

Corporate Policy and Strategy Committee

10am, Tuesday, 3 December 2013

Nova races 2014 to 2018

Item number	7.6
Report number	
Wards	All

Links

Coalition pledges	P24
Council outcomes	C04 , C010 and C020
Single Outcome Agreement	S02

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Executive summary

Nova races 2014 to 2018

Summary

On 24 October 2013, as part of the Review of Political Management Arrangements, Council agreed that the strategic oversight of Council events should be added to the remit of Corporate Policy and Strategy Committee to enhance the corporate oversight of high profile, strategic city events.

On 5 November 2013, Committee received a report from the Directors of Corporate Governance and Services for Communities regarding the ongoing review of events governance. It was agreed that a further report would be submitted to Committee on 25 February 2014 setting out revised events processes.

This report updates Committee on the current proposals in relation to the NOVA Races 2014 to 2018. These races are part of the Festivals and Events Core Programme for 2014.

The Nova Races – 2014 to 2018

The Great Edinburgh Cross Country is staged in Holyrood Park every January. This is a prestigious international cross country event which traditionally attracts some of the best endurance runners in the world, including World and Olympic Champions. It is broadcast live on BBC1 in a 90 minute slot on the Saturday afternoon Grandstand programme. The Great Winter Run takes place alongside this programme of elite races, and is a mass participation 5k road race, also held in Holyrood Park.

The Great Edinburgh Run is a 10k road race held in the city centre in the summer which attracts around 7,000 runners. The event owner for all three races is Nova.

These races have been held in the city annually since 2005. The Council has committed a funding contribution of £75,000 towards the January 2014 races.

Negotiations with Nova, in partnership with Event Scotland, have resulted in an opportunity for the Council to enter into a new contract with Nova which would secure the suite of races for the city until 2018.

The agreement entails an initial payment of £25,000 to cover a funding shortfall for 2014, followed by an annual payment of £125,000 for the next four years.

A report will be submitted to the Culture and Sport Committee on 17 December 2013, seeking approval for this funding.

Event Scotland would match this funding. It would be a condition of the contract that the cross country event continues to be broadcast on BBC1, and that the races carry an appropriate level of branding to acknowledge the Council's support.

Recommendations

It is recommended that the Committee notes the proposals in relation to the 2014 NOVA races.

Measures of success

Measures include numbers of spectators, numbers of participants, economic impact, and equivalent advertising values of any media coverage.

Financial impact

The Events budget for 2013/14 was reduced by £46,000 as part of the Council's budget savings exercise and is now £627,200. The sum requested above for the races in 2014 can be contained in the remaining budget.

The sum of £125,000 which has been requested for the Nova races in 2015 to 2018 inclusive can be contained in the Events budget for those years, and will be matched by funding from Event Scotland.

Equalities impact

The proposed events described in this report were selected using criteria which include social cohesion and quality of life for people across the city. The report's contents and recommendations are therefore of some relevance to equalities and human rights duties, but are not the subject of concern amongst equalities groups and the recommendations will result in a positive impact on quality of life.

Sustainability impact

The proposals in this report will help achieve a sustainable Edinburgh through:

- the promotion of the city nationally and internationally;
- economic impact generated by events;
- contributions to the quality of life and well-being of residents; and
- good environmental stewardship.

Consultation and engagement

The Council has engaged with various partners and event owners and organisers to discuss these proposals. The proposals have been discussed and agreed with the Festivals and Events Champion.

Background reading / external references

Review of Political Management Arrangements - [Report to City of Edinburgh Council on 24 October 2013](#)

Review of Events Governance - [Report to Corporate Policy and Strategy Committee on 5 November 2013](#)

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Links

Coalition pledges	P24 –Maintain and enhance support for our world-famous festivals and events
Council outcomes	CO4 –Our children and young people are physically and emotionally healthy C010 – Improved health and reduced inequalities. C020 – Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens.
Single Outcome Agreement	S02 – Edinburgh’s citizens experience improved health and wellbeing, with reduced inequalities in health.
Appendices	None