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| <b>Title of meeting:</b>      | Cabinet Member for Culture, Leisure & Sport    |
| <b>Date of meeting:</b>       | 8 February 2013                                |
| <b>Subject:</b>               | BUPA Great South Run 2013 - 2017               |
| <b>Report by:</b>             | Head of City Development and Cultural Services |
| <b>Wards affected:</b>        | All  |
| <b>Key decision:</b>          | No   |
| <b>Full Council decision:</b> | No   |

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## **1. Purpose of report**

- 1.1 This report seeks to inform Members that Nova International (NI) wish to extend the present agreement (signed in 2009) for a further 5 years, with an option to extend by 2 years, following the expiration of the current contract on the Great South Run after the 2013 event.

## **2. Recommendations**

- 2.1 That the PCC agreement with Nova International (NI) is extended for a further 5 years, with an option to extend by 2 years as part of a new operational agreement with NI.**
- 2.2 That the new agreement will be based upon additional sponsorship rights and a revised location sponsorship fee and will be formalised between the parties by the City Solicitor in consultation with the Procurement Manager.**

## **3. Background**

- 3.1.1 The BUPA Great South Run started life in Southampton in 1990 as the Diet Coke Great South Run (as it was known) attracting 2,500 entries before moving to Portsmouth 12 months later, where it has now been held for the past 22 years. The fast, flat and infamous 10 mile route takes in the iconic sites of the Portsmouth Historic Dockyard including Portsmouth Cathedral, Spinnaker Tower and the HMS Victory. The final flat stretch along the seafront has given thousands of people the opportunity to achieve a personal best time.
- 3.1.2 The event attracts a plethora of athletes, celebrities, sports clubs and fun runners raising money for good causes, with over £30 million having been raised for charity over the years. World class athletes who have taken part since the run's inception include Sonia O'Sullivan, Paula Radcliffe and Mo Farah - who scored the first ever

victory by a British male athlete since Gary Staines achieved his third and final success 13 years earlier.

- 3.1.3 In the early years there was a significant administrative involvement by Portsmouth City Council's Sports and Recreation department, which included handling all the race entries postal and personal, booking infrastructure and staffing the event.
- 3.1.4 In 2003 Nova introduced online entry and the council continued to handle the postal entries. In 2006 Nova went over to online entry only and the council's involvement in this ceased, but all other PCC support for the event continued.

### **3.2 Event development**

- 3.2.1 The event has become a more established part of the international race calendar each year, the number of participating runners continue to increase and as a result, expanding the infrastructure required to deliver the event.
- 3.2.2 A Sport England four-year grant of £40,000 per annum was secured in 2005 run to develop local involvement. This finished in 2008 but during the 4 years it was in place it allowed for the development of the Sports Fayre.
- 3.2.3 In 2008 live TV coverage was secured and an international star, Paula Radcliffe ran in the event. Her participation in the event was launched on Friday 24 October on HMS Victory and her involvement resulted in features in every national paper on Saturday 25<sup>th</sup> October plus TV coverage.

2008 saw the introduction of a Big Screen on Castle Field which had a major impact on spectators watching the progress of the race around the city.

- 3.2.4 In 2009 a 4 year agreement between Nova International and PCC identified the responsibilities of both parties in delivering the Great South Run, with the ultimate ambition of improving the event and playing to the strengths of respective organisations.
- 3.2.5 In 2011, Nova introduced a 5k race on the Saturday to complement the Sunday run, the aim of which was to encourage those who have been intimidated by the distance of the Great South Run but want to be part of a world class running event. The new 5k route included in much of the flat, scenic course of the Great South Run but offered a more manageable distance for those new to running or getting back into training after some time off.

All 5k entrants received a guaranteed opportunity to take part in the 2012 BUPA Great South Run.

### **3.3 Current position**

- 3.3.1 Since the first run in 1990, 224,754 runners in total have crossed the finish line.

The Great South Run (GSR) is now regarded as the world's premiere 10 mile running event and has achieved IAAF Gold label status, attracting 25,000 entries

from participants in 2012, an incredible increase from the 2,000 runners who took part in the first ever Great South Run in 1990..

In 2011, the 5k entries were 752 and in 2012 there was an increase of almost 25% with total entries 996.

3.3.2 The Great South Mini and Junior runs hit a record figure of entrants in 2012 with each race filling its capacity of 1,200 – total of 4,800 young runners taking part.

3.3.3 In an operational capacity, PCC provides:

- provision of the venue
- resident and business liaison
- permit access to current PCC facilities
- traffic management support
- management of car parking
- booking of catering concessions and bands

PCC retain all profits made from the car park charges and from the site fees for catering units. PCC's Parking Department absorb any losses of income due to parking suspensions

3.3.4 PCC have developed a strong working relationship with Nova and the race route and supporting infrastructure, now tried and tested, works well, despite the impact on businesses and residents. This would work in the council's favour should other cities offer a strong challenge in a request to hold the event.

3.3.5 The event has evolved significantly during this period, with increased publicity, including TV coverage for the event, generating considerable Equivalent Advertising Value (EAV) for Portsmouth.

### **3.4 Objectives**

3.4.1 PCC's objectives in supporting the GSR are as follows:

- Extend the PCC/NI relationship to guarantee the event continues to develop in Portsmouth for a further 5-7 years
- Encourage consumers to visit/return to Portsmouth as a tourist destination using the 'great waterfront city' marketing campaign
- GSR supports the promotion of campaigns relevant to Portsmouth, eg Mary Rose re-opening, 2014 Tall Ships, and D-Day 70
- Increase the overall profile of the GSR
- Promote and facilitate health, fitness and physical activity within the local community
- Encourage participation from outside Portsmouth to maximise the economic impact
- Increase the value of return on investment from PCC (bearing in mind the budgetary challenges of the local authority)

### **3.5 Benefits to Portsmouth**

3.5.1 The topline findings from the annual review of GSR 2012 yield an insight into the wide-ranging benefits of the event.

#### **3.5.2 Economic benefits**

In 2008, in conjunction with NI, PCC commissioned an Economic Impact Study which found:

- Total net impact for Portsmouth - £625,479
- Total net impact for Hampshire - £46,128
- Generated from 11,985 runners and 9,468 spectators
- Employment of local contractors who provide goods or services to the event

In 2012 there were 17,000 runners, with an approx additional 15,300 spectators, creating an estimated total net impact of £932,985

NI and PCC will jointly commission another Economic Impact Study for GSR in 2013.

#### **3.5.3 Promotion of Portsmouth**

- Positive ratings of GSR rose from 91% in 2011 to 94% in 2012
- 27% of runners have participated in GSR the previous year
- A total of 2.5 hours dedicated coverage on Channel 5 and Sky Sports
- Increased TV audience of 11% at peak viewing and 21% audience increase on average
- An average TV audience of 233,000 and a peak audience of 432,000
- International TV coverage comprising 6 programmes of 30 mins length, distributed worldwide

It is anticipated that in 2013 the live coverage will feature on Channel 4

#### **3.5.4 Health and wellbeing**

- 99% of participants had increased their levels of physical activity in preparation for the event
- 72% reported increased activity levels from training at least 3 times per week

In addition, participants report a high level of benefit from the sense of achievement they receive from taking part.

#### **3.5.5 Social benefits**

- 56% of participants raised money for charity, including a wide range of Portsmouth-based charities

- Engagement with local groups, such as Portsmouth Joggers, volunteers, University of Portsmouth Sports Science undergraduates who are involved in supporting the event over the weekend
- Sense of pride for local residents that such a large sporting event, the 'Grand Prix' of running is held annually in the city

### 3.5.6 Tourism and the visitor economy

- Participants brought with them an average of 2.4 people with them to the event, approximately 70,000 over the weekend
- 25% stayed overnight in Portsmouth for the event
- In 2012 there were no available hotel rooms in Portsmouth on Saturday 27 October

### 3.6 Proposal to PCC

The proposal to PCC from NI comprises the following:

- NI will continue to deliver the following in addition to the existing GSR:
  - 5k event on the Saturday prior to GSR
  - Provision of the infrastructure required for the family 'come and try it' sports events on the Saturday prior to GSR
  - High Quality Elite Field and significantly increased TV broadcast via Channel 5 and international distribution

- NI will provide additional value to PCC through:

Free and discounted entries as incentive for target communities:

- 50 free entries for the 5k event
- 50 half price entries for the GSR

Promotion of Portsmouth as the great waterfront city via:

- 2 x inclusion in Great Run database emails (database of 800,000)
  - Adverts in 2 x Great Run magazines (Great North Run and GSR)
  - Specific section within GSR event section to promote Portsmouth
  - Specific promotion of Portsmouth tourist attractions within GSR specific pre-race emails
- NI will reduce the annual sponsorship fee by £15,000 per annum, i.e. from 2013 the sponsorship fee will reduce from £125,000 to £110,000. This fee will increase in line with CPI inflation for the duration of the contract.
  - NI will jointly invest with PCC in an economic impact report for the GSR in 2013.

### **3.7 Suggestions for development of the event (need to be agreed with Nova)**

As Nova's strapline for the Great South Run is 'Participate, Enjoy and Succeed' we will consider ways for this to continue to be achieved, including:

- More than twenty 'Come and Try It' could be offered throughout the day giving children the chance to sample new sports. This would include a broader range of activity to encourage more people to participate in sport.
- Develop a 'running show' for adults and children as part of the weekend activity which would encourage runners to spend more time at the site and arrive in the city earlier. The show could include stalls and workshops where runners can get tips on training schedules and techniques, gait analysis, diet and nutrition, yoga for runners, information on local running groups and injury prevention all delivered by local companies, using Southsea Castle and the Sports Fayre as venues for workshops and talks.
- Pasta Party – an offer of a sponsor to develop a participative event for runners on the Saturday evening has been received and will be further explored.
- Highbury Mile – officers will work with Highbury Community Association to develop the Highbury Mile run. Those who take part in this run will qualify for free or reduced entry into the Great South Run.

## **4. Reasons for recommendations**

4.1 This recommendation will secure the event for Portsmouth up to 2017.

GSR contributes directly to promoting the profile of Portsmouth and sports development in the city. Year on year, the event has grown and continues to attract an increasing number of runners and visitors to the city, generating increasing press coverage each year. In addition, NI has also expanded the junior programme and the race village to make the event more inclusive.

4.2 As well as the significant contribution to the visitor economy, Portsmouth receives an increasing amount of positive press coverage as a result of GSR, particularly through live coverage on Five, and highlights on Sky, Foxsport and a range of other channels.

4.3 Accommodation and catering outlets across the city benefit from visitors and spectators, who watch the runners compete. The economic benefit of this is set to continue and to increase further and as numbers of runners increase and as NI begins to provide additional promotion of Portsmouth and local tourist attractions as part of the new agreement.

4.4 The development of a programme of complementary activities aims to further engage the residents of Portsmouth and increase local ownership of the event to make it even more inclusive, vibrant and relevant to local communities. There is a particular window of opportunity offered here by the post-Olympic 2012 legacy.

4.5 Keeping the GSR in Portsmouth delivers directly to the city brand for Portsmouth as the great waterfront city, and directly to the vision for the seafront as a European city break destination.

**5. Equality impact assessment (EIA)**

5.1 An Equality Impact Assessment is not required, as this is not a change to policy or to service delivery.

**6. Head of Legal, licensing & registrars' comments**

6.1 Legal comments have been incorporated into the body of this report.

**7. Head of Finance's comments**

7.1 The 2013/14 budget for this event has still to be finalised but a reduction in the annual sponsorship fee payable to NI will realise a £10,000 saving on current costs.

7.2 A review of the additional services provided for the event and funded by PCC is to be undertaken by the Seafront/Events Manager. This include an analysis of parking charges on the Common over the weekend.

7.3 Estimated costs of £2,000 for the Economic Impact Study to be jointly commissioned with NI will be met from within the existing cash limit budget.

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Signed by:  
**Stephen Baily**  
**Head of City Development & Cultural Services**

**Appendices: None**

**Background list of documents: Section 100D of the Local Government Act 1972**

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

| <b>Title of document</b> | <b>Location</b>                                      |
|--------------------------|--|
| Great South Run 2012/13  | 20 January 2011, PCC Website<br>C&L Decision Meeting |
| Great South Run          | 22 January 2009, PCC website<br>C&L Decision Meeting |

The recommendation(s) set out above were approved/ approved as amended/ deferred/  
rejected by Cabinet Member for Culture, Leisure and Sport on 8 February 2013.

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**Signed by:**  
**Cabinet Member for Culture, Leisure and Sport**