

BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	THE DEPUTY LEADER JOINTLY WITH THE ACTING STRATEGIC DIRECTOR OF PLACE	
Report of:	Assistant Director – Sport, Events and Parks	
Date of Decision:	21 July 2016	
SUBJECT:	HOSTING A ROUND OF THE BRITISH CYCLING NATIONAL ROAD CIRCUIT CHAMPIONSHIPS	
Key Decision: No	Relevant Forward Plan Ref:	
If not in the Forward Plan: (please "X" box)	Chief Executive approved	<input type="checkbox"/>
	O&S Chairman approved	<input type="checkbox"/>
Relevant Cabinet Member(s):	Deputy Leader - Cllr Ian Ward	
Relevant O&S Chairman:	Cllr Zafar Iqbal – Economy, Skills and Transport	
Wards affected:	CITY CENTRE / LADYWOOD	

1. Purpose of report:
<p>1.1 This report provides details of the strategic importance of the British Cycling National Road Circuit Championships and a request to stage an event in Birmingham.</p> <p>1.2 The report seeks approval to host a round of the Championships on Broad Street on the 28th July 2016 which will be delivered and financed by British Cycling, the national governing body for the sport.</p>

2. Decision recommended:
<p>That Deputy Leader jointly with the Acting Strategic Director of Place:</p> <p>2.1 Approve hosting a round of the British Cycling National Road Circuit Championships in Birmingham.</p>

Lead Contact Officer(s):	Steve Hollingworth, Assistant Director Sport , Events and Parks
Telephone No: E-mail address:	Place Directorate
Telephone No: E-mail address:	Place Directorate 0121 464 2023 Steve.hollingworth@birmingham.gov.uk

3. Consultation

3.1 Internal

The Cabinet Member for Transport and Roads and lead Officers from Transportation, Highways, Ladywood Ward Councillors, Events and the Wellbeing Service have been consulted and are supportive of developing the event.

3.2 External

West Side Business Improvement District is very supportive and welcomes the event and the opportunity it presents to showcase Birmingham and the Broad Street area. British Cycling, Birmingham cycle stakeholders have been consulted through the City's Cycle Forum and Cycle Stakeholder meetings. These groups include social enterprises, Sustrans, and the Cycle Touring Club. In addition the proposal was presented to the Major Events Board and all present were supportive of the event. Public transport operators have also been consulted and are making the necessary arrangements to re-route services during the event period.

4. Compliance Issues:

4.1 Are the recommended decisions consistent with the Council's policies, plans and strategies?

The decisions within this report meet the Council's 2016 Business Plan and Budget. It contributes to a Strong Economy and a Healthy, happy population. It will help contribute to tackling health inequalities across the city by increasing awareness and the numbers of people cycling. It will also contribute to raising the profile of Birmingham as a cycling city locally, regionally and nationally. The decision within the report will also help contribute to the priorities set out in the Birmingham Cycle Revolution and increase the numbers of cycle journeys, people's mobility around the city and improve the environment by reducing motor vehicle air pollution.

Financial Implications

There is no direct financial commitment to be made by Birmingham City Council towards delivery of the event. All costs will be met by British Cycling and their sponsors, However Birmingham City Council will contribute officer time for planning and road restrictions at no cost to British Cycling.

4.2 Legal Implications

Under the general power of competence as per Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report which also are within the boundaries and limits of the general power of competence as per Section 2 and 4 of the Localism Act 2011.

The power to award grants and to do, or arrange for the doing of, or contribute towards the expenses of doing, anything necessary or expedient for the provision of entertainment is given under Section 145 of the Local Government Act 1972.

British Cycling will have sole responsibility for the organisation, delivery and safety of the event. They will have to provide public liability insurance, produce an Event Safety Plan, and comply with all appropriate safety legislation and any other reasonable request from the Council's Safety Advisory Group.

Road Closures and traffic diversions will be implemented by British Cycling during the event, to limit any inconvenience to those travelling through the area. The temporary Traffic Regulation Orders which are a necessary legal requirement for road closures and other temporary restrictions are a function of the City Council through obligations and powers contained within legislation such as the Highways Act 1980, Road Traffic Regulation Act 1994 and the Town Police Clauses Act 1847.

4.3 Public Sector Equality Duty

A copy of the Equality Act 2010 – Public Sector Duty statement is in Appendix 1a together with the initial equality analysis in Appendix 1b.

5. Relevant background/chronology of key events:

- 5.1 In 2013 Birmingham City Council was successful in securing £17m from DfT Cycle City Ambition Grant fund with additional funding totalling £24.3m for the Birmingham Cycle Revolution project (BCR). The BCR and the Birmingham Big Bikes(BBB)projects were developed to improve and develop Birmingham's transportation network, cycling infrastructure and to increase the number of journeys taken by bike.
- 5.2 Opportunities to sponsor and support Council activities are widely advertised via the Council's website and by means of published brochures and therefore available to any company or organisation wishing to become involved in this type of activity.
- 5.3 British Cycling approached Birmingham City Council with a proposal for the Council to stage a leg of the National Road Circuit Championships in the city. This offer is seen as a means of increasing the volume of activity that could be specifically targeted and delivered within the BCR/BBB projects to increase cycling and further develop Birmingham's aspirations to be a cycling city.
- 5.4 The National Road Circuit Championships are a unique opportunity to bring the country's best male and female road cyclists to Birmingham and showcase the area to a diverse audience through media and live TV coverage.
- 5.5 The event is free for spectators, attracting cycling fans from outside the area as well as in Birmingham. It is anticipated that approximately 4000 spectators will visit the event.
- 5.6 The event is proposed to be staged on Thursday July 28th 2016 in the evening with the first race staring at 6.30pm and the second race finishing at 9.30pm.
- 5.7 There is an expectation of approximately 200 – 250 competitors and Team support.
- 5.8 There is a significant economic benefit to the host area from visiting teams, riders, officials, media and spectators. An economic impact study has previously been conducted on a similar event hosted in Lincoln in May 2012, indicating that event generated approximately £400k of economic benefit to the area.
- 5.9 The proposal will further enhance the BCR/BBB programme and creates a unique opportunity for residents to be inspired by some of the best cyclists in the country, to take up more physical activity through cycling, delivering even greater health outcomes and increasing the number of cycle journeys in the city.

6. Evaluation of alternative options:

- 6.1 The council could decide to stage its own cycling road circuit championships. However, the city does not have the financial resources or staffing to be able to deliver such an event. In addition it would not be part of a national series and therefore would be unlikely to attract the best professional riders in the country.
- 6.2 The city could decide not to take up the offer to host a round of the National Road Circuit Championships. However, this option would lose the opportunity to raise the profile of the city through the media coverage and securing the added economic benefit the event would bring. In addition local residents would not have the opportunity to see some of the best cyclists competing on the streets of Birmingham.

7. Reasons for Decision:

- 7.1 Hosting a round of the British Cycling National Road Circuit Championships would further enhance the BCR/BBB programme and contribute to Birmingham's aspiration to be a cycling city.

Signatures

Date

Deputy Leader

.....
Cllr Ian Ward,

Acting Strategic Director
of Place

.....
Jacqui Kennedy

List of Background Documents used to compile this Report:

1. Relevant Officer's files save for confidential information.

List of Appendices accompanying this Report (if any):

Report Version

Dated