

PERTH AND KINROSS COUNCIL

Environment and Infrastructure Committee

30 October 2019

Etape Caledonia Event

Report by Executive Director (Housing and Environment) (Report No. 19/304)

This report updates the Environment and Infrastructure Committee on the Etape Caledonia event. It also asks the Committee to approve the continued use of the roads network for the purposes of the Etape Caledonia event for the period 2021 to 2023 inclusive.

1. BACKGROUND / MAIN ISSUES

- 1.1 The Etape Caledonia is a mass participation cycle event and has been held in Perth and Kinross since 2007. The Etape was the first cycle event of its kind in the UK to use a closed roads network and accordingly it has been the subject of various consents and permissions in order for it to take place. 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 From 2007 until 2018, the Etape Caledonia was owned and managed by IMG. In November 2018, the Environment and Infrastructure Committee (Report No. 18/368 refers) was advised of operational changes in the Etape Caledonia which saw a new company, Limelight Sports, take over the operational responsibilities from IMG on the basis of a five year licence agreement between the companies from 2019. Under this agreement, IMG retains ownership of the Etape Caledonia brand and associated intellectual property (IP). Limelight Sports is responsible for all aspects of event management including marketing and operational delivery.
- 1.3 As this new arrangement between IMG and Limelight Sports was a material change, approval was sought from, and given by, the Council to Limelight Sports to operate the Etape Caledonia for the remaining two years of the agreement, 2019 and 2020. Limelight Sports has now approached the Council for permission to use the roads network for the Etape Caledonia for a further period from 2021 to 2023 inclusive.

2. PROPOSALS

- 2.1 In terms of the Etape Caledonia's performance in 2019, the key data is as follows:
 - 3,044 registered participants
 - 2,442 participants started the event (20% drop out rate)
 - 2,410 participants finished the event (99% completion rate)

- 2,402 male registered participants (79%); 642 female registered participants (21%)
 - 62% new participants; 38% repeat participants
- 2.2 Analysis of the participants' origins has indicated that the top local authority areas of residence (aside from Perth and Kinross) were City of Edinburgh, Aberdeenshire, City of Glasgow, Fife, City of Aberdeen, and Highland. 45% of participants travelled over 100 miles to reach the event.
- 2.3 In relation to the economic impact of the event, Limelight Sports has estimated that participants, accompanying persons and spectators generated expenditure of £771,000. In addition, the company estimates that its own expenditure with Perth and Kinross suppliers for the purposes of staging the event amounted to £129,000. This expenditure extended from technical production and event logistics to local media advertising. The company also offered local business listings on the event website and engaged with, and donated to, local voluntary groups to assist with the event. It also supported the Aberfeldy Time Trial which received its highest number of registrations to date.
- 2.4 For 2020, Limelight has set a capacity of 3,600 entries for Etape Caledonia with the event scheduled to take place on Sunday, 17 May. General entries for the event have already sold out with charity places remaining. For 2020, Scotland's Charity Air Ambulance has joined as a charity partner alongside Marie Curie which was previously the title sponsor. The company is intending to develop further its community engagement, outreach and benefits activity and to continue to work closely with local schools to provide opportunities for pupils. This includes development of the "mini Etape" series and additional activities for the Saturday, alongside its continuing support for the Aberfeldy Time Trial which is organised by a local company.
- 2.5 More broadly, and for the longer term, Limelight Sports aims to grow female participation to address gender parity and increase its emphasis on the event's sustainability including a focus on its suppliers and products. The company is conscious of the importance of local community engagement and is keen to develop and build on the relationships it has been establishing in the local area. The company's aim is to reinforce Etape Caledonia's position as the leading closed road cycling event in the UK and one of the best in the world.
- 2.6 In terms of additional permission, Limelight Sports will require to apply for a Temporary Traffic Restriction Order (TTRO) each year and to meet the costs associated with that, as well as Market Operator's Licences in order to operate the event village over the period of the event. A legal agreement between the Council and Limelight for the use of the car parks and recreation ground in Pitlochry will also be required each year. Limelight Sports will also be required to produce event management and operational plans that satisfy the Council and emergency services.

- 2.7 Limelight Sports has intimated that it is its intention to continue to use the 85 miles route (and 40 miles route option) for the Etape Caledonia in the subsequent years. The company is aware that the current consent is on the basis of the 85 miles route and that any further variation on route length would require fresh approval from the Council.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 This report gives the background to the Etape Caledonia cycle event and the request from the current operators Limelight Sports to use the roads network for a further period of 3 years following the conclusion of the current permission arrangements in 2020. In 2019 Limelight Sports entered a five year licence agreement with the event owner IMG to operate the Etape Caledonia. As the existing Council permission covered 2019 and 2020 only, Limelight Sports is seeking Council approval to stage the event for the three years following 2020.
- 3.2 It is recommended that the Committee:
- (i) notes that the Etape Caledonia event will continue to be operated by Limelight Sports under licence from IMG
 - (ii) approves the use of the roads network for the purposes of the Etape Caledonia event by Limelight Sports on the basis of the existing approved 85 miles route (and 40 miles option) for 2021, 2022, and 2023

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Approved

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Barbara Renton	Executive Director (Housing and Environment)	16 September 2019

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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 2018/22 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 and Governance 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

- 2.1 Reports to the Enterprise and Infrastructure Committee and Environment and Infrastructure Committee 06/836, 15/125, 17/352, 18/368,

3. APPENDICES

- 3.1 None.