



REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE – 29TH OCTOBER 2013

SUBJECT: CAERPHILLY 10K

REPORT BY: ACTING DEPUTY CHIEF EXECUTIVE

1. PURPOSE OF REPORT

1.1 To provide feedback on the Caerphilly 10k which took place on Sunday, 23rd June 2013.

2. SUMMARY

2.1 The Authority organised the Caerphilly 10k run on Sunday, 23rd June 2013 and this report will provide the post event feedback as requested by members. This report outlines the success of the event in 2013 and the feedback in terms of what went well and other lessons learned.

3. LINKS TO STRATEGY

3.1 There is a link between poor health and inactivity across all age groups in Caerphilly County Borough. The Sport & Leisure service plays 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 for 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 key role contributes to the Healthy Living Agenda and the related objectives within the Single Integrated Plan and Corporate Improvement Plan.

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.

4.2 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.

4.3 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.

4.4 A post event meeting was held with all key internal and external partners to evaluate the event. Areas to improve are highlighted below in (section 4.5). 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.

4.5 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. 9.45am not 9.29am), resource implication if road closures to stay at 9.45am
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 on 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).

4.5 The statistical report provided by the councils Communications department on the Caerphilly 10k website for the period 26th April to 26th June 2013 received 36,331 hits from 7758 unique visitors, with 46.8% of them new visitors.

4.6 The Councils social media channels received a tremendous amount of positive comments 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.

4.7 The results of the race were available online (via external provider) within 2 hours of the last runner to finish.

4.8 37% of visitors used a mobile phone or tablet to access the website.

4.9 The Councils Flickr photo gallery received over 3000 hits.

5. FUTURE OF THE EVENT

- 5.1 Given the potential severe 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.
- 5.2 In this regard all future events will be the subject of a business case approach going forward. Consequently, the future of the event will be dependent on consideration of a future business case by Cabinet.

6. EQUALITIES IMPLICATIONS

- 6.1 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.

7. FINANCIAL IMPLICATIONS

- 7.1 The total cost of staging the event in 2013 was £26,937, as this was the first year of the Caerphilly 10k a big proportion of costs (circa £15,000) were for items of equipment that we will not need to be funded in future years.
- 7.2 If the event is staged in 2014 the cost has been projected at £10,000 due to an increase in participants to 3000 and a £2 increase in entry fees as recommended by Welsh Athletics.

8. PERSONNEL IMPLICATIONS

- 8.1 The Councils Event and Sport & Leisure teams worked together with Welsh Athletics and Run Wales to organise the event as well as internal departments (e.g. cleansing, communications, traffic management) who assisted in running the event.

9. CONSULTATIONS

- 9.1 The views of listed consultees are reflected within this report.

10. RECOMMENDATIONS

- 10.1 The Scrutiny Committee is asked to note the success of the Caerphilly 10k in 2013.
- 10.2 Officers prepare a business case (in line with all other events) for future consideration by Cabinet in order to establish whether the 10k is held in 2014 and beyond.

11. REASONS FOR RECOMMENDATIONS

- 11.1 To advise members of the success of the event and lessons learned from the event.

12. STATUTORY POWER

- 12.1 Local Government & Housing Acts

Author: Jared Lougher, Sport & Leisure Development Manger, Community & Leisure Services

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 and Marketing Manager
Jan Bennett, Group Manager Business Enterprise Support Team
David A. Thomas, Senior Policy Officer (Equalities & Welsh Language)