

Report of Director of City Development

Report to Executive Board

Date: 13th December 2017

Subject: World Triathlon Series

Are specific electoral wards affected?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If yes, name(s) of ward(s): City & Hunslet, Roundhay, Headingley, Hyde Park & Woodhouse, Chapel Allerton, Moortown.	
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes <input 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?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, access to information procedure rule number:	
Appendix number:	

Summary of main issues

1. In April 2015 Executive Board gave approval for Leeds to host the World Triathlon Series for the first time, having secured the UK candidate city rights from British Triathlon through a competitive process. The approvals given secured financial and value in kind support from the Council in order to then host this truly world class event for Leeds for the period 2016-2018.
2. The 2016 Columbia Threadneedle World Triathlon Series (WTS) event was the first WTS event held outside London, with the World's best triathletes and over 5,000 amateurs converging on Leeds over the weekend of the 11th and 12th of June. Huge crowds turned out to cheer on all the athletes with the highlight being a famous first and second for Alistair and Johnny Brownlee respectively; a result repeated for 2017.
3. For both 2016 and 2017 the elite men's and women's races proved to be hugely successful with very positive comments received from the World Governing Body, the International Triathlon Union (ITU), with huge numbers of spectators (over 50,000) and hours of live BBC TV coverage, showing Leeds to a worldwide audience. After some challenges faced in the 2016 age group (amateur) event a major effort was made to deliver a significantly improved experience in 2017. A new Memorandum of Understanding (MOU) was entered into between the Council and BTF in 2017, reflecting revised event and financial management arrangements. This proved hugely

successful with satisfaction rates of 90% plus and building confidence for the 2018 event.

4. Leeds will once again host the WTS event on the weekend of the 9th and 10th June 2018 and plans are already underway. Thereafter the decision rests with the British Triathlon Federation and UK Sport in terms of UK Candidate City for 2019 onwards. This report seeks to ensure we can move swiftly to confirm our engagement once the decision regarding a future host is confirmed.

Recommendations

5. Executive Board is recommended:

- (i) To note the contents of the report;
- (ii) Pending confirmation from the British Triathlon Federation, to seek approval for Leeds to be host city for the World Triathlon series in 2019 and 2020;
- (iii) To approve the continued contribution of £230,000 per annum as cash contribution towards hosting the event;
- (iv) For the Chief Officer Culture and Sport to be given authority to enter into any legal agreements for the 2019 and 2020 WTS event; and
- (v) To agree that the Memorandum of Understanding for the World Triathlon Series Leeds 2018 (and any subsequent World Triathlon Series event) between British Triathlon Federation and the Council is entered into on the same financial basis as that previously agreed for the 2017 event.

1. Purpose of this report

- 1.1 To gain support for Leeds to continue to host the World Triathlon Series for 2019 and 2020 and to note the positive steps taken to improve the event experience as well as the wider Triathlon development opportunities being delivered by partners.

2. Background information

- 2.1 The Columbia Threadneedle World Triathlon Series Leeds 2016 and 2017 brought together the World's best triathletes over the weekend of the 11th and 12th and 10th and 11th of June respectively. The 2016 men's and women's elite races were part of the International Triathlon Union's (ITU) 9 race World Series with the Leeds 2016 race being owned and managed by the event management contractor IronMan, through a single contract held with the British Triathlon Federation (BTF) and a wider contract with the ITU covering other events in the World Series calendar. The 2016 Leeds event also included events on the Saturday aimed at beginners as well as approximately 5000 amateurs (known as age groupers) on the Sunday morning.
- 2.2 The 2016 elite races were without doubt a resounding success with over 50,000 people lining the streets of Leeds to witness our home grown triathletes compete. The fabulous spectacle in the men's race, with the Brownlee brothers leading the way, was beamed live to a UK and world TV audience just weeks before the Rio Olympics in which in the men's race Alistair Brownlee won Gold and Johnny Brownlee a silver and in the women's race Vicky Holland won a fabulous Bronze. Given this was a first year event the ITU (as part of their technical review) has been extremely complimentary about the WTS Leeds 2016 and in particular the response of the city and City Council. They positively commented on the huge numbers of spectators lining the streets, underlining that Leeds had the most spectators of any ITU world event since the 2012 Olympics in Hyde Park, London. This provided a real boost for all those involved in the event.
- 2.3 The 2016 Columbia Threadneedle WTS Leeds event firmly placed Leeds on the world sporting map, projecting fantastic images of the city centre, Roundhay Park and the surrounding areas and building on our success from hosting the Grand Depart, the Tour de Yorkshire and Rugby League (2013) and Rugby Union (2015) World Cups. It also reinforces the city's growing reputation for hosting major sporting events as illustrated by Yorkshire winning the rights to host the 2019 World Road Race Championships, World Cup Cricket 2019 (Headingley) and the ambitions as set out for European Capital of Culture 2023. Furthermore, the city has submitted an Expression of Interest to the organisers of the 2021 Rugby League World cup, to be a host city.
- 2.4 Whilst the elite races in Leeds captured the imagination of spectators and TV audiences a large part of the WTS 2016 Leeds was aimed at amateurs and those trying triathlon for the first time. The city worked closely with British Triathlon in building the narrative around Leeds being the best city for triathlon and whilst the huge on-going success of the Leeds Triathlon centre (and now the Brownlee Triathlon centre) is more in the spotlight there was also significant other development work undertaken to promote triathlon to new audiences both before, during and after the WTS Leeds event. The work completed in 2016 put in place a really strong foundation for future development work with our combined efforts

successfully targeting more women into the events as well as engaging diverse audiences including our adult social care clients.

- 2.5 Such work, when combined with the elite races, goes to illustrate how these type of events can both create economic value to the city whilst also positively touching the lives of such a broad range of people that live and work in the city.
- 2.6 This said putting on an event of this magnitude for the first time was a big challenge. There will always be learning points and although Leeds had a fantastic turn out for the amateur races (known as Age group) in 2016, there were some significant areas where improvements were needed given the difficulties experienced by a number of age group triathletes in the lead up to the event and on the day logistically. These issues were subject to a review by BTF, UK Sport and the City Council to ensure that lessons learnt were applied to the 2017 event.

3. Main issues

2017 and 2018 WTS Leeds

- 3.1 The Columbia Threadneedle WTS Leeds took place on the 10th and 11th June 2017. There was a huge amount of work undertaken to review the 2016 event and put measures in place to build on the successes and make the right improvements. Consequently the 2017 event was structured differently to that of 2016, with the previous event management contractor no longer being involved directly in the event. A new governance approach was agreed by the three main funding stakeholders namely, BTF, UK Sport and Leeds City Council and this had the support of the ITU and title sponsors, Columbia Threadneedle.
- 3.2 The new arrangement for 2017 (which will continue in 2018) saw BTF take on the ownership/lead role for the event, with a stakeholder board to oversee and agree key decisions, this being made up of Leeds City Council and BTF as voting members and UK Sport as observers. An MOU was put in place between BTF and Leeds City Council. Key positions were recruited to given the time critical nature of delivering the event to timescale. Of particular note was the appointment of an overarching independent event director that has ultimate oversight of the entire event and budget. This was one of the key learnings from 2016 - the event director reports direct to the stakeholder board. The 2017 event proved to make significant improvements for both the amateur and elite races although the budget for 2017 was exposed to some risk based on attempting to win back the trust of some of the age group athletes who felt badly treated by the previous event management regime.
- 3.3 Key changes for 2017 included:
- The elite route was similar to 2016, though some changes were made around the city centre to increase the number of cycle laps and improve spectator experience;
 - There was one transition point for the age group races on the Sunday, rather than the 2 transition points in 2016. Together with new shuttle bus/transfer arrangements this proved very successful. Pre event communication to competitors was massively improved and this resulted in

there being no problems in 2017 with participants being able to collect their equipment from Roundhay after the finish.

- There were significant improvements to the Saturday event as well with an increase in the numbers taking part in come and try sessions;
- A change in the Council's underwrite arrangements, which was originally capped at £195k (if 3000 entries were not achieved), to a reduced cap of £120k should the event not break even (e.g. lower age group entries or lower sponsorship or increased costs). This was approved by the Section 151 Officer as per Financial Regulations. The 2017 event did make a small loss which required an additional contribution from the Council.

3.4 Overall the 2017 event was a huge success, and served to redress the challenges encountered in the 2016 event age group event. Some of the key highlights included:

- Over 70,000 spectators;
- Live TV coverage by the BBC for 6 hours on the Sunday, including edited highlights of the Saturday events held up at Roundhay Park. According to the BBC, the viewing figures for the event were extremely high, peaking at over 2 million and more than any other sporting events that day, including the French Open Tennis. The pictures were also beamed all over the world to other countries. The value of media coverage to the city will be high and serves to showcase the city as an attractive, progressive and truly international place to live, work and play;
- Estimated additional spend in the city (excluding residents) of over £1.2m;
- Age group competitors gave a ringing positive endorsement to the route changes and event management arrangements, with satisfaction rates of well over 90%. This gives great confidence for the 2018 event in terms of potential entries and therefore a positive impact on budget;
- Both the ITU and the event title sponsor (Columbia Threadneedle) have provided positive feedback.

3.5 Wider development work has also continued across the city both as part of the event itself but also in advance of it. Of particular note was the recent opening of the £4m Brownlee Triathlon centre funded by the University of Leeds, British Triathlon, British Cycling and UK Sport, providing existing elite triathletes with a state of the art training base as well as a lasting legacy for all the up and coming triathletes and local young people seeking to try the sport out for the first time.

Community Development and Participation

3.6 There is now a well-established citywide participation and legacy group that meets on a bi-monthly basis that is led by Sport and Active Lifestyles service and brings together key partners including the 3 Universities, Active Schools Children and Families Directorate Yorkshire Sport, British Triathlon and the Brownlee Foundation. Together they have oversight of a city action plan that drives and focuses Triathlon development work focussing on entry level activities across swimming, running and cycling and targeting our priority communities and under-represented groups, junior provision and pathways to performance.

3.7 The community model of "Go Tri" delivery and reach has been and continues to be a real success; British Triathlon (BT) cite the development work in Leeds as

exemplary, enabling engagement and participation at a community level and with target populations that previously has been a real challenge for BT to achieve. For example introductory sessions have been targeted at women and of the 1700 participants over 1000 were women, with activities being delivered at our hub sites in Middleton, Fearnville and Armley. Working through our Communities Team and local partners we have established the first “Go Tri” led cycle ride from New Wortley. The WTS weekend at Roundhay this year saw 250 novices take part in a full triathlon. The 45 regular runners at an introductory group in Morley is a great illustration of the need for and use of social media in retaining local participants. In addition, the Team established the first ever Adult Social Care GO Tri training and event, this has culminated in, for example, regular training session for adults with learning disabilities at the John Charles Centre for Sport. The embedding of a Satellite Clubs programme through funding from Yorkshire Sport has started to address a gap in junior provision with outreach development work now taking place at all of the hub sites; this programme is being supported by the Brownlee Foundation with a longer term aim that this strong partnership will provide opportunities for progression for young people from across the City.

- 3.8 Work is now underway for the 2018 event and organisers are confident that with the route being similar to 2017, more time can be focussed earlier in the planning on increasing entries and securing commercial sponsorship. This earlier lead in period gives greater comfort that the event will break even in 2018.

WTS 2019 and 2020

- 3.9 Discussions have been held with BTF in recognition that the Leeds candidate city rights expire after the 2018 event. The Council understands that there is strong support for Leeds to continue to host the event moving forward but due process needs to be followed by both BTF and UK Sport. Given the positive outcomes achieved in both 2016 and 2017 and the prospects for the 2018 event, it is therefore proposed that Leeds confirms its interest in being selected as a candidate city as early as possible and if asked to do so by BTF the Council would accept any such invitation.

4. Corporate considerations

4.1 Consultation and engagement

- 4.1.1 The proposals contained in this report build on the support given by this Board in April 2015. In developing the new arrangements for 2017, key stakeholders were extensively consulted both inside and outside the Council, forming part of the 2016 event review. It is planned to continue to engage with a number of key client groups in order to build on the successful improvements made to the 2017 event. Any changes that affect local residents or businesses will be communicated in the appropriate manner in due course, including to elite athletes, age group athletes and BTF members.

4.2 Equality and diversity / cohesion and integration

- 4.2.1 An equality impact assessment (EIA) was completed in 2015 on the basis of Leeds having preferred host city status by British Triathlon for a period of 3 years, i.e. to 2019. The EIA is attached as an appendix and remains relevant. A considerable

amount of work was undertaken through 2016 and 2017 to ensure that the event is as inclusive as possible. This will continue for the 2018 event. The age group event is open to disabled athletes and we will continue to develop an inclusive community programme with BTF e.g. our work with the Adults and Health Directorate and women/girls.

4.3 Council policies and best council plan

- 4.3.1 The event provides Leeds with yet another opportunity to demonstrate its international standing on a world stage. The WTS Leeds will especially support the city's ambition as set out in the Best Council Plan to be a strong economy and compassionate city as well as directly contributing to the outcomes of "enjoy happy and healthy active lives" and "enjoy greater access to green spaces, leisure and the arts". Key Best Council priorities supported include good growth, resilient communities and health and wellbeing.

4.4 Resources and value for money

- 4.4.1 Executive Board have previously agreed that it would commit for a period of 3 years, a cash contribution of £230k towards the event and an underwrite (based on 3000 age group entries) of £195k. The underwrite was not required in 2016. As part of the revised MOU for 2017 the terms of the under write changed slightly, in so far as the Council entered into a risk share on the overall surplus or loss on the event. The maximum risk exposure of the Council is capped at £120k, but equally should a surplus be made then this will be shared between British Triathlon Federation, Leeds City Council and UK Sport as major funding partners. Given the challenges faced in attracting age group athletes back to the event in 2017, there was a shortfall on the budget which required the Council to make a further contribution to the event within the terms of the £120k cap. The chances of there being a shortfall on the event budget as a consequence of lower age group entries is considered low for 2018 given the positive way in which the 2017 event was received. However, Executive Board is asked to note that the WTS Leeds Stakeholder Board was informed in early November that the title sponsor for 2017 will not be supporting the event in 2018 due to a change in company policy, therefore withdrawing from all sports sponsorship globally. Consequently work is underway to secure a new title sponsor. Given the late notification this could create an event budget pressure, but proactive work will be undertaken to mitigate any adverse impacts on the overall budget.

4.5 Legal implications, access to information and call-in

- 4.5.1 The Chief Officer Culture and Sport has previously been given authority by Executive Board to enter into agreements as part of the WTS Leeds. An agreement between the Council and BTF was subsequently entered into for the 2016 event. Furthermore the revised MOU between the Council and BTF for the 2017 events was approved by the Chief Officer Culture and Sport using these delegations. Should Leeds be asked to host the 2019 and 2020 events then further agreements will need to be entered into and therefore it is requested that authority be given to the Chief Officer Culture and Sport to enter into such agreements. The Council will need to enter into a new MOU for the 2018 event, and it is proposed that the terms of this agreement are very similar to those already agreed for 2017.

4.5.2 The recommendations in this report are considered to represent a key decision and are therefore subject to call-in.

4.6 Risk management

4.6.1 The financial risks associated with the event have been outlined and can be mitigated through the effective working of the stakeholder board. The financial risk was capped as part of the 2017. For the 2018 MOU it is anticipated that the terms of any future MOU would be similar to that already agreed. Reputational risks from 2016 (largely impacting on BTF) have been addressed through actions taken in the planning of the 2017 event. The aforementioned risks associated with sponsorship will be managed within the overall event budget.

5. Conclusions

5.1 The WTS Leeds has proven to be a highly successful event and cemented Leeds' position on the world sporting stage. The WTS Leeds is an ideal fit for the city, playing to its sporting strengths whilst also maximising the economic profile that hosting such a prestigious world event brings. Leeds can look forward to another fabulous World Triathlon series event in 2018 with plans already well underway to deliver an outstanding experience for athletes and spectators.

6. Recommendations

6.1 Executive Board is recommended:

- (i) To note the contents of the report;
- (ii) Pending confirmation from the British Triathlon Federation to seek approval for Leeds to be host city for the World Triathlon series in 2019 and 2020;
- (iii) To approve the continued contribution of £230,000 per annum as cash contribution towards hosting the event;
- (iv) For the Chief Officer Culture and Sport to be given authority to enter into any legal agreements for the 2019 and 2020 WTS event; and
- (v) To agree that the Memorandum of Understanding for the World Triathlon Series Leeds 2018 (and any subsequent World Triathlon Series event) between British Triathlon Federation and the Council is entered into on the same financial basis as that previously agreed for the 2017 event.

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.