

Agenda



Cabinet Member for Culture & Leisure Cabinet Member for Regeneration & Housing

Date: Friday, 13 April 2018
Time: Not Required
Venue: Not Required
To: Councillors D Harvey and J Mudd.

Item	Wards Affected
1 <u>Major Events - Newport Wales Marathon & 10k</u> (Pages 3 - 10)	

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Joint Report

**Cabinet Member for Culture and Leisure
Cabinet Member Regeneration and Housing**

Part 1

Date: 13 April 2018

Subject Major Events – Newport Wales Marathon and 10km races

Purpose To seek the Cabinet Members approval for the Council's support and participation in the arrangements for the delivery of the Newport Wales Marathon 2018-20.

Authors Civil Contingencies Manager
Strategic Director, Place

Ward All Wards

Summary In conjunction with Welsh Government, the Council has developed a successful negotiation to host the Newport Wales Marathon 2018-20. The initial marathon will be held on 29th April 2018 and will start and finish in the city centre, with the route primarily on the Caldicot levels.

Welsh Government has agreed to provide financial support over a period of 3 years to a maximum of £120,000, whilst the Council will need to commit to an annual financial contribution of £30,000 per year, supplemented with limited value in kind (officer time) support to enable this prestigious event to be hosted within Newport. The initial agreement is for support over a 3 year period only, by which time the event should be self-sufficient and sustainable without a need for additional public funding. In terms of economic impact the event is projected to generate over £1,141,500.

Proposal It is proposed that the Cabinet Members formally approve the Council's support to this event.

Action by Strategic Director (Place)
Heads of Service
Events Officer

Timetable Immediate

This report was prepared after consultation with:

- Strategic Director (Place)
- Head of Law and Standards
- Head of Finance
- Head of People and Business Change
- Head of Streetscene and City Services
- Head of Regeneration, Investment and Housing

Signed

1. Background

- 1.1 In line with the Councils strategy of utilising events to assist and support the achievement of its Corporate Plan and Well-being objectives, the Council has successfully completed a negotiation process with Run 4 Wales and Welsh Government to host the inaugural Newport Wales Marathon in 2018.
- 1.2 The Newport Wales Marathon (NWM) is a new annual mass participation running event over the full marathon distance, but also incorporating a 10k race and community events. The aim is to develop a marathon for Wales which complements the Newport and Cardiff Half Marathons and the existing Run 4 Wales (R4W) event portfolio, and to potentially facilitate the Welsh Marathon Championships to be held in Wales (currently included as part of the London Marathon in March).
- 1.3 R4W is a not-for-profit social enterprise. It is a sports events management company that was established in 2012 to grow the Cardiff Half Marathon and has since developed a portfolio of mass participation events including running and cycling. R4W has recently secured the licence to deliver Velothon Wales, becoming the lead agency with responsibility for sales and marketing and carries the financial risk for the event. Its social agenda includes investment of any financial surpluses into grassroots athletics in Wales.
- 1.4 There are currently 3 other road marathons in Wales however, none are readily known as the national 'Wales Marathon', nor are they likely to become the premier marathon for Wales, as in the view of R4W, the existing events do not have the potential in developing significant running numbers in the thousands. As such, Run 4 Wales approached Newport City Council to explore the opportunity of the City hosting a new marathon.
- 1.5 This year's event will be held on 29th April and entries have already achieved the maximum 6500 participants entering the marathon; this number has been capped at this level for year 1 with further growth planned for subsequent years. The 10km race currently has in excess of 1700 participants with some further increases anticipated. Spectator numbers for the event are estimated at 18 - 20,000.
- 1.6 The NWM will also form part of a wider Newport City Council emerging events portfolio, which aims to support the promotion and economic growth of the city centre. The majority of the 26 mile route will be based in Newport, and a small section within Monmouthshire, with the start and finish lines based on Usk Way, providing a high-profile opportunity for local businesses to promote their offer, and for locals and visitors to experience Newport's city centre. The business plan for the event also aims for R4W to source thirty minutes television coverage for the event in years 2 and 3, which will further increase the promotional profile and value to Newport.
- 1.7 The economic impact assessment provided by R4W indicates that:
 - direct economic impact will be £1,141,500 consisting of: attendee spending; spectator spending; and direct spending in relation to the organisation and delivery of the event
 - The event will lead to additional social and community impact within the local charity sector with approximately 50% of the participants running to raise money for charities with the average amount raised being approximately £240 per runner.
- 1.8 The track record of R4W with other long running events, such as the Cardiff Half Marathon, enables this to be an informed assessment, as the factors involved are based on relative numbers of participants and spectators. Given the level of marathon entrants to date, this EIA may also prove to be conservative.

- 1.9 Working in partnership with R4W on large public events provides the Council with an opportunity to fulfil its obligations in regards to Welsh language promotion, both under the Welsh Language Measure (2011) and the authority's own 5 Year Welsh Language Strategy (2017-2022).

2. Financial Summary

- 2.1 Run 4 Wales and Newport City Council have negotiated a strategic partnership approach with the Council proposing to support the event through direct financial support of £30,000 per year plus a Value In Kind contribution (officer time) over a three year period. Welsh Government has also agreed to support this event with up to £120,000 over the 3 year period
- 2.2 The financial implications will fall in 2018 – 2020; the budget for the 2018 event has already been accounted for within a wider events reserve and existing budgets, but support for the remaining two events will be considered as part of the budget setting process for those years.

3. Risks

- 3.1 R4W, as the event organisers, carry the primary risks in terms of delivery and given the specific target audience, other strategic partners and sponsors such as ABP and their history of successful delivery, the risks associated with this event are generally low.
- 3.2 The Council's primary role is limited to that of acting as a strategic local partner in terms of financial support, and as a facilitator of some other defined aspects, required to successfully deliver the event.
- 3.3 The cancellation of the event on the day, due to extreme weather conditions rendering the course unsafe; or a closure of the M4 necessitating use of the agreed SDR diversionary route (which the marathon is proposing to utilise in part), are potential but low-level risks, which R4W will build into their contingency planning. Such events do not expose the Council to additional financial risk, as entrants' agreements are with R4W.
- 3.4 R4W will also have their own insurance arrangements for the event.

Risk	Impact of Risk if it occurs* (H/M/L)	Probability of risk occurring (H/M/L)	What is the Council doing or what has it done to avoid the risk or reduce its effect	Who is responsible for dealing with the risk?
Loss of event due to extreme weather conditions or M4 major incident	H	L	Mitigation measures are already established for both scenarios to reduce the risk however they cannot be completely eradicated.	R4W
Loss of event	L	L	The council will monitor through established structures such as the Local Organising Committee any risks to the event proceeding	Strategic Director (Place)

* Taking account of proposed mitigation measures

4. Links to Council Policies and Priorities

- 4.1 The events strategy in general supports the Council's newly adopted Corporate Plan, Well-being Statement and Objectives and the Council's Economic Growth Strategy.

- The NWM is estimated to generate a direct economic impact of £1,141,500 for the local economy.
- It will create a positive profile of the city of its residents and businesses as well enhancing its reputation.
- The nature of the event will undoubtedly promote a good health model amongst all age groups with positive and aspirational role models. The anticipated improvements to public attitudes to improved health through exercise will also bring benefits to Newport Live and the wider health sector. The event will also contribute towards the development of volunteering within the city.
- In addition this event will require collaborative working and close engagement with the health sector and a broad range of other partners such as: the emergency services; the tourism and hospitality sectors; sporting organisations; city centre businesses and forums; and education sector all working together to achieve our mutual aims.

5. Options Available and Considered

- 5.1 Option 1 – the Cabinet Members formally authorise the Council's financial and value in kind support for the event
- 5.2 Option 2 – the Cabinet Members rejects the proposed Council involvement and the Council withdraw from any support to the event.

6. Preferred Option and Why

- 6.1 Option 1 – the Cabinet Members formally approve the Council's involvement in the event as a strategic local partner and the associated financial support, as the event offers positive economic, wellbeing and promotional opportunities for the City of Newport.

7. Comments of Chief Financial Officer

- 7.1 The proposal to support and participate in the delivery of the Newport Wales Marathon aligns perfectly with the Council's wellbeing and strategic objectives in accordance with the Corporate Plan and would have an estimated economic impact on the local economy of over £1.1m.
- 7.2 Welsh Government funding has already been identified for the duration of the three year arrangement and the financial summary suggests that the Council's contribution could be funded as a call on the anticipated 2017/18 underspend.
- 7.3 This would be a viable option as there is confidence in an underspend for 2017/18 at this point, it would ensure the obligation we have is then funded without causing further pressure on the MTFP over the next 2-3 years or the 2018/19 budget itself and follows appropriate accounting practice.
- 7.4 There is an agreement in place to offer limited officer time but there will also be a knock on effect operationally in areas such as street cleansing but negotiations are ongoing with R4W with the intention that they fund the impact of this.

8. Comments of Monitoring Officer

- 8.1 The proposed action is in accordance with the Council's legal powers under section 144 of the Local Government Act 1972 and section 2 of the Local Government Act 2000, to promote the social and economic well-being of the City and its residents and to encourage visitors. The Newport Marathon is an integral part of the Council's future events programme, designed to

enhance the profile and reputation of the City and encourage economic growth and investment. As such, it is entirely consistent with the Council's well-being and strategic objectives, as set out in the Corporate Plan. The strategic partnership agreement with R4W and Welsh Government will commit the Council to contribute £30k towards the funding for the event over the next three years, together with value in kind contributions through officer time. The funding can be found from within general budgets for this year, but specific provision will need to be made in future budgets. After the first 3 years, it is anticipated that the event should be fully-funded through sponsorship and external finance. The Council will be responsible for making the necessary road closure orders in due course, under its Road Traffic Regulation Act powers, and will assist the organisers in facilitating the event, but R4W will be primarily responsible for the organisation and delivery of the marathon.

9. Comments of Head of People and Business Change

9.1 The Council's involvement in the event and match-funding for the event over the next three years provides significant opportunities to improve wellbeing and achieve sustainable development aims. Most significantly the marathon promotes participation in physical activity and healthy lifestyles. Additionally hosting a high profile event could improve the perception of the city locally and within the wider region. The report also notes the significant economic value to the city and the major multiplier effect when compared to the relatively low level of investment required on the Council's part. It is also noted that the economic benefits are geared towards the charity sector which play a significant role in improving the wellbeing of vulnerable and disadvantaged groups.

10. Local issues

10.1 This report has no specific impacts on any local area.

Comments from Non-Executive Members

Councillor Margaret Cornelious

I would support this event, as I think it would be good for the runners to have an event locally, and also for Newport as a city to be seen supporting such an event.

Tracey Holyoake

Sport has become a major part of the social and cultural livelihood for many individuals around the world. Its popularity has been attributed to hallmark and mega events such as the Olympic Games, Not only has it gained interest in sporting fans, but it has also gained the attention of governmental bodies as the association between sports and economic value is matched. With sport being termed the 'world's largest social phenomenon' Tourism is considered the 'world's largest industry' the combination of these two entities can reap great economic benefits. Therefore, governmental bodies worldwide have turned their attention to the 'sports tourism phenomenon'.

Sport tourism events and its impacts

Sport tourism events refer to those sports activities that attract tourist of which a large percentage are spectators, and generate significant and heterogeneous flows of travellers. Conversely, sporting events can be spectator or participant led; and furthermore, sport tourism is said to be consisting of all the events in which the primary purpose for travel is the participation in or viewing of sport. The possibility of participants outnumbering the spectators, i.e. participant led. Nonetheless, timing can have a major influence on local or small events, as sporting events that usually start small can successfully grow to become a major event, confirming the notion that time is represented through change.

Sport tourism events are hosted to provide local entertainment, to enhance community pride and to stimulate spending in the host economy, but whatever the reason; there is always some form of impact on the destination and its residents. It is consequently important to understand the potential has such an event like this overshadowed the environmental and social impacts that also affect the host community?

The Council's involvement in the event and match-funding for the event over the next three years provides Fantastic opportunities to improve wellbeing and achieve sustainable development aims. The marathon promotes participation in physical activity and healthy lifestyles. The report also notes the significant economic value to the city and the major multiplier effect when compared to the relatively low level of investment required on the Council's part. It is also noted that the economic benefits are geared towards the charity sector which play a significant role in improving the wellbeing of vulnerable and disadvantaged groups.

Potentially have an impact on the quality of life for locals", views social impacts as "the manner in which tourism and travel effect changes in the collective and individual value systems, behaviours patterns, community structure, lifestyle and quality of life". Table 1 summarises social impacts, reviewing the benefits and cost to the host community.

1.7 The economic impact assessment provided by R4W indicates that:

- direct economic impact will be £1,141,500 consisting of: attendee spending; spectator spending; and direct spending in relation to the organisation and delivery of the event
- the event will lead to additional social and community impact within the local charity sector with approximately 50% of the participants running to raise money for charities with the average amount raised being approximately £240 per runner.

<u>Table 1: Social impacts of sport tourism events increase in the level of local interest in the activity associated with the event.</u>	<u>Table 2: Benefits leisure in experiencing event</u>
<ul style="list-style-type: none"> • Social problems: • Crime • Prostitution • Rowdy behaviour • Drinking • Drug use • Violence • Vandalism • Potential for intercultural misunderstanding • Traffic congestion ,Dislocation of locals and loss of amenity as a result of noise and crowding 	<ul style="list-style-type: none"> •Influence on community pride and increased involvement of individuals in community activities •Changing moral values <ul style="list-style-type: none"> •The improvement of regional identity that is seen as being closely related to urban renewal •Entertainment and social opportunities for local residents •Volunteerism – improve local social support networks •Commodification and commercialisation of traditional local events •Strengthen cultural values and traditions <ul style="list-style-type: none"> • economic impact will be £1,141,500 • Build national identity • Community impact within the local charity sector with approximately 50% of the participants running to raise money for charities with the average amount raised being approximately £240 per runner.

Overall I feel really positive about the marathon and the other races taking part that day, I do hope it goes well, continues to thrive year after year. However, we also have to be mindful that some residents can leave the property s by car but they will be unable to take their car back to their property until 4.15pm. Park and Ride has been put into place, the residents can park their cars in other areas of Pill for

the duration of the marathon. I have some Disabled residents in the area so I will need to provide them personally, with a update around the marathon due to nurses needing 24hr access.
Good luck to everyone who takes part.

Response from Cabinet Members for Culture & Leisure & Regeneration & Housing

Thank you for your comments Councillor Holyoake.

Newport City Council is committed to providing a wide range of major events for Newport over the coming months which will bring economic benefit to all in the city.

We note your comment about elderly residents and would suggest contacting Run 4 wales as they will provide access to all emergency vehicles providing medical support.

Councillor Martyn Kellaway

Thank you for the opportunity comment. In principle I would support such an event however I am concerned that to ask for members support a little over three weeks away is not acceptable.

- Particularly when the event takes place it will mean vulnerable residents will be potentially land locked particularly in the remote areas of the city such as Goldcliff .
- Consultation should have been sought at a much earlier stage and directly with those communities that would be potentially impacted in a negative way.

Response from Cabinet Members for Culture & Leisure & Regeneration & Housing

Thank you for your comments Councillor Kellaway.

Health and Safety is of absolute importance and any vulnerable residents will be prioritised by race control. This is in terms of medical vehicle prioritisation and awareness of medical teams needing access. You will be aware of the ongoing individual consultation, which has taken place since January with potentially affected residents.

Consultation started in January with an all members meeting held at the Civic Centre, added to this Goldcliff Community Council was visited later in the year. This was then followed up with a further meeting undertaken for directly affected areas. Alongside this extensive forms of social media and publicity has taken place to inform residents.

Councillor William Routley

Thank you for the opportunity to consult, please note that the market quarter / High Street remain without realistic investment. However time and time again money can be found for various other projects surrounding The High Street , The time has come to prioritise the advancement of Financial investment alongside across party working group entrepreneurs & interested parties working towards the regeneration of the market Quarter / High Street . I support in principle The financial investment for the Newport marathon if you will commit to supporting the above (High Street /market quarter).

Response from Cabinet Members for Culture & Leisure & Regeneration & Housing

Thank you for your comments Councillor Routley,

As you will be aware Market Quarter / High Street forms a central part of the City Centre Masterplan and NCC is committed to regenerating these assets for and with the people of Newport.

We hope you will join me in celebrating this positive step for the Market Quarter / High Street and the Newport Welsh Marathon on the 29th April.

11. Scrutiny Committees

11.1 This report has not been the subject of scrutiny consideration.

12. Equalities Impact Assessment and the Equalities Act 2010

12.1 This report has no implications under this legislation.

13. Children and Families (Wales) Measure

13.1 This report has no implications under this legislation.

14. Wellbeing of Future Generations (Wales) Act 2015

14.1 This report has direct positive implications under this legislation and indicates how this event will assist the Council in meeting its well-being objectives, including Welsh language.

15. Crime and Disorder Act 1998

15.1 This report has no direct implications under this legislation.

16. Consultation

16.1 There has been no wider consultation with regard to this report.

17. Background Papers

17.1 NWM Draft Business Plan
NWM Economic Impact Assessment
NWM Route map

Dated: 13 April 2018