



**Title of meeting:** Culture, Leisure & Sport Decision Meeting

**Date of meeting:** 18 March 2016

**Subject:** America's Cup World Series 2016

**Report by:** Director of Culture and City Development

**Wards affected:** St Jude, St Thomas, Eastney and Craneswater

**Key decision:** No

**Full Council decision:** No

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**1. Purpose of report**

1.1 This report sets out to outline to the Cabinet Member the proposal for the hosting of the America's Cup World Series event in Portsmouth in July 2016.

**2. Recommendations**

**2.1 To agree the outline land usage for the Americas Cup World Series event as illustrated in Appendix A.**

**2.2 To agree to allow the event organiser to facilitate a limited amount of parking on the area of Southsea Common to the east of Serpentine Road.**

**2.3 For the Council to meet the provision of the additional Beach Patrol Services required to support the Free to View area as part of the Annual agreement with the Lifeguards.**

**3. Background**

3.1 At 162 years old, the America's Cup is the oldest trophy in the world of international sport, and Britain has never won it. Spurred on by his success in 2013, Sir Ben Ainslie and his backers (who include Sir Charles Dunstone and Sir Keith Mills) decided that the time was right to form a British team to contest the Cup.

3.2 Ben Ainslie Racing (BAR) chose to locate their team headquarters in the Camber, Old Portsmouth. As well as securing private sponsorship, the team were successful in bidding for money from the Government, including exceptional Regional Growth Fund. Part of the decision-making process by members, in taking the necessary steps to ensure that BAR could locate in Portsmouth, focused on the benefits that could be derived for the city and sub-region from such a prestigious sporting team locating here.

3.3 Within the 'Agreement for the Development and Lease relating to The Camber, Sites 1 and 2, Old Portsmouth between Portsmouth City Council and Ben Ainslie Racing Limited there is a specific clause relating to the ambition of the Tenant to win the America's Cup Challenge. This clause, the extract of which is given below, clearly articulates the endeavour to nominate Portsmouth as the host city for any event in relation to the America's Cup programme of which the hosting of the America's Cup World Series is part.

#### 19 HOST CITY NOMINATION

If the Tenant wins the America's Cup Challenge, the Tenant shall use all reasonable endeavours to nominate Portsmouth as the host city for any event for which they are entitled to choose the location as a result of victors rights, provided that it considers (acting reasonably) that such a nomination is a commercially, practically and economically viable option (such considerations to include, but which shall not be limited to, whether Portsmouth City Council fully supports the nomination and whether the required space is made available to host the America's Cup and any associated events) and provided that there are no reasons beyond the Tenant's control which mean that it has to hold the event in another location.

3.4 Attracting major sporting events to Portsmouth is also fully in line with delivering against a number of key strategic documents including:

- *The Seafront Strategy* - Develop more large scale sporting events
- *Shaping the Future of Portsmouth* - Developing the Visitor Economy & Supporting economic growth, innovation and enterprise in Portsmouth
- *Business Growth & Skills Plan* - Business growth and job creation in key sectors including marine and maritime

3.5 More recently the public consultation on budget questions, undertaken in November 2014, illustrated that 69% of respondents were keen for there to be more events happening in the city and indeed they were willing for there to be more paid for events.

3.6 The America's Cup Event Authority contracted with Teamorigin Events LLP in November 2014 to organise and deliver two America's Cup World Series events in the UK in July 2015 and 2016. The Council were approached to explore the practicalities of whether this event could be located in Portsmouth including whether the wide range of technical requirements could be met and if the Council would be supportive of the opportunity.

3.7 In 2015 the Council signed a Memorandum of Understanding with Teamorigin Events to support the delivery of the ACWS event in Portsmouth in July 2015 and to enter into discussion immediately after the 2015 event to discuss support a similar event in July 2016

3.8 The event ran for the first time in July 2015 and, despite the inclement weather was deemed a success by Teamorigin Events for a number of key reasons not least of which was the delivery of the following:

- £9 million economic benefit delivered through the event
- £2.1 million spend in Portsmouth
- 248,505 people engaged with the event
- £18 million media value generated in the UK and £4 million overseas

3.8 For the Council the event has brought tangible interest in inward investment in areas of both hotel development interest and visitor growth which we do not believe we could have achieved without the profile this event brought the city.

3.9 The Council also directly received over 15 letters of support from local Portsmouth businesses following the event both supporting this specific event but also supporting the expansion of the events programme on the Seafront overall.

#### **4. Reasons for recommendations**

4.1 The feedback on the 2015 event has informed and shaped the proposal for the 2016 event from Teamorigin Events. We believe that they have addressed the key operational issues which arose from the delivery of the 2015 event through their new event proposals and the change in programme. In particular they have addressed the following issues:

- Confusion around the ticket systems
- Clarification on bringing food and drink
- Extensive area of steel fencing around the site

4.2 Within the previous agreement with Teamorigin Events it was stipulated that they would have access to land to support the ACWS events. In the discussions in relation to the 2016 event it has always been made clear to Teamorigin Events that the use of the land they are requesting is subject to:

- Conclusion of an agreement with Southsea Skatepark (an independently run organisation who will be in the middle of the proposed Race Village)
- Provision of a suitable level of infrastructure to support estimated numbers coming to the Free to View area on Southsea Common
- Provision of infrastructure to enable people with disabilities to access both the Free to View area and the Race Village

4.3 Within the proposal for the 2016 event Teamorigin Events have outlined:

- a community day/preview day on Thursday 21<sup>st</sup> July
- a shorter 3 day public event operating from 1100 - 1800 each day
- an enhanced on-shore programme in ticketed area & no evening activity
- Open access to Southsea Common including direct views of the race area
- Simplified ticketing system
- More provision for bad weather
- Change of offer to support the average demographic (40 - 61 years)
- Keeping the roads and promenade open as much as possible in and around the event

- 4.4 Following feedback and discussion Teamorigin Events have proposed that they will not have the extensive perimeter barriers around Southsea Common as they had in 2015 and are just proposing a smaller fenced area as a Race Village. Southsea Common will then provide a large open 'free to view' area with direct views to the race area, race boat moorings and the pre-race preparations with no viewing or access restrictions.
- 4.5 Teamorigin Events have confirmed that they will provide a level of infrastructure support to enable Southsea Common to support the anticipated visitor numbers. Based on the 2015 figures it is currently estimated, if the weather is good, that the Free to View area could attract in the region of 30,000 people.
- 4.6 Teamorigin Events have proposed that their support in the Free to View area on Southsea Common will include roaming security, extra toilets, water refill stations and a beach patrol to manage safety on the shore line. They have confirmed that there will be open access to the Free to View area with no barriers or entrance points and no tickets required.
- 4.7 They are exploring options for an information point, event shop and food & (non-alcoholic) beverage concessions as well as the possibility of a viewing grandstand seating (for which there will be a seat charge), additional screens and audio facilities on the Southsea Common area but these additional extras are all to be confirmed.
- 4.8 Detailed discussions are already underway as regards the roads and traffic management. The Portsmouth Event Safety Advisory Group (PESAG) has already highlighted that there will need to be some closure of Clarence Esplanade in order to deliver the event with appropriate levels of crowd safety the practicalities of which are being developed in partnership with the Council's Traffic and Parking teams and all the Emergency Services
- 4.9 The current proposal from Teamorigin Events requests an area on Southsea Common to the east of Serpentine Road to be utilised as 'Official Event Parking' which will counterbalance any parking suspensions and road closures which are required to support the event. The way in which such an area will operate is being considered by PESAG through the provision of the Event Traffic Management Plan which also considers and articulates a range of other transportation methods and their impact across the city.
- 4.10 The proposal for the ticketed Race Village area centres round an extended offer on Castle Field, West Battery Gardens and Southsea Common to the east of Avenue de Caen. This area will have a capacity of 20,000 but with a lower ticket price than 2015 with under 5's free and 6 - 15 half price. A number of other ticket initiatives will also be offered including family and group discounts.
- 4.11 Within the Race Village area there will be more information about the history of the Americas Cup, the sailing and specifically the boats and the technology behind them. Each of the participating teams will have a team exhibition area so more can be found out about the competitors. Teamorigin Events are proposing to use the

West Battery Gardens area around the Bandstand to construct a premier Grandstand as they did for 2015 and to offer their core Hospitality on this site.

- 4.12 In consideration of the proposal Teamorigin Events are asking for the area at the south of Castle Field known as the Ramparts to be part of the Race Village in their 2016 event plan. During the 2015 event this area was not part of the Race Village and outside of the steel fencing and therefore was an unsupported area which the public could view activities from.
- 4.13 Through the presentation of the outline site plans to the PESAG meeting on 8<sup>th</sup> January 2016 the discussion highlighted a number of difficulties which arose with the management of a number of areas of the overall site including the promenade and specific area to the east of Southsea Castle during the 2015 event.
- 4.14 Feedback from different parties highlighted a number of occasions when the Police, RNLI and other event resources had to deal with specific issues which arose in this area from a Health & Safety aspect (e.g. issues with the public climbing around the very slippery rocks to the south of the promenade seeking to get to the area to the west of the Castle)
- 4.15 PESAG members were asked to consider this specific area in reference to their review of the initial Event Safety Plan. Feedback has been received indicating that including of the Ramparts within the footprint of the Race Village will move the liability back to Teamorigin Events so they can more effectively manage and control the areas in terms of managing public safety which was the specific challenge during the 2015 event..
- 4.16 The national advice from the National Police Chief's Council is that responsibility for the 'free to view' area rests with the authority who owns, leases or controls the land in question. Therefore in our interpretation of this advice we would wish to make management and control of the Free to View area a condition of the provision of the land to support the event to Teamorigin Events. We will therefore expect consideration of the management of the land to be fully articulated within the Event Safety Plan and all associated documentation and control structures.
- 4.17 It should be noted that Teamorigin Events undertook to put the tickets on sale and commence a marketing campaign for the event in the knowledge and understanding that the land usage was still to be confirmed by the Council.
- 4.18 It is currently anticipated that Southsea Castle will remain for the use by the Council and it is currently intended that this will be to support for civic and investment purposes as it did during the 2015 event.
- 4.19 We also wish to highlight through this report the significant amount of officer time which has been required to answer specific questions through Freedom of Information requests on the topic of the America Cup World Series since the end of October 2015. With reduced resources to support events and activities this has had a singularly detrimental effect on the preparation and planning for this event as

officer time has been required to answer the public questions at the expense of time needed to plan for any future events.

**5. Equality impact assessment**

5.1 An EIA is not required to support any of the recommendations within this report as there is no change of policy. However it should be noted that the Disability Access Advisor has been invited to the event specific Safety Advisory Group meetings to ensure that access requirements are met as fully as possible.

**6. Legal implications**

6.1 The agreement with Teamorigin will need to document the responsibilities and liabilities of each side in a properly enforceable manner. This will need to include any licences to use Council property and to ensure that all legal permissions and orders are in place for the event well in time.

**7. Director of Finance's comments**

7.1 The additional Beach Patrol Services required as per the recommendation will be funded from existing budget resources. The charge for providing this extra service is still being explored but budget provision will be made to meet the cost of this.

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Signed by:  
**Stephen Baily**  
**Director of Culture and City Development**

**Appendices:**           Appendix A - Proposed event site

**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:

<b>Title of document</b>	<b>Location</b>
Southsea Seafront Strategy 2010 - 2026	<a href="https://www.portsmouth.gov.uk/ext/documents-external/dev-southseaseafrontstgy-2010-26.pdf">https://www.portsmouth.gov.uk/ext/documents-external/dev-southseaseafrontstgy-2010-26.pdf</a>
Shaping the Future of Portsmouth	<a href="https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf">https://www.portsmouth.gov.uk/ext/documents-external/cou-regeneration-strategy.pdf</a>

Business Growth & Skills Plan	<a href="https://www.portsmouth.gov.uk/ext/documents-external/pln-businessgrowthandskillsplan.pdf">https://www.portsmouth.gov.uk/ext/documents-external/pln-businessgrowthandskillsplan.pdf</a>
Budget Consultation Report	<a href="https://www.portsmouth.gov.uk/ext/the-council/transparency/budget-proposals-and-survey-results.aspx">https://www.portsmouth.gov.uk/ext/the-council/transparency/budget-proposals-and-survey-results.aspx</a>

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, leisure and Sport on 18 March 2016.

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Signed by:  
**Cabinet Member for Culture, Leisure and Sport**