

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

23 OCTOBER 2018

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

PORTHCAWL AND THE RUN4WALES 10K SERIES

1. Purpose of Report.

- 1.1 The purpose of the report is to request approval to establish a partnership arrangement with Run4Wales to operate an annual 10k running event in Porthcawl, for a 3 year period.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

- 2.1 This report assists in the achievement of the following corporate priorities:-

1. **Supporting a successful local economy** - taking steps to make the county a good place to do business, for people to live, work, study and visit, and to ensure that our schools are focused on raising the skills, qualifications and ambitions of all people in the county.

2. **Smarter use of resources** - ensuring that all its resources (financial, physical, human and technological) are used as effectively and efficiently as possible and support the development of resources throughout the community that can help deliver the Council's priorities.

3. Background.

- 3.1 Tourism can – and does - contribute to local prosperity and quality of life in Bridgend County Borough, both of which are key goals for the Welsh Government (WG) and Bridgend County Borough Council (BCBC).

- 3.2 According to the Scarborough Tourism Economic Activity Model (STEAM) data for 2017, tourism already injects much needed revenue into the local economy (£344.23m) and supports 4,266 jobs. In addition, tourism:

Supports cross-cutting services and infrastructure which benefit local people e.g. transport links, the range of shops and services, sports and cultural facilities; and

Helps promote a positive image of the County Borough to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

- 3.3 Since 2013 there has been a progressive increase in the economic impact of tourism in Bridgend County Borough, with the economic value of tourism increasing from £289.86 million in 2013 to £344.23 million in 2017. During the same period visitor numbers and visitor days have shown similar increases with visitor numbers

up from 3.55 million in 2013 to 3.92 million in 2017 and visitor days increasing from 5.26 million in 2013 to 5.76 million in 2017. This growth exceeded the targets set in the Destination Management Plan 2013-2017 and positioned the County Borough as one of the success stories of the Cardiff Capital Region in tourism terms.

- 3.4 The current Destination Management Plan, 2018-2022, approved by Cabinet in March 2018, sets the framework for managing the tourism vision to 2022 - To develop a thriving visitor economy in Bridgend County Borough which celebrates the strengths of the place, supports jobs, generates business opportunities and improves the range of amenities available for visitors and local people.
- 3.5 The Destination Management Plan, 2018-2022, and its associated Destination Action Plan 2018-2022, target attracting new events of regional or national significance, which as part of a diverse portfolio of events will support the delivery of the priority to raise the profile and attract more people to Bridgend County Borough.

4. Current situation / proposal.

- 4.1 In the UK, social running is going through an unprecedented period of growth. The Active Adult Survey indicates an increase in the number of runners in Wales from 6.9% in 2009 to 13.4% in 2014. This is a total of 335,496 people running.
- 4.2 In response to this growth, Run4Wales (a social enterprise established in partnership with the Welsh Government) has delivered a series of high profile elite and mass participation sporting events in Wales. In 2018 this included:
 - The Cardiff Bay 10k
 - Newport Marathon and 10k
 - Royal Welsh Trial Festival
 - Velothon
 - Barry Island 10k
 - Cardiff Half Marathon
- 4.3 An opportunity now exists to establish a new Porthcawl 10k run which, along with Cardiff Bay, Newport and Barry Island, would form part of the Run4Wales 10k series. It is considered that Run4Wales are in a unique position to be able to offer this opportunity. The first Porthcawl event would take place in 2019 with an agreement to deliver 2 further events in 2020 and 2021. An evaluation would take place to determine future options after this period.
- 4.4 The recent experience of Barry Island and its first 10k event offers an insight into the opportunity available. The event proved extremely popular, with 3,500 runners signing up to take part across the 10K race, one mile family fun run and toddler dash. The varied and scenic route showcased all of the town's most scenic seaside spots and recognisable landmarks. Welsh brand Brecon Carreg became the Title Partner, as part of their 40th anniversary celebrations. Thousands of pounds were raised for good causes. The race formed part of the Run4Wales 10K Series, with events in Cardiff and Newport. The event gave people from all over Wales and the UK the chance to experience Barry's recently regenerated seafront.

This example, and others, highlights the potential opportunities that delivering a 10k in Porthcawl in partnership with Run4Wales may offer.

- 4.5 Whilst the Barry Island 10k offers an insight, any 10k event in Porthcawl would have its own challenges and opportunities as it would seek to establish itself and grow. Therefore, the exact details of the event will be determined each year for the 3 year duration of the agreement, including date, time and route which will be developed in close partnership between Run4Wales and members of the Events Safety Advisory Group (ESAG). The evaluation of each year will inform planning for the next.
- 4.6 It is envisaged that areas of support – either in-kind or financial - that the Council will need to consider in the lead up to and during the event will be similar to those provided for other recent, high profile events such as Urdd Eisteddfod, Seniors Open Championship and the Elvis Festival.
- 4.7 Any requested financial contribution will be assessed against a projected economic impact and be met through existing Regeneration Funding events budgets. Allocation of available resources will be discussed with the Events Safety Advisory group. Opportunities to utilise secured funding through the Porthcawl Resort Investment Focus (PRIF) project will be discussed and agreed with Visit Wales. As the event grows, it is currently envisaged that the potential economic impact and return on investment for BCBC will increase year-on-year.

5. Effect upon Policy Framework & Procedure Rules.

- 5.1 The agreement with Run4Wales will be put in place with support from the BCBC legal department.

6. Equality Impact Assessment

- 6.1 There are no Equalities issues associated with this report.

7. Well-being of Future Generations (Wales) Act 2015 Assessment

- 7.1 The Well-being of Future Generations (Wales) Act 2015 Assessment template has been completed. A summary of the implications from the assessment relating to the five ways of working is below:
- Long-term: The project will create an annual opportunity to animate the destination and enhance the visitor experience and understanding of the area. This will foster a longer term understanding of Porthcawl – past, present and future – and enable the area to raise awareness. Mass-participation, outdoor events are growing in popularity and amongst them are a growing number of running events. The creation of this event in Porthcawl will attract an increased number of visitors. The event will provide opportunities for mass-participation in a sporting event, which will support health and wellbeing.
 - Prevention: The introduction of a new event into the events calendar for Porthcawl will support the destination to diversify its appeal to a wider range of visitor target markets and thereby support the economic resilience of the visitor economy of the area. Events that support mass-participation in an active lifestyle will assist public bodies in providing opportunities for a greater number of people to take part in physical activity. Volunteering opportunities offered through the event will also support greater levels of social interaction.

- Integration: The project will support economic, social, environmental and cultural outcomes through boosting the local economy, raising the profile of the area through media coverage, increasing tourism, support to local running groups, fundraising, volunteering opportunities and overall event experience.
- Collaboration: The project has been developed and will be delivered through a strong partnership between BCBC and Run4Wales. It will also ensure close working with other, relevant local stakeholders locally. As part of the Run4Wales series it will offer the opportunity to develop relationships with other destinations – Barry, Newport and Cardiff. One of the main purposes of this report is seek approval to enter into an agreement with Run4Wales to formalise that collaboration.
- Involvement: Planning of the event will take place in partnership with ESAG. This group is made up of key partners involved in providing support to event managers, such as South Wales Police, The Ambulance Service, BCBC and South Wales Fire and Rescue. Planning will also be carried out in partnership with the Coastal Partnership, which includes local elected representatives, representatives of the business community, local landowners, BCBC, Natural Resources Wales (NRW), Keep Wales Tidy, The Civic Trust and Local Lifeguard clubs.

8. Financial Implications.

- 8.1 There are financial implications associated with a decision to host the new Porthcawl 10k as part of the Run4Wales series, both at a local economic level and directly to the Council. At this stage it is considered that a financial contribution of £10,000 per event is required. The funding will be secured through existing Communities Directorate budgets, referenced in 4.7. This would equate to a contribution to the cost of delivering the event in the region of 12% with other funding sources, such as sponsorship and entry fees, being secured by Run4Wales. These figures are subject to further discussion and therefore subject to change.
- 8.2 The potential aspects that may require in-kind staff support or a financial contribution are:
- Traffic management services
 - Stewarding
 - Car parking facilities and service
 - Cleansing services, pre and post event.
 - Marketing and communications support
 - Sponsorship opportunities
 - Provide Meeting rooms for Stakeholders' Group
 - Facilitation of the ESAG process
 - Meeting room facilities
 - Production of the Event and Legal Notices
 - The Council's presence on site during the event

8.3 The provision of any financial support for the above will be considered through the funding available to the Events Safety Advisory Group and, subject to discussion with Visit Wales, funding secured through PRIF.

9. Recommendation.

9.1 Support the establishment of the Porthcawl 10k event in partnership with Run4Wales for an initial 3 year period.

9.2 Authority is delegated to the Corporate Director, Communities, in agreement with Head of Legal and Regulatory Services and Head of Finance, to finalise negotiations with Run4Wales, agree in-kind and financial support and enter into a 3 year partnership arrangement and associated agreement with the Run4Wales.

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Background documents

- Cabinet Report, Bridgend Destination Management Plan and Destination Action Plan, 2013-2017, 30th April 2013
- Cabinet Report, Bridgend County Destination Management Plan and Destination Action Plan, 2018-2022, 27th March 2018