



Author/Lead Officer of Report: Julie King -
Events Manager

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Report of: Laraine Manley – Executive Director, Place

Report to: Councillor Mary Lea - Cabinet Member for Culture,
Parks & Leisure

Date of Decision: 27th November 2019

Subject: Sheffield Half Marathon & 10k Road Race

Is this a Key Decision? If Yes, reason Key Decision:-	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
- Expenditure and/or savings over £500,000	<input type="checkbox"/>	
- Affects 2 or more Wards	<input type="checkbox"/>	
Which Cabinet Member Portfolio does this relate to? <i>Culture Parks and Leisure</i>		
Which Scrutiny and Policy Development Committee does this relate to? <i>The Economic & Environmental Wellbeing Scrutiny & Policy Development Committee</i>		
Has an Equality Impact Assessment (EIA) been undertaken?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If YES, what EIA reference number has it been given? 644		
Does the report contain confidential or exempt information?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-		
<i>“The (report/appendix) is not for publication because it contains exempt information under Paragraph (insert relevant paragraph number) of Schedule 12A of the Local Government Act 1972 (as amended).”</i>		

Purpose of Report:

We have had a contract in place for the last 5 years with an external event provider to deliver the city centre Half Marathon and 10k road races. We feel it is time to test the market again to see if there are any other providers that are able to deliver successful road races that also bring in income via fees to the City Council. We are looking for an event provider/organiser to provide an event that will increase participation and attract all levels of abilities as well as attracting visitors to the city.

Recommendations:

- i) That approval is given to retender for an event organiser to deliver a service (10k and half marathon road race) for a period of 5 years with an option to extend for a further 2 years; and that
- ii) The Cabinet Member authorises to the Director of Finance & Commercial Services to approve the outcome of the tender and award the contract to the preferred bidder.

Background Papers:

(Insert details of any background papers used in the compilation of the report.)

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: <i>Alison Chambers</i>
		Legal: <i>David Cutting</i>
		Equalities: <i>Annmarie Johnston</i>
<p><i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i></p>		
2	EMT member who approved submission:	<i>Laraine Manley</i>
3	Cabinet Member consulted:	<i>Mary Lea</i>
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Decision Maker by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	
	Lead Officer Name: <i>(Julie King)</i>	Job Title: <i>(Events Manager)</i>
	Date: <i>15-11-19</i>	

1. PROPOSAL

- 1.1 Sheffield's name has been synonymous with sport for many years. Named as the UK's first National City of Sport in 1993, the city currently has one of the highest sport participation rates of a major city in England.
- 1.2 The Sheffield City Council Major Events Team delivers an annual programme of events, ranging from cultural festivals to park events, from major sporting events to city centre based events. The team both attracts event promoters to Sheffield to put their events on in the city and it also organises its own programme of events.
- 1.3 Sheffield has held annual half marathon and 10k road races in the city for over 15 years. The current provider took over the running of both races (the half marathon 5 years ago; and Sheffield 10K 3 years ago). This partnership has proved very successful with increased entry fees across both events, the introduction of junior and mini runs and a corporate team challenge helping to attract new runners to both events. We not only have two very well managed and organised events but also a reduction of reputational risk to SCC and also a financial contribution to SCC in the form of a staging fee paid to SCC from the event organiser.

2. HOW DOES THIS DECISION CONTRIBUTE?

- 2.1 Sheffield will continue to host city centre road race events for people to enter which will focus on increasing participation and inclusion at all levels of ability
- 2.2 This will support the promotion of a more active lifestyle and assist with improving health inequalities in Sheffield. The events provide additional income to SCC as a staging fee from the event organiser. This income goes directly back into supporting the Council's major events programme across the year.

3. HAS THERE BEEN ANY CONSULTATION?

- 3.1 There is no legal requirement for consultation

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1 Equality of Opportunity Implications

- 4.1.1 Overall this proposal should be positive as these events will help drive the city's health and wellbeing strategy and aid community cohesion and enjoyment with many 1000's of people lining the route cheering the runners on. The events will be focused on including participants from all levels of ability and all backgrounds. Event organisers will be asked to demonstrate how they propose to attract and retain entrants from all backgrounds and abilities. Event Organisers will also be asked to demonstrate their capability to deliver community programmes in order to

encourage participants from areas with higher health issues.

The income derived from both events is put directly back into the city's major events programme. There should also be over £100,000 raised for local charities”.

4.2 Financial and Commercial Implications

4.2.1 There are no Financial Implications. All costs of delivering the event will be funded by the event organiser from the incomes received from sponsorship/funding and entrant fees.

4.2.2 The Council will provide access to its promotional branding sites, payable at internal rates by the event organiser, and utilise the councils social media and communications to promote the event(s)
During the competition process, potential bidders will be required to demonstrate that they can manage all financial aspects of the race, for example, processing entrant fees, managing sponsorship and paying suppliers

4.3 Legal Implications

4.3.1 The council does not have a specific duty to provide road races within the city boundary. However, under the National Health Service Act 2006 each local authority must take such steps as it considers appropriate for improving the health of the people in its area. Whilst the proposal outlined in this report is not primarily for the purpose of improving the health of the people in the Sheffield area it demonstrably promotes healthy lifestyles. The Council also has a general power under s1 of the Localism Act 2011, subject to certain exceptions that do not apply in this case, to do anything that an individual may do.

The legal arrangement with the race promoter would be by way of a ‘concession contract’ which whilst of a neutral cost to the Council, envisages income into the Council as explained within this report. Concession contracts with a projected value of over £4,551,413 are governed by the Concession Contracts Regulations 2016. The projected value of this contract is less than that figure, however, the competitive process proposed will ensure that the Council’s general obligations to act fairly and transparently are still met. The proposed procurement process will also comply with the Council’s Contract Standing Orders

The Event Provider will be responsible for ensuring all permits, including road closures, are in place in relation to the event which will be included as a contractual requirement.

4.4 Other Implications

4.4.1 There are no other know implications.

5. ALTERNATIVE OPTIONS CONSIDERED

5.1 ***Do Nothing:*** This option is not favoured as Sheffield would lose two events which have operated successfully.

5.2 **Extend the arrangements with the current provider:** Continuing with the same arrangements does not allow for a new operating model to be developed nor does it enable the Council to test the market in a competitive process. This option is not favoured as it does not offer value for money.

6. REASONS FOR RECOMMENDATIONS

6.1 It is intended to re test the market for an event organiser/deliverer and combine the Half Marathon and 10k (road race) into one contract

A key objective of this contract will be to look at other event operators since the last contract was put in place and provide income to Sheffield City Council to then put back into and develop events within the city. It is intended that this will benefit Sheffield and its residents attracting a wider demographic for participation / attendance. Also to bring people from outside the Sheffield area. We will continue to grow and develop both events with the successful bidder/provider. This could be across a range of opportunities such as increased entries, targeting hard to reach groups, growth of the junior and mini runs, exploring how the events contribute to the city health and wellbeing agenda. We will also discuss and agree an approach to helping the environmental questions a mass event can bring to a location and how we work with the provider to reduce / mitigate these issues.

6.2 Events such as a city centre road race attract income from both entrants and commercial sponsorship. Soft marketing testing and previous experience suggests that a more modern business model should include an income share opportunity to the council. By undertaking a competitive tendering process, the council can appoint a suitable event organiser to work with it to deliver the vision and also ensure value for money is achieved.