

# **PERTH AND KINROSS COUNCIL**

## **Environment and Infrastructure Committee**

**7 November 2018**

### **Etape Caledonia Event**

#### **Report by Executive Director (Housing and Environment) (18/368)**

This report updates the Environment and Infrastructure Committee on the Etape Caledonia event and asks the Committee to note the change of responsibility for event management from IMG to Limelight Sports. The Committee is asked to permit the continued use of the roads network for the purposes of the Etape Caledonia with the operational delivery henceforth being undertaken by Limelight Sports.

#### **1. BACKGROUND / MAIN ISSUES**

- 1.1 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). Since its inception, the event has been owned and managed by IMG which has had ongoing liaison with the Council regarding the future development of the event, most recently in relation to options for extending the route. It had been IMG's intention to develop a 100 miles route option around Highland Perthshire. However, this request, in October 2017, was not approved by an Executive Sub Committee of the Environment, Enterprise and Infrastructure Committee. The Sub Committee requested that IMG investigate alternative options and undertake further community consultation before coming back to the Council for a determination of any proposed variation to the established route (Report No. 17/352 refers).
- 1.2 At its meeting of March 2018, the Enterprise and Infrastructure Committee approved the extension of the Etape Caledonia from 81 miles to 85 miles and also the inclusion of a shorter 40 miles route option contained within the overall route. (Report No. 18/93 refers). The Committee noted that at that time it was still IMG's intention to develop a proposal for a 100 miles route option and that this extension would be the subject of a future report to the committee.
- 1.3 Since the March meeting of the Committee, there have been corporate changes within IMG which have a bearing on the management arrangements for the Etape Caledonia event. Following the 2018 event, IMG advised council officers that the company was closing down its Mass Participation department in order to concentrate on other business priorities. As the company was moving out of this market, it would be divesting itself of all of its mass participation sports events, which includes the Etape Caledonia, while seeking other operators for these.

- 1.4 In recent months, IMG has been in negotiation with Limelight Sports Group regarding the licencing of a portfolio of three sports events, including Etape Caledonia. Limelight Sports is a global sports participation agency which has been active in this field for over 25 years and has experience of mass participation events including Sky Ride cycling events, Sport Relief, Swimathon and Royal Parks Half Marathon. In 2012, it was responsible for all the event management and logistics for a number of Olympic events including the men's and women's road races and the cycling time trial. In 2016, it secured investment from DCT Ventures, the investment division of media group DC Thomson.
- 1.5 IMG and Limelight are entering a five years licence agreement. Under this agreement, IMG would retain ownership of the Etape Caledonia brand and associated intellectual property (IP). Limelight would be responsible for all aspects of event management including marketing and operational delivery. This would include obtaining all the necessary permissions and licences, producing event plans, communications and local engagement activities. As consequence of retaining ownership, IMG will have a vested interest in ensuring that the event is managed and run well.

## **2. PROPOSALS**

- 2.1 Notwithstanding the licence agreement, the permission to use the roads network for the purposes of the Etape Caledonia was granted by the Council to IMG. Accordingly, it is now necessary to grant permission to Limelight Sports for the period up to and including 2020. Limelight Sports will require to apply for a Temporary Traffic Restriction Order (TTRO) and meet the costs associated with that as well as a new Market Operator's Licence in order to operate the event village. The Council will also prepare a new legal agreement between the Council and Limelight for the use of the car parks and recreation ground in Pitlochry. Limelight Sports will also be required to produce event management plans that satisfy the Council and emergency services.
- 2.2 Limelight Sports has intimated that it is its intention to use the 85 miles route (and 40 miles route option) for the Etape Caledonia in 2019. Although their longer term intention is to develop a 100 miles route option the company feels that it is important to "bed in" and establish their credentials and relationships in the area before exploring this longer route option for the future. The company has been advised 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.
- 2.3 Representatives of Limelight Sports and IMG attended a meeting with elected members in Pitlochry on 11 September 2018. In attendance were the three Highland ward councillors as well as the Convenor and Vice Convenor of the Environment and Infrastructure Committee. The purpose of this meeting was to outline the background to the changes by IMG, commence dialogue between parties and receive feedback on the event from a local perspective.

2.4 At the meeting, Limelight Sports set out its vision for re-establishing the event as a premier cycle event. The company's aim is to create a high quality, sell out, "must do" event that:

- generates significant economic impact for Perth and Kinross by attracting participants and supporters from across Scotland and the wider UK both for the event weekend and at other times of the year
- promotes health and well-being to the residents of Perth and Kinross and the local communities in Highland Perthshire
- is supported by and directly benefits the local community

2.5 Limelight's representatives stated their recognition of the need for effective community and business engagement. Limelight is aware that the proposed change of operator for the event has prompted much debate about the balance between the benefits that the event brings to the local community and economy alongside the negative impact created by the road closures which it requires. As well as various operational considerations being raised by elected members, it was impressed on Limelight and IMG's representatives that there is a need for effective early communications and engagement in order to rebuild trust and demonstrate how the event could benefit the area more effectively. It was recognised that, at that point, the negotiations between IMG and Limelight were still to be fully concluded. It was also made clear that consent for Limelight to use the network for the purposes of the Etape Caledonia would require approval by this Committee. Nevertheless, and without prejudicing the outcome of the Committee, Limelight was advised that early engagement with communities would be prudent and that some evidence of this and their initial preparatory actions would be required.

2.6 Limelight Sports has commenced an initial communication and engagement plan. It has notified all community councils that are impacted by the event route regarding Limelight's role in delivering the event from 2019 onwards and to offer face to face meetings, while also highlighting that the company's involvement is subject to Council approval. The consultation will be to understand first-hand the issues the event creates and the effectiveness of the solutions that have previously been implemented into mitigating the impact. The company is also keen to understand from businesses and communities that do directly benefit from the event how they get the most from it and ideas about how a potential local legacy programme might work in the future. Prior to the committee meeting, Limelight has been undertaking further meetings with elected members, preparing local media briefings including community media, meeting the Pitlochry Business Forum and meeting the organiser of the Aberfeldy Time Trial to look at how better to support that event and help it complement the Etape.

### 3. CONCLUSION AND RECOMMENDATIONS

- 3.1 This report gives the background to the changes to the management and operational delivery of the Etape Caledonia cycle event which sees the introduction of a licence arrangement by IMG and future event management responsibility being undertaken by Limelight Sports.
- 3.2 It is recommended that the Committee:
- (i) notes that the Etape Caledonia event will be operated under licence from IMG
  - (ii) notes that event management will be the responsibility of Limelight Sports
  - (iii) 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 route for 2019 and 2020)
  - (iv) requests a report on the Etape Caledonia with specific reference to any request for a proposed future variation or extension of the route.

#### Author

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

#### Approved

Name	Designation	Date
Barbara Renton	Executive Director (Housing and Environment)	17 October 2018

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

<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 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 Services, 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**

- 2.1 Reports to the Enterprise and Infrastructure Committee and Environment and Infrastructure Committee 06/836, 15/125, 17/352, 18/93.

#### **3. APPENDICES**

- 3.1 None.