

The Vale of Glamorgan Council

Cabinet Meeting: 9 October, 2017

Report of the Cabinet Member for Social Care, Health and Leisure

Barry Island 10km Road Race - Summer 2018

Purpose of the Report

1. To seek approval to stage a 10km road race in Barry on Sunday 5th August 2018, in partnership with Run 4 Wales.

Recommendations

1. That a 10km road race be staged in Barry on Sunday 5th August 2018 in partnership with Run 4 Wales.
2. That delegated authority be granted to the Director of Environment and Housing Services, in consultation with the Leader and Cabinet Member for Social Services, Health and Leisure, to finalise arrangements for this event.

Reasons for the Recommendations

1. To provide the necessary authority for a 10km road race to take place in Barry as part of the Barry Weekenders events for 2018.
2. To ensure the event is managed effectively.

Background

2. The Council has been approached about the possibility of staging a major road race in the area by Run 4 Wales who are the organisers of the highly successful Cardiff Half Marathon and the Cardiff 10K.
3. There have been various proposals considered and the latest proposal would bring a mass participation 10km road race based around Barry Island to the area which would be promoted as part of the summer programme of activities at Barry Island with the aim of bringing more visitors to the area.

Relevant Issues and Options

4. It is proposed to stage a 10km road race, to be known as the Barry Island 10k, on Sunday 5th August 2018, which would start mid-morning to minimise disruption to local residents. By staging a 10km road race there is the opportunity to have a

significant number of competitors (hopefully 3,000+) but to have a fixed time period for any required road closures limited to around a maximum of approximately 2 hours. An exact route is still under discussion but attached at [Appendix A](#) is the current suggested indicative route with the likely times that roads will need to be closed clearly marked.

5. The Event will be managed and promoted by Run 4 Wales, who have proven expertise in organising such events and who have a significant database of runners to make the event a success. They will also undertake significant communication with both businesses and residents on the proposed route. As a minimum all residents on the route will receive 2 letters advising them of the event and providing contact numbers should any emergency issues arise.
6. The event will be incorporated into the highly successful Barry Island Weekenders programme of summer activities and will also feature other events on this particular weekend such as a kids fun run, sports taster sessions etc. with the aim of attracting as many visitors as possible.

Resource Implications (Financial and Employment)

7. No direct financial contribution for the proposed 10k road race is required but Run 4 Wales will be seeking assistance in kind as the Council has provided for other significant events.
8. The event would be expected to also generate significant spend in the Vale of Glamorgan with the recent Half Marathon in Cardiff estimated to have been worth £2.5million to the local economy.

Sustainability and Climate Change Implications

9. Run 4 Wales are keen to establish a 10k race in Barry as part of a regular series of 10k events across South Wales. Therefore sustainability is a key factor in the preparations and delivery of this event.

Legal Implications (to Include Human Rights Implications)

10. Any legal implications associated with the staging of this event, such as road closures, will be discussed with Run 4 Wales.

Crime and Disorder Implications

11. The provision of quality leisure facilities will serve to reduce crime in the area and provide security for the facility.

Equal Opportunities Implications (to include Welsh Language issues)

12. Run 4 Wales are aware of the Council's Equal Opportunity policies.

Corporate/Service Objectives

13. The provision of events such as this proposal is recognised in the Corporate Plan under well-being Outcome 4: an active and healthy Vale, objective 7 working in partnership to deliver a range of activities through our leisure and community facilities and parks to increase levels of participation and physical activity. It also impacts on Well-being Outcome 2: An environmentally responsible and prosperous Vale, Objective 4: Deliver a co-ordinated approach to managing the Barry Island resort.

Policy Framework and Budget

14. This is a matter for Executive decision by Cabinet.

Consultation (including Ward Member Consultation)

15. The local Ward Members have been consulted and comments received:

- Pamela Drake

"I have no issues with this proposed attraction the route as laid looks fine, but recognise it could change."

- Cllr Ian Johnson

"I support the proposal for a Barry 10km race that will provide great opportunities to promote the town.

The Council should ensure that local businesses and charities are well placed to benefit from the event.

It is important that local residents are kept informed, that road closures and other disturbances are kept to a minimum and that appropriate parking and public transport arrangements are in place, especially so given that this is proposed for a weekend during the high Summer season where casual tourism may also be higher than average.

These will provide logistical challenges, but successful event management means that this can be a recurring event with economic and health benefits for Barry and Vale residents."

Relevant Scrutiny Committee

16. Economy and Regeneration

Background Papers

None.

Contact Officer

David Knevett, Operational Manager, Leisure and Tourism.

Officers Consulted

Financial Accountant - Visible Services
Committee Reports
Operational Manager, Highways and Engineering
Principal Tourism & Marketing Officer
Operational Manager, Regeneration
Events Officer
Communications Manager
Head of Visible Services and Transport

Responsible Officer:

Miles Punter - Director of Environment and Housing Services