

ABERDEEN CITY COUNCIL

COMMITTEE	City Growth and Resources
DATE	28 October 2020
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	Tour of Britain 2022 – Update
REPORT NUMBER	COM/20/184
CHIEF OFFICER	Richard Sweetnam
REPORT AUTHOR	Stephen O’Neill
TERMS OF REFERENCE	3.2

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update the City Growth and Resources Committee on the impact that Covid-19 has had on the 2021 Tour of Britain; and seek additional approval for the city to host the Grand Depart of the Tour of Britain in 2022.

2. RECOMMENDATION(S)

That the Committee:

- 2.1 Instruct the Head of Commercial and Procurement, following consultation with the Chief Officer - Finance and Chief Officer – City Growth, to vary the current contract to reflect that the City will now host the Final Stage of the Tour Britain in 2021 and the Grand Depart in 2022, subject to similar agreement being made by Aberdeenshire Council, and funding being secured by SweetSpot from EventScotland;
- 2.2 Agrees to underwrite the cost of the events up to a maximum of £135,000 per annum, subject to the same agreement being made by Aberdeenshire Council and funding being secured by Sweetspot from EventScotland.

3. BACKGROUND

- 3.1 On the 25 June 2019, the City Growth and Resources Committee resolved to instruct officers to enter into a contract to host the Final Stage of the Tour Britain in 2020 and the Grand Depart in 2021.
- 3.2 Due to the impact and risks of Covid-19, a decision was made on the 14 May 2020 to postpone the 2020 edition of the Tour of Britain until September 2021. This decision was made following detailed consultations with British Cycling, regional stakeholders, sponsors and partners of the race.
- 3.3 This decision postponed the Aberdeen Tour Finish of the Tour of Britain from September 2020 until September 2021 and, subsequently, saw the 2022 Grand

Depart stage fall outwith the scope of the Council’s current contract and committee approval.

4. FINANCIAL IMPLICATIONS

- 4.1 The fee cost for each event, by location, is £250,000, under a contract between the host location and SweetSpot, promoters of the Tour of Britain. It was agreed that EventScotland would contribute £50,000 to the 2020 and 2021 events, under a separate agreement with SweetSpot, and this is anticipated to be the case with the 2021 and 2022 events also. The remaining costs were agreed to be split 50:50 between Aberdeen City Council and Aberdeenshire Council, and that the Councils underwrite this amount. Again, this is anticipated to the case in 2022.
- 4.2 Officers from the two Councils, working with SweetSpot, will continue to collaborate to secure commercial sponsorship of the event that could reduce the Councils’ expenditure and the impact to the Common Good Fund. However, it is likely that the ability to secure commercial sponsorship will be adversely impacted as a result of the impact of Covid-19 on local sectors.
- 4.3 If the Council decides to proceed with the recommendations in the report, then the Council’s Common Good budget would need to be re-profiled to take account of the revised commitment to bring the Tour of Britain to the city.
- 4.4 In addition, a host location would be legally obliged to cover additional costs associated with the event. These costs, which are referred to as “Schedule VI - Services to be provided by the host region/venue(s)”, would be divided on a 50:50 basis with Aberdeenshire Council.

5. LEGAL IMPLICATIONS

- 5.1 Aberdeen City Council will enter a legally binding contract in order to bring the Tour of Britain to Aberdeen in 2021 and 2022. All contracts and grant agreements to be entered into shall be closely monitored to ensure that the Council’s interests are fully protected at all times. This will ensure that all actions are done in accordance with procurement legislation and regulations. The Commercial Legal Team within the Commercial and Procurement Service shall provide legal advice where necessary.

6. MANAGEMENT OF RISK

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
Strategic Risk	Development of the tourism and events sector is a key priority in the Regional Economic Strategy (RES), the Council’s policy document	L	Event365 projects, such as the Tour of Britain, attract new audiences, and support the objectives of council strategies.

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
	Stronger Together 2017-2022, the City Centre Masterplan (CCMP), and the Economic Rescue Plan.		
Compliance	Aberdeen City Council and our delivery partners have a legal obligation to enforce safe event delivery practices and protect public safety.	L	The Council's Event Safety Advisory Group (SAG) will be used, as is standard for any major event, to minimise any risk to public safety.
Operational		L	
Financial	The proposal assumes that Aberdeen City Council will underwrite 50% the costs of the events. There is a risk that the required external funding is not raised by the local authorities. Final Schedule VI costs will not be defined until the route has been agreed by all contracted partners. Reprioritisation of existing events may involve stopping funding off current events, improving on some existing events that demonstrate potential against Events365 criteria, bidding for existing high profile national and international	M	Agreed with SweetSpot and Aberdeenshire Council the risk is against the overall regional costs per annum. Working group established to discuss, review and cost route options to achieve best value and safe delivery. Adhering to agreed Events365 approach.

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
	events and stimulating the development of new proposals to be funded via partners or other sources.		
Reputational	Failure to attract and host quality local, national and international events of scale that deliver economic impact and exposure.	L	Aberdeen City Council is a member of VisitAberdeenshire and Aberdeen Inspired. At a strategic level, it has a key role in the long-term development of tourism in the city and North East of Scotland. Aligned to this, is its corporate role in providing confidence to the events market that the Council supports the attraction of the 'right' event for the city, and the contribution to wider economic, tourism and City Centre Masterplan objectives.
Environment / Climate	Additional footfall increases the Cities carbon footprint.	L	<p>The Tour of Britain, and proposed supplementary activities, will promote and encourage cycling and other sustainable transport methods, reducing the cities carbon footprint as more families adopt cycling as their preferred mode of transport.</p> <p>Officers will work with local stakeholders to develop transport communication strategies that encourage visitors to walk, cycle or utilise public transport,</p>

7. OUTCOMES

<u>COUNCIL DELIVERY PLAN</u>	
	Impact of Report
Aberdeen City Council Policy Statement	<p>The Tour of Britain links to the Aberdeen Events365 Strategy and Plan, a CCMP project which aims to develop a new portfolio of events that can be attracted to the city.</p> <p>The proposals within this report support many of the objectives of the City Centre Masterplan:</p> <ul style="list-style-type: none"> • Promoting the view of Aberdeen city centre as an energetic, inclusive and fascinating place where people will want to live, work and visit. • Creating a stronger and more diverse city centre economy. • Building on local distinctiveness and maximising local business opportunities. • Ensuring Aberdeen city centre reflects its distinctive local culture, so it is like no other place.
Aberdeen City Local Outcome Improvement Plan	
Prosperous Economy Stretch Outcomes	The proposals in this report support the tourism sector, and the potential to contribute to the growing tourism employment. There is also potential to contribute to business start ups in the tourism sector. Effective delivery will further enhance the city's international profile and standing and make the city a more attractive tourism and leisure destination.
Prosperous People Stretch Outcomes	Vibrant events such as the Tour of Britain support the city being a Child Friendly City. The proposals specifically seek to increase participation by children in ancillary activity around the main event. The proposals also support activity and sport that in turn supports health and well being.
Prosperous Place Stretch Outcomes	Aberdeen's competitiveness as a destination – both for visitors and investors – is supported by reducing carbon emissions. Cycling has a role in how the city is pitched to attract people, skills and talent. The proposals support the target to increase the proportion of people using cycling as a mode of

	travel. Aberdeen365 delivery is also a key programme area of the CCMP.
Regional and City Strategies	The proposals support the City Council's Economic Rescue plan by strengthening local supply chains and contributing towards local business growth; creating space to move and enjoy; and supportive the Shop, Visit, Eat Local initiatives.
UK and Scottish Legislative and Policy Programmes	Aberdeen's Safety Advisory Group model ensures that events which take place in Aberdeen are safe and uphold the requirements of relevant legislation. Furthermore, any event / activation will be subject to, and dependant on, the public health position, guidance and legislation at the time and are, therefore, subject to change.

8. IMPACT ASSESSMENTS

Assessment	Outcome
Impact Assessment	not required
Data Protection Impact Assessment	not required

9. BACKGROUND PAPERS

Council Strategic, 24 June 2019, Tour of Britain Funding Approval – PLA/12/299

10. APPENDICES

N/A

11. REPORT AUTHOR CONTACT DETAILS

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