

**Report To: Environment and Regeneration Committee**    **Date: 1 September 2016**

**Report By: Corporate Director of Environment,  
Regeneration and Resources**

**Report No: ENV/023/16/WB/GB**

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**Subject: P1 SCOTTISH GRAND PRIX OF THE SEA**

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## **1.0 PURPOSE**

- 1.1 The purpose of this report is to highlight the success of the first P1 Scottish Grand Prix of the Sea and recommend Inverclyde Council entering into an agreement to co-host the event again in 2017 with the option of 2018.

## **2.0 SUMMARY**

- 2.1 The inaugural P1 Scottish Grand Prix of the Sea event was co-hosted by Inverclyde Council and Riverside Inverclyde and held in Greenock on 18 and 19 June 2016.
- 2.2 The event promoted Inverclyde through a range of channels, achieved an estimated event impact of £2.3m and an audience of 30,000 over the weekend and, in addition to P1 Superstock and P1 Aqua X racing, the weekend event also showcased Inverclyde tourism-related businesses to visitors.
- 2.4 Overall the event in 2016 was very well organised and considered an outstanding success.

## **3.0 RECOMMENDATIONS**

- 3.1 It is recommended that the Committee:

welcomes the success of the 2016 P1 Scottish Grand Prix of the Sea event and approves the Council's continued involvement in 2017 and option of 2018, subject to a further report after the 2017 event, in a 50/50 partnership with Riverside Inverclyde to host the P1 Scottish Grand Prix of the Sea event in Inverclyde based on a maximum contribution of £100,000;

approves that £50,000 of the funding comes from the allowance originally allocated for the procurement of a car park in Greenock Town Centre and agrees to remit a request for the remaining £50,000 to the Policy & Resources Committee, to be funded from the Contingency earmarked reserve;

delegates authority to the Corporate Director Environment, Regeneration and Resources to conclude event fee negotiations with Riverside Inverclyde, the Powerboat P1 organisation and procure part or all services, where necessary, and commit Inverclyde Council funds to co-host this event in 2017 and, on conclusion of negotiations, to review the venue hosting agreement with Riverside Inverclyde (ri) and Powerboat P1 management limited on terms and conditions satisfactory to the Chief Financial Officer and Head of Legal & Property Services.

**Aubrey Fawcett  
Corporate Director Environment, Regeneration and Resources**

## **4.0 BACKGROUND**

- 4.1 The Powerboat P1 Grand Prix of the Sea is an international high profile event that had never been held in Scotland. The five locations UK Championships series to date have been held in England and Wales.
- 4.2 Inverclyde Council agreed on 16 June 2015 to enter into a co-hosting arrangement with urban regeneration company, Riverside Inverclyde, to host the inaugural P1 Scottish Grand Prix of the Sea.
- 4.3 The event, held over the weekend of 18-19 June 2016, was held off The Esplanade, Greenock.
- 4.4 The event hosting arrangement included the option of extending to an additional two years, based on the success of the event.

## **5.0 THE EVENT**

- 5.1 The inaugural P1 Scottish Grand Prix of the Sea event was held on 18-19 June 2016.
- 5.2 The event was the second of five rounds of the 2016 national championships which saw the series visit Scarborough, Gosport, Cardiff and Bournemouth. Over the season the teams raced to accumulate points over the championship rounds with the overall winners crowned at the end of the season.
- 5.3 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 Saturday. The Sunday weather was poor, though attendance is estimated at a conservative 4-5,000.
- 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.

It was delivered to 180 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.

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.

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 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.

- 5.7 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 tourism-related businesses.

## 6.0 MEDIA AND ECONOMIC VALUE

- 6.1 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:

Flow (Carribbean) – 350,000 households

Fox Africa (Africa) – 1.5m households

Fox Europe (Italy, Netherlands, Turkey, Cyprus and Malta) – 14.2m households

Motors TV (pan-Europe) – 28.2m households

Nautical Channel; Yacht and sail and Acqua (worldwide in 37 countries) – 21m households

Sky Sports UK (United Kingdom) – 11m households

Mav TV (United States of America) – 550,000 households

TEN Sports (India) – 110m households

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

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

TV Broadcast value (race event - based on Repucom data)	£454,756
TV Broadcast value (branded boat - Repucom data)	£420,116
Radio (interviews, adverts, promotions)	£7,500
Impact relation (UK & USA - based on KPMG and Repucom estimates)	£250,000
Print and TV news media (programmes, interviews, PR race reports, promotions and news reports)	£32,500
Digital value (online reports, advertisements, promotions and videos)	£267,504
Total	£1,432,376

- 6.2 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 £370,199.

- 6.3 In addition, a spectator impact figure has been calculated based on attendance travelling to the event. The calculations assume that 4% travelled and stayed overnight; 15% were day visitors and 81% were from Inverclyde. The spectator impact value is £529,100.
- 6.4 A combination of the media value (£1.4m); event delivery impact (£370,199) and Spectator impact (£529,100) delivers an overall event impact for the inaugural P1 Scottish Grand Prix of the Sea event of £2,331,675.
- 6.5 Overall the event in 2016 was very well organised and considered an outstanding success.

## **7.0 FUTURE EVENTS**

- 7.1 As part of the 2016 hosting agreement, Inverclyde Council and Riverside Inverclyde (ri) held the option of extending the hosting, based on successful delivery of the event, for a further two years.
- 7.2 It is recommended, subject to agreement, that Inverclyde Council and Riverside Inverclyde (ri) enter into agreement to co-host the P1 Scottish Grand Prix of the Sea in 2017 with the further option of hosting in 2018 subject to a further report after the event in 2017. Based on the event hosting agreement and additional costs incurred, hosting the event on a 50/50 basis with Riverside Inverclyde would cost:

Year	Event Hosting Fee	Event Management Costs	Inverclyde Council
2017	£65,000	£135,000	£100,000 (50%)

- 7.3 If the Council and Riverside Inverclyde (ri) agreed to co-host the P1 Scottish Grand Prix of the Sea event for 2017, it is proposed that themes are developed for the onshore activity to link in with the Visit Scotland themes. These are for 2017 History, Heritage and Archaeology and 2018 Young People.
- 7.4 This would mean the Inverclyde showcase onshore element would include, in 2017, events and entertainment focussed on Scotland and Inverclyde's History, Heritage and Archaeology with a particular focus on maritime history.
- 7.5 The inaugural P1 Scottish Grand Prix of the Sea event in 2016 was highly successful, achieving all of its agreed aims in terms of audience attendance, despite the weather on Sunday, and as an opportunity to showcase Inverclyde. Given the extremes of weather experienced over the two days, a component on the agreement for 2017 will include ensuring a realistic and achievable view of audience attendance over the course of the weekend taking into account the potential for inclement weather.
- 7.6 If agreed to host in 2017, the P1 Scottish Grand Prix of the Sea will help to continue the work of cementing Inverclyde's reputation as the Marine Leisure Capital of Scotland.

## **8.0 IMPLICATIONS**

- 8.1 Financial Implications - One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report £000	Virement From	Other Comments
Corporate Communications	Earmarked Reserves	2017/19	£100	£50,000 to be vired from the car park purchase allowance	£50,000 balance to come from the Council contingency subject to P&R approval

Financial Implications - Annually Recurring Costs/ (Savings)

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

8.2 Personnel: None

8.3 Legal: Should the recommendations in this report be approved, officers in Legal & Property Services will liaise with Corporate Communications, Riverside Inverclyde and P1 to enter into a formal renewal of the venue hosting agreement.

8.4 Equalities: None

## 9.0 BACKGROUND PAPERS

9.1 The Environment & Regeneration Committee - 16 June 2015. Powerboat P1 Event 2016.

Policy and Resources Committee - 11 August 2015. Powerboat P1 Event 2016 – Remit from Environment & Regeneration Committee.



**APPENDIX 1: VISUALS FROM THE INAUGURAL P1 SCOTTISH GRAND PRIX OF THE SEA.**  
Images courtesy of P1 Superstock and Greenock Telegraph

