

Report of: Director of City Development

Report to: Executive Board

Date: 22 April 2015

Subject: International Triathlon Union (ITU) World Series 2016-2019

Are specific electoral Wards affected? If relevant, name(s) of Ward(s): Exact route to be determined	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

- Following on from the huge success of the Tour De France the Chief Executive, the Chief Officer Culture & Sport and the Head of Sport & Active Lifestyles met with UK Sport to discuss the ambition of the city in hosting major world sporting events in the future.
- These discussions focussed on events that had a good "fit" with Leeds and where Leeds could potentially offer something unique, to both grow the profile of sport nationally and internationally as well as promoting the city and the wider Yorkshire region. The World Triathlon Series, currently hosted in Hyde Park London, featured prominently in the discussions for a number of reasons. It is free and accessible to all, has local connection with Jonathan and Alistair Brownlee (Leeds Olympic Medallists), the triathlon performance centre at Leeds Beckett University, the inclusive nature of the event (men's and women's races, mass participation and Paratriathlon) and finally the potential local business and spectator interest that could be generated with the right course. The event also carries high international standing that has the potential to realise similar impacts to the Tour de France in terms of sporting impact, exposure and community engagement as it continues to grow.
- The Council created 7 'Breakthrough Projects' inspired by its role in making the Tour de France Grand Départ in 2014 such a success for the city. Teams, individuals and communities across the city came together to deliver a truly

memorable event, while keeping the city running as close to normal as possible. This approach has been adopted to work on seven big ideas that will make a difference to the people of Leeds and build on the fantastic events Leeds already hosts, to make these truly world-class in reach and reputation. Hosting a UK leg of the World Triathlon Series would support the Breakthrough Project 'Hosting World Class Events' and help fulfil the goal to attract events which fit our city and bring benefits for the people of Leeds, for example through inspiring young people or by increasing inward investment.

4. Working with British Triathlon and Jonathan and Alistair Brownlee (Leeds Olympic Medallists) this report outlines how Leeds has subsequently been successful in being selected by the British Triathlon Federation as the preferred host city for one of the world's most prestigious events. The International Triathlon Union (ITU)'s Triathlon World Series events are now well established within the world major events circuit with the event being hosted in high profile locations around the world such as Abu Dhabi, Auckland, Gold Coast, Cape Town, Yokohama, London, Hamburg, Stockholm, Edmonton, with the Grand Final in 2015 being held Chicago.
5. Timescales to submit an initial bid to the British Triathlon Federation were very tight and there was strong competition from 11 other UK cities. Following consultation with the Leader of the Council, Executive Member for Digital and Creative Industries Culture and Skills and others, Leeds submitted a very robust and compelling bid as part of the initial submission. Whilst final course details are yet to be confirmed the bid stood out because of the huge spectator interest that could be generated by having the elite men's and women's races (cycle and run stages) coming into the city centre and doing a number of laps; having come from Roundhay Park (for the swim) and down through the north and western part of the city en route by cycle. The Leeds bid was considered outstanding by both UK Sport and British Triathlon Federation (BTF) and has now progressed to the next stage and been submitted to the International Triathlon Union (ITU) by the BTF for their consideration. At the time of writing this report this decision is pending.
6. Both Jonathan and Alistair Brownlee have been very helpful in supporting the bid process to date and their assistance in doing so has been very much appreciated.

Recommendations

Executive Board is recommended to:

- i) Formally agree to Leeds being the preferred host city for a UK leg of the World Triathlon Series in 2016, 2017 and 2018 and to note the Council's bid will now go forward to be presented by British Triathlon to the International Triathlon Union for consideration with a final decision from the ITU expected in May;
- ii) Pending a final decision by the ITU, to agree that the funding implications of the proposal form part of Members' considerations during the budget setting process for 2016/17 to 2018/19;
- iii) To request that the Chief Officer Culture and Sport:

- enters into relevant contractual arrangements agreements to deliver the event following appropriate legal advice
- establishes management arrangements to support delivery of the event
- works with partners to investigate the potential for a cultural festival to run alongside the events;

iv) To note the opportunity may also arise to host the ITU World Triathlon Series Grand Final in 2019.

1. Purpose of this report

1.1 To highlight that Leeds has been successful in being selected as the preferred host city for the UK leg of the ITU world triathlon series 2016-18 and to approve the annual financial contributions required to host the event.

2. Background information

2.1 Since 2009, in partnership with UK Sport and London, British Triathlon has hosted the ITU World Triathlon Series in Hyde Park, London, creating one of the greatest demonstrations of London 2012 Olympic Games legacy. In that time over 23,000 amateur and novice triathletes have competed alongside the world's best elite triathletes and elite paratriathletes, with the World Championship Grand Final (a bigger event again with age group championships) coming to the UK for the first time in 2013 attracting over 7000 triathletes from over 75 nations.

2.2 British Triathlon is looking to ensure the continued staging of a leg of the ITU World Triathlon Series in the UK in 2016, 2017 and 2018, with a view to also bidding to once again host the Grand Final in 2019.

2.3 As part of that ambition, British Triathlon in partnership with UK Sport is conducted a full strategic review of how the event is staged, including conducting a full host city selection process and event delivery partner assessment for the first time. There are 10 legs of the world triathlon series with no guarantees from the ITU that the UK is given a leg, so any proposal to move the event from London will carry an element of risk on the part of the BTF.

ITU World Triathlon Series

2.4 The city has developed its reputation for delivering major international events as an outcome of the Tour de France and major events are also the focus of one of the authority's 7 breakthrough projects.

2.5 Launched in 2009, the ITU World Triathlon Series is the highest tier of international triathlon competition, with athletes competing across the globe throughout the year to become World Champion. In 2015 the series is being expanded to 10 races hosted in some of the most iconic cities in the world, Abu Dhabi, Auckland, Gold Coast, Cape Town, Yokohama, London, Hamburg, Stockholm, Edmonton, and the Grand Final in Chicago.

- 2.6 Each race of the series is broadcast live and distributed globally, and followed up with a 52 minute highlights package. BTF expect spectator numbers to be in the region of 15,000 to 40,000, however the Leeds bid team is confident that the upper figures can be surpassed, building on the success of the Tour de France. The international exposure of the city together with influx of visitors and participants will help further boost the Leeds economy, especially should Leeds also be successful in securing the Grand Final in 2019 as this event also includes the world age group finals.
- 2.7 As part of a British leg of the series, British Triathlon Federation is committed to also hosting the paralympic equivalent event, the ITU World Paratriathlon Series, being the only nation to have done so since the series began. This is subject to the selected host city being able to provide a course that suits the specific needs of the paratriathletes.
- 2.8 The World Triathlon series event includes both men's and women's elite races (the Leeds bid is based on the Olympic distance) as well as and age group (mass participation) event too, usually over one weekend. Each event includes a swim, ride and then run, in that order.

3. Main issues

- 3.1 The British Triathlon Federation issued a bid prospectus on the 28th November, setting a deadline for bids to be returned from prospective host UK cities by the 12th January. BTF asked cities to bid on the basis that they were prepared to commit to hosting the 2016, 2017 and 2018 world series legs, as well as providing comfort that the city would want to host the Grand Final event in 2019 (the next time the UK would be eligible to host the grand final). Since then the city has hosted a number of technical visits from both the BTF, the ITU and the BTF event management contractors, Lagardere Unlimited Events. The Leeds bid team (including the Chief Executive and the Head of Sport and Active Lifestyles) subsequently presented to BTF and UK Sport on the 26th February 2015 and were soon after notified that we had been successful in securing support as preferred host city for the 2016 World Series event. Ongoing contractual discussions between the BTF and the ITU have dictated that no formal announcements could be made public whilst this report was being written.
- 3.3 In consultation with key partners there is an extremely strong desire for the City to host the ITU World series and it builds on the fabulous reputation Leeds has in hosting major international sporting events, including the Tour de France and this year's Rugby Union World cup. This can be summarised for the following reasons:
- The sport of triathlon has never had such positive national and international coverage, promoted especially by the fabulous achievements of the Brownlee brothers in particular. This gives Leeds a key unique selling point, not least the potential interest from spectators.
 - The event carries exciting potential economic benefits and provides a great "fit" for the city, through visitors, business and global TV exposure.

- The event provides a further platform upon which the city can continue to develop and grow its reputation for triathlon, delivering a lasting legacy, building on the Triathlon performance centre already based within the city. It will affirm Leeds as the UK's premier "Triathlon City".
- The Sports of Cycling, Swimming and Athletics are individually very strong in the city and can be further promoted through the World Series events.
- We are confident we can deliver a spectacular event and develop further a positive City and Yorkshire image internationally.

3.4 The Bidding process was very clearly defined and included pre-set criteria against which cities will be judged. The process will be overseen by the BTF and UK Sport and the criteria are centred around:

- Financial support (including expectations about underwriting on the part of Leeds City Council). The financial element carries 35% of the weighting;
- Technical delivery;
- Partnerships;
- Experience of delivering major events;
- International travel and accommodation;
- Marketing and PR;
- Sports development.

3.5 Both the Brownlee brothers have been engaged in the bid process including their input into the course design. This included their desire to have technically challenging city centre route, packed with spectators. There will be a combination of venues used. The elite races will be over Olympic distance and will go from Roundhay Park into the city centre. In addition there will possibly be 2 forms of the mass participation ('age group') event, one over a similar course to the elite athletes, finishing in the city centre and another shorter sprint distance option that is focussed around Roundhay Park. The option of providing the chance for the mass participation athletes to take part on the same course as the elite athletes is considered an essential part of the overall event. Clearly the precise detail about the course and programme are all subject to the bid to the ITU being successful as well as further consultation being undertaken between all the stakeholders affected.

3.6 The elite men's and women's races route is still to be confirmed in detail but will be based on using both Roundhay Park (for the swim) and then cycle to the city centre of Leeds for both the cycle and run elements, effectively creating a city centre stadium to watch world class racing and the Brownlee brothers in particular, free of charge at the roadside.

3.7 The use of the city centre over a weekend for the men's and women's elite races (and mass participation) is likely to be challenging to deliver given the implications on business, services and public. However, the option of the city centre cycle and run course is one that both Brownlee brothers believed would help Leeds stand out and give a unique selling point, it is also heavily supported by the ITU and from their event management contractors Lagardere Unlimited. Given previous experience of hosting the Tour De France this is considered manageable and impacts can be

mitigated. As the hosting process develops further consultation will be required with key affected parties on the precise details of the course. The feedback from the BTF and UK Sport following the Leeds bid has been incredibly positive and they believe Leeds could change the face of the World Triathlon series and put it on a par with the current best host city in the World Series namely, Hamburg, who incidentally now also get 11,000 entries to their mass participation event from both within and outside Germany.

4. Corporate Considerations

4.1 Consultation and Engagement

4.1.1 The leader, Chief Executive, relevant Executive Members, opposition elected members, BTF, Sport Leeds, and other key partners and stakeholders have been consulted and have given their support. However, given the timescales for submission of the bid to the BTF and the ITU, coupled with some of the sensitivities on the part of the BTF relating to moving their event from London has meant that a full and comprehensive consultation exercise has simply not been possible and therefore a pragmatic approach has had to be adopted.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 Consultation has been held with the following partners: British Triathlon, performance sport deliverers, the Brownlee Brothers and within the Sport & Active Lifestyles Service, including the equality lead for sport. This has resulted in a screening being carried out.

4.2.2 The event will bring opportunities to encourage people to participate in sporting activity and use the city's hosting skills for large events to celebrate the diversity of the city with a wider audience. There is also an opportunity to deliver a specific paratriathlon event to encourage people with disabilities to participate.

4.2.3 For people not able to participate, there will be opportunities for the wider population to volunteer to help run the event, as well as for people to view a national event within the City, once again celebrating the opportunities the city has on offer.

4.2.4 The event will be coupled with opportunities to deliver further sporting and cultural activities and programmes through the city's sporting and culture networks

4.2.5 A full Equality and Diversity, Cohesion and Integration assessment will be carried out to include the equality impact of delivering an international event in the city and the opportunities this will bring to enhance opportunities for people from a diverse range of backgrounds. The screening form is attached as an appendix.

4.3 Council policies and City Priorities

4.3.1 The event provides Leeds with yet another opportunity to demonstrate its International standing on a world stage. It will especially support the Best Council Plan through;

- Tackling health inequalities (and the joint health and wellbeing strategy 2013-18)
- Child friendly city
- Raising the profile of Leeds nationally and internationally
- Building cohesive and harmonious communities
- The event also fits with the cities' breakthrough projects "rethinking the city centre" and "Public health/Physical activity".
- Boosting the local economy
- Maximising the impact of our cultural infrastructure

4.4 Resources and value for money

- 4.4.1 The Authority will need to commit for at least 3 years to the World Series events and possibly the grand final event in 2019. The Council will need to provide cash support of £230,000 per year, plus provide a guarantee to underwrite the mass participation entry fees at a benchmark of 3000 entries. The latter is considered fair and achievable and whilst the risk maybe in the region of £195,000, officers are confident of achieving 3000 participants in the mass participation event in year 1 which would therefore result in no financial contribution. The Council will seek to secure value added contributions from other partners. There will be significant implications on future work programmes for staff teams across the Council most notably Highways, Culture & Sport and Parks & Countryside and therefore priorities will need to be aligned accordingly.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 The decision is considered a key decision. The Director of City Development (or delegated officer) will seek authority to enter into any hosting agreements with the relevant parties.

4.6 Risk Management

- 4.6.1 The bid team are experienced and are confident that Leeds can deliver an exceptional event. Risk associated with event delivery costs, if successful, will be mitigated through partner engagement and working together with the BTF, UK Sport and the ITU.

5. Conclusions

The opportunity to host such a high profile world event that fits so well with the profile of the city cannot be missed. The strength the city has developed in major event delivery forms the corner stone of the bid and if successful it will provide a platform in which to further promote Leeds and Yorkshire to the world.

6. Recommendations

- 6.1 Executive Board is recommended to:

- i) Formally agree to Leeds being the preferred host city for a UK leg of the World Triathlon Series in 2016, 2017 and 2018 and to note the Council's bid will now go forward to be presented to British Triathlon to the International

Triathlon Union for consideration with a final decision from the ITU expected in May;

- ii) Pending a final decision by the ITU, to agree that the funding implications of the proposal form part of Members' considerations during the budget setting process for 2016/17 to 2018/19;
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- iv) To note the opportunity may also arise to host the ITU world triathlon series Grand Final in 2019.

7. Background documents¹

7.1 None

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.