

Decision Pathway – Run Bristol Contract

Appendix A – Further essential background / detail on the proposal

The Bristol 10k and Half Marathon are established, mass participation running events that have been successfully delivered for a number of years – initially by an in-house team and since 2015, by an external operator. The 10k which is held in May attracts in the region of 13,000 runners and the Half Marathon approximately 10,000.

The current contract for the management and delivery of these events was awarded to The Great Run Company in 2015 – they delivered their first 10k in May 2016 and have successfully delivered both events for the last 4 years – 2020 will be the final year of this contract.

Under the current contract, Bristol City Council is paid a percentage of the entry fees for each event. As we are planning to go out to tender, details of the fees we currently receive are exempt and are detailed in Appendix I – Exempt Information.

We would like to appoint an experienced operator who can continue to deliver these events from 2021 for 3 (+2) years. The objectives of the contract will be:

1. To develop the prestigious Bristol 10k and Bristol Half Marathon mass-participation road races
2. To increase the number of race entrants from existing levels
3. To increase the number of Bristol residents participating in an active lifestyle, through the delivery of associated activities
4. To raise Bristol's profile as a vibrant city within the UK and internationally
5. To raise Bristol's profile within the road-race community and promote Bristol as a city of sport both nationally and internationally
6. To support volunteering, youth employment opportunities and other relevant strategic initiatives in the city