

## Major Events Funding & European Capital of Running Public Report Appendix 2

### European Capital of Running Programme

1. The proposed award from Sport England for European Capital of Running programme, builds on the success of key initiatives like Be Active, Active Parks, and the Great Birmingham Run. The bid is designed to initiate a step change in running behaviour, with a particular focus on those currently inactive.
2. The award will position the city as the European Capital of Running, creating a clear pathway for walking, jogging and running, that would take a citizen from inactivity right through to elite performance and provide the opportunity to compete with or watch the world's best athletes in Birmingham. The programme coordinates activities of all of the main stakeholders within the city to provide a joined up approach for Birmingham citizens.
3. The award is intended to inspire 5,000 people that are currently inactive to start running, attracting a further 15,000 people who may already be doing some sporadic activity to participate regularly in running, with up to 100,000 people ultimately inspired to start and then to stay in the habit of running for life.
4. The programme is designed to enhance the running network, learning from insight and best practice, with a key focus on the inactive and those whose health would benefit from being more active. Sport England has acknowledged the proposed scheme is potentially ground breaking and are keen to share the learning nationally with other local authorities as it emerges.
5. The summary of the proposed programme consists of the following inventions :-
  - a. Delivery of the NHS "Your Health, Your Choice" programme of the Couch to 5k initiative in 27 local parks in our most deprived areas, building on the success of Active Parks.
  - b. Delivering 2k and 5k lead runs in parks and from other locations e.g. at the work place.
  - c. Support to running clubs to help them adapt the way they work to provide a more relevant and appropriate offer for citizens
  - d. Establishing a new 10k city centre mass participation event on May Day Sunday weekend, and
  - e. Appropriate staffing, marketing and evaluation so that the full impact of the scheme can be shared nationally
6. The programme covers two and three quarter years from April 2015 to December 2017.
7. At the end of the three year programme, it is anticipated that the local runs and the new 10k will be commercialised through increased entries, fees and sponsorship to sustain the programme for the long term.

8. A breakdown of how the grant funding is proposed to be allocated is outlined below.

	2015/16	2016/17	2017/18	Total
	£'000	£'000	£'000	£'000
Activity				
Couch to 5km/5km to 10km	97	97	97	291
Great Local Run	85	22	22	129
Great Run Anytime	0	20	0	20
New 10km Family Run	200	150	50	400
Wider Running Offer	50	50	50	150
Marketing and Support	50	50	50	150
Staffing	130	130	125	385
Evaluation	10	10	10	30
Total	622	529	404	1555

These allocations can change within the overall envelope of the grant award with the agreement of Sport England, depending on the early success of each element.