

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 28

Brighton & Hove City Council

**Subject:** Brighton Marathon  
**Date of Meeting:** Tuesday 6<sup>th</sup> September 2011  
**Report of:** *Strategic Director of Communities*  
**Contact Officer:** Name: **Jayne Babb** Tel: **29-0372**  
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**Key Decision:** Yes/No Forward Plan No. (7 Digit Ref):  
**Wards Affected:** All

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Grounded Events Company (GEC) is currently planning to deliver their third marathon event which will be taking place on April 15<sup>th</sup> 2012. The Grounded Events Company now have a proven track record of delivering a safe, well managed event for thousands of participants who register each year to run for a charity of their choice. GEC have requested to enter into a formal contractual agreement with Brighton & Hove City Council that will set out their obligations, terms and conditions for the next three years.

#### 2. RECOMMENDATIONS:

- 2.1 To authorise officers to enter into a formal contractual three year agreement with the event organisers the Grounded Event Company.
- 2.2 To grant Landlord's consent to stage a marathon in Brighton and Hove in 2012, 2013 and 2014.

#### 3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The inaugural Brighton Marathon organised by the Grounded Event Company took place in Brighton & Hove on Sunday, 8<sup>th</sup> April 2010. The second Brighton Marathon took place on Sunday, 10<sup>th</sup> April 2011. Both events proved to be a great success for both the participants and for the City. The agreed course takes in a fair proportion of the City from Preston Park to Madeira Drive. The main element of the race is open to participants from any background and any ability with runners raising money for national, regional and local charities. Next year's event has already registered and accepted 18,000 entries with an anticipated 12,000 people running.

- 3.2 The proposed three year agreement would look to set out terms, conditions and authorise GEC to stage a marathon in Brighton and Hove in each of the calendar years 2011, 2012 and 2013 on specific dates per year.
- 3.3 The format and route for the 2012 marathon will remain the same. Representatives from the Multi-agency Planning Group and the Safety Advisory Group expressed their continued support, congratulating the organisers on a positive, safe, well managed event.
- 3.4 A formal contract to cover the next three years will provide GEC with the backup to be able to approach new sponsors to the event and the ability to possibly negotiate a two or three year agreement to secure a main sponsor. The agreement would provide a level of confidence in both the event and the host city. The event already compares well with some of the worlds biggest, oldest and most respected marathons in the country.
- 3.5 At a local level the marathon brings together the local community who have turned out for the past two years to line the 26.2 mile route to cheer on family, friends and runners.
- 3.6 The Brighton marathon supports over 230 charities at a national and regional level as well as having a number of designated official charities. Last year the marathon supported local charities; Teenage Cancer Trust; The Rocking Horse Appeal; Sussex Air Ambulance; Friends of Downsview School, to name a few.
- 3.7 **Benefits –**
- This event will help to raise the national profile of Brighton and Hove as both a location for sporting events and as a destination for visitors to support the visitor economy.
  - The marathon supports employment in the city and creates seasonal job opportunities for local people.
  - The primary aim in Sport & Leisure is to encourage the city's residents to be 'More Active, More Often'. This event provides a major motivation for the city running clubs and independent runners to register, take part and to raise much needed funds for charities.
  - A direct economic benefit in the order of £3.6m, largely through hotel, restaurant and retail spend.
  - The marathon has proved to be a major contribution to the City's sporting legacy for the 2012 Olympics.
- 3.8 Even with a contract in place, GEC will still be required to have a full event management plan for each event over the next three years and to carry out consultation with the Multi-agency Planning Group, Ward Councillors and residents, as they have done for previous events.

#### **4. CONSULTATION**

- 4.1 Internal consultation will take place with officers, Legal Services, Tourism & Leisure and representatives of the Grounded Event Company.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

- 5.1 Any cost relating to the drawing up of the contract will be born by each party.

Fees and charges relating to the event will be detailed in the contract which will be agreed and signed by both parties and will be binding for the next three years.

*Finance Officer Consulted: Michelle Herrington*

*Date: 25/08/11*

##### Legal Implications:

- 5.2 The agreement will so far as possible reflect the previous contractual arrangements, including the process for temporary road closures and diversions.

*Lawyer Consulted: Bob Bruce*

*Date: 23/08/11*

##### Equalities Implications:

- 5.3 The marathon is a mass participation event for both runners and spectators which would take place throughout the City. There is the opportunity for the organiser to promote the event to involve as wide a range of local individuals and groups as possible to take part, spectate or benefit from the money raised for charities.

##### Sustainability Implications:

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the outdoor events policy.

##### Crime & Disorder Implications:

- 5.5 Safety Advisory Groups have been convened for all major outdoor events taking place in Brighton and Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event. The Police are involved in both the consultation and planning of all major events.

Risk and Opportunity Management Implications:

5.6 The event will be subject to a full site-specific risk assessment.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 Not applicable.

**7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 The benefits of the Marathon event to the city are stated in the body of the report under 3.7. A three year agreement would increase the potential for the further success of the event.

**SUPPORTING DOCUMENTATION**

**Appendices**

1. None.

**Documents in Members' Rooms**

1. None.

**Background Documents**

1. None.