

## **Appendix 1**

### **Mid Sussex Marathon Weekend Briefing for Council 30 January 2023**

#### **Context and Background**

The Mid Sussex Marathon Weekend (MSMW) held its first event in 2012 as part of the London 2012 Olympic legacy and has continued to run over the last 10 years.

The MSMW, which traditionally takes place over the May Day Bank Holiday, comprises three races, a 10-mile race in East Grinstead (Saturday), a 10-mile race in Haywards Heath (Sunday) and a 6.2-mile race in Burgess Hill (Monday).

Combined, the three races cover a total distance of 26.2 miles- a marathon. Individuals can enter one, two or all three races. The MSMW is unique, it being the only event in the Country where the distance of a marathon is covered in three separate races over three days.

For its first three years (2012, 2013 and 2014) the event was run directly by Mid Sussex District Council but, because of the growth of the event, the MSMW was incorporated within the Leisure Services Agreement with Places Leisure in 2014.

As per the Agreement, Places Leisure is responsible for leading on the organisation and delivery of a successful event in partnership with the three Town Councils, Mid Sussex District Council, event sponsors and the media. The success of the event is measured by:

- The number of entrants;
- The level of organisation over the three days;
- Feedback from competitors and spectators;
- Income and expenditure incurred (at least break even is required);
- The level of investment of ‘profit’ made into local sports groups and individuals.

Places Leisure may, in accordance with the Agreement, employ the services of a reputable race management company. Places Leisure employ AHS Wellbeing to assist them with this aspect of the Agreement.

To supplement the marketing costs for the event each Council were asked for a cash injection of £500 in 2022 and were requested to donate a further £500 (£1,000 each in total) for the 2023 event.

As the MSMW is a Partner Race, the MSMW Board are determined to review the running of the event to enhance community sport, particularly from 2024 onwards, as the event has not been in the position of allowing the four Council’s to invest in the community.

#### **2023 Event Data**

Table 1: Sales

	<b>2018</b>	<b>2022</b>	<b>2023 target</b>	<b>Sales to date</b>	<b>Unit Price</b>
<b>Marathon</b>	315	173	225	97	£60.00
<b>Burgess Hill</b>	250	175	250	20	£20.00
<b>East Grinstead</b>	112	125	175	14	£24.00
<b>Haywards Heath</b>	235	211	250	54	£24.00
<b>Mile</b>	277	89	150	30	£7.00

<b>Total</b>	<b><u>1189</u></b>	<b><u>773</u></b>	<b><u>1050</u></b>	<b><u>185</u></b>	
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Table 2: Financial headlines

	<b>2018</b>	<b>2022</b>	<b>2023</b>
<b>Income Entrants</b>	£26,452	£16,996	£30,240
<b>Sponsorship</b>	£10,042	£6,320	£13,200
<b>Total Income</b>	£36,494	£23,316	£43,440
<b>Costs</b>	£35,198	£47,949	£67,568
<b>Total</b>	<b><u>£1,296</u></b>	<b><u>-£24,633</u></b>	<b><u>-£24,128</u></b>

Table 3: Sponsorships

<b>Sponsors</b>	<b>Value</b>
Hurst College (Burgess Hill)	£2,500
Gatwick Airport (East Grinstead)	£2,500
Nuffield Health (Haywards Heath)	£2,500
Roche Diagnostics (Schools Challenge)	£2,500
Burgess Hill Town Council Marketing Fund	£500
East Grinstead Town Council Marketing Fund	£500
Haywards Heath Town Council Marketing Fund	£1000
Mid Sussex Council	£1000

## Next steps

Following the conclusion of this years' event a Business Plan will be produced. This Business Plan will look at the options and opportunities available to ensure the event achieves a cost neutral position and give the event the best chance of tipping into profit.