



WOKING JOINT COMMITTEE

DATE: 24 JUNE 2015
LEAD OFFICER: GEOFF MCMANUS, NEIGHBOURHOOD SERVICES MANAGER
 WOKING BOROUGH COUNCIL

SUBJECT: SURREY HALF MARATHON 2016

AREA: WOKING SOUTH

SUMMARY OF ISSUE:

The purpose of the report is to seek approval from the Joint Committee for the hosting, in Woking, of the Surrey Half Marathon in 2016.

Since the first event in 2014 (which started and finished in Guildford) amendments have been made to the event. Further to specific feedback following the 2015 event (which was predominately contained within Woking borough) the proposed 2016 event provides for a new route which allows improvements to traffic management, together with proposals for better communication with residents and road users in general about the event.

Subject to a successful event being delivered in 2016, the future intention is for the event to be permanently hosted in Woking rather than alternating between Woking and Guildford as was the original conception.

It is recognised that this type of event underpins the health and wellbeing aims of the Joint Committee (and Woking's Health and Wellbeing Plan) in providing a local opportunity for mass participation.

RECOMMENDATIONS:

Woking Joint Committee is asked to agree that :

- (i) The Surrey Half Marathon is supported to take place on Sunday 17 April 2016.

REASONS FOR RECOMMENDATIONS:

To agree support for a Surrey Half Marathon event in 2016 recognising wider health and well being aims for the community.

1. INTRODUCTION AND BACKGROUND:

- 1.1 Following a presentation to the informal Joint Committee in April 2015 a formal paper has now been prepared to detail a further half marathon event for 2016 and illustrate how improvements are proposed building on previous half marathon events in 2014 and 2015.
- 1.2 This report is seeking a decision from the Joint Committee in order to publicise and stage the 2016 event.

2. PROPOSED 2016 ROUTE:

- 2.1 A new route has been identified for the required distance, starting and finishing at Woking Leisure Centre which only requires the closure of one A road between Woking and Guildford.
- 2.2 This will allow better traffic management and suitable diversion routes for the duration of the event (route attached as Annex 1).
- 2.3 The route has been agreed with officers from Surrey County Council, Woking Borough Council and Guildford Borough Council.
- 2.4 Police and emergency services officers have also been consulted and support the proposed route subject to final detail agreed through subsequent planning stages.
- 2.5 Freedom Leisure as operator's of the Leisure Centre and Pool in the Park site on behalf of the Council, have confirmed that they are content to work with the event organiser's to facilitate the start and finish of the event from Woking Park.

3. TRAFFIC MANAGEMENT / STEWARDING:

- 3.1 Proposed improvements on the 2015 event are planned to ensure the delivery of a safe but robust Traffic Plan.
- 3.2 An increase in Community Safety Accreditation Scheme (CSAS) marshals will allow deployment at every major junction and most other road junctions.
- 3.3 Event organisers will continue to work on the traffic management plan with Surrey County Council officers, police and emergency services with the aim of agreeing further measures to reduce the impact on road users, including the deployment of signage, diversion signage and CSAS staffing.

4. PARTICIPANTS:

- 4.1 The aspiration is to involve over 6,000 runners on the day which is an increase on the 4,500 who participated in the 2015 event.
- 4.2 The cost of entry is proposed as £28.00 Early Bird entry for first 200 runners, Standard entry £35 tbc and Premium entry in the last month before the event at £41. (These proposed prices compare favourably with other like-type local events).

- 4.3 Additional options are being explored with the Event Organiser's around linking the Council's Key Card (for those in receipt of benefits) to a reduced entrance fee, as likewise the potential for individual's who may have been prescribed health activity and/or follow a NHS 'Coach to 5k' programme of activity in the lead-up to the event.
- 4.4 In support of the Council's desire to meets its priorities regarding reducing obesity levels particularly amongst children and young people, early discussions are taking place about how potentially a children's race maybe incorporated into the event in future years. Woking Park already plays host to a successful 5k Park Run event every Saturday morning, and thus it maybe feasible to explore the options for using this route.

5. COMMUNICATIONS / PUBLICITY:

- 5.1 The event organisers aim to deliver a more comprehensive communication plan in 2016 to ensure as many residents as possible are notified in advance of the event. Some communications are repeated whilst we will also use other channels of communication for the 2016 event.

These include:

- Two postal deliveries of the 'Dear Home owner' Letter. An A4 letter folded 3, outlining the details of the event and road closure details. 2015 sample attached at Annex 2. Sent both at 12 weeks and 4 weeks form the event date (delivery area set out in annex 3).
- Use of 14 Woking Borough Council Public Notice boards with A1 posters as per 2015
- Full details of road closures shown on the Surrey Half Marathon website
- Press releases published in local papers: Surrey Advertiser, Woking News and Mail
- Paid advertising in various local outlets e.g. Get Woking
- Radio announcements through BBC Surrey, our media partners
- Meetings with Residents Association leaders
- Meetings with local businesses
- Email and Telephone calls to all Care homes
- Working with a representative (daughter of a mother in care) to ensure all Care homes are aware

6. CONSULTATIONS:

- 6.1 In addition to the presentation at the informal Joint Committee in April 2015, consultation has taken place with the Woking Borough Council Portfolio holder,

www.woking.gov.uk
www.surreycc.gov.uk/woking

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officers from Surrey County Council, Woking Borough Council, Guildford Borough Council, Police and Emergency services.

7. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

7.1 The Surrey Half Marathon is a private venture supported by public bodies to assist with a safe and well managed event.

8. RISK MANAGEMENT:

8.1 Detail of the proposed event will be subject to continued scrutiny by the Surrey Safety Advisory Group who review and oversee large events throughout the County.

8.2 The group will endeavour to identify risks associated with the event seeking early and timely resolution by the event organiser.

9. LOCALISM:

9.1 The Surrey Half Marathon provides a local opportunity for residents to partake and support a mass participation event within Woking and Guildford

10. EQUALITIES AND DIVERSITY IMPLICATIONS:

10.1 The intention is to provide an open and inclusive event.

10.2 Consultation and engagement is carried out with residents, and bodies representing particular user groups with the aim of ensuring that all potential participants are considered.

11. OTHER IMPLICATIONS:

Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	No significant implications arising from this report
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	The event underpins health and well being aims in providing a local opportunity for mass participation
Human Resource/Training and Development	No significant implications arising from this report

12. CONCLUSION AND RECOMMENDATIONS:

12.1 In consideration of this report the Joint Committee are asked to support the proposal for the next Surrey Half Marathon to take place on Sunday 17 April 2016.

13. WHAT HAPPENS NEXT:

13.1 Officers will work with the event organiser to deliver the 2016 Surrey Half Marathon in a safe and successful manner.

Contact Officer:

Geoff McManus, Neighbourhood Services Manager. 01483 743707

Consulted:

Proposed communications detailed within the report.

Borough Portfolio Holder

Councillor David Bittleston

County Council Cabinet Member

Mr Richard Walsh

Annexes:

Annex 1: Proposed 2016 Route Map
Annex 2 : 2015 Sample Residents Letter
Annex 3: Delivery area

Sources/background papers:

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