



CABINET – 5TH MARCH 2014

SUBJECT: CAERPHELLY 10K

REPORT BY: ACTING DEPUTY CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to seek Cabinet approval to organise another 10k race in Caerphilly Town Centre on Sunday 22nd June 2014.

2. SUMMARY

- 2.1 The Authority organised its inaugural Caerphilly 10K run on Sunday 23rd June 2013 and this report will provide the post event feedback, outline the successes and lessons learned.
- 2.2 There is evidently improvement to be made and consideration needs to be given to the inconvenience to local residents. However, given the sheer numbers participating, spectators supporting and the demand for the event, it is proposed that the 10k race becomes an integral date in the Sport & Leisure calendar and funded through the services existing budget.
- 2.3 If Cabinet approves the event it is hoped that participation levels that are significantly higher than last year can be achieved.

3. LINKS TO STRATEGY

- 3.1 There is a link between poor health and inactivity across all age groups in Caerphilly county Borough. Sport & Leisure Services play an important role in delivering corporate objectives across a range of Cabinet portfolios including Health/Wellbeing, Education & Regeneration.
- 3.2 The Caerphilly 10k played a key role in supporting the Vision of Sport in Wales Strategy by increasing participation, while also supporting the talented athletes who have an opportunity to participate and progress in a competitive and representative environment.
- 3.3 This event also contributes to the healthy lifestyle Agenda and the related objectives within the Single Integrated Plan, Corporate Improvement Plan and Creating an Active, Caerphilly.

4. THE REPORT

- 4.1 The Caerphilly 10K was organised in 2013 due to the increased demand for running and the opportunity to provide a mass participation event as part of the Council's events portfolio.
- 4.2 The target for the first year of the Caerphilly 10K was between 600-1000 runners. The level of interest that was received during the registration process exceeded the expectations of all partners.

- 4.3 Welsh Athletics (the sports' governing body) felt that the event with its iconic backdrop and the one lap route with full road closures around the town centre was a selling point to runners.
- 4.4 The event was run in partnership with Welsh Athletics and Run Wales and had 1700 runners participate on the day with 1600 signing up online with an additional 100 registering on the day. Caerphilly had the highest supported 10k in the first year of any other local 10k event.
- 4.5 A post event meeting was held with all key internal and external partners to evaluate the event. Areas to improve are highlighted below (section 4.6). General comments were that the event had been a great success and the need to build on the momentum of 2013 was evident if this event has a future in the events calendar for 2014.
- 4.6 The post event comments and areas to improve in future years are outlined below under key headings:-

Events and Route

1. Runners to be set off in staggered waves
2. Hold a junior race in future (off road)
3. Set a 2 hour time limit for runners
4. The feedback on road closures and crowds was positive.

Road Closures

1. Stick to advertised closure times (i.e. 09:45am not 09:20am), resource implication if road closures stay at 09:45am;
2. Advance Notices to state Road Closed or Road Ahead Closed and possibly include times of closures;
3. Maintain one way closure along A468 and Mornington Meadows
4. Set a 2 hour time limit for runners
5. Consideration of one way traffic, elsewhere on route to be looked at but operating such along Pontygwindy road would not add any benefit to motorists as there would be no crossing of the runners en route until they had passed Piccadilly lights.
6. Advise traffic heading along Nantgarw Road of road closure between 09:45 and 10:15 ahead so they can take alternative route earlier.
7. Bicycles to be included in road closure plan and stewards to be made aware of restrictions.

Communications

1. Communication to residents in Van Road of parking restrictions needs to be more comprehensive and earlier, backed up by enforcement if necessary.
 2. Communication to build on road closure flyer by adding details about when roads would be opened up and direction of travel (e.g. Piccadilly lights junction).
- 4.7 The statistical report by the Councils Communication department on the Caerphilly 10k website for the period 26th April to 26th June 2013 received 36,331 hits from 7758 unique visitors, with 4.8% of them new visitors.
- 4.8 The Councils social media channels received a tremendous amount of positive feedback with a dashboard report showing the hits on Facebook were over 1000 with Twitter receiving 338 (additional documents available of social media comments and feedback comments from participants). Photographs that were collated by the Council's communications team were displayed on the corporate website and added to the council's plasma screens.
- 4.9 The results of the race were available online (via external provider) within 2 hours of the last runner to finish.
- 4.10 37% of visitors used a mobile phone or tablet to access the website.

4.11 The Councils Flickr photo gallery received over 3000 hits.

4.12 **Future of Event**

Given the financial constraints being faced by local Authorities, careful consideration needs to be given to which events the Authority chooses to fund in the future and how these events will be funded. A report is currently being prepared covering the Corporate Events portfolio.

4.13 However, this event is seen as an integral component of the Sport & Leisure programme of activities that we provide for our customers. As such, should remain as a regular feature on our calendar. This event complements the increase in popularity and demand for road running activities and athletics.

4.14 It is appreciated that the event causes disruption to local residents but with the lessons learned from previous events and improved communication it is hoped that any inconvenience will be minimal. Indeed one of the successes of last year's event was not only the number of participants but the positive support from local residents creating a festival atmosphere. Our target will be to increase the number of participants and spectators.

5. EQUALITIES IMPLICATIONS

5.1 There are no significant equalities implications associated with the report as participation in the event was open to everyone irrespective of gender, race or physical ability.

6. FINANCIAL IMPLICATIONS

6.1 The total cost of staging the event in 2013 was £26,937. As this was the first year of the Caerphilly 10k a proportion of costs (circa £15,000) were for items of equipment that will not need to be funded in future years.

6.2 If the event is staged in 2014 the cost has been projected at £10,000.

6.3 It is anticipated that the number of participants can be increased to 3000. A £2 increase in fees will be applied in 2014 for those booking via an "early bird offer" with a £4 increase being applied to those booking on the day. The fees are therefore £12 and £14 respectively for the 2014 10k.

6.4 As a result of the increase in fees and targeted increase in participant numbers it is not anticipated that the event will place a significant cost burden on the Sport & Leisure Service. In this regard, any shortfall in funding (which will be a maximum of £10,000) will be met from the Sport & Leisure Services budget.

7. PERSONNEL IMPLICATIONS

7.1 The Councils Event and Sport & Leisure Teams in partnership with Welsh Athletics and Run Wales organise the event in conjunction with support from internal departments (eg: cleansing, communications, traffic management etc.) who assist in ensuring a safe and successful event.

8. CONSULTATION

8.1 The views of listed consultees are reflected in this report.

9. RECOMMENDATIONS

- 9.1 Cabinet are asked to approve the organisation of a 10k in Caerphilly on Sunday 22nd June 2014.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 To satisfy the increasing demand for running events and contribute to the Health, Activity & Well-being Agendas.

11. STATUTORY POWER

- 11.1 Local Government & Housing Acts. This is a Cabinet function.

Author: Jared Lougher, Sport & Leisure Development Manager
e-mail- loughj@caerphilly.gov.uk Tele: 01495 235469

Consultees: Mark S. Williams, Head of Community & Leisure Services
Sandra Aspinall, Acting Deputy Chief Executive
Councillor Dave Poole, Cabinet Member for Community & Leisure Services
Dave Phenis, Sport & Leisure Services Manager
Jeff Reynolds, Sport & Leisure Facilities Manager
Paul Hudson, Events & Marketing Manager
Jan Bennett, Group Manager, Business Enterprise Support Team
David A. Thomas, Senior Policy Officer (Equalities & Welsh Language)
Gail Williams, Monitoring Officer
Mike Eedy, Finance Manager
Run Wales & Welsh Athletics