

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME23/046

Committee:-	Markets and Events Committee
Date:-	Wednesday 17 April 2024
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Running Event 2025
Wards Affected:-	All

**1. Purpose of Report**

For members to discuss options for a potential running event.

**2. Recommendations**

It is recommended that members indicate their preferred running event organiser out of the two proposals outlined below.

**3. Information**

- 3.1. Further research has been carried out on the two proposed running event providers and members are asked to indicate their preferred supplier.
- 3.2. The event is to be staged in spring 2025, with March the best option for weather conditions and falling at a useful time in the running calendar.
- 3.3. The proposals from both companies are summarised below in this anonymised table.

Company A	Company B
Local provider, with good knowledge of town and experience providing similar running events in region	Large provider, supplying multiple running events nationwide.
Length	

10 mile (16km) 10km Fun run	Half marathon (21km) 10km Fun 5k run
Proposed routes – see appendix for maps	
Starting and ending in Wicksteed Park with event village sited within the park.  Urban-based beginning in town centre going through	Starting and ending in Wicksteed Park with event village sited within the park.  Urban and rural based
Community Engagement	
Would look to engage with local running clubs and groups as well as community groups and local businesses to capitalise on influx of people into town.	Would look to engage with local running clubs and groups as well as community groups and local businesses to capitalise on influx of people into town.
Financial arrangements	
KTC to pay for major event costs such as road closures, medical support, these are expected to be in region of £20-25k  Company to keep ticket income to cover their costs  Tickets to be set comparatively low iro £22 per entrant  If successful would look to lock in agreement for a number of years	Self-funding, requiring no specific outlay from KTC    Ticket price to be set iro £30-35 per entrant  If successful would look to lock in agreement for a number of years
Roles and responsibilities	
Company to organise event, in charge of advance bookings, on the day event, etc  KTC to provide significant event support	Company to organise event, in charge of advance bookings, on the day event, etc  KTC to support with liaising with key partners, including NNC, highways, Wicksteed,

<p>KTC to support with liaising with key partners, including NNC, highways, Wicksteed,</p> <p>KTC to liaise with local businesses and organisations along route</p>	
<p>Volunteer requirements</p>	
<p>Needed to steward road closure KTC support in recruiting stewards</p>	<p>Needed to steward road closure KTC support in recruiting stewards</p>

#### 4. Consultation and Engagement

A number of events arise from feedback from the public or requests for new events by members and other organisations.

#### 5. Finance, Legal and Resource Implications

- 5.1. The budget for 2024/25 includes a portion to be spent on a running event. Officer time would be required to support and organise the event.

#### 6. Climate Change Implications

- 6.1. Events are provided to boost the local economy, increase footfall into the town centre and are primarily aimed at local people and bringing them into town, as opposed to them travelling to other town centres. In that sense, they contribute to lower emissions from shorter journey lengths. In so far as local people are involved as traders, entertainers and event providers, then this boosts the very local economy and strengthens local community links.
- 6.2. The manner in which events are provided will also impact on the amount of resources consumed.

#### 7. Other Policy Implications

The corporate plan says:-

##### Economy

1. The Council will support growth and the continuing economic welfare of the town, provided this growth is as sustainable as it can be.
2. The Council will support the town centre – through encouraging and delivering facilities, through putting on events and markets, and will help to

make the town centre safe, attractive, interesting and varied, with local businesses thriving alongside national retailers and service providers.

**Health and Community**

3. The Council will support measures to improve physical and mental health wellbeing, particularly in the light of the impacts of covid 19, through its own services and in partnership with others.

Background Papers

Appendix outlining routes

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