

Birmingham City Council

Report to the Leader

4 July 2022



Subject: Great Birmingham 10k run and the Great Birmingham Half Marathon Sponsorship

Report of: Rob James Strategic Director City Operations

Relevant Cabinet Member: Councillor Ian Ward – Leader

Relevant O & S Chair(s): Councillor Jack Dean – Commonwealth Games, Culture and Physical Activity O&S Committee

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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): The route has not yet been identified when it is engagement with specific wards will take place		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference:		
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 : Exempt Appendices 2 and 3 Information Schedule 12A Local Government Act 1972		

1 Executive Summary

- 1.1 This report details the rational for the Councils proposed sponsorship of the 10k run and half marathon in Birmingham as part of the portfolio of major events 2022-2025
- 1.2 The 10k run and half marathon corroborate the Council Plan outcome 4, priority 8, to enhance Birmingham's status as a city of culture, sports and events.
- 1.3 The 10k run and half marathon has been a key event in the council's annual portfolio of sporting events; the event has taken place in the city since 2008

- 1.4 The event supports the council's aims to engage and inspire individuals to improve their physical well-being through sports participation and by forging strong links with the national governing body provide a platform to develop a tangible legacy programme
- 1.5 The event supports the local economy, boosts tourism, promotes an active lifestyle and promotes Birmingham as a city of sport enhancing its image, profile and reputation both domestically and internationally.

2 Recommendations

That the Cabinet member:

- 2.1 Approve the sponsorship of the Great Birmingham 10k run and the Great Birmingham Half Marathon to Nova International Limited trading as the Great Run Company for a period of 4 years to support the common interests as set out in this report.
- 2.2 Delegate authority to the Assistant Director of Neighbourhoods in consultation with City Solicitor and Monitoring Officer to negotiate, execute and complete a sponsorship agreement with Nova International Limited for the Great Birmingham 10k and the Great Birmingham Half Marathon and to negotiate, execute and complete any other necessary documentation to give effect to the recommendations included in this report.

3 Background

- 3.1 Birmingham Half Marathon was launched in 2008 to address the city's strategic focus on increasing physical activity, encouraging mass participation in sport and leaving a sustained legacy from hosting high profile events.

Nova International Limited trading company operate as The Great Run Company which is the consumer facing name use for marketing/trading purposes. They have delivered the Great Run National Series in Birmingham since 2011, organising and delivering two mass participation running events on closed road courses in Birmingham City Centre i.e. the Great Birmingham 10k in May and the Great Birmingham Half Marathon on October as part of Birmingham's calendar of major events.

Their record of service delivery and safety has been outstanding, and their events have become well established as part of the annual calendar both in Birmingham and nationally, to increase the awareness and participation of running in Birmingham and promote the City of Birmingham as a world class hosting city, being part of this established and trusted brand, providing access to a data base of over 850,000 runners, and offering an elite race and television coverage as required.

- 3.2 The 2019 Birmingham Great Run events had a total of 18,820 participants of which almost half were new entries to the event with the most recent survey

demonstrating that 67% of participants have an improved impression of the area. In addition, the events generate a £4.2m positive economic impact annually.

3.3 The Great Birmingham Run and Great Birmingham 10k are part of the Great Run Series, the only nationwide series of running events in the UK. Nationwide the Great Run Series comprises 10 events across Birmingham, Glasgow, Newcastle, Manchester, Portsmouth, Bristol and Ipswich. Nova International Limited is the owner and operator of the Great Run Series.

3.3 The City Council wishes to maintain both a 10k run and a half marathon and be part of the high-profile Great Run series of events.

4 Options considered and Recommended Proposal

4.1 Not to sponsor the Great Run series of events

- Withdrawing the Council's support of this event following a long association with the Championships would not be consistent the Council's Major Sports & Events Strategy.
- By not supporting the event the Council would miss an opportunity to enhance its status as a city of culture, sports and events.
- There is reputational risk to the Council if we no longer plan to host large scale mass participation events.

4.2 The City of Birmingham sponsor the Great Run series of events. This is the preferred option as it enables:

- continuous support for this event; and
- Birmingham to obtain the benefits as set out in this report and in particular at paragraphs 3.1 to 3.4.

4.3 Birmingham could cease supporting a city 10k & half marathon. However, the event has been extremely successful and has contributed to one of the Councils key performance indicators of increased adult participation in physical activity.

5 Consultation

5.1 The City events team has reviewed the 10k & half marathon using the major events evaluation framework. The 10k & half marathon meets the City's key priorities and outcomes assessment and will be funded from the events budget

6 Risk Management

6.1 The City has limited financial exposure. As outlined in Section 9 the contractual value is specified and is funded through planned annual events budget.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1.1 The event supports the Council Plan outcome 4 priority 8, to enhance Birmingham's status as a city of culture, sports and events and to engage and inspire individuals to increase their physical activity.
- 7.1.2 The event meets the strategic aims of the recently developed 10-year Major Sports Events Strategy 2022-2032 which aims to host events of impact (delivers on profile, image and economic impact) and purpose (delivers on engagement, participation and skills)
- 7.1.3 Birmingham City Council, as a sponsor of the 10k run & half marathon, financially contributes to the event being a sustainable and viable proposition within the Great Run Series, Nova International Limited, annually invests an amount (which is contained within Appendix 1 – (exempt information) into the operational delivery of the event in order for it to take place in Birmingham, alongside costs and resources which contribute towards the social value, which recognises the inspiration and presence of the event as a key enabler of participation and tackling inequalities in the city.

8 Compliance Issues:

8.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 8.2 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. This has a target to increase the number of international, sporting, cultural and major events in our landmark venues. It also compliments the strategic aims in the Birmingham Major Events Review by contributing to the elements relating to, increasing performance, improving economic development and increasing participation.
- 8.3 The organiser will also be complainant with the Council's social value policy and pay the "real living Wage".

8.4 Legal Implications

- 8.4.1 Under the Local Government Act 2000 the Council is empowered to further the wellbeing of its communities.
- 8.4.2 Under Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report, which are within the remit and limits of the general power of competence Section 2 and 4 of the Localism Act 2011.
- 8.4.3 The legal powers to stage activities and events of this nature are contained with Section 145 of the Local Government Act 1972.

8.5 Financial Implication

- 8.5.1 The City's proposed financial contribution to Nova International Limited is contained within Appendix 1 – exempt information. The event will be funded from the approved budget for Major Events within the Neighbourhoods Service Directorate.

8.6 Procurement Implications (if required)

- 8.6.1 There are no procurement implications. This is for sponsorship of the events and therefore not covered under the Public Contracts Regulations 2015.

8.7 Human Resources Implications (if required)

- 8.7.1 There are no human resources implications.

8.8 Public Sector Equality Duty

- 8.8.1 The Great Birmingham 10k Run and the Great Birmingham Half Marathon are fully inclusive to all participants. The organisers encourage anyone who has any special requirements in order to take part to contact them so they can facilitate their needs. The events in this report have no negative implications for any particular group under the public sector equality duty.

9 Background Documents

- 9.1 Appendix 1 – Exempt Appendix
- 9.2 Appendix 2 - Background to the Great Birmingham Run

List of appendices accompanying this report:

Appendix 1 Exempt Appendix

Appendix 2 Background to the Great Birmingham Run