

# Birmingham City Council

## Report to Cabinet

18 May 2021



**Subject:** World Athletics Road Running Championships 2023

**Report of:** Acting Director- Neighbourhoods

**Relevant Cabinet Member:** Councillor Ian Ward – Leader  
Councillor Tristan Chatfield – Finance and Resources

**Relevant O &S Chair(s):** Councillor Mariam Khan - Commonwealth Games, Culture and Physical Activity  
Councillor Sir Albert Bore - Resources

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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: 008786/2021		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential: Appendix 4 contains information falling within the categories outlined in 12A of the Local Government Act 1972 (as amended); 3. Information relating to the financial or business affairs of any person (including the council)		

### 1. Executive Summary

1.1.To obtain approval to bid for the World Athletics Road Running Championships 2023 or 2024.

1.2.This event is a high profile global event, delivered in a format that will deliver a festival of running. The events within it would include the Men's Half Marathon, Women's Half Marathon, Men's 5Km and Women's 5Km. There is also the

expectation that a wider series of activities and events would take place including mass participation events such as a half marathon, mini race and a Parkrun Global Festival as well as a Running Expo, Conference, and Corporate Business Challenge.

- 1.3. This is an opportunity to host one of the highest profile championships in Athletics creating an inclusive elite international and mass participation sports event whilst boosting the local economy, celebrating local culture, reinforcing Birmingham's reputation of delivering World Class Sporting Events and building on the legacy of hosting the Commonwealth Games.

## **2. Recommendations**

- 2.1. Cabinet authorises the Assistant Director Neighbourhoods to submit a formal bid to host the World Athletics Road Running Championships 2023 or 2024.
- 2.2 Cabinet agrees in principle to earmark £1.5m from the 2020/21 outturn to create a reserve to fund the event, subject to final consideration of the Provisional Outturn report in June.
- 2.2. Cabinet delegates the acceptance of the bid (should it be successful) to the Managing Director - City Operations.

## **3. Background**

- 3.1. World Athletics Road Running Championships is one of the highest profile global championships in Athletics. Birmingham City Council has submitted an expression of interest to host the World Athletics Road Running Championships alongside eleven other international cities. A formal bid is required to be submitted by 1 June 2021 with the World Athletics Council announcing their selection to host either the 2023 or 2024 event in July 2021.
- 3.2. This is an opportunity to deliver one of the highest profile global championships in Athletics creating an inclusive elite international and mass participation sports event. This event would include the Men's Half Marathon, Women's Half Marathon, Men's 5Km and Women's 5Km as well as mass participation events and linked business events.
- 3.3. If successfully secured the event would support the city in its recovery from the covid pandemic and would add further to the legacy being derived from the Commonwealth Games.

### 3.4. The event will deliver the following impacts

#### 3.4.1 Profile & Image;

The World Athletics Road Running Championships 2023 will put Birmingham in the spotlight and enhance our reputation for delivering world class sporting events it will build on the Birmingham 2022 legacy and would add to the World Blind Games and World Tumbling and Trampolining Events being held in 2023. It will be broadcast worldwide (TV and Digital via World Athletics Livestream) and will have over 17,000 participants and 28,000 spectators.

#### 3.4.2 Business and Economic Impact;

The event aligns well with the post Covid recovery of the city centre, bringing large numbers of participants and spectators into the city. The direct economic impact will be calculated as part of the full submission but will exceed the £4.2M generated by the Birmingham Great Run deriving spend in the areas of accommodation, retail and food and beverage etc. Industries most impacted by Covid (hospitality and retail) will benefit most from the economic impacts of the event. Estimated indirect economic impact (long-term tourism) has been set at £5.46M

#### 3.4.3 Engagement & Participation;

World Road Running Championships has a track record of promoting health and fitness to communities. With the addition of the 5km distance to the schedule, the event has become even more accessible for local people to take part in. When the World Half Marathon took place in Copenhagen in 2014 they found that:

- 1,000 recreational runners joined local running clubs to participate in 3-months pre-event training targeted at new runners
- 13% of all 30,000 participants ran their first Half-Marathon ever
- Participants reported total pre-event training of 18,000,000km
- 6% joined a running club after the event
- 89% of respondents said they would participate in a legacy race

In addition, we would expect to see increased participation in future Great Birmingham Runs, other cities hosting the championships have reported a 26% uptake in runners in subsequent years.

#### 3.4.4 Employment & Skills;

The World Athletics Road Running Championships will engage with and build on the legacy of the Birmingham 2022 volunteer programme. Previous World Athletics Road Running Championships have found an increase in volunteering post event as well.

### 3.4.5 Inclusion & Diversity;

World Athletics Road Running Championships will have complete gender equality on the field of play including equal prize money for men and women.

Research at Half Marathon Championships in Valencia 2018 found:

- Post event an increase in civic pride
- 71% of spectators in Valencia 2018 said attending the event inspired them to do more active recreation or sport than they normally would.

### 3.4.6 Environment & Infrastructure;

World Athletics will work with the Birmingham City Council to implement a sustainability management system to minimize the event's environmental impact.

3.5. Although the details of beneficial impacts will be developed further as part of a full bid the event will boost the local economy, promote active lifestyles, drive sport, tourism, inspiring younger generations, put existing infrastructure to good use and will once again celebrate local culture and reinforce Birmingham's reputation of delivering World Class Sporting Events.

## 4. Options considered and Recommended Proposal

4.1 Not submit a completed bid. The City Council has a stated outcome to enhance Birmingham's status as a city of culture, sports and events. This event meets the ambitions under this priority but is not currently budgeted for.

4.2 Submit a completed bid to host the World Athletics Road Running Championships noting the budget requirements set out in section 9 of this report.

4.3 **Recommended Proposal** - Submit a completed bid to host the World Athletics Road Running Championships

## 5 Consultation

5.1 Sporting National Governing body (UK Athletics) have been and will continue to be engaged in the bid and delivery of the event – they are supportive of Birmingham seeking to host this event.

5.2 UK Sport has been engaged with our bid. They are yet to announce their strategy for 2023 and whether they will be supporting this event.

5.3 Sport Birmingham and West Midlands Growth Company have shown support and been engaged and will assist in maximising the benefits of the event for residents and businesses in the region.

## **6 Risk Management**

6.1 If our bid to host the event were to be successful the City Council would be underwriting the event. Therefore, the main risks to be mitigated are financial ones. As part of the submission, a risk management plan would be put in place.

6.2 UK Sport is yet to announce their strategy for 2023 and beyond, therefore at this stage, we do not know if any financial contribution will be forthcoming to support the City Council in hosting the World Athletics Road Race Championships. If a contribution were to materialise then the costs set out in section 9 of this report would reduce accordingly.

## **7. How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**

7.1. This project is entirely consistent with the Council Plan outcome 4 Priority 8, to enhance Birmingham's status as a city of culture, sports and events.

7.2. It is consistent with Outcome 5, priority 2; to encourage citizens of all abilities and ages to engage in physical activity. World Road Running Championships has a track record of promoting health and fitness to communities with participation levels increasing as a result of the event.

### **Case Study - WHM Copenhagen 2014**

- 1,000 recreational runners joined local running clubs to participate in 3-months pre-event training targeted at new runners
- 13% of all participants (30,000) ran their first Half-Marathon ever
- Participants reported total pre-event training of 18,000,000km
- 6% joined a running club after the event
- 89% of respondents said they would participate in a legacy race

7.3. It is consistent with Outcome 5, Priority 3; We will use the Games as a catalyst for the development and promotion of apprenticeships, volunteering and leadership opportunities to enhance the skills of our workforce and communities. We will use the World Athletics Road Running Championships to engage and utilise the volunteer community created by the Games.

7.4. It also complements the strategic aims in the Birmingham Major Events Review by contributing to the elements relating to, increasing profile, improving economic development and increasing participation. It can contribute to the post Covid recovery plan for the city. Based on the Great Birmingham Run 2019, the projected direct economic impact of the World Athletics Road Running Championships 2023 World Games is £4.2M

## 7.5. Birmingham Business Charter for Social Responsibility (BBC4SR)

Compliance with the BBC4SR is a mandatory requirement that will form part of the conditions of these contracts. All organisations entering procurement arrangements with the City Council will need to sign up to the BBC4SR subject to contract value thresholds.

## 8 Legal Implications

Under the Local Government Act 2000, the Council is empowered to further the wellbeing of its communities.

## 9 Financial Implications

9.1 This event is not part of the annual programme of Major Events held in the city and therefore if our bid is successful a one off budget will need to be incorporated into the medium term financial plan to cover the costs of the event. The events team have worked closely with an experienced event delivery company to set out the budget required to host this event with the expected cost being £1.425M. More detailed work on the budget and finances will be carried out as part of submitting a formal bid by 1 June. However, funding options are being reviewed and it is expected to earmark £1.5m from the 2020/21 outturn to create a reserve to fund the event, subject to final consideration of the Provisional Outturn report in June.

9.2 The inclusion of a mass participation event is essential in driving down the cost for the city. It has been estimated that the City Council can generate revenues from entry fees for the mass participation events, expo revenue, hospitality revenue, merchandise sales, etc between £300K – £400K

9.3 UK Sport is yet to announce their strategy for 2023 and beyond. We do not know if supporting the World Athletics Road Race Championships or any grants will be included in their strategy and the figures below do not incorporate any funding of this nature. Any grant from UK Sport would therefore reduce the net costs incurred by the council.

### 9.4 Financial summary table

<u>Breakdown of estimated cost and revenue</u>	Estimated maximum	% of costs
Event Planning	£500,050.00	27.00%
Logistics	£281,050.00	15.00%
Event Management and Presentation	£229,950.00	13.00%
Additional Events	£23,725.00	1.00%
Medical & Anti-Doping	£31,025.00	2.00%

Hospitality	£14,600.00	1.00%
Marketing & Sponsorship	£419,750.00	23.00%
Host Broadcaster	£180,675.00	10.00%
Press	£5,475.00	0.00%
Tech	£9,125.00	1.00%
Other	£129,575.00	7.00%
Total cost (IAAF DOC)	£1,825,000.00	100.00%
Estimated income	£400,000.00	
Net	£1,425,000	

### **6.3 Procurement Implications (if required)**

#### **6.3.1 None**

### **6.4 Human Resources Implications (if required)**

There is no HR implications.

## **7 Public Sector Equality Duty**

**7.1** This decision has no negative impact on those covered by the Equality Duty. This project is unlikely to have a disproportionate impact on any of the protected groups and characteristics under the Equality Act 2010.

## **8 Background Documents**

8.1 None.

### **List of appendices accompanying this report:**

Appendix 1: Environmental and Sustainability Impact Assessment