



WOKING JOINT COMMITTEE

DATE: 28 November 2018

LEAD OFFICER: EMMA-LOUISE WEBB, SPORTS DEVELOPMENT OFFICER (WOKING BOROUGH COUNCIL)

SUBJECT: SURREY HALF MARATHON

AREA: WOKING

SUMMARY OF ISSUE:

The Surrey Half Marathon has successfully taken place in the Woking/Guildford area since 2014. The event organisers, aat events, are seeking approval for the next three years (2020, 2021, and 2022) to hold the Surrey Half Marathon event, 5km race and kid's race annually in March each year in Woking.

In support of the borough's health and wellbeing agenda, since approval was last sought for the Surrey Half Marathon for 2017-2019, the event organisers have run a 5km race. It was hoped that it would attract a different cohort of runners, potentially attracting those individuals who are currently inactive into regular exercise. It has now run successfully in addition to the half marathon and the kids' race since 2017.

RECOMMENDATIONS:

Woking Joint Committee is asked to agree that:

- (i) The Surrey Half Marathon, 5km race and kids race can start and finish at Woking Leisure Centre on Sunday 8 March 2020, Sunday 14 March 2021 and Sunday 5 March 2022, and
- (ii) That unless there are any major operational issues of concern or significant requests by the Event Organisers to modify the event following the 2020 event, that subject to a full event debrief, the Woking Safety Advisory Group give approval for future events to take place in 2021 and 2022.

REASONS FOR RECOMMENDATIONS:

There are significant benefits to the event organiser if approval can be provided for events in 2020, 2021 and 2022, increasing entry numbers and allowing forward planning.

1. INTRODUCTION AND BACKGROUND:

Background

- 1.1 The aim of the Surrey Half Marathon event is to provide a safe, community-based mass participation sports event for Woking and the surrounding communities. The running events will focus on being fun and family-friendly whilst also catering to more serious runners looking to complete the course as quickly as possible.
- 1.2 2018 was the fifth edition of the Surrey Half, a closed road half marathon run starting and finishing at Woking Leisure Centre. The route follows the roads to Sutton Green and Jacobs Well, through Worplesdon and Mayford and back to Woking Leisure Centre. 4800 runners took part in the Half Marathon Event, all of which were aged 17 years plus. 500 runners took part in the second edition of the 5km event, participants were aged 10 years plus, a further 500 runners took part in the kids race, ages 6-16 years. 5 visually impaired runners participated. The event was supported by 250 volunteers and viewed by an estimated 3000 spectators, predominantly local residents.

2018 Event Feedback

- 1.3 The 2018 Surrey Half Marathon was another successful event. There were less traffic management issues, fewer resident complaints (two letters of complaints received by Woking Borough Council), the roads were re-opened on time and in some cases ahead of schedule. This was in part due to a more robust marketing and communications plan for local residents, the event becoming more visible to residents now it is in its fifth year and keeping a consistent route, so residents are fully aware of exact road closures and timings. The two letters of complaints covered concerns that the 2018 event fell on Mothering Sunday and therefore the road closures curtailed movement.
- 1.4 The proposed 2019 route will remain the same as the 2018 route (Appendix 1).

Improvements for 2020

- 1.5 Further to event feedback from stakeholders, runners and supporters alike, the following are suggested areas for improvement which at events are keen to address going forward:
 - The event dates proposed will not take place on the same day as Mothering Sunday.

2. ANALYSIS:

- 2.1 The Borough Council is confident that the event organisers can successfully deliver a Half Marathon event that benefits local residents, local charities and underpins the Council's Health and Wellbeing aspirations. At events has evidenced this by delivering 5 successful events, which have greatly improved year on year. Therefore, subject to any major incidents, the borough council are supportive of seeking approval for the event to take place in 2020, 2021 and 2022.

4. CONSULTATIONS:

- 4.1 Consultation has taken place with various Surrey County Council departments including:
- 4.2 Matt Jezzard SCC Traffic Manager: “Following some problems and complaints after the first year of this event, by changing the route and improving the pre event communications and the event delivery itself in subsequent years, I would have no objection to the event being held in the future from a Network Management perspective.”
- 4.3 Liz Ulisz Deputy Director - Adult Social Care: “The organisers contact me well in advance of the event to ensure that social care providers have all the information they need to enable them to provide services to residents during the event. The organisers will work with providers directly to help plan routes, they also offer a helpline service on the event day to ensure business continuity. I have not received any complaints about this event from providers.”
- 4.4 Alan Morris – Emergency Planning: “From an SCC EMT perspective we are happy with the way the event is being run. Every year improvements are made to ensure disruption to residents is kept to a minimum as the event grows. As a result the number of complaints has dropped. The organisers engage well with the SAG and take on board partners and residents’ concerns and feed this into their planning. We have no concerns with the event continuing.”

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 There is no direct cost to Woking Borough Council or Surrey County Council.
- 5.2 All events will meet all appropriate costs for hosting the event on Surrey Highways and event management overall, seeking local sponsors as appropriate.
- 5.3 The 2018 event raised an estimated £360,000 - £400,000 for charity.
- 5.4 Proposed Entry fees for 2017 are: Kids race £10-£12, Adults £31-£41, 5km £18. Discussion will take place with the event organisers to ensure entry fees are as accessible as possible as well as looking to promote linked opportunities in support of wider health and wellbeing activities. (ie: NHS Couch to 5km to support participants completing the 5km event).

6. RISK MANAGEMENT:

- 6.1 The associated risks involved with hosting a closed road event is outlined below:

Risk 1: Resource and knowledge to deal with traffic / road closure complaints usually dealt with by Surrey County Council and associated reputational impact on Woking Borough Council.

Mitigation – Sports Development Officer will be responsible for fielding these complaints and will continue to consult with Surrey County Council and event

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organisers throughout the whole process. Given the number of complaints in 2018, resource should not be a concern, given that the event will be largely the same.

7. LOCALISM:

- 7.1 The event as a whole provides an inclusive, mass participation event to the residents of Woking and surrounding areas.
- 7.2 The event also provides the opportunity for local residents to volunteer and spectate at a closed road mass participation event, which is on their doorstep.
- 7.3 Spectator hotspots along the route allow communities to come together to watch the event and enjoy live entertainment.

8. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 8.1 By providing the 5km race the event has become more inclusive, attracting not just regular runners, but also beginners. This, in partnership with the half marathon and kids race provides an inclusive event that could, in theory, be accessed by a number of residents of Woking.
- 8.2 A potential barrier to participation could be the cost of entry, as detailed within Section 5 which will be subject to further discussion with the event organisers.
- 8.3 aat events will work with the Sports Development Officer at Woking Borough Council to encourage more visually impaired runners to participate across the three events and continue to support free entry for their guides.
- 8.4 aat events with support of the Sports Development Officer at Woking Borough Council will explore the opportunity of having British Sign Language Interpreters to assist with race briefings on the day of the event.
- 8.5 aat events completed an Equalities Impact Assessment from for the 2018 and will do so for the 2020 event, once agreed.

9. 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	Set out below
Human Resource/Training and Development	No significant implications arising from this report

Public Health implications

- 9.1 The event under-pins Woking Borough Council's Health & Well Being ambitions around providing opportunities for mass participation events. By offering three different distance inclusive events a greater cross section of the local community (i.e. experienced runners, children and beginners) have the opportunity to access an event and increase their levels of physical activity.

10. CONCLUSION:

- 10.1 The Surrey Half Marathon was successfully delivered in 2018, with a number of improvements made by the event organiser to ensure complaints were kept to a minimum. The event has improved year on year.
- 10.2 The organisers have taken on board the feedback from the 2018 event and are again looking at ways to improve the event in 2019.
- 10.3 There are significant benefits to the event organiser if approval can be provided for events in 2020, 2021 and 2022. It is therefore proposed that unless there are any major operational issues of concern or significant requests by the Event Organisers to modify the event following the 2019 event, that subject to a full event, debrief the Woking Safety Advisory Group give approval for future events to take place in 2020, 2021 and 2022.

11. WHAT HAPPENS NEXT:

- 11.1 If the future years' events are agreed, the event organisers at events will promote these at the next event to be held on Sunday 10 March 2019, and similarly in subsequent years.

Contact Officer:

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Consulted:

Surrey County Council Traffic Management
Surrey County Council Emergency Planning
Surrey County Council Adult Social Care

Borough Portfolio Holder

Councillor Ian Kemp

Annexes:

Appendix 1 – Surrey Half Marathon 2019 Route Map

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