

Race Directors' News

The Chairman's Welcome

Hello and welcome to our first newsletter especially designed for race organisers around the UK.

As you are aware, the realbuzzrunbritain.com websites were launched earlier this year. Included in this package is one that can only be accessed by road race organisers which contains advice and guidance for events of all sizes and standards on all of the key issues.

We hope this represents a significant step forward in trying to share best practice across all 2,000 UK road races. On that subject, I would like to express my gratitude to the major road races whose previous work in the area of medical support and provision for road races has helped ensure that road running remains a sustainable activity,

including for insurance cover. Their work and research and pooled resources are now available online at the Race Directors' Portal for the benefit of the whole sport.

The runner's website is realbuzzrunbritain.com and we hope this will grow steadily to become the place for runners of all standards to meet and interact online on a daily basis. There are event listings, training guides, a forum and advice sections. The most recent content addition is an online race entry service. RunBritain comprises the governing bodies of athletics around the UK, the road races of all sizes, clubs and support organisations such as BARR. It means that our primary motivation is to raise standards in the sport, in conjunction with delivering a runner-friendly service. For that reason, our online entry system is

virtually at cost and should also grow to become the market leader in this area.

Looking ahead, runners websites 2.0 are likely to contain increasing amounts of interactive content and functionality that panders to the runner's sense of individuality but recognises a wider community of two million runners who can be reached online. We hope to be at the forefront of the innovations that will draw newcomer or established runners into a greater sense of belonging to our sport, with the long term aim of getting increasing numbers of them joining the 1,500 clubs around the UK.

Finally, I wish you the best of luck for your event.

Geoff Wightman
 Chairman, RunBritain

Mark Shearman



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The Background to RunBritain

Three years ago, in response to widespread consultation and input from the running community, UK Athletics (UKA) set up what was originally known as the Road Running Leadership Group (RRLG) and is now known as RunBritain, and charged it with shaping the future of road running.

The results of this work to date include a new system of licensing, support and regulation for Britain's 2,000 plus races, and the creation of a new website resource including an online Race Directors' Portal and a virtual running club for the nation's hundreds of thousands of runners.

The old system of race permitting, in which race organisers paid a levy for every entrant who was not a member of an affiliated club, was replaced by a simple sliding scale fee for a licence based on the size of their race.

Runners who are club members registered with a national governing

body continue to enjoy cheaper race entry, but now race organisers will keep all entry fees from members and non-club members alike. Almost all races enjoy increased income under this new arrangement, whilst continuing to benefit from the comprehensive insurance cover afforded by UKA affiliation with a master policy of £20m and a claims history going back over 15 years.

RunBritain is committed to ensuring that the new licences form part of an enhanced package of overall standards of administration for the sport in the UK.

Funds raised from the race licences will be re-invested to deliver an improved set of resources for race organisers, as well as to tackle key issues such as health and safety, medical cover and relations with the police and local authorities at local and national level.

The Group will work closely with existing permit secretaries (now

known as County Licensing Officers) to ensure that the new system is simple and effective for them to implement throughout the UK.

In return for retaining all race entry fees, race organisers are required to display the realbuzzrunbritain.com logo on their websites or in the event of not having a race website their entry forms

In this way the Group will be able to build membership of the club, raising funds for the furtherance of road running and providing race organisers with valuable opportunities to market their races to a wider, committed community of runners.

RunBritain will continue to discuss the details of its plans with race organisers, runners and other interested parties. The Group can be contacted through its business manager Pierce O'Callaghan at pocallaghan@uka.org.uk .



Mark Shearman

The RunBritain Management Group

The current voting members of RunBritain Management Group are:

Geoff Wightman

Chairman & Celtic Nations representative
CEO of Scottish Athletics

Nigel Jones

Elected representative of races with less than 4,000 runners

Andrew Taylor

Elected representative of races with more than 4,000 runners

Ian Stewart

Senior Endurance Manager of UK Athletics

Mike Summers

Chief Executive of England Athletics

In addition there are five non-voting members who sit on the RBMG in an advisory capacity:

Dave Bedford

Race Director, Flora London Marathon

Hugh Brasher

CEO Sweatshop

Bill Reynolds

Editor of the Race Directors' Portal and BARR representative

John Temperton

UKA Athletics Services

Pierce O'Callaghan

RunBritain Business Manager



Geoff Wightman



Andrew Taylor



Ian Stewart



Dave Bedford



Hugh Brasher



Mike Summers



Bill Reynolds



John Temperton



Pierce O'Callaghan

England Athletics – Supporting Competition

England Athletics work with the North, Midlands and South territorial associations to support competition for road and cross-country.

There are national championships at distances including 10K, 10M, Half Marathon and full Marathon.

England Athletics also work with existing events, such as the London Marathon, to ensure the highest level of competition and event organisation.

Details of upcoming events are at:

www.Englandathletics.org/road-running-championships

Race organisers who would like their event to be considered to host an England Championship should contact roadrunning@Englandathletics.org

England Athletics also offer overseas competitive opportunities for selected athletes looking to develop at international level.

See www.Englandathletics.org/selection to learn more.



Mark Shearman

The Entry Form

What should it include?

By Paul Ross, County Licence Officer Cornwall, Portfolio Holder South West Road Running Group

- Name of event
- Distance (or approx. distance)
- Type of event
- Date – venue – time
- Entry fees
 - Entry fee
 - Discounted entry fee for England Athletics (and other home countries associations) Licensed Competitors (entry fee minus £2.00 minimum). (Note: if Licence Number is not supplied, athletes have to pay the full entry fee).
- On the day entry fee or no entries on the day
- Closing time for entries on the day
- Closing date for entries or for mailed entries
- Address to mail entries – who to make cheques payable to
- Name, address, telephone, gender and UKA/England Athletics affiliated club or team name of entrant
- Minimum age – date of birth or age on race day
- Data protection box.
- Disclaimer (first aid supporter) – Signature – date of entry.
- Cancellation disclaimer.
- SAE required?
- Prize categories.
- Suitability for wheelchairs.
- UKA Licence Number or 'licence applied for'? Licence should be applied for at least six months prior to the event. Organisers should also liaise with local authorities, police, first aid supplier etc at this time.
- Run 'Under UK Athletics Rules'.
- Course Measurement Certificate Number and logo (if applicable).
- Any associated events, eg fun run.
- Sponsors logos
- Parental/guardian permission for runners under the age of 18 years.

RunBritain on the Road

In order to demonstrate how to use the online entry system and online licensing tools, and to get feedback from race organisers and County Licence Officers from around the country, Pierce O'Callaghan the Business Manager of RunBritain and John Temperton the Manager of UKA Athletics Services, along with a representative of England Athletics, are inviting interested parties to a Roadshow at the following three venues:

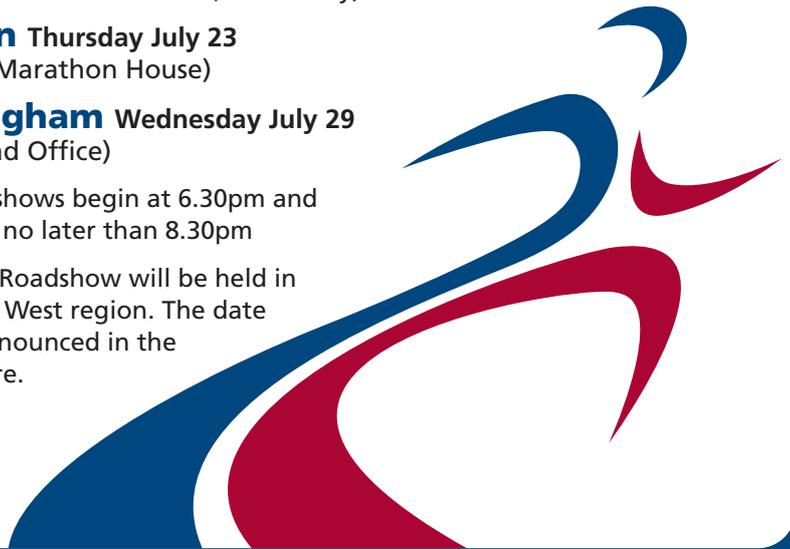
Leeds Wednesday July 15
(Northern Athletics Offices, Dewsbury)

London Thursday July 23
(London Marathon House)

Birmingham Wednesday July 29
(UKA Head Office)

The Roadshows begin at 6.30pm and will finish no later than 8.30pm

A further Roadshow will be held in the South West region. The date will be announced in the near future.



The Benefits of Online Licensing

By Adam Thomas (UK Athletics Services)

Our partnership with realbuzz.com has allowed us to provide all event organisers with a huge package of benefits.

These benefits include expert advice on race organisation, work with the authorities, volunteers, medical issues and how to market an event successfully. We also offer online entry to all race organisers once they licence their events with UKA.

The licensing process has recently been made available online. This takes the previously paper-based system in to the 21st century and makes it much more efficient. A process which previously took a minimum of two weeks can now take just a few hours. As a race director, all of your event information is stored in a single place. The system stores all

race information from basic event administration detail to course maps and entry forms. It also publicises the event through the event calendar. The Licence, once approved, is issued via the portal, so at any stage it can be retrieved and printed. The post-event information is also available to submit online, taking away all of the additional paperwork.

The system allows event organisers a greater control and knowledge as to where their licence is in the process. It also informs them of what information is still required to complete the process, from application to completion of the post-race information. The event organiser is kept fully up to date with its progress and any further requirements via email.

Online Entry System

RunBritain announces cheapest online entry system available to all UKA licensed races.

UK Athletics and RunBritain are delighted to announce the provision of the cheapest online entry system in the market which is freely available to all road race organisers who take out a UKA Road Running or Multi-Terrain Race Licence.

In a move certain to be met with warm approval from organisers and runners alike, this is the latest in a number of initiatives which the road running arm of UK Athletics has launched in recent months.

These initiatives include the launch of a world class website www.realbuzzrunbritain.com which is the official website for road running within the UK; a Race Directors' Portal which is full of crucial information for race organisers; a long-awaited online licensing function which has modernised the licensing process; and a virtual club which was created as a means of attracting and engaging the large pool of unattached runners (currently outside the sport), encouraging their participation in road running and ultimately steering them towards club membership.

Geoff Wightman, the chairman of runbritain said:

"The launch of what in reality is a free online entries system to race organisers is something we have been working on for some time and is one of a number of core aims the group want to achieve."

"This service, developed by our title sponsors realbuzz.com, means that all race organisers, big and small, will have a simple process to modernise their races and subsequently be left with more money to organise their events."

"Our market research tell us that organisers are currently paying approximately £2 per entry whereas using the average race entry of £15, organisers will now just be faced with a cost of under 65p which, when multiplied by thousands will mean a lot more money being left in their hands."

Roadshows

In order to demonstrate how to use this and the online licensing tools and to get feedback from race organisers and county license officers from around the country, Pierce O'Callaghan the Business Manager of RunBritain and John Temperton the Manager of UKA Athletics Services are inviting interested parties to a road show at the following three venues:

Leeds Wednesday July 15

(Northern Athletics Offices, Dewsbury)

London Thursday July 23

(London Marathon House)

Birmingham Wednesday July 29

(UKA Head Office)

The benefits of entering at realbuzzrunbritain.com

- Market your events to a much larger and wider audience than before
- No requirement to have your own website or online facilities
- Combines Events diary, online Race Licence Applications an online Entry System all in one place
- No set up fees – free to all UKA licensed events
- No monthly account charges for online payment services – free to all UKA licensed events
- No central admin charges – you only pay WorldPay transaction charges at cost, NO extras

• Example fees for non affiliated runner

- £10 entry – credit card fee 49 pence, debit card fee 58 pence
- £15 entry – credit card fee 65 pence, debit card fee 58 pence
- £20 entry – credit card fee 81 pence, debit card fee 58 pence

• Example fees for affiliated runner (deduct £2 discount from entry fee)

- £10 entry – credit card fee 43 pence, debit card fee 58 pence
- £15 entry – credit card fee 58 pence, debit card fee 58 pence
- £20 entry – credit card fee 74 pence, debit card fee 58 pence

UKA are negotiating with WorldPay to reduce these charges further

- Set up your own online entry within minutes once your Race Licence is approved
- Customise your online entry system with your own event logo
- Choose your own background colours and font style
- Provide a brief overview at the head of your own online entry to attract more participants and provide them with your contact details
- Less administration – participants input their own data on the system
- Ask specific market research questions of your participants – you can ask as many questions as you like for your own purposes or for your sponsors
- realbuzzrunbritain.com members have their data pre-populated when they use your online entry system to help speed up the entry process
- Payments received by UKA are transferred to your nominated bank account within days of receipt

Road Race Licence Applications

By Paul Ross

Race Licence Applications should be done via the Race Directors' Portal on www.realbuzzrunbritain.com and submitted via the website to the County Licence Officer six months prior to your event, and after talking with the police, local authority and land owners etc.

Licence applications should be submitted with a course map marked with marshalling positions and a draft copy of the race entry form.

England Athletics affiliated clubs and associations should also submit a payment of £25.00 (£10.00 if entry numbers are expected to be below 50). Evidence of affiliation should be forwarded with your application. If your organisation is not affiliated to England Athletics, please apply via UKA Athletic Services or contact your County Licence Officer for advice.

If your event has a distance in the

title of the event it needs to be measured by an accredited UKA Course Measurer, contact the County Licence Officer for advice or visit www.realbuzzrunbritain.com

A Race Referee needs to be named on the application. They need to be a UKA Licenced Endurance Official whose Licence Number must be inserted on the application. The referee must not be a member of the Event Organising Committee.

A brief course description is also required.

Medical support for the event must be named on the application.

The police should be contacted, even if the event is not on the highway. They should be made aware that the event is being held for traffic management issues in the area.

In applying for the Licence, race organisers agree to carry out an

event Risk Assessment, allow a minimum £2.00 discount on the entry fee for England Athletics Affiliated Competition Licence Holders, and conform to the Licence Standards listed within the Licence Application. The organiser also undertakes to close out the event within one month of it taking place by returning all required paperwork and any outstanding Licence Fees.

NB – the Risk Assessment, a live document, is the property of the event organiser and is not required by the County Licence Officer.

If the event has the authority to display a Course Accuracy Certificate, the Course Measurement Scheme Form needs to be completed and submitted.

The Course Accuracy Certificate and Race Licence should be displayed at the event.

Runbritain - Race Directors' Portal

By Bill Reynolds

When one enters the Race Directors' Portal – www.realbuzzrunbritain.com/rdp – it is a bit like going through the door of Dr Who's TARDIS. It is surprising just how much is contained within the inner sanctum.

The Race Directors' Portal has been developed to give event organisers, runners and other interested parties, a gateway to information relating to road running and associated events. The various sections within the portal have been constructed using the knowledge gained over many years; by those who have been fully involved in various aspect of the sport.

When accessing the web pages it will be seen that the sections deal with issues from the organisation of an event to medical requirements and health and safety, as now required by the various laws that are being 'placed' upon all involved in event administration and volunteer recruitment.

However, the content in each section is not definitive. We live in an ever-changing society, and as such the information given today could easily be updated tomorrow. That is why the portal is there – to serve you and give revised, additional criteria.

The Race Directors' Portal is for your use. It is also there so that you can express your views on any topic relating to road running, multi-terrain and associated events. Therefore, let us know your thoughts. How would you like to see things evolve for the good of all, whether it be as an event organiser, a club runner, or as one who participates just because you enjoy running?

The RunBritain Management Group would be pleased to hear from you. There is a facility in each section of the portal for you to leave a comment.



Endurance Officials' Update

By Graham Jessop (UKA Technical Committee)

There is 'light at the end of the tunnel!'

Endurance officials have not always felt that their needs have been best served. In particular, it would seem, when it comes to provision of a Level 2 officials' course. There has been a false start and a few unfulfilled promises, but all that is about to change.

As indicated at the 2009 UKA Officials' Conference, plans are being made to bring more consistency between the Endurance Officials' pathway and that for Track and Field. This started with the formation, in the spring, of a UKA Endurance Education and Development Sub Group. Continuity was maintained by including members from the Endurance Peer Group but enhanced by adding representatives from the Celtic Nations and the RunBritain Group as well as appointing a Chairman well versed in the development of education and training resources.

The way forward

Like any new group it has taken time to settle down and progress at times has been painfully slow but now the Group is pleased to announce that it can envisage an exciting way forward. These proposals will need, however, to be endorsed by the UKA Technical Committee and at this stage should be viewed as the writer's interpretation of the current position. Firstly a 'new endurance pathway' is emerging which mirrors that currently being adopted for track and field, encompasses the strategic needs arising from the recent review by RunBritain and a new initiative designed to widen participation in the sport through a Level 1 gateway.

Initially it is proposed that new entrants to endurance officiating will enter at Level 1 (Assistant Official), which is a 'registered' as opposed to a 'licensed' position, and work under the supervision of a qualified official on duties such as marshalling,

recording or stewarding. Having met the agreed criteria, aspiring officials can progress through different stages of Level 2 (Club, then County, District or Region to English Region or Home Country level). Level 3 will meet the requirements of UK National Events or larger races in excess of 5,000 participants. Levels 4 & 5 will be for those capable of officiating in all race positions, at all levels of competition including internationals and ultimately seeking membership of an international officials' group.

Progressing through the levels

Progression through the different levels will be by a combination of practical experience, studying and understanding a number of role modules appropriate to endurance officiating, attendance at a Risk Assessment Course, success at online examinations, and the maintenance of a duty work sheet. The modules will also be progressive, such as marshalling at Level 1, judging or recording at Level 2, sector director (start, course or finish) at Level 3 and Technical Officer or Referee of a large race for Level 4.



Mark Shearman

The proposal for the Level 2 course is a much re-vamped arrangement from that which, some will be aware, was piloted in 2008. It will have a generic introduction which will include the endurance officials pathway; the necessary skills, attitude and commitment of an official; an appreciation of the needs of runners; roles responsibilities of endurance officials; an understanding of the key officials at an event; basic introduction to the rule book; and an introduction to safety management. In addition, prospective officials will need to sign off some of the modules previously referred to.

Course material

The course material will be significantly enhanced from that which has previously been made available to endurance officials. It will include practical worksheets, diagrams and site plans, visual examples of recommended and best practices, and be presented on CDs and other appropriate learning media resources.

Producing a quality product

A quality product naturally takes a little time to become available, but the strongly held view of the Group is that it worth waiting a little longer for the perfected article rather than rushing to produce an inferior course resource.

The suggested timetable is that the content for the modules will be written and signed off by the beginning of September and the resource and course material available for piloting to trainer tutors in October. In November there will be pilot courses attended by both prospective tutors and endurance officials with the feedback being used to finalise the course material. The plan is to role this out in early 2010.

We hope you find these initial draft proposals exciting – please watch this space for further details as they are progressed during the autumn.

The Purpose of Race Licence Standards

By Bill Reynolds on behalf of BARR

Background

The governing body of any national activity will want to ensure that the highest standards pertain to its activities both:

- for personal pride in what it does, and
- mandated national regulations which apply to its member events.

In the sports of road running and multi-terrain events, a very high percentage of events that cover hundreds of thousands of runners are organised on a part-time basis by volunteers, to whom the dissemination of the constant cascade of new legislation can be a nightmare.

In this increasingly litigious society neither the majority of race organisers nor the governing body can afford to be exposed to legal action due to ignorance. The sport continually has to do everything possible, by word and action, to help all events be aware both of current best practice and of all current legislation that applies to them.

It was in 1996 that BARR proposed that 'Minimum Essential Permit Standards' be applied to the UKA Permit Application to which ALL applicants for road and multi-terrain events would agree to conform.

It was not until 2000 that the concept was adopted by UK Athletics with BARR being the 'agency' by which the 'Standards' would be scrutinised for conformity.

With the formation of the RunBritain Management Group and the change to Race Licences, in 2008 BARR were given a Service Agreement to take forward the scheme of scrutinies against UKA Race Licence Applied Standards.

Licence Standards Scrutinies

The concept on which Licence Standards would be scrutinised was

to be based upon random selection of UKA Licensed Events from both road and multi-terrain categories.

A four month pilot was implemented from September 2008; 25 events were in this initial batch.

Pilot Findings

There are currently 43 Standards to which applicant events agree to conform.

Only two events achieved the full requirements of the current Licence Standards.

There were two requirements which seemed most difficult to achieve.

Item 38 Risk Assessments.

- Only 39% made references to Data Discrimination Act, Food Hygiene Laws and, where applicable, the Children's Act.
- Many were unaware of any relevance to these Acts/Laws.
- With that in mind, an article 'Keeping on the right side of the Law' has been placed on the BARR website and RunBritain website in the Race Directors' Portal section.

Item 31 Medical Requirements on reverse of Race Numbers.

- Events are not using/requesting race numbers that have the agreed medical information form on the reverse.
- We know there is still a long way to go before runners routinely use this facility.
- The template can be found on the BARR and RunBritain websites.

Only 65% of events included on their race literature (including entry form) either 'Licence Number' 'Licence Applied For' or if applicable, 'Course Measurement Certificate Number'.

A number of events had such a certificate but it was dated over 10 years ago and was deemed out-of-date, so if you are an event organiser it is suggested that you check your

current course measurement certificate

Some events did not hold a current copy of the 'Rules for Competition' Handbook and therefore could not confirm that they were applying all the current rules that applied to their event.

This 'pilot' showed weaknesses currently in race organisation and to that aim it has been a useful exercise.

The Future

There appears to be a greater understanding of the role of BARR, and the reasons for it, and many race organisers have welcomed the scrutinies. Perhaps as a result of BARR, working in unison with UKA/RunBritain, event organiser will benefit as well as runners.

Quarter 1 Findings

(January-March 2009)

Twenty five Race Licence Scrutinies were undertaken within the period.

It came as no surprise that the issues raised within the pilot had again been highlighted this Quarter.

Item 38 Risk Assessments

- which again proved the most troublesome with only 24% making references to the Data Discrimination Act, Food Hygiene Laws and, where applicable, the Children's Act.

Item 42b National Association Registration Number requested on the race entry form.

- This allows race organisers to check (with UKA if required), whether a runner is currently registered and therefore entitled to the minimum discount of £2.00.
- Adding this to their entry form costs nothing and may save events money in less discounts being offered.

Item 31 Medical Requirements on reverse of Race Numbers.

- Not only does it appear that there

is still a huge quantity of previous printed race numbers sitting on the stockroom shelves, but some suppliers seem to be unaware of this current requirement.

- Event organisers need to specify the inclusion of the medical template on the reverse of the number at time of purchase.

So where were the positives?

It was pleasing to see that only five events did not have a current 'Rules for Competition' Handbook and in all but one event UK Rules were being applied. All events briefed their marshals and only adults were seen marshalling major junctions. Drink stations were well organised, off the running line, and were not controlled by children. However, not all drink personnel were wearing race tabards. Risk Assessments had been undertaken, though notwithstanding my previous comments over-page, and start and finish arrangements were suitable for the size of the field.

Onwards

BARR have now completed Quarter 2, with Quarter 3 just about to commence.

Conclusion

The continual appraisal of events and the application of standards will, in the long term, ensure that events organisers are more aware of their responsibilities and in turn can only be of benefit to the runner and the sport of road running, multi-terrain and associated events.

If you have any comments then BARR and the RunBritain team would be interested in hearing from you.



New Official Supplier

Running Imp becomes the Official Supplier to realbuzzrunbritain.com

RunBritain are delighted to announce a partnership with the UK's number one event supplier: Running Imp.

Running Imp will sponsor the Race Directors' Portal of the website and, as part of the deal, Running Imp's website will feature exclusive special offers for UKA/RunBritain licensed events.

Running Imp supply medals, competitors' numbers, trophies, t-shirts, promotional items and event essentials to the UK's top races.

Managing Director of Running Imp Chris Illsley said "we are really looking forward to working alongside RunBritain, this partnership will help us both to better meet the needs of event organisers".

Chairman of RunBritain Geoff Wightman said "Running Imp has clearly led the race supplies market over a long period of time and it was a natural fit for RunBritain to partner with them to sponsor the Race Directors' Portal on the realbuzzrunbritain.com website. We are delighted to have them on board and bring their expertise and experience to benefit the 1,500 races which take out a UKA Licence on an annual basis"

In addition, this newsletter will feature updates on new product developments and tips to save you money on event supplies.



Please visit Running Imp's website to see their latest special offers – www.runningimp.co.uk



Mark Shearman

Expert Mentoring from England Athletics

England Athletics have appointed three National Coach Mentors for endurance running, tasked with helping to raise coaching standards across the country:

- **Bud Baldaro**, a distance coach for over 20 years working with athletes at all levels including major championship medallists and two time Chicago marathon winner Marian Sutton.
- **David Sunderland**, a national coach in athletics for 15 years who has coached numerous medallists including world indoor record holder Jane Colebrook.
- **Martin Rush**, a coach to Olympic race walkers, and GB marathon, track and cross country runners.

Bud, David and Martin are each bringing together groups of between 20 and 40 Level 3 and Level 4 coaches on an England Athletics National Coach Development Programme.

England Athletics are also creating a team of Area Coach Mentors, to offer extra support at a local level and organise local training groups for the most ambitious runners and their coaches. Their ambition, over time, is for every endurance coach to have access to an expert mentor.

The coach mentors will also lead a series of masterclasses, which all road running coaches will be welcome to attend – watch the England Athletics for details www.englandathletics.org

To learn more about coach mentoring, see www.englandathletics.org/coachmentors or contact your local England Athletics Club and Coach Support Officer.



Leadership in Running Fitness



Would you like to train to be a leader in running fitness?

Would you like the assurance that a qualification can bring?

Leadership in Running Fitness is a new course accredited by UK Athletics and designed for people just like you.

The course will enable you to deliver fun and safe sessions to multi-ability groups and give advice and support to the new runner, as well as developing pathways for those who want to progress.

On completion of the course you will be a qualified and insured leader and issued with a leaders ID card.

