

we do

look at what



FutureProofCIC  
Better Business, Stronger Communities

## A long time running Sustainability and the Brighton Marathon



Grounded Events are a major event company with a difference. Alongside managing a range of different sporting events they look to maximise the positive impacts that their activities have on the people around them. We were asked to look at how these efforts, and the way they manage their negative impacts, could be best communicated to stakeholders to ensure a long terms sustainable future for the event.

### The need

The perception among many people was that the Brighton Marathon was a one day event that shut down half the City, making shops inaccessible and bringing traffic and public transport to a standstill.

### Our role

We quickly saw that the Brighton Marathon was really just the centrepiece of a year round management programme and series of events that involved hundreds of stakeholders across Brighton and beyond. So we went out and spoke to as many different people as we could to understand how the event itself impacted on them. We combined these personal stories with some of the massive numbers generated (10,000 runners, 4,500 child participants, 150,000 spectators, £6m for the local economy, £5m for charity – the list goes on!). We looked at every issue – waste, travel, tourism impact, the role of each charity, training offered to the runners – brought it all together and told the story from the perspective of the runner.

### The output

All the stories, key information and facts were collected in one place in a way that resonates with any stakeholder. The report is already being used to show the value that Brighton Marathon brings to the City and the people that live and work there.



**We were amazed with the quality of the report they produced – especially during our busiest time of the year.**

*Tom Naylor,  
Managing Director*



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