewhere in Scotland	£18.73	£91.21	£30.89	£99.61	-	£95.50
Elsewhere in UK	-	£101.25	-	£103.53	-	£75.79
Overseas	-	£101.25	-	£103.53	-	£75.79

The average length of stay for overnight visitors is given in [Table 4.4](#).

**Table 4.4: Average Length of Stay**

Origin of Visitor	Perth & Kinross		
	Participant	Spectator (friend/relative)	Spectator (other)
Elsewhere in Scotland	1.6	1.5	1.0
Elsewhere in UK	2.0	1.6	1.7
Overseas	2.0	1.6	1.7

Gross expenditure is calculated as follows:

$$GE = dv.ndv + ov.l.nov$$

Where GE	gross expenditure
dv	average daily expenditure of day visitors
ndv	number of day visitors
ov	average daily expenditure of overnight visitors
l	average length of stay
nov	number of overnight visitors

Applying the formula gives gross expenditure of £702,904.

### 4.2.3 Gross to Net

To calculate the net impact of the event, which is the true measure of the economic benefit to Perth & Kinross and Scotland, it is necessary to take account of:

- leakage;
- displacement; and
- multiplier effects.

#### Leakage

Leakage is expenditure that takes place outside the geographic area at which the economic impact is being assessed. This has been based on where the expenditure of visitors and the event organisers has taken place.

#### Displacement

Displacement is a measure of the extent to which the event has simply moved expenditure from one part of the economy to another.

So for example if a visitor would have been in Perth and Kinross anyway their expenditure would not be additional expenditure that is brought in so is displaced. Similarly where someone would have been in Scotland anyway their expenditure would be displaced at the Scottish level.

The levels of displacement are set out in [Table 4.5](#).

**Table 4.5: Displacement (%)**

	<b>Participant</b>	<b>Spectator (friend/relative)</b>	<b>Spectator (other)</b>
<b>Day</b>			
Perth and Kinross	98	98	100
Elsewhere in Scotland	0	0	-
<b>Overnight</b>			
Elsewhere in Scotland	1	1	14
Elsewhere in UK	0	0	0
Overseas	0	0	0

Taking account of this form of displacement reduces the gross expenditure by £23,979.

The second form of displacement relates to non-attendees. It relates to the expenditure that is lost to the area as a result of those that would have visited the area deciding not to visit as a result of the event taking place e.g. due to lack of accommodation, road closures, traffic congestion, etc. This expenditure needs to be deducted from the expenditure created by visitors brought to the area by the event.

Although this is a relatively straightforward concept it is a difficult thing to measure in practice. However, in order to provide some scale for this effect we undertook a survey of local businesses to access details on the scale of negative impact that they experienced during the event.

Analysis of the results from this survey suggests that this form of displacement equated to approximately £16,141. It may be that some of the expenditure lost by the business affected may have accrued to other businesses within the local area. However, it is very difficult to establish if this was the case, therefore for the purposes of the impact assessment we have assumed that this expenditure was lost to the local area.

Taking account of leakage and both forms of displacement gives net direct additional expenditure of £662,783.

### 4.3 Volunteers, Media and Traders

There will also be some expenditure from volunteers, media and traders<sup>2</sup>. Following the same processes as set out above gives net additional expenditure of £4,988.

### 4.4 Organiser's Expenditure

The event organiser's expenditure has been assessed on the basis of:

- the total income generated by the event and where it came from;
- where that money was spent geographically; and
- the net effect of that expenditure on the economy.

This is based on data provided by the event organisers. The net organiser's expenditure in Perth and Kinross is positive at £86,507.

### 4.5 Total Net Additional Direct Expenditure

The total net direct additional expenditure is £754,279 at the Perth & Kinross level ([Table 4.6](#)).

**Table 4.6: Net Additional Direct Expenditure**

	Perth and Kinross
Spectators	£662,783
Volunteers, Media and Traders	£4,988
Event Organisers	£86,507
<b>Total</b>	<b>£754,279</b>

### 4.6 Output, GVA and Employment

The following factors were used to translate this expenditure into output (to take account of multiplier effects), GVA and employment ([Table 4.7](#)).

<sup>2</sup> We have excluded expenditure made on behalf of these groups by the event organisers as this is covered later.

**Table 4.7: Conversion Factors**

	Perth & Kinross
Output	1.42
GVA (per FTE)	£27,000
Employment	£47,500

This gives net additional impacts as set out in [Table 4.8](#).

**Table 4.8: Net Additional Impacts**

	Perth and Kinross
Output	£1,071,076
GVA	£428,748
Employment (aFTEs) <sup>3</sup>	15.9

<sup>3</sup> aFTE – annual Full Time Equivalent.

## 5. Future Projections

### 5.1 Introduction

The event organisers are planning to expand the event over the next few years and have asked for projections of the potential future economic impacts of the event, which are provided in this chapter.

### 5.2 Gross Impacts

#### 5.2.1 Visitor Numbers and Origin

The anticipated number of participants and spectators in each year is given in [Table 5.1](#).

**Table 5.1: Type of Visitors**

Type of Visit	Participant	Spectator (friend/relative)	Spectator (other)	Total
2018	3,600	2,228	287	6,115
2019	3,966	2,455	324	6,744
2020	4,057	2,511	324	6,892

Following the processes set out previously in Chapter 4 gives gross expenditure as shown in [Table 5.2](#).

**Table 5.2: Gross Expenditure**

	Perth and Kinross
2018	£783,083
2019	£817,915
2020	£836,790

#### 5.2.2 Displacement

We need to take account of two forms of displacement:

- Where the event has simply moved expenditure from one part of the economy to another; and

- Expenditure that is lost to the area as a result of those that would have visited the area deciding not to visit as a result of the event taking place.

Applying these two forms of displacement gives net direct expenditure as set out in **Table 5.3**.

**Table 5.3: Net Direct Expenditure**

	Perth and Kinross
2018	£691,588
2019	£764,512
2020	£782,743

## 5.3 Volunteers, Media and Traders

There will also be some expenditure from volunteers, media and traders. We have assumed that this remains stable over the period at £5,000.

## 5.4 Organiser's Expenditure

Applying the same processes as those set out earlier in Chapter 5, gives net event organiser's expenditure in **Table 5.4**.

**Table 5.4: Event Organiser's Net Expenditure**

Area	Perth & Kinross
2018	£90,266
2019	£97,448
2020	£99,244

## 5.5 Total Net Additional Direct Expenditure

The total net direct additional expenditure is given in **Table 5.5**.

**Table 5.5: Net Additional Direct Expenditure**

	Perth and Kinross
2018	£786,854
2019	£866,960
2020	£886,987

## 5.6 Output, GVA and Employment

The net additional output, GVA and employment are set out in [Table 5.6](#).

**Table 5.6: Net Additional Impacts**

	2018	2019	2020
Output	£1,117,333	£1,231,084	£1,259,521
GVA	£447,264	£492,799	£504,182
Employment (aFTEs)	16.6	18.3	18.7

## 6. Conclusions

### 6.1 Introduction

This Chapter brings together the analysis from the previous chapters to provide a summary and conclusions.

### 6.2 Visitor Profile

A total of 91% of participants and 95% of spectators are in employment (full or part time), with 69% of participants and 75% of spectators in managerial or professional occupations.

A total of 78% of participants and 68% of spectators were male, with 22% and 32% female, respectively. The most common age groups for both participants and spectators were 35-44 and 45-54 (68% participants, 69% spectators).

The most common ways that participants found information about the event were from having attended previously (63%), the Etape Caledonia website (31%) and word of mouth (29%). For spectators the most common were friend/family member taking part (67%) and word of mouth (29%).

Of participants that stayed overnight, 35% stayed in a hotel and 27% in a guest house/B&B. For spectators 57% stayed in a hotel and 32% in a guest house/B&B.

A total of 67% of participants and 78% of spectators travelled to the event by car/van.

### 6.3 Views on the Event

The event was highly thought of by both participants and spectators with almost all (participants – 99.6%; spectators 100%) rating the overall experience as very good/good. All of the participants and spectators rated the quality of the event and location as very good/good.

Other factors were also highly rated – event village (95% participants, 84% spectators) and other activities to do before/after the event (93% participants, 94% spectators).

The most commonly suggested improvements from participants were clearer signage on the route, improved road surfaces, more food and drink stalls, and a larger events village/more stalls (all 5%). From spectators they were more for spectators to do (8%) and larger events village/more stalls (6%).

The most common day for arriving was Sunday for participants (40%) and Saturday for spectators (48%) and leaving was Sunday for both (73% participants, 80% spectators).

A total of 19% of participants and 12% of spectators would spend longer in the area if there were more activities on offer over the weekend.

Just under three quarters (74%) of participants and 55% of spectators were making a return visit to the event. Most participants (68%) and spectators (75%) felt that this year's event was on a par with previous years, with 30% of participants and 22% of spectators thinking it was much better/better.

The majority of participants and spectators (96% and 91%, respectively) are very likely/likely to attend the event next year.

For 23% of participants and 3% of spectators an extension to the route would be appealing. The most commonly cited length for an extended route was 100 miles (11% of participants).

## 6.4 Views on Local Area

For 11% of participants and 29% of spectators this was their first visit to Perth & Kinross. All of participants and spectators rated their visited to Perth and Kinross as very good/good (very good – 85% participants, 72% spectators).

## 6.5 Local Businesses

A total of 22 businesses reported a negative impact on their business. A total of 11 stated that the event had a negative impact on their business on the day it took place and on the days before and after, 10 on the day of the event (but not before/after) and one on the days before/after (but not on the day of the event).

A total of 30 businesses had received feedback from customers on the event.

The main positive feedback was regarding the great scenery/route and the quality of the event. The main negative related to the road closures restricting access and the event benefitting Pitlochry but not Aberfeldy/other areas.

The most commonly cited changes that would increase the positive/reduce the negative impact on businesses were no road closures, promotion of the area, free advertising on the Etape website/to participants and having an additional day of activities to encourage longer stays.

In terms of the planned extension to the route, a total of 17 businesses stated that this would have a negative impact on their business.

## 6.6 Economic Impact

The event attracted a total of 3,408 participants and 2,381 spectators. A total of 96% were from outside Perth & Kinross and 26% from outside Scotland. A total of 70% stayed overnight. The event generated the following net additional economic impacts as set out in [Table 6.1](#).

**Table 6.1: Net Additional Impacts**

	<b>Perth &amp; Kinross</b>
Net Direct Expenditure	£754,279
Output	£1,071,076
GVA	£428,748
Employment (aFTEs)	15.9

## 6.7 Future Projections

The number of participants and spectators anticipated in future years is given in [Table 6.2](#).

**Table 6.2: Anticipated Participants and Spectators in Future Years**

<b>2018</b>	<b>2019</b>		<b>2020</b>
Participants	3,600	3,966	4,057
Spectators	2,515	2,771	2,835
Total	6,115	6,737	6,892

The projected future economic impacts are given in [Table 6.3](#).

**Table 6.3: Projected Economic Impacts**

	2018	2019	2020
Net Direct Expenditure	£786,854	£866,960	£886,987
Output	£1,117,333	£1,231,084	£1,259,521
GVA	£447,264	£492,799	£504,182
Employment (aFTEs)	16.6	18.3	18.7

