

Title of meeting:	Cabinet Member for Culture, Leisure & Sport
Date of meeting:	8 February 2013
Subject:	Portsmouth & Southsea Triathlon
Report by:	Head of City Development and Cultural Services
Wards affected:	St Thomas, St Jude, Eastney and Craneswater
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To seek approval to develop a world class triathlon festival that will attract both national and international competitors in partnership with Triathlon England and a major Portsmouth commercial retailer of triathlon equipment (Wiggle).

2. Recommendations

- 2.1 **To develop a series of cost neutral large-scale triathlon events in partnership with Triathlon England as part of their major events programme with the aim of delivering a world class event within the next four years. A further report will be brought to this meeting with details of the planned events and the associated cost information.**
- 2.2 **To develop a partnership with a local retailer of triathlon (Wiggle) goods to promote the event series nationally and internationally.**
- 2.3 **To develop a series of triathlon training events in partnership with Triathlon England using local leisure facilities aimed at encouraging and developing local participation from both adult and youth groups.**
- 2.4 **To develop relationships with community projects, such as bike projects, to enable accessibility for all.**

3. Background

- 3.1 Triathlon England has recently been awarded funding from Sports England to develop a series of large-scale triathlon events as part of their major programme in England, particularly in areas that don't currently have major triathlons, aiming for an exceptional athlete experience in iconic locations, such as Portsmouth.

- 3.2 The Sport England award of £7.5m over the next four years represents an increase of 60% in funding for the development of triathlon.

Individual race starts have grown by 50% over the past four years, with large increases among both women and men.

Partnerships with leisure/gym professionals to deliver informal training networks for Triathletes who are not members of a club will be developed in order to increase local participation at beginner level, encouraging spending in local sports retail outlets and sporting facilities.

4. Reasons for recommendations

- 4.1 Promoting a strong sense of identity and civic pride through the delivery of a range of high quality community sports, arts and cultural events will require a concerted effort. Portsmouth's strengths and opportunities need to be emphasised and exploited, including the City's heritage, previous events and tourism and leisure facilities.
- 4.2 Making the most of Portsmouth's inherent assets, ie Southsea Common and the seafront, Guildhall Square, Big Screen and our potential in terms of its proximity to London and the South East, is crucial. Maximising the strong sense of community spirit within Portsmouth, focusing on developing civic pride and active participation in creating strong and thriving communities will help deliver the outcomes that Portsmouth deserves.
- 4.3 Entry fees for triathlon events range from £25 for small local events to £90 for large-scale iconic events such as the London Triathlon. An average entry fee is in the region of £45-55 with costs incurred in the region of £12-£15 per participant. In the short term the sponsor would manage the online booking process to drive retail traffic to its online business and all net income generated would cover all actual event expenditure with net profit invested into equipment and improved facilities for future events and potential hire.
- 4.4 The overall economic impact of a World Cup triathlon event in 2003 was estimated at £1.6m for a one day event with the relative proportions of visitor and organisation spending being 94% and 6% respectively with 85% of spectators being non-local. The total daily expenditure of competitors was £104.35 with 67.07% spent on accommodation, food and drink and the remainder on shopping, travel, etc.

5. Equality impact assessment (EIA)

- 5.1 An equality impact assessment is not required as the recommendations don't have a negative impact on any of the protected characteristics as described in the Equality Act 2010.
- 5.2 £2.2 million of Sport England's investment will fund talent development; including a new Para triathlon talent support programme after the sport was included in the 2016 Paralympics Games. The aim is to integrate the paratriathlon programme at a regional level with the existing talent programme to provide athletes with access to

high-quality coaching and support. Improvements to the overall talent programme include additional coaching time, access to more competitions and improved links with the UK Sport funded World Class programme.

6. Head of Legal, Licensing & Registrars’ comments

6.1 The Cabinet Member is empowered to adopt the recommendation.

7. Head of Finance’s comments

7.1 The work associated with the development of partnership working with Wiggle, Triathlon England and community projects will be funded from within existing cash limits.

7.2 At this stage there is no budget available to support the planned triathlon events. A further report will be brought forward to explore the detail of the planned series of events and the associated costs and funding of these.

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Signed by:
Stephen Baily
Head of City Development & Cultural Services

Appendices:

Appendix A: Measuring Success 2, The Economic Impact of Major Sports Events, UK

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Measuring Success 2, THE ECONOMIC IMPACT OF MAJOR SPORTS EVENTS,UK Sport	www.uksport.gov.uk/docLib/Publications/Measuring-Success-2.pdf

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on the 8th February 2013.

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Signed by:
Cabinet Member for Culture, Leisure and Sport