



REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE - 19TH FEBRUARY 2013

SUBJECT: 10K ROAD RACE

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 To advise members of a proposed new Corporate event to organise a 10k road race around Caerphilly Castle.

2. SUMMARY

- 2.1 This report provides members with an overview of the proposed 10k event, highlighting the rationale, target audience, date and proposed route.

3. LINKS TO STRATEGY

- 3.1 Medical evidence shows that physical activity plays a crucial role in reducing levels of obesity, which is a key objective in the Health, Social Care and Well-being Strategy. Getting people active is also a focus of our Creating an Active Caerphilly Strategic Plan and compliments the vision for sport in Wales to "get hooked on Sport for Life".

4. THE REPORT

- 4.1 Following consultation with many key partners, including Welsh Athletics, Welsh Government, Sport Wales and local running clubs, it is evident that there is demand for a 10k road race in CCBC. The agreed date for the event is Sunday 23rd June 2013.
- 4.2 There is a need to build on the momentum gained from the 2012 Olympics and realise the legacy from these games. We have already seen an increase in levels of participation and club membership in CCBC. We have an opportunity to also build on the increased popularity of athletics, particularly road running.
- 4.3 Another legacy of the Olympic games was that volunteering was popular again. The 10k event will use Volunteer "race makers" to mirror the success of the Olympic "Game makers" and use our "Young Ambassadors" to promote the event. Sport in our community would not survive without the impact of volunteering.
- 4.4 CCBC has an excellent reputation for organising successful corporate events, particularly when we hosted the tour of Britain and when the Olympic Torch relay came to our County Borough. This is another opportunity to showcase CCBC to both our residents and visitors as a great place to live, work and play.
- 4.5 There are currently two options for the route, both of which use the iconic Caerphilly Castle as the focal point. The route will be confirmed following approval of a race licence and verification from Welsh Athletics. This will also give the event accredited status from the Governing Body.

- 4.6 The distance of 10k was also preferred to the other options considered eg: Marathon, half marathon or 5k races. The route will be circular and reasonably flat to encourage a greater number of participants and provide a quality experience for both runners and spectators.
- 4.7 The event will be organised to create a festival atmosphere with a variety of other activities and attractions for both runners and spectators. Alongside the 10k race and other attractions there will be an opportunity for young people and their families to participate in a fun run over a shorter distance.
- 4.8 CCBC also has an excellent reputation for effective marketing techniques, which will be used to promote the mass participation event, aimed at attracting an ambitious target of 1,000 runners in the first year. If the event proves successful it is hoped to include it as an annual event on CCBC and Welsh Athletics calendar with increased participation each year.

5. EQUALITIES IMPLICATIONS

- 5.1 Runners of all abilities will be invited to participate in the mass participation event.

6. FINANCIAL IMPLICATIONS

- 6.1 The total cost of the event is currently projected at approximately £25,000. This cost could be subsidised through income from participants and potential sponsorship.
- 6.2 The cost of the event is to achieve a mass participation event target of 1,000 runners the cost to the participants needs to be attractive and affordable. It is proposed to charge £10 per adult with concessions for OAP's, juniors and affiliated runners. This charge compares well with other races.

7. PERSONNEL IMPLICATIONS

- 7.1 The event will be organised using existing starting resources and use the expertise of colleagues in Tourism, highways, leisure etc in partnership with Welsh Athletics, Sport Wales, Welsh Government and local running clubs.

8. CONSULTATIONS

- 8.1 All external key partners and CCBC departments have and will be engaged in ensuring this event is a success.

9. RECOMMENDATIONS

- 9.1 Members are asked to note the details of this new event and are invited to participate on the 23rd June 2013.

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