

Report To: Environment and Regeneration Committee Date: 5 October 2017

Report By: Corporate Director Environment, Regeneration and Resources Report No: HR/32/17/GB

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Subject: P1 POWERBOAT SCOTTISH GRAND PRIX OF THE SEA

1.0 PURPOSE

- 1.1 This report highlights the success of the 2017 P1 Scottish Grand Prix of the Sea powerboat event and recommends that the Council co-host the event in 2018.

2.0 SUMMARY

- 2.1 Following the success of the P1 Scottish Grand Prix of the Sea powerboat racing events in 2016 and again in 2017, the Council and co-hosts Riverside Inverclyde have an opportunity to bring the event to Greenock and Scotland again in 2018.
- 2.2 The report outlines the success and media value of the 2017 powerboat racing event and co-hosting opportunity for 2018.

3.0 RECOMMENDATIONS

It is recommended that:

- 3.1 The Council enter into a 50/50 co-hosting agreement with Riverside Inverclyde (ri) to co-host the P1 Scottish Grand Prix of the Sea event in 2018 and funds be re-allocated from an existing earmarked reserve for tourism and events.

Scott Allan
Corporate Director Of Environment, Regeneration And Resources

4.0 BACKGROUND

- 4.1 The P1 Powerboat Scottish Grand Prix of the Sea is an international high profile event that had previously been held in Greenock in 2016. The three locations for the UK 2017 Championships series were in England, Wales and Denmark.
- 4.2 Riverside Inverclyde and Inverclyde Council agreed in October 2016 to enter into a co-hosting arrangement to host the second P1 Scottish Grand Prix of the Sea.
- 4.3 The event, held over the weekend of 24-25 June 2017, took place off The Esplanade, Greenock (see appendix 1 for a selection of images and promotional material).
- 4.4 The event hosting arrangement included the option of extending to an additional year, based on the success of the event.

5.0 P1 SCOTTISH GRAND PRIX OF THE SEA POWERBOAT EVENT

- 5.1 The event was the second of four proposed rounds of the 2017 national championships which saw the series visit Aalborg, Milford Haven and Scarborough. Over the season the teams raced to accumulate points over the championship rounds with the overall winners crowned at the end of the season.
- 5.2 Due to economic challenges, the proposed Scarborough round was postponed due to the local authority being unable to raise necessary funds to host the event.
- 5.3 An Inverclyde-branded boat with a Scottish crew competes in all rounds of the UK championship, boosting awareness of Inverclyde as a destination for visitors.
- 5.4 There are two race classes competing in the event:

P1 Superstock - the world's largest one-design powerboat racing series, based on affordability, accessibility and excitement for racers and fans. The boat is powered by the award-winning Evinrude 250HO ETec engine with racing taking place both inland and offshore producing spectacularly close and unpredictable racing. Each boat has a driver and navigator who must work closely together if they are to succeed out on the water. Courses are positioned close to shore, providing unparalleled spectator viewing and increased benefit for the racing teams, host areas and sponsors.

P1 AquaX - jet ski series geared towards attracting amateur riders a completely new experience. Races take place on a variety of courses where the rider's skill prevails over horsepower, creating a level playing field for all. AquaX is split into three categories – 200hp, 250hp and 300hp – to accommodate the diversity in engine sizes and each class is well supported by all the leading manufacturers, including SeaDoo, Kawasaki and Yamaha. There are limited modifications that can be made to race skis which means costs are kept under tight control.

- 5.5 The event attendance over the two days is estimated at 30,000 spectators. With some of the highest attendance on the Sunday. The Saturday weather was mixed, though attendance is estimated at a conservative 12,500.
- 5.6 Marine education and marine wildlife monitoring were two additional features developed for the event in Inverclyde. This involved school visits by P1 Marine Foundation delivering an education programme entitled 'Discovering the River Clyde' to raise awareness amongst local children on the importance of the river and focused on local wildlife, the many uses of the Clyde ahead of the P1 Scottish Grand Prix of the Sea.
- 5.7 It was delivered to 230 students from St Mary's and Ardgowan primary schools in Greenock with each student creating a poster that highlighted their favourite aspect of the River Clyde. These were then exhibited at the P1 Marine Foundation stand during the race weekend.

- 5.8 During the race weekend 90 students from St Mary's Primary School were invited on a guided tour at James Watt Dock Marina, where they learnt about marine wildlife observation with P1 Marine Foundation racing.
- 5.9 The Marine Wildlife Monitoring - Mitigation Plan was put in place to identify measures that would be taken to ensure the protection of the European protected species and seals present during the event. To achieve this, P1 provided a marine wildlife training meeting for all event officials and participants prior to the event, educational packages to each event official and participant which includes the Scottish Marine Wildlife Watching Code; a team of five qualified marine wildlife observers on land and on water who were in close communication with P1's race management team to stop the event if any endangered species were observed within the boundaries of race course or within 150 meters of the perimeter of the race course with assurances that the event would not resume until the animal had moved away from the area under its own volition or for at least a 30 minute period following the sighting.
- 5.10 The Inverclyde Showcase was a key element of the inaugural P1 Scottish Grand Prix of the Sea event. It delivered free spaces on the Esplanade for local Inverclyde-based businesses.
- 5.11 A key feature of the P1 Scottish Grand Prix of the Sea event was the opportunity to showcase Inverclyde to a global TV audience through the broadcast partnership with Sky Sports. The TV broadcast was shown on a range of channels:

Fox Europe (Italy, Netherlands, Turkey, Cyprus and Malta) – 14.2m households
 Motors TV (pan-Europe) – 31.7m households
 Motors TV (UK) – 15.5m households
 Nautical Channel; Yacht and sail and Aqua (worldwide in 37 countries) – 20m households
 Sky Sports UK (United Kingdom) – 11m households

Magazine highlight shows are also scheduled on worldwide channels including Motorsport Mundial; Planet Speed and Max Power to 640m households.

The media value is based on a combination of television, print, radio and digital coverage:

TV Broadcast value (race event - based on Nielsen Estimate)	£477,494
TV Broadcast value (branded boat – Nielsen estimate)	£415,656
Radio (interviews, adverts, promotions)	£7,500
Impact relation (UK & USA - based on KPMG estimates)	£250,000
Print and TV news media (programmes, interviews, PR)	£200,864
Digital value (online advertisements, promotions and videos)	£280,879
Total	£1,632,393

- 5.12 The event delivery impact covers operational expenditure across various categories including accommodation, travel, subsistence, hospitality and event operations. The total number of P1 staff, crew and participants involved in the P1 Scottish Grand Prix of the Sea was 385 with a total number of hotel rooms (bed nights) at 724. Based on the direct spend by P1 on accommodation, transport, marketing and sponsorship activity for P1 direct and their participants an event impact delivery value is estimated at £381,757.
- 5.13 In addition, a spectator impact figure has been calculated based on attendance travelling to the event. The calculations assume that 10% travelled and stayed overnight; 15% were day visitors and 75% were from Inverclyde. The spectator impact value is £544,500.
- 5.14 A combination of the media value (£1,632,393); event delivery impact (£381,757) and Spectator impact (£544,500) delivers an overall event impact for the P1 Scottish Grand

Prix of the Sea event of £2,558,650.

- 5.15 The event management involves a range of partners. Overall on-shore event management is led by the Council's corporate communications service who co-ordinate planning activity, host the safety advisory group (SAG) and lead on event management over the weekend at the joint agency communications centre (JACC). P1 powerboat manage the on-water planning and event management. The range of agencies include: P1 Powerboat; Inverclyde Council, Riverside Inverclyde; Peel Ports; Police Scotland; Coastguard; Scottish Fire and Rescue; P1 Marine Foundation; James Watt Dock; Ambulance Scotland and the Civil Contingencies service.
- 5.16 Overall the event in 2017 was very well organised and considered an outstanding success.
- 5.17 The 2016 P1 Scottish Grand Prix of the Sea event won a hosting award at the RYA powerboat awards. The powerboat event has also been shortlisted in two categories in the upcoming The Drum Scottish Event Awards – large event of the year and sport event of the year. The winners will be announced on 11 October 2017 in Glasgow.

6.0 IMPLICATIONS

6.1 Financial implications - One off Costs

For the P1 Scottish Grand Prix of the Sea event, an additional allocation of £8,000 to increase the Council's contribution up to £108,000 is requested to allow officers to examine further opportunities to enhance the spectacle and event offering for the P1 Scottish Grand Prix of the Sea event for 2018 using the remaining budget within an existing earmarked reserves for tourism and events.

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
Tourism & Events Earmarked Reserve	P1 Scottish Grand Prix of the Sea	2018/19	£108,000		Subject to confirmation of RI match funding.

Financial Implications - Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if applicable)	Other Comments

6.2 Legal implications - None

6.3 Human resources implications - None

6.4 Equalities implications - None

6.5 Repopulation implications – Promoting Inverclyde as a place to visit and, potentially, live, is a core activity of the Council's repopulation group.

7.0 CONSULTATIONS

7.1 Discussions have taken place with P1 and with co-hosts Riverside Inverclyde over co-hosting opportunities for 2018 for the powerboat racing event. In addition, the Council's corporate communications service lead an event planning and safety advisory group for the P1 Scottish Grand Prix of the Sea event which meets regularly in the lead up to the event. In September, the Council hosted an event planning review to examine areas of improvement for feeding into future event

planning. The group includes a range of local and national partners including: Police Scotland; Civil Contingency Service; Riverside Inverclyde; Scottish Fire and Rescue; HM Coastguard and a range of Inverclyde Council services including health and safety and roads.

8.0 LIST OF BACKGROUND PAPERS

8.1 None

APPENDIX 1:

P1 SCOTTISH GRAND PRIX OF THE SEA EVENT INCLUDING THE INVERCLYDE BRANDED BOAT

