

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME23/019

Committee:-	Markets and Events Committee
Date:-	4 <sup>th</sup> October 2023
Author:-	Emma Dezelu, Deputy Clerk
Report Title:-	Running Event 2024
Wards Affected:-	All

**1. Purpose of Report**

For members to discuss options for a potential running event in 2024/5.

**2. Recommendations**

That members consider the proposals from running event organisers for an event in Kettering.

**3. Information**

- 3.1. A running event for the town has been discussed at previous meetings and members approved further research on the practicalities and costs of holding such an event.
- 3.2. There is currently no running event held in or around the town, so a gap in the market has been identified.
- 3.3. Cransley Hospice was approached for information as they previously organised a running event for a number of years to raise money for the charity.
- 3.4. The event would require significant organisational input and as such the town council does not have the staffing levels required to run the event.
- 3.5. A number of running event companies have been approached for initial information on how an event may be staged. There is a variety of approaches with the companies, ranging from it costing KTC £40,000 to nothing – with some donations to charity. However, these costs are initial and, without

further detail, cannot be taken as definite at this stage.

3.6. Costs involved in the event include: traffic management, road closures, event infrastructure such as marquees, barriers, toilets, race chips, medals and t-shirts, refreshments, stewarding and staffing, first aid, marketing and event admin and communicating with runners.

3.7. A running event can range from short fun-runs aimed at children and young people and non-runners through to half and full marathons aimed at the local running community. Different types of events will attract a different audience and engage with different sections of the community. Members are being asked to consider what type of event they would like to stage and for what purpose the event will be put on – e.g. health and wellbeing, promoting the town, driving businesses to the town centre, youth engagement etc.

#### 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. Depending on the package on offer from the event companies the costs range from around £40,000 to very low – although this will have an impact on staff time.

5.2. The following table compares the two proposals we have so far discussed with potential providers, both of whom are reasonably local and have run events in Northampton in the last year.

Company A	Company B
<p>Potential costs in the region of £25,000 however this is just a ballpark figure.</p> <p>Start and end point – could be different, although a loop works well though</p> <p>UK Athletics registered</p> <p>Would need volunteers to work on race day to support.</p> <p>Potential distances 5k 10k ½ marathon ¾ marathon</p>	<p>Looking to create a half marathon, 10k using part of the same route of the marathon and a fun run at the event village</p> <p>-Create a great atmosphere and community feel, invite local businesses to trade in the event village, entertainment in the village and around the course, and look to find ways to encourage participants to stay in the town after the event (eg further entertainment or offers in the town throughout the day).</p> <p>Costs for entrants around £30-£34.</p> <p>Inclusive to all, from elite runners to first timers.</p>

<p>10 mile missing in local calendar</p> <p>Would make the run for a reason - why run in Kettering?</p> <p>Local investment – make route beautiful</p> <p>Cut back foliage etc – create a legacy from the event</p>	<p>Road closures until 12.30 to allow 3.5 hours for all runners to complete race. Race on a Sunday</p> <p>Start/end suggested to be at Meadow Road Park.</p> <p>UK Athletics registered – listed on websites and search engines</p> <p>KTC support via advertising through as many channels as possible and putting in contact with relevant stakeholders.</p> <p>Need approx. 1 year to advertise and promote event. Autumn 24 or winter/spring 2025.</p>
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## 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

Events preparatory work

Financial management system

Input from potential providers

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