

SLOUGH BOROUGH COUNCIL

REPORT TO: Cabinet **DATE:** 18th December 2017

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WARD(S): All

PORTFOLIO: Environment & Leisure – Councillor Anderson
Planning & Transport – Councillor Carter
Health & Social Care – Councillor Pantelic

PART I **NON-KEY DECISION**

SLOUGH HALF MARATHON

1 Purpose of Report

- 1.1 A decision is required from Members to host and deliver a half marathon in the town, planned for 14th October 2018, with the intention of this becoming an annual event.
- 1.2 The report summarises the logistics of hosting a mass participation event, the indicative costs, the proposed route and the resources required to deliver an event of this type.

2 Recommendation(s)/Proposed Action

The Cabinet is requested to resolve that agreement is given to officers to progress the work to deliver a half marathon in October 2018.

3. The Slough Five Year Plan

3a Five Year Plan Outcomes

- **Our children and young people will have the best start in life and opportunities to give them positive lives** – Whilst participants in the half marathon will need to be aged 17 on the day of the event, children and young people will be able to take part in running clubs across the borough, delivered by the Active Slough team and participate in a short course fun run on the day, with family members. Such an event promotes the adoption of regular physical activity as a habit for life.
- **Our people will become healthier and will manage their own health, care and support needs** – a mass participation event of this type will encourage more Slough residents to become more active, more often.

Training initiatives launched in January 2018 will assist individuals (both beginners and established runners) to train towards running this distance or participate in shorter 5K course options, including ParkRun.

- **Slough will be an attractive place where people choose to live, work and visit** – a mass participation event of this type will showcase the town, attracting participants and their families, both Slough residents and visitors to Slough. The start and finish of the event will take place in Salt Hill Park, giving the opportunity to showcase the council's recent investment in leisure facility improvements including the new Ice Arena and Salt Hill activity centre.

4 **Other Implications**

(a) Financial

- It is estimated that it will cost in the region of £40,000 to deliver the half marathon event in Slough. The event is expected to be self financing through sponsorship and entry fees. A breakdown of these costs are detailed in appendix 1 of this report.

(b) Risk Management

The event will be comprehensively project managed and a live risk register will be in place until the day of the event. The risk register to date has identified the potential risks detailed below:

| Risk | Mitigating action |
|--|--|
| Financial Sponsorship not secured Low levels of registration put strain on the budget Original estimated costs are exceeded and make event unviable. | Build an element of contingency into the total costs (10% of total cost) Seek approval from senior management team / Cabinet to continue. Any cancellation made before 1 st September |
| Event management SAG refuse to approve event management plan | Arrange to present to SAG on four separate occasions in the run up Reactive to issues raised |
| Traffic management Community objects to proposed road closures Police object to road closures SAG do not approve management proposals | Early public consultation Identify possible alternative routes |
| Participation Low levels of individuals registering to take part in the event | SBC sets a minimum number of participants registered by 1 st September 2018 before cancellation of the event. |

| | |
|--|---|
| Inclement weather Would only affect the event if excessively windy or icy conditions | Unlikely to have the type of inclement weather in early October that would necessitate cancelling the event. |
| Cancellation | All registration fees would be refunded |
| Major emergency / incident on proposed route | Look to divert the route to avoid hazard. Event management plan details procedures Council's emergency procedures would kick in |

(c) Human Rights Act and Other Legal Implications

There are no Human Rights implications in regard to this report.

The council will be bound by mandatory legal requirements and procedures for the delivery of a safe event.

(d) Equalities Impact Assessment

An EIA will be completed for the event. The proposed half marathon course is accessible to disabled / wheelchair athletes.

5 Supporting Information

5.1 Throughout the 1990s up to 2001 Slough hosted a full marathon and half marathon event, attracting over 2,000 competitors annually. The event started and finished in Upton Court Park and was a prominent date in the diaries of long distance runners nationally. The council would now like to resurrect this event in Slough.

5.2 The Council's leisure strategy aims to get more people, more active, more often. Hosting a major, mass participation event in Slough can inspire local people of all ages to take part in the event, through participation, training for the event, coaching, volunteering and spectating. The event will also bring wide ranging economic benefits to the town, through visitor footfall and visits to the town centre and the council's new leisure developments in close proximity to Salt Hill Park.

5.3 In the build up to the event it is proposed to co-ordinated a structured programme, which can assist individuals, regardless of their age, background or level of ability to feel able to engage in training towards the 13 mile event. Specifically the inactive will be targeted and the high levels of obesity amongst the resident population highlighted to encourage engagement. Activities and programmes will include running clubs for beginners and established runners, referral to community running clubs including ParkRun and Datchet Dashers and a downloadable app to assist with a fitness training programme, appropriate for the event. The council will offer further support and advice to interested

participants in the run up to the October event. This programme will commence in January 2018, delivered in partnership by the public health and Active Slough teams.

5.4 The event - The event is proposed to take place on 14th October 2018. Half marathons and other long distance running events are very popular and this date has been chosen to ensure that there are no clashes with other events in Berkshire and the immediate surrounding area. The event will be open to 1,000 participants, for individuals aged 17 and above. The race will start at 9.00am and is estimated to be finished by 12 noon. A smaller scale 5k fun run will be staged for younger participants and their families and schools will be asked to promote the event.

5.4.1 The event will be managed and delivered by a multi-service SBC team, supported by companies specialising in traffic management, race event management and registration. Involvement of community groups and volunteers is also imperative to the successful delivery of the event as it is expected that the event will require over 100 race marshals and volunteers on the day.

5.4.2 The event will be a true community event with local community groups encouraged to take part in the celebrations, basing themselves at Salt Hill Park and along the route. Food concessions will also be available on the day. The council's new leisure provider, Everyone Active, will ensure that the new ice rink and Salt Hill activity centre, along with Montem Leisure Centre are available for use, free of charge for the day.

- 5.5 **The route** – the route will see the start and finish of the race based in Salt Hill Park, and the 13 mile course will travel through 8 wards in the borough. See appendix 2 for full route details. Along the route up to 6 water stations will need to be provided. These will be manned by volunteers. Details of required road closures and modifications will be detailed within the traffic management and event plans.
- 5.6 **Traffic management** – a high risk and critical area for consideration for an event of this type, which will be staged on the main highway in the town. The safety of participants is paramount. It is recommended that we procure the services of a specialist traffic management company to co-ordinate this work, in the preparation for the event and on the day of the event. They will be responsible for all highway issues including road closures and rolling road closures.
- 5.6.1 Parking for participants and spectators will be offered at SBC sites and other appropriate venues; however use of public transport to the event will be promoted.
- 5.7 **Event Plan** – The SBC project team have been in discussions with the Bracknell half marathon event manager, who has been delivering a similar event in the neighbouring borough for the last 20 years. The event plan will be developed by the project team and presented to the town's Safety Advisor Group from December 2017, up to sign off, in July 2018.
- 5.8 **Volunteering** – The success of the event is dependent on the number of volunteers that can be recruited from the local community to deliver the event safely on the day. To date a number of sports and community groups have pledged their support to the event. A volunteer road show will visit every ward in the borough with the aim of recruiting interested individuals to assist on the day and will also highlight other volunteering opportunities throughout the year in the town. Volunteer training will be a mandatory requirement and this will take place throughout September 2018.
- 5.9 **Communications** – It is intended to launch the half marathon in January 2018, both locally and regionally, using the local media, social media and our in-house communications team to publicise the event widely. A monthly update, including information on registration and training will be undertaken with a weekly update nearer the date of the event.
- 5.10 **Financial package** – It is estimated that the event will cost up to 40k to deliver in the first year and the project team expect the event to be self financing through sponsorship and entry fees, which are estimated to be between £20-25 per individual registered for the race. This fee is in line with other similar events nationally. The project team have to date secured the following sponsorship and in-kind support:
- a 3 year sponsorship deal for the event worth £45,000 with Morgan Sindall
 - £1,500 for the 5K fun run with Everyone Active
 - All water supplied for the event through Tesco

The project team will continue to work to identify other sponsorship opportunities and in-kind support from local businesses and agencies.

A full estimated budget breakdown for the event is attached as appendix 1.

6. Comments of Other Committees

None

7. Conclusion

After 17 years of absence from the town, the proposed half marathon event will promote and showcase the major developments being made to the town. An event of this nature will inspire local people, of all ages, to take up sport and physical activity, leading to improved health and wellbeing outcomes for Slough's resident population. We intend to make it a full family event with complimentary attractions on the day. It is expected that the event will be self financing and will bring a breadth of benefits to the town.

8. Background Papers

None

7 Appendices

Appendix 1 – Event budget breakdown

Appendix 2 – Event route