

**THIS ITEM IS FOR INFORMATION ONLY**

**(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)**

**Title of meeting:** Culture, Leisure and Economic Development Decision Meeting

**Subject:** Great South Run

**Date of meeting:** 16 November 2021

**Report by:** Director of Culture, Leisure and Regulatory Services

**Wards affected:** ALL

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**1. Requested by**

1.1 Cabinet Member for Culture, Leisure and Economic Development

**2. Purpose**

2.1 To update the Cabinet Member on the recent conclusion of negotiations with Nova International to secure the Great South Run in Portsmouth for a further contract period.

**3. Information Requested**

3.1 Portsmouth has been the host city for the Great South Run for over 30 years since it relocated to the city in 1991. Our flat route and stunning environment provide an opportunity to host an international standard event as well as being an encouraging platform for a mass participation event.

3.2 Officers brought a detailed paper to the meeting of Culture & City Development in March 2020 seeking authority to enter into negotiations with Nova International seeking to continue to hold the Great South Run in Portsmouth.

3.3 Unsurprisingly contract negotiations were put on hold during 2020 due to the pandemic and the recent 2021 Great South Run and associated events have been delivered through an extension of the previous contract term. Nova International have also had to take into account the impact of the pandemic on their own business and have re-focused their activity into their core offer of which the Great South Run is a key component.

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- 3.4 We are pleased to confirm that the negotiations have recently concluded and that we have secured the Great South Run in Portsmouth for a new contract term of 3 years with the ability to extend for a further 2 years should both parties agree.
- 3.5 The core offer will remain the same with a mass participation 10 mile event alongside of which a range of short distance events will be delivered across sections of the main event course over the weekend. Currently these consist of a 5k event, junior (2.5k) and mini (1.5k). These events are aimed at encouraging more people into physical activity as well as encouraging young people to participate in activity and to live more healthy lifestyles from an early age.
- 3.6 The previous report did acknowledge that the cost of the event to the Council is substantial however officers can confirm that the negotiations have resulted in a reduction of the fee level which is welcomed.
- 3.7 Nova International have also agreed to undertake a further economic impact assessment to provide up to date information on the overall value of the event in Portsmouth and build on the research which has been undertaken in both 2008 and 2013. Alongside other economic impact reports this will enable a better and more detailed understanding of the value of the events programme to other sectors such as tourism and secondary spend across Portsmouth.
- 3.8 We are aware of the on-going challenges of ensuring live TV sports coverage and as highlighted previously we do realise that more significant sports events are moving to a pay-to-view and streaming option. We will continue to discuss such options with Nova International as we move into the new contract period.
- 3.9 The wider impact of the works on the Coastal Defence scheme have also been discussed in outline with Nova so they are aware of the need to consider possible changes to layout and potentially race routes as the works roll out across different sections of the seafront during the course of the new contract period. More detailed discussions and the impact on these larger events will be a key feature of future meetings with the Coastal Defence team going forward.
- 3.10 A formal launch of this new contract is anticipated in early 2022; however, tickets are already on sale for the 2022 event as all parties hope to rebuild confidence in participation in events going forward.

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Signed by  
**Stephen Baily**  
**Director of Culture, Leisure and Regulatory 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 Contract	<a href="https://democracy.portsmouth.gov.uk/documents/s26614/Great%20South%20Run.pdf">https://democracy.portsmouth.gov.uk/documents/s26614/Great%20South%20Run.pdf</a>