

Culture and Communities Committee

10.00am, Tuesday, 16 August 2022

UCI Cycling World Championships 2023

Executive/routine	Executive
Wards	All
Council Commitments	46

1. Recommendations

- 1.1 It is recommended that Culture and Communities Committee:
 - 1.1.1 approves Edinburgh's participation in the Union Cycliste Internationale (UCI) Cycling World Championships; and
 - 1.1.2 agrees an overall allocation of £350,000 towards delivery of the Championships.

Paul Lawrence

Executive Director of Place

Contact: David Waddell, Senior Culture and Events Officer

E-mail: david.waddell@edinburgh.gov.uk Tel: 0131 529 4929

Report

UCI Cycling World Championships 2023

2. Executive Summary

- 2.1 This report provides an update on the hosting of the UCI Cycling World Championships in Scotland in 2023 when Edinburgh will host the start of the Men's Elite Road Race on Sunday 6 August 2023. Committee is asked to approve a total budget of £350,000 to deliver this event.
- 2.2 The report highlights the responsibilities of the Council in delivering this event and provides details of the wider policy opportunities to support a number of existing active travel and public realm projects being delivered by the Council.

3. Background

- 3.1 The UCI, the international federation for cycling, currently stages individual World Championship events in each of its cycling disciplines (from Road and BMX Racing to Urban and Para Track Cycling) in different host cities and at different times around the world annually.
- 3.2 In 2023, the inaugural UCI Cycling World Championships will bring together 13 world championships from different cycling disciplines for the first time in one unprecedented event. It will be the biggest cycling event ever to take place in the world.
- 3.3 The 13 World Championships for different disciplines will be hosted at venues across Scotland. For the period of the Championships, Scotland will become the cycling capital of the world, with images broadcast worldwide, showcasing the region to all corners of the globe; the tens of thousands of visitors will boost tourism. The event presents significant size, scale and complexity, and will be one of the biggest international sporting events to be hosted in the UK in the coming years. Set to be held over two weeks in August 2023, the Championships will be staged every four years in different locations around the world in the year preceding the Olympic Games.
- 3.4 The Championships is part of a long-term national plan to inspire and enable more people to ride bikes more often.
- 3.5 Members were previously updated at the All Party Oversight Group (APOG) on Festivals and Events to establish support in principle while Council officers were in negotiation with EventScotland to establish the financial impact on the city.

- 3.6 This allowed final budgets and event details to be established with EventScotland. As a result, the event budget was able to be scheduled over a number of financial years, reducing the pressure on a fixed budget in any one year.
- 3.7 These costs and responsibilities have now been finalised and are presented to Committee for approval.

4. Main report

- 4.1 The UCI Road World Championships represent the highlight of the road racing season, attracting a worldwide media audience in excess of 200 million and a large in-person event attendance.
- 4.2 A key part vision of the 2023 Cycling World Championships is ensuring that the whole of Scotland benefits from the hosting of the Championships. As Scotland's capital city, it is appropriate that the city is included within the Championships and that it be awarded the start of the highest profile event within the programme: the Elite Men's Road Race.
- 4.3 In total, the Championships will deliver a global audience of 1.1 billion across 160 broadcast markets, reach a social media audience of 3.2 million and attract over 1 million spectators across the 10 days. As the venue for the start of the Elite Men's Road Race, Edinburgh will benefit from a share of this audience, promoting the city and its active travel and sustainability policies internationally.
- 4.4 The race follows a traditional format of a 'neutralised' or non-racing start section, a transition to/around the finish location and a circuit of multiple laps of the finish site, located in central Glasgow.
- 4.5 The race will depart under neutralised conditions from the vicinity of Holyrood Park, up Canongate and High Street before heading down the Mound and over Princes Street. Thereafter, the indicative route will proceed along Hanover Street and Dundas Street, through Stockbridge and Craighleith before joining Queensferry Road and towards South Queensferry. The race will then cross the Forth Road Bridge and enter Fife. An indicative route is included in Appendix 1.
- 4.6 The race will pass through a number of neighbouring local authorities before heading towards the finish site.
- 4.7 The event is scheduled to take place during the Summer Festivals, passing through one of the main event arenas for Fringe High Street. This area is extremely busy in August, but the race will be passing early on a Sunday morning before Fringe High Street is in operation. Discussions will be held between the organisers of both events to ensure that the area can be returned to normal operation as quickly as possible.
- 4.8 A large number of temporary road closures will be required to facilitate the event. These will likely be a combination of full closures and temporary/short-term 'stop and hold' closures to ease any disruption. As with any large event, the Council will co-ordinate the route and closures with the city's transport partners to ensure any disruption is kept to an absolute minimum.

- 4.9 Beyond the visual spectacle of the race itself, the Championships support a number of policy ambitions both locally and nationally. The 2023 UCI Cycling World Championships will be a catalyst for behavioural change across Scotland from 2020-2027. While the event will provide significant promotion for the city and economic impact from visitors, longer term impact will be delivered through the Championships' role in supporting Edinburgh's sustainable and active travel work.
- 4.10 The Championships' vision is that everyone should be able to experience the freedom that riding a bike can bring to lives and the associated benefits for health, transport, tourism, the environment and the economy.
- 4.11 Taking a policy-led approach to delivery, the Championships will be developed around four key policy drivers – cycling as transport, cycling participation, cycling tourism and cycling industry.
- 4.12 By working in collaboration with the city and wider partners, the Championships will amplify and unify existing work and activity in Edinburgh across health, transport, tourism and participation. Specifically, the championships will support and amplify the work being delivered through the City Mobility Plan (CMP) by using the event as a catalyst for change to deliver tangible outcomes against agreed policy objectives for active and sustainable travel in Edinburgh.
- 4.13 This policy-led approach to the Championships allows the city to showcase its work in active and sustainable travel to a far wider audience, effectively providing additional national and international profile to the city's policy objectives and increasing their reach and impact.
- 4.14 Additionally, the championships have delivered a £1m Community Cycling Fund for Scotland's local authorities, offering opportunities for events, activities and investment in cycling initiatives.

5. Next Steps

- 5.1 Following approval, the Council will enter into a host agreement with the organising committee.
- 5.2 Officers will continue to liaise with the organisers to establish the final race route. Within the policy framework, officers will continue to liaise with the Championships team to ensure the maximum benefit is afforded from hosting this event.
- 5.3 The Council's Event Planning and Operations Group (EPOG) will be convened and act as the main advisory and co-ordination body for the organisers, the city, its partners and the emergency services.
- 5.4 Committee will be kept updated on the arrangements through the APOG on Festivals and Events.

6. Financial impact

- 6.1 A total budget of £350,000 has been identified from within the existing Events budget. This has been scheduled over four financial years to reduce the impact on any individual financial year.
- 6.2 £160,000 of this will be allocated to allow preparatory road works to take place and any additional community events that may be developed. The final cost of these works is unknown at this stage but will not exceed the £160,000 budget.
- 6.3 £190,000 will be allocated to core delivery costs associated with the event. These relate to traffic management, security, stewarding and event management.

7. Stakeholder/Community Impact

- 7.1 The Championships are expected to have a positive and extensive community impact through support and amplification of the CMP. A full evaluation of the benefits afforded from hosting the Championships will be presented to Committee following conclusion of the events.

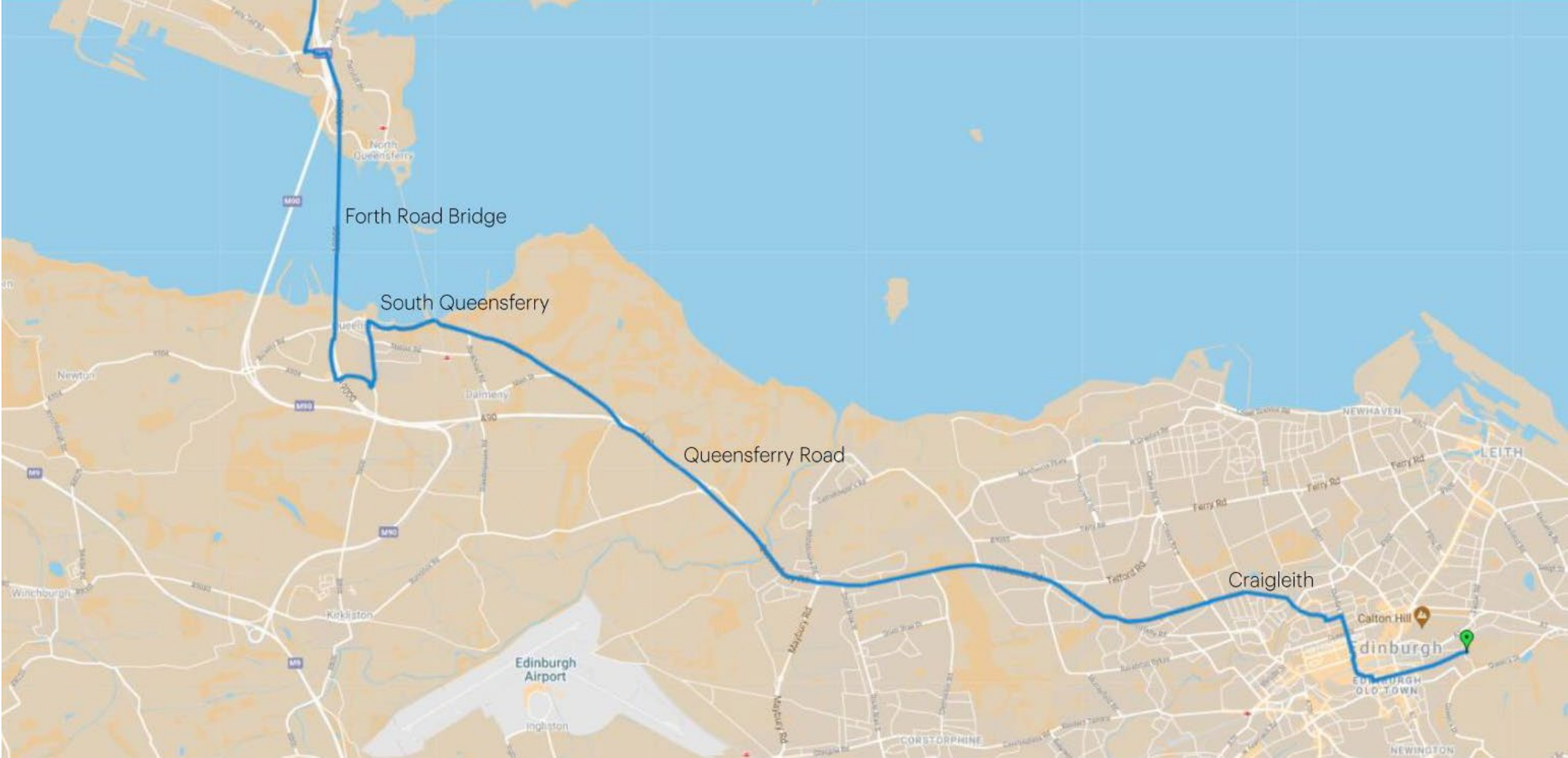
8. Background reading/external references

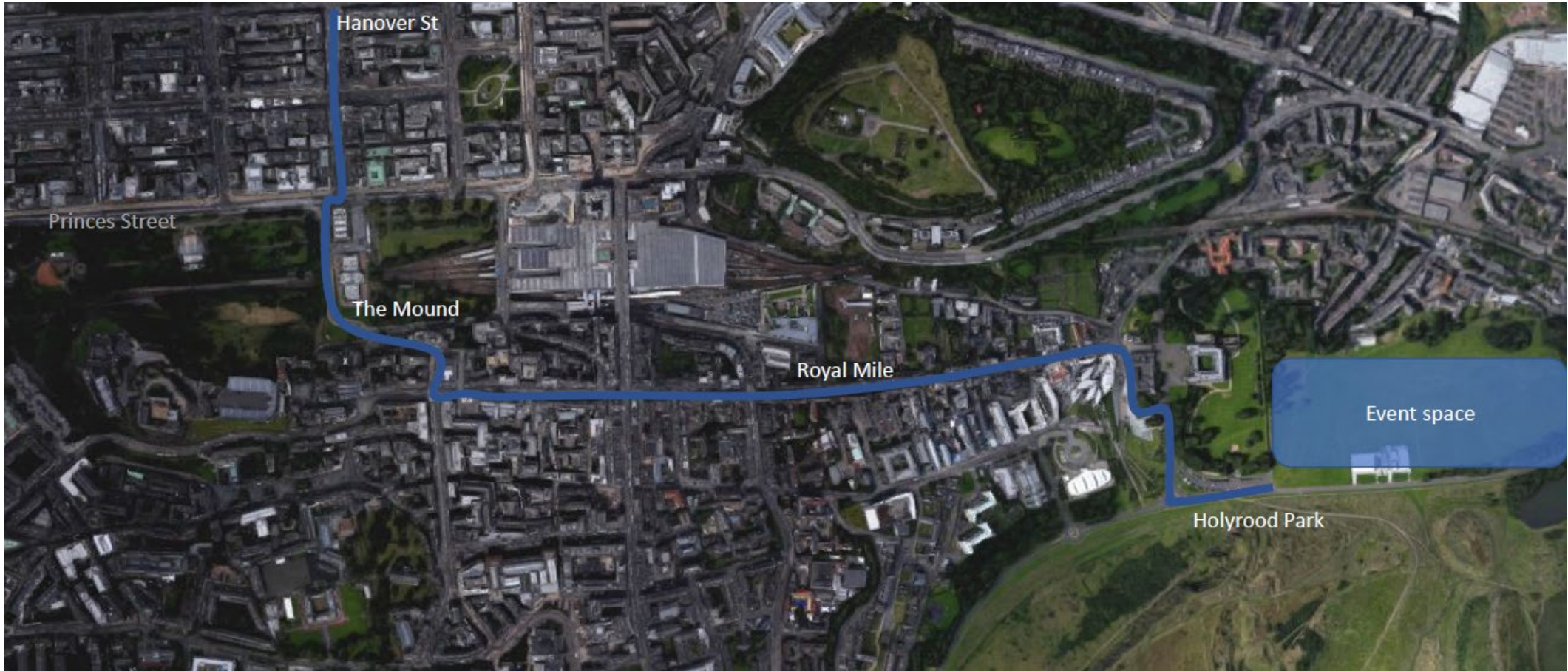
- 8.1 None.

9. Appendices

- 9.1 Appendix 1 – Indicative Route.

Appendix 1 – Indicative Route for Elite Men’s Road Race, Sunday 6 August 2023





Hanover St

Princes Street

The Mound

Royal Mile

Event space

Holyrood Park