

**BRISTOL CITY COUNCIL**

***Downs Committee***

***21<sup>st</sup> Nov 2011***

**Report of:** Service Director of Communication and Marketing

**Title:** *Race For Life 2012*

**Ward:** N/A

**Officer Presenting Report:** Peter Watts (Festival and Events Officer -  
Event Site Licensing)

**Contact Telephone Number:** 0117 922 3466

**RECOMMENDATION**

*That the Report be noted.*

**Summary**

*The Purpose of this report is to inform the committee of the proposed plans for Race for Life in 2012.*

**The significant issues in the report are:**

*Brief History of the Event  
Recent Additions to the Event  
Response to road closure concerns*

**Policy**

1. *Not Applicable*

**Consultation**

2. **Internal**

*Robert Westlake – Downs ranger*

3. **External**

*None*

#### **4. Context**

- 1, Race for Life is organised and managed by Cancer Research UK (CRUK) who initially approached the Downs Committee back in 1996 to secure the use of the Downs for an annual one day woman's only Charity 5k Fun run.
- 2, The 5km race takes place on the roads around Durdham and Clifton Down using a single lap route. The main event area takes place on Clifton Down. This area consists of a gantry with supporting banners and time clocks, marquees, temporary toilets and a small stage unit. To reduce congestion, runners set off before the walkers and there are separate start and finish lines.
- 3, There is a vehicle pick-up and drop-off point at the end of Stoke Road and participants are strongly encouraged to use city centre car parks or public transport.
- 4, A report was again submitted in February 2004 to seek the continued use of the Downs. This was in response to record numbers attending the 2003 event (10,100) The 2004 report outlined a request to hold the event over two days to address the increasing numbers and split the numbers attending to an estimated 7000 each day. The Downs Committee approved the two day plans. Subsequent Race for Life events were reported via Delegated Powers.
- 5, In 2010 Cancer Research UK proposed an additional 10k route to be added to the two day event. The 10k race taking place on the Saturday morning an was aimed at those long term Race for Life 5k runners who were finding the 5k fun run no longer a challenge which impacted on their ability to fundraise effectively. The extended route also crosses over Stoke Road. A tabletop Safety Advisory Group meeting held on the 16<sup>th</sup> February discussed the proposed route and approved the request due to the excellent safety and planning record demonstrated by the team since the initial 1996 event was held.
- 6, Following the 2011 event some local residents reported that the additional 10k route had some impact on the length and duration of road closures for Stoke Road.
- 7, It was the request of the Downs Committee that the event be re appraised for 2012 via a full report to Committee.
- 8, CRUK has advised that in real terms audience attendance has actually declined since a peak in 2007 and that they have no plans to increase

the event in terms of infrastructure or expected participant numbers. They request that the same plans are approved as held in 2011 for 2012.

9, Proposed road closures for 2012 are as follows:

- Ladies Mile 05:00 on Sat 9<sup>th</sup> July to 1600 on Sun 10<sup>th</sup> July.
- Stoke Road 0700 to 1800 on Sat 9<sup>th</sup> July and 08:00 to 15:00 on Sun 10<sup>th</sup> July
- Circular Road 0700 to 1800 on Sat 9<sup>th</sup> July and 08:00 to 15:00 on Sun 10<sup>th</sup> July
- Fountain Hill 0700 to 1800 on Sat 9<sup>th</sup> July and 08:00 to 15:00 on Sun 10<sup>th</sup> July

- 10, If the Downs Committee are not in agreement to the event running in line with 2011's plans CRUK have proposed an alternative arrangement that avoids the need to cross Stoke Road which is not the preferred option.
- 11, Removing the Stoke Road closure is not ideal as it adds an increased risk of damage to the Downs as runners move away from established footpaths and run across grassland that is at times uneven.
- 12, In 2011 CRUK recognised the impact of road closures to the surrounding area and modified their plans to ensure that Rockleaze and Saville Road remained open in 2011 and they plan to continue to ensure these roads remain unaffected by the event.

## **Proposal**

4. That the Downs committee approve the exiting plans for Race for Life 2012.

## **Other Options Considered**

N/A

## **Risk Assessment**

5. If the Downs Committee cannot agree that Race for Life can go ahead in 2012 with the current plans there is the risk that the event may not be able to proceed in 2012. This will raise criticism from participants and the media.

There is a financial risk of £596.25 if the event is unable to proceed. CRUK have advised if they are not able to hold the Race 10K event due to the closure not being approved this would impact sponsorship raised by in excess of £91,000 (current amount raised to date from the 2011 event).

## Public Sector Equality Duties

- 6a) Before making a decision, section 149 Equality Act 2010 requires that each decision-maker considers the need to promote equality for persons with the following “protected characteristics”: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation. Each decision-maker must, therefore, have due regard to the need to:
- i) Eliminate discrimination, harassment, victimisation and any other conduct prohibited under the Equality Act 2010.
  - ii) Advance equality of opportunity between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to --
    - remove or minimise disadvantage suffered by persons who share a relevant protected characteristic;
    - take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of people who do not share it (in relation to disabled people, this includes, in particular, steps to take account of disabled persons' disabilities);
    - encourage persons who share a protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.
  - iii) Foster good relations between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to –
    - tackle prejudice; and
    - promote understanding.

## Resource Implications

### Financial Revenue

Site Fees - £596.25

Reinstatement Bond - £1500

**Land**  
Not Applicable

**Personnel**  
Not Applicable

**Appendices:**  
**Race for Life Report for Downs committee from Cancer Research Uk.**

**LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**  
**Background Papers:**

None



## On the Day Activity (OTDA) & Event Day Format

- In real terms the format of the day has not changed at all in many years. Participants generally arrive approx. 1 hour before the event. Heart provide commentary from this point, we have a few guest speakers, the Event Manager's speech & an aerobic warm up, but that's just about it. Race for Life is **NOT** an entertainment event, but is a Charity fundraising event, and anything that happens on stage is to further push home the importance of sending in sponsorship.
- No new additions or change in the event 'make-up' are planned for 2012.
- Equipment has stayed relatively the same:
  - A stage
  - Start/Finish Gantries (*2 req'd at Bristol due to size of event*)
  - Crowd Barriers and Stake & Tape
  - Event Control Marquees
  - Toilets (*at an agreed national ratio of 1 toilet per 120 participants*)
  - Catering (*a service for our participants, but also an additional income stream for the charity*)
  - 'Newer' additions: Screen (*see below*), OTDA marquees, Megasol (*1 day only in 2011*)
- Bristol is the biggest Race for Life in the South West and accordingly it is recognised as being one of the best ways to engage with a large number of our supporters. Accordingly we have a few additional 'extras':
  - Large Screen: This allows us to play additional key messages to our supporters. This has proven to be an extremely effective way of engaging our supporters and communicating the work of Cancer Research UK.
  - Due to Bristol R4L being a 'key' event in the South West a number of our national sponsors want to attend, so we allow space for them accordingly e.g. Clarks & Tesco.
- Cost Ratios – We consistently try to keep our cost ratios as low as possible, so we do not have equipment on site that we do not require. Any equipment on site is essential for the safe delivery of the event, or to serve a specific purpose to raise awareness of the Charity's work (i.e. the screen) & help raise increased sponsorship returns.
- On The Day Activity (OTDA):

Race for Life is **not** an 'entertainment' event; it is a fundraising event for Cancer Research UK. However, over the past few years our participant surveys have consistently raised the issue that our participants want more 'activity' at the event. We have responded to this by realising that this is an opportunity to further 'engage' with our participants & supporters and raise additional funds for the charity. The past couple of years have subsequently seen an increase in OTDA. These are all sourced locally by a local key volunteer for Cancer Research UK.

In 2011 this activity brought in **over £2,000 additional income** for Cancer Research UK. Without the OTDA this income would not have been available. To put this in context, £2,000 would cover the cost of over 7 people taking part in a clinical trial testing chemotherapy before and after surgery, and the antibody drug Vectibix, to improve survival for bowel cancer patients. Removal of this type of OTDA would significantly & directly affect some of the work that Cancer Research UK can do.

- Local Community Groups: We work with local community groups at the event e.g. Air Cadets & Pole Fitness. They provide a large number of volunteers for us (over 3 events) & we prefer to work reciprocally, so for example in 2011 Pole Fitness also did fitness demonstrations to side of the stage.

### **Road Closures**

- Road Closures in 2011 were decreased from previous years (*2010 both Rockleaze & Saville Rd were more affected, but both of these were kept open in 2011 – see Appendix 1 for 2011 route*).
- All road closures are required to ensure the H&S of the participants. We prefer not to close roads wherever possible as this causes local disruption, and at a bottom level costs the charity money to manage on the day.
- Road closures utilised in 2011:
  - Ladies Mile 05:00 on Saturday 9<sup>th</sup> July to 1600 on Sunday 10<sup>th</sup> July.
  - Stoke Road 0700 to 1800 on Saturday 9<sup>th</sup> July and 08:00 to 15:00 on Sunday 10<sup>th</sup> July
  - Circular Road 0700 to 1800 on Saturday 9<sup>th</sup> July and 08:00 to 15:00 on Sunday 10<sup>th</sup> July
  - Fountain Hill 0700 to 1800 on Saturday 9<sup>th</sup> July and 08:00 to 15:00 on Sunday 10<sup>th</sup> July
- We will continue to look at reducing these wherever possible to try to minimise the disruption to local residents (**see ‘alternative plans’ section**). Road closures are always opened as soon as possible.



## **Route Plans / Alternative Plans**

In the appendices I have put the route plans for the 2011 events, but also some potentially changed routes for 2012 which may reduce road closures.

- Please note that ALL routes do start & finish on Ladies Mile (and utilise Circular Rd) – these are road closures that simply cannot be avoided. For Health & Safety reasons it is imperative that the event has a long, wide and even surfaced ground for which to start. Only Ladies Mile & Circular Rd provide these factors, so for the event to continue safely and successfully these 2 roads must be utilised.
- Appendix 1: The 2011 Race for Life Route
- Appendix 2: The 2011 Race 10k Route
- Appendix 3: Potential alternative Race for Life route.  
*This is extremely tentative provisional work, but could illustrate how Race for Life could be delivered to utilise more of the Downs and reduce road closures. This route would effectively completely eliminate the Stoke Rd road closure, which would significantly reduce local disruption & would increase participant parking.*

*Site inspection & measuring work would need to be undertaken before this route could be properly considered, but it does highlight a possible workable alternative.*

- Appendices 4, 5 & 6: Shows investigation into alternative Race 10k routes, whereby we could remove the Stoke Rd road closure. However, this work immediately illustrates that none of these routes are ideal, and raise worrying health & safety concerns (*in terms of ground conditions*) – with proper site investigation it might be shown that these routes are completely not suitable anyway. Also, none of these routes actually yet equate to the required 10k distance.

### **Summary:**

As previously shown, Race 10k is an extremely important income stream for Cancer Research UK with participants raising 40% more 'per head' than their 5k counterparts, so it is imperative that this event does continue. However, the Appendices 4, 5 & 6 adequately illustrate that there is not a suitably safe route that could be utilised without crossing Stoke Rd.

**Possible Solution / Compromise:** The Race 10k could utilise the same route as per 2011 (crossing Stoke Rd), but, if possible, the Race for Life events (5k) would not cross Stoke Rd. This would mean that Stoke Rd would only be closed for Saturday morning, and thus would significantly reduce local disruption.

### **Decision for the 'go ahead' of the Race for Life Events**

- Race for Life management are happy to work with Bristol City Council and the Downs Committee to ensure a successful event in terms of raising as much sponsorship for Cancer Research UK, and, wherever possible, to decrease the disruption to local residents.
- It is imperative that a decision is made on the committee meeting of 10<sup>th</sup> November. If a decision is not made by this time, it would become extremely difficult for effective planning to take place (both in terms of infrastructure & marketing) which could seriously jeopardise the success of the event and thus detrimentally affect potential sponsorship income for Cancer Research UK's work.

**Appendix 1: Race for Life 2011 Route (5k)**

**Bristol Race for Life– Route 2011**  
 Sat 9<sup>th</sup> July (3pm) & Sunday 10<sup>th</sup> July (11am)  
 Event Manager: Scott Renken: 07768 616 027

- Key**
- = Route
  - = Road Closure
  - = Traffic Steward
  - = Paramedic
  - = First Aid (on foot)
  - = First Aid (cycle responder)
  - = First Aid (Response Vehicle)
  - = 'Blue' Emergency Routes
  - = Marshals
  - = Water Station
  - = Ramp
  - = Donation Station
  - = Emergency Rendezvous



Route moves onto common

Stoke Rd = Volunteer Parking

Finish Gates

1 2 3 4 5 6 7 8 9 10 11

B

C

D

E

F

A4

2K

1K

4K

Saville Rd

Stoke Hill

Roman Rd

Clay Pit Rd

Ivywell Rd

Rockleaze Rd

Stoke Park Rd

Downleaze

Hollybush Ln

Portway

Circular Rd

Ladies Rd

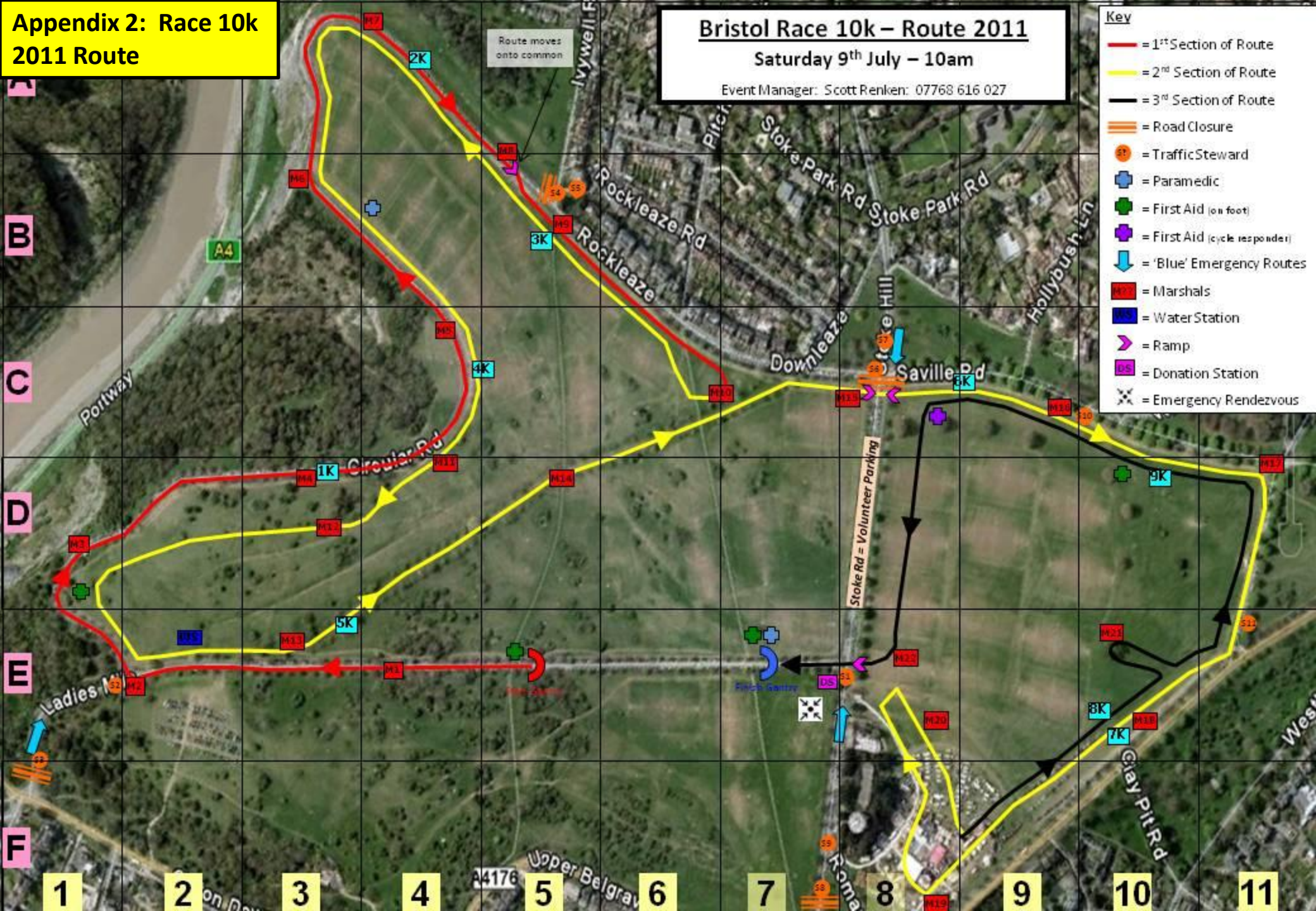
Upper Belgrave

West

**Appendix 2: Race 10k  
2011 Route**

**Bristol Race 10k – Route 2011**  
**Saturday 9<sup>th</sup> July – 10am**  
 Event Manager: Scott Renken: 07768 616 027

- Key**
- = 1<sup>st</sup> Section of Route
  - = 2<sup>nd</sup> Section of Route
  - = 3<sup>rd</sup> Section of Route
  - = Road Closure
  - OS = Traffic Steward
  - + = Paramedic
  - + = First Aid (on foot)
  - + = First Aid (cycle responder)
  - ↓ = 'Blue' Emergency Routes
  - M = Marshals
  - WS = Water Station
  - ↶ = Ramp
  - US = Donation Station
  - X = Emergency Rendezvous



Ruler

Line Path

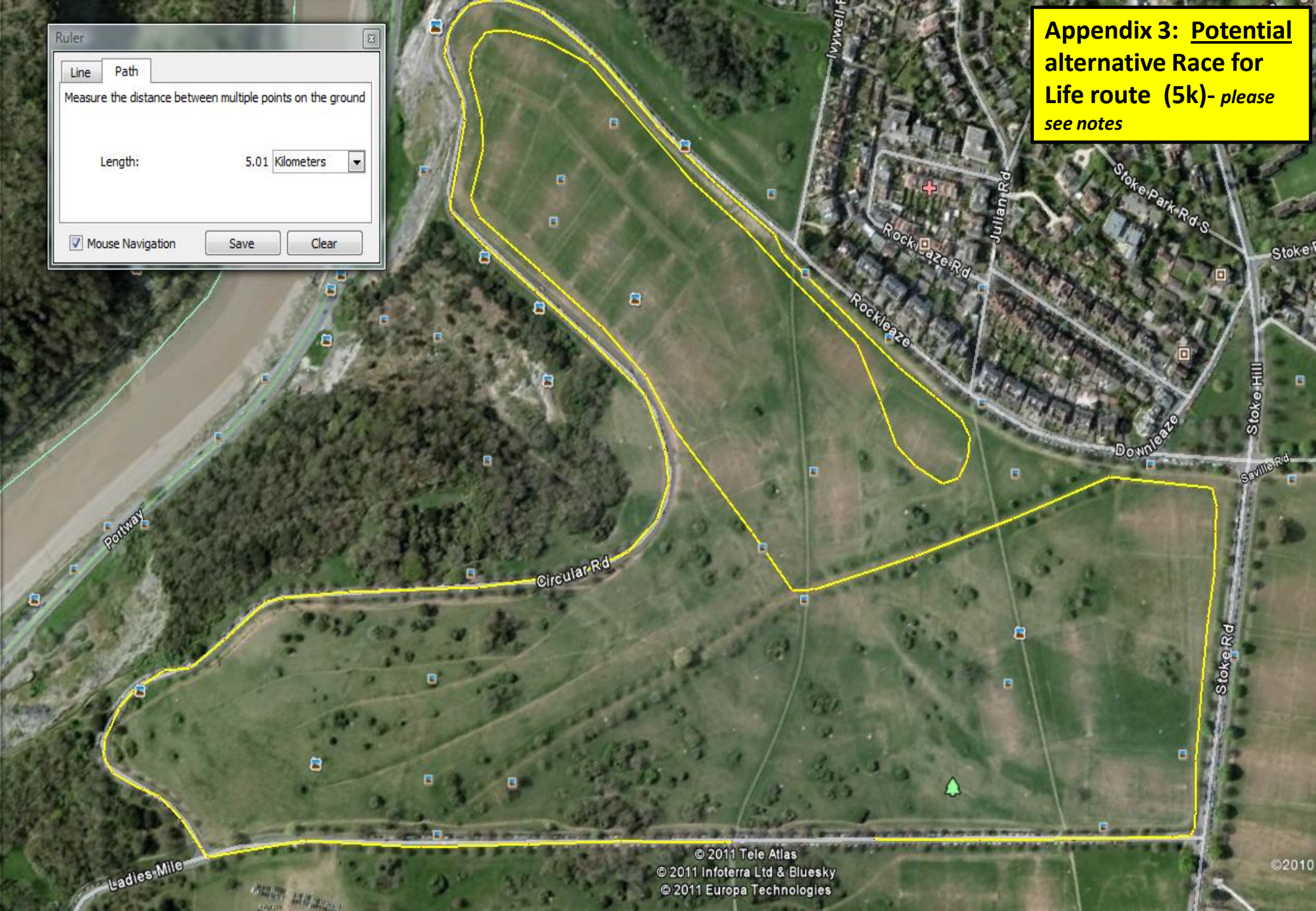
Measure the distance between multiple points on the ground

Length: 5.01 Kilometers

Mouse Navigation

Save Clear

**Appendix 3: Potential alternative Race for Life route (5k)- please see notes**



**Appendix 4:  
Alternative Race 10k  
investigation**

Ruler

Line Path

Measure the distance between multiple points on the ground

Length: 8.43 Kilometers

Mouse Navigation

Save Clear



**Appendix 5:  
Alternative Race 10k  
investigation**

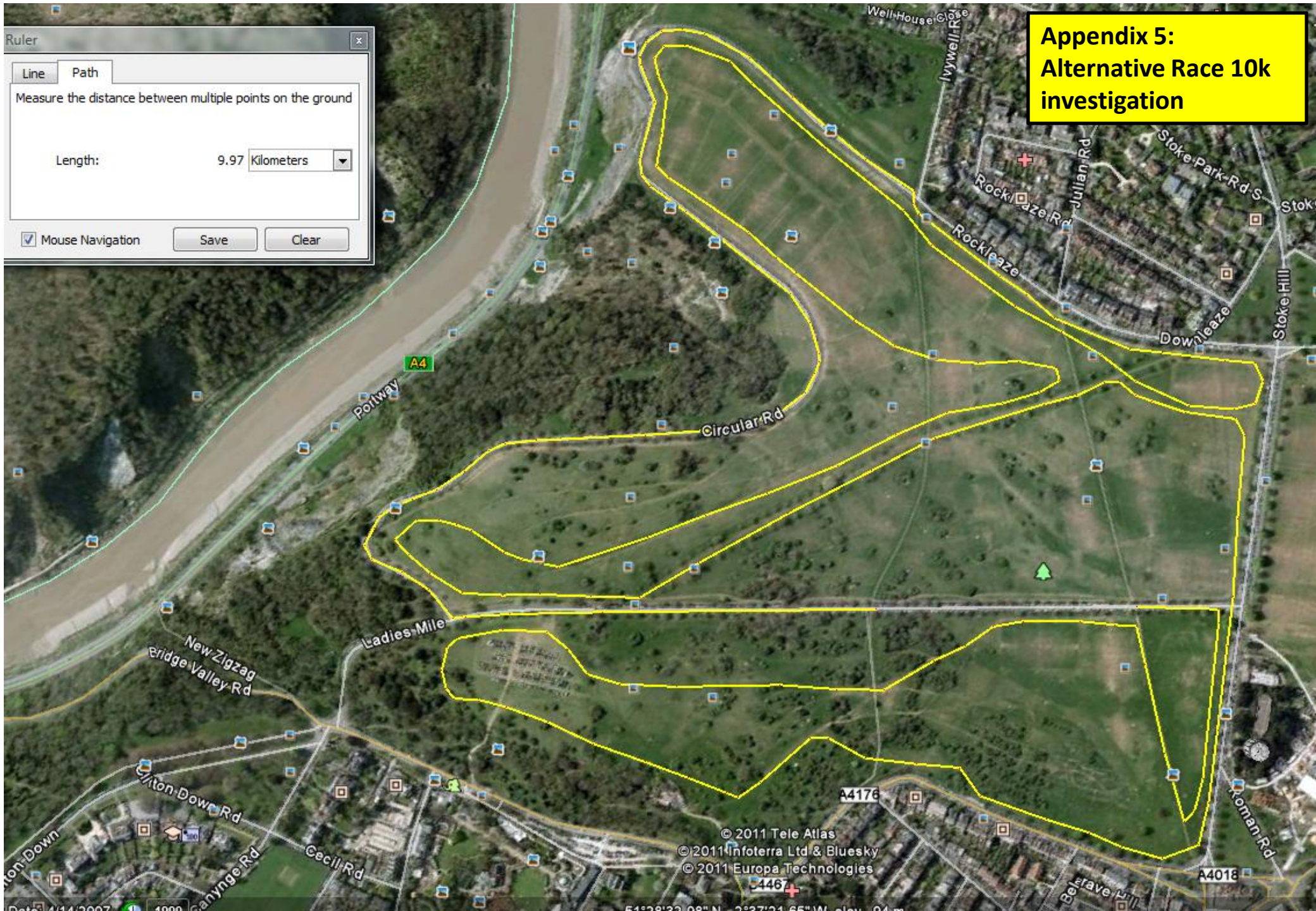
Ruler

Line Path

Measure the distance between multiple points on the ground

Length: 9.97 Kilometers

Mouse Navigation Save Clear



**Appendix 6:  
Alternative Race 10k  
investigation**

Ruler

Line Path

Measure the distance between multiple points on the ground

Length: 9.92 Kilometers

Mouse Navigation Save Clear

