

<p>CABINET MEETING – 29 APRIL 2009</p> <p>EXECUTIVE SUMMARY SHEET – PART I</p>	
<p>Title of Report: BUPA Great North 10k</p>	
<p>Author(s): Director of Community and Cultural Services</p>	
<p>Purpose of Report: The purpose of the report is to inform Cabinet Members of discussions with the sports marketing agency Nova International, which have resulted in a proposal to stage the ‘BUPA Great North 10k’ within the City of Sunderland on 12 July 2009.</p>	
<p>Description of Decision: Cabinet Members are invited to note the content of the report and to authorise the Director of Community and Cultural Services to enter into a contract with Nova International with a view to the City hosting the BUPA Great North 10k event in 2009.</p>	
<p>Is the decision consistent with the Budget/Policy Framework? Yes</p>	
<p>If not, Council approval is required to change the Budget/Policy Framework</p>	
<p>Suggested reason(s) for Decision: The reason for the decision is that the Event will provide Inward Investment, which will address a range of strategic priorities including creating a prosperous city, extending cultural opportunities, developing an attractive city and creating inclusive communities.</p>	
<p>Alternative options to be considered and recommended to be rejected: There are no alternative options proposed.</p>	
<p>Is this a “Key Decision” as defined in the Constitution? No</p> <p>Is it included in the Forward Plan? No</p>	<p>Relevant Review Committee: Culture and Leisure</p>

REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**BUPA GREAT NORTH 10K****1.0 PURPOSE OF THE REPORT**

- 1.1 The purpose of this report is to inform members of recent discussions with the sports marketing agency Nova International which have resulted in a proposal to stage the 'BUPA Great North 10K' within the City of Sunderland on July 12 2009.

2.0 DESCRIPTION OF THE DECISION

- 2.1 Cabinet is invited to note the contents of the report and to authorise the Director of Community & Cultural Services to enter into a contract with Nova International on appropriate terms with a view to the City hosting the "BUPA Great North 10K" event in 2009.

3.0 BACKGROUND

- 3.1 Sunderland City Council has worked in partnership with Nova International in staging the 'Great Women's Run' in Sunderland for the past three years beginning in June 2006. This partnership was further developed when Sunderland hosted the 'Great North Walk' at Herrington Country Park in June 2008, an event that is again being staged on the 14 June 2009.
- 3.2 The route used for the Great Women's Run was based at Roker and Seaburn and incorporated large sections of the coast including Roker Park. With an international elite field of athletes participating alongside a field of approximately 2000 women, the event represented excellent media profile for Sunderland with dedicated coverage on both terrestrial and satellite television in addition to considerable coverage in the press and on radio.
- 3.3 Following event assessment, however, it soon became apparent that the current coastal course does not have the capacity to cope with a substantially bigger field of runners. In addition and following discussion with Nova, as the event organiser, it was agreed that a 'women only' event format restricted potential entries considerably, as the field had remained consistent at approximately 2000 for each of the three years.

4.0 CURRENT POSITION**4.1 EVENTS DESCRIPTION**

With regard to the proposed BUPA Great North 10K therefore, there are two significant changes as follows:

- A revised 10k route, starting and finishing at the Stadium of Light, incorporating Wearmouth Bridge and large sections of the city centre and coast.
- A mixed entry event for both men and women.

4.1.1 It is envisaged that a 'Junior Great Sunderland Run' would be staged following the main event which would utilise elements of the main course over a shorter distance.

4.2 PARTICIPANTS

4.2.1 The target field for the event would be 5,000. Nova will once again endeavour to secure an elite field of athletes which includes Olympic and European medallists supported by strong domestic participation from the home nations.

4.3 MEDIA COVERAGE

4.3.1 Nova have agreed television coverage for the BUPA Great North 10k as follows:

- i) The host broadcaster on UK terrestrial television will be Channel Five
- ii) Overseas broadcasts in the following countries and channels:
 - Super Sport – African Continent and Indian Ocean Islands
 - Fox Sports – Australia and New Zealand
 - ESPN Star – China
 - Star Sports Asia – Singapore, Thailand, Indonesia, Korea, Philippines, India, Pakistan, Taiwan and Hong Kong.
 - IEC Sport – Dubai, Middle East, Portugal and Sweden.

4.4 EVENT FUNDING

4.4.1 To maximise the income to deliver a successful event, Nova will seek partnership funding from the following sources:

- | | | | |
|------|----------------------------|---|--------------------|
| i) | Commercial Sponsorship | - | Naming rights |
| ii) | Great Run support sponsors | - | Official Suppliers |
| iii) | Entry Fee | - | Participants |
| iv) | Location Sponsorship | - | Sunderland CC |

4.4.2 The City Council is requested to contribute a net sponsorship fee of £120,000 to assist with an event budget in the region of £350,000 which is required to deliver an event of the calibre of the BUPA Great North 10k.

In addition the Council would need to supply a number of other services as follows:

- Road Closures
- Administration
- Hospitality
- Security
- Barriers
- Toilets
- Manpower for course set up
- Cleaning operation
- Marketing, PR and Branding

The provisional cost element for this aspect of the event delivery is an additional £50,000. However, this figure has been identified as a maximum amount and may decrease after more detailed investigation.

4.4.3 The costs can be met from the Cultural Development – Festivals and Events budget, which has been identified as one of the council's strategic priorities for 2009/10.

4.5 PROJECTED OUTPUTS

4.5.1 To ensure appropriate value for money is obtained from any event investment made, a series of criteria and output measurements would be applied as follows:

- Increased footfall levels in the city by attracting additional visitors from outside the city and also outside the region.
- Increased spend per head in the city to support the tourism infrastructure particularly in the short break market.
- Intention to make repeat visits to the city.
- Promotion of the city's image, particularly through terrestrial television coverage.
- Increased tourism profile for the city by attracting substantial media interest and coverage.
- Sustainability of the investment by proving the city to be an appropriate and viable venue for major events and activities.

These criteria will complement and enhance the city's image as promoted via the Image Strategy encouraging more people to live, work in and visit Sunderland.

4.5.2 Nova calculates a spectator attendance of 2.5 people per race participant based on previous events of a similar nature.

Including participation in the junior event, attendance for participants and spectators is therefore projected at 21,000.

4.5.3 Using previous research completed for events both in the city and the region, the spend per day based on an average from residents, day trips and over night stays, is around £17 per person.

It is also estimated that 15% of the total attendance will stay for more than one night which would include staying with friends, family or in hotels and guest houses.

Total spend is therefore estimated to be circa £420,000.

4.5.4 Channel 5 will provide sixty minutes of TV coverage for the BUPA Great North 10k. Nova have indicated that the UK audience will be in the region of 225,000 adult viewers giving a terrestrial media value of £145,000.

4.5.5 TV coverage will greatly enhance the profile and image of the city directly to a national audience, particularly given that the event will incorporate many of the city's well known landmarks such as Wearmouth Bridge, Museum and Winter Gardens, St. Peters Church, the National Glass Centre, the coast and the Stadium of Light.

In addition to this the City Council, in partnership with Nova, will engage in an extensive regional PR campaign utilising all of the usual media outlets.

4.6 EVENT DEVELOPMENT

4.6.1 Following the 2009 event and in conjunction with Nova, a comprehensive event debrief and assessment will be conducted. A main objective of this assessment process will be to determine if projected outputs were achieved.

4.6.2 A further report will then be submitted to Cabinet detailing the findings of the event assessment. Accordingly the report will recommend future actions with regard to the potential for continued support and development of the event in association with Nova International.

5.0 REASON FOR THE DECISION

5.1 Inward investment will bring many benefits in terms of addressing a range of strategic priorities including creating a prosperous city, extending cultural opportunities, developing an attractive city and creating inclusive communities.

5.2 The BUPA Great North 10k as proposed would clearly achieve these aims in addition to :-

- Increasing footfall levels in the city
- Increasing spend per head in the city
- Increasing the tourism profile of the city

6.0 ALTERNATIVE OPTIONS

6.1 There are no alternative options proposed.

7.0 RELEVANT CONSIDERATIONS

7.1 Risk implications.

Opportunities/Benefits presented:

The event provides opportunities as detailed in section 4.5.1 and will enhance the city's image and address current strategic priorities such as creating a prosperous city, extending cultural opportunities and creating inclusive communities.

Key risks, threats or uncertainties:

Significant risks	Controls to manage risks
Event does not achieve desired target field of 5000 participants.	Officers of the council will work closely with Nova International to ensure a detailed and comprehensive marketing plan is actioned to maximise entries.
Event does not achieve desired media coverage and profile for the city.	Officers of the council will work closely with Nova International to ensure a detailed and comprehensive marketing plan is actioned to maximise media coverage.

8.0 LIST OF APPENDICES

8.1 There are no Appendices attached to this report.

9.0 BACKGROUND PAPERS

9.1 There were no background papers relied upon to complete this report.

