

The Great Birmingham Run

The Great Birmingham Run is an annual 10k and Half Marathon. It is part of Birmingham's major event programme. It aims to be the most inclusive, diverse and accessible mass participation event in the UK.

This is the biggest participation event in the City by some distance. With nearly half the participants new to the event each year it clearly acts as a huge motivator to get people more physically active. Over $\frac{3}{4}$ of the participants reside in the West Midlands and the event sees almost 1,000 children take part. The event also showcases the iconic sites of Birmingham, new and old and delivers a strong economic impact to Birmingham by appealing to participants outside the West Midlands. This was evidenced in 2019 as the event contributed over £4m to the local economy with a large proportion of those visiting leave with an improved impression of the area.

The Great Birmingham Run is part of a nationwide series of mass participation running events, called the *Great Run Series*. The Great Run Series, is owned and operated by the Great Run Company and includes the Great North Run (the world's biggest half marathon), the Great Manchester Run, Great South Run & Great Scottish Run.

EVENTS



200,000 people take part in the event series each year, raising over £35m for charity. The events are inclusive for all abilities and include childrens' and family events.

The Great Run Company own the intellectual property associated with the Great Run brand and underwrite all the financial and operational responsibility associated with the Great Run events.

GRC has been operating in large scale, televised mass participation sports events for 40 years, offering unrivaled expertise and specialism in health and safety, traffic management and crowd management.

The Great Run Company offers specialised capabilities in marketing. These include an on-line entry platform, timing and fulfilment, websites and a contactable database of 600,000 participants. This means that the Great Birmingham Run and HM are promoted to a very specific audience of runners outside of the Birmingham conurbation.

The Great Run Company, own Film Nova, an independent sport production business specializing in Athletics. They also provide additional and unique services including grass roots athletics development, Elite Athlete recruitment, advice and consultancy relating to Birmingham's bids to European Athletics & World Athletics.

Birmingham City Council began its partnership with the Great Run Company in 2011, when the first Great Birmingham Run was staged. This event developed in public awareness and popularity between 2011-2015, becoming one of the most popular half marathons in the UK, with 20,000 participants.

In 2015, Birmingham City Council and the Great Run Company applied to Sport England and received significant funding to develop a city-wide running programme. Great2Run Birmingham offered residents a full participation pathway from "Couch to Half Marathon" with a specific focus on community running groups and increasing activity levels amongst harder to reach demographics.

The Great Run Company is the only organization within the mass participation sector managing rights and underwriting operational and financial risk across a nationwide brand, Great Run. They have long term contracts with their major City partners such as Manchester, Portsmouth & Glasgow.