

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

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

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 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.