

## Street Velodrome cycling weekend event

### Report by the Director for the Economy

#### 1.0 Summary

- 1.1 This reports seek approval to host a Street Velodrome weekend cycling event in Worthing in the summer of 2015.

#### 2.0 Background

- 2.1 Worthing Council has been approached by Street Velodrome with a proposal to run one of their national cycling events.
- 2.2 Street Velodrome is a cycle sport weekend event using a pop up track system and providing an opportunity for a broad section of the community to participate in an exciting race event which can be viewed by spectators.

#### 3.0 Proposal

- 3.1 The event ethos is "give it a go" with a mixed timetable allowing the opportunity for community participation throughout the day. It is not intended to adopt the complex rules and strategies of professional cycling but aims to bring the sport to the community.
- 3.2 This unique sporting format lets amateur riders from the local community compete on equal terms with professional cyclists to find the next Chris Hoy or Laura Trott. Spectators can view the action up close and be part of the event.
- 3.3 The event is free of charge for both spectators and importantly for participants too. The organisers provide all the necessary equipment (bikes, helmets, etc) for participants at no cost.
- 3.4 The event aligns with the DfT Cycling Development Plan, to which West Sussex County Council, in collaboration with the Coast to Capital Local Enterprise Partnership and other local transport authorities, has submitted an expression of interest in partnering with Government to set a long term ambition for walking and cycling across the C2C area.

### *Television coverage*

- 3.5 Worthing will be one of six locations planned for the 2015 televised series around the UK with the final winners event held in London. Street Velodrome have identified Worthing as a prime South Coast location. Worthing will be promoted in one of the six televised events with editorial coverage for the council to promote the area's cultural, visitor and leisure attractions. Television exposure extends to other channels such as British Eurosport, Sky Sports, Fox Sports to name a few. The 2014 Street Velodrome television coverage reached an audience of over 600,000 with global coverage in over 180 countries.

### *Location*

- 3.6 The event itself requires a footprint of 50m x 12m which will include the staging and spectators. Further clarification with the event organisers will be required to calculate the available space needed for ancillary local income generators.
- 3.7 The televised exposure drives the requirement for a location which promotes the local area. It is proposed to hold the event on land adjacent to Splash point Beach House Grounds which would provide an excellent backdrop of the leisure facility coupled with the close proximity to the Pier and coastline.

### *Proposed Dates*

- 3.8 The event organisers have proposed the weekend of Saturday 1<sup>st</sup> and Sunday 2<sup>nd</sup> August 2015 for the Worthing event.

### *Insurances*

- 3.9 The event organisers will provide all necessary insurances with the extent of the liability is limited to the designated agreed event space which will be agreed and defined in the Event Plan The insurance covers any participant, event staff or spectators injured / harmed due to negligence in managing the event. The event apparatus (banked corners) have a design liability cover which is provided by the event organiser's supplier, King Ramps. This covers any harm / injury caused by the design or installation of the units.

### *Clean-up*

- 3.10 The event organisers will be responsible for post event clean-up for the defined event space and have offered to also organise a litter pick up in and around the general area.

## **4.0 Legal**

- 4.1 Legal colleagues have reviewed the title documents for Beach House Grounds and the neighbouring Beach House and there does not appear to be any restrictions on the use of the land for such events.
- 4.2 However, the title documents for Beach House show that the owners have a "full right to the uninterrupted access transmission and enjoyment of light over and across Beach House Grounds to the windows of Beach House". It is therefore imperative that we ensure whatever activities take place on Beach House Grounds

do not restrict the Beach House owners'/occupiers' right of access or light. In particular, we need to work with the event organisers and bear in mind the right of light to the windows at the southerly aspect of Beach House, especially on the ground floor.

- 4.3 S 1 Localism Act 2011 provides for the general power of competence and empowers local authorities to do anything which individuals generally do.

## **5.0 Financial implications**

- 5.1 The cost for hosting and underwriting the two-day Street Velodrome in Worthing is £21,500 which includes a Temporary Track fee to cover the uneven grass surface
- 5.2 The cost to host the event can be offset considerably (and possibly cost neutral) by a mix of selling advertising space for the event and by creating a wider community festival around the event space based on food, drink and crafts stalls.
- 5.3 An approach has been made to WSCC to investigate if they would also be willing to underwrite the set up costs. A marketing strategy will need to be formulated to consider the most cost effective approach and in engaging business to participate in the wider festival event.
- 5.4 Officers will seek to meet all of the underwriting costs by securing local commercial sponsorship for the event. This will include Trackside banner spaces (2.4m x 0.8m) with TV exposure; a dedicated track coaching session for host guests and groups; trackside banner spaces (2.4m x 0.8m) with visitor exposure, track side banner space at the London Bike Show Exhibition event.

## **6.0 Recommendation**

- 6.1 The Executive Member is asked to agree:
- o To underwrite the costs and host a Worthing Street Velodrome event on the weekend of 1st and 2nd August 2015 – maximum total costs of £21,500 [inclusive of need for temporary track cover] from within the Economy budget;
  - o To seek an underwriting contribution from WSCC;
  - o To request that the event organisers consult with the residents of Beach House on the proposed event as soon as possible;
  - o To agree to develop a marketing and sponsorship strategy to help meet the full costs of the event;
  - o To develop a communications plan and strategy for the televised promotional element of the event; and
  - o To request regular updates on event management and sponsorship progress from the new Event Officer post.

**Local Government Act 1972**

**Background Papers:**

Street Velodrome Proposal

**Contact Officer:**

Scott Marshall - Director for the Economy

01903 221209

scott.marshall.regen@gmail.com

## **Schedule of other matters**

### **1. Council Priority**

1.1 Supporting our wealth generators

### **2.0 Specific Action Plans**

2.1 **Surf's up Economy Action** - To effectively plan and deliver a year round programme of events to maximise the use of our public and open spaces.

### **3.0 Sustainability Issues**

3.1 Matter considered and no issues identified

### **4.0 Equality Issues**

4.1 Matter considered and no issues identified

### **5.0 Community Safety Issues (Section 17)**

5.1 The event organisers will be required to submit appropriate plans via the Safety Advisory Group.

### **6.0 Human Rights Issues**

6.1 Matter considered and no issues identified

### **7.0 Reputation**

7.1 The event provides an opportunity for televised coverage of Worthing's cultural, visitor and leisure attractions.

### **8.0 Consultations**

8.1 If the report is agreed, consultation will take place with ward councillors and residents of Beach House.

### **9.0 Risk Assessment**

9.1 The event organisers will be required to submit appropriate risk assessment plans.

### **10.0 Health & Safety Issues**

10.1 Matter considered and no issues identified

### **11.0 Procurement Strategy**

11.1 Matter considered and no issues identified

### **12.0 Partnership Working**

12.1 Matter considered and no issues identified