



Welcome!

- Tonight's speakers & topics
 - Welcome & introductions by Steve Brace
 - Trends in Welsh Road Running & Role of Race Organisers by Nigel Jones
 - Run Britain by Pierce O'Callaghan
 - Race Licensing in UK & Wales by John Temperton

What is Run Britain?

- A new partnership and non-profit making body. The partners are UK Athletics, race organisers, clubs and all of the Home Country federations.
- This is the first time that all of the key stakeholders and experts in British road running are working together.
- www.realbuzzrunbritain.com is the organisation's website. It has been built by, being maintained by realbuzz.com. Realbuzz.com has also become the title sponsor of the site.

The Run Britain Board

The current voting members of Run Britain are:

Geoff Wightman – Chairman & Celtic Nations rep. CEO of Scottish Athletics

Nigel Jones - Elected representative of races less than 4,000 runners

Andrew Taylor – Elected representative of races with more than 4,000 runners

Hilary Walker – Elected representative of UKA affiliated Clubs

Ian Stewart - Senior Endurance Manager of UK Athletics

Mike Summers - Chief Executive of England Athletics

In addition there are a number of non-voting members who sit on the Run Britain group in an advisory capacity:

Dave Bedford - Race Director, Flora London Marathon

Hugh Brasher - CEO Sweatshop

Max Coleby - Co-founder of the BUPA Great North Run

Bill Reynolds - Editor of the Race Directors' Portal and representative of BARR

John Temperton – UKA Athletics Services

Pierce O'Callaghan – Run Britain Business Manager

The Aim of Run Britain

To make British Road Running the best in the world in terms of organisation, development and performance

Our goals

To Build Participation

We want to:

- Engage more runners
- Leave more money in the hands of race organisers to grow and improve their events
- Raise funds and re-invest in road running

Our goals

To Promote events

- Online race directories with cheapest online entry in the market
- A universally-recognised quality kite-mark
- Marketing packs for races
- Promote the vision of road running in schools and communities not currently involved
- Keep runners engaged on a daily basis
- Increase membership of affiliated running clubs by communicating the benefits to runners via the website
- Talent spotting through online rankings
- Online social networks
- Develop coaching networks

Our goals

To Support Event Development:

- Take leadership on standards including medical, safety standards for runners and spectators
- Training and qualification of race organisers
- A race director qualification
- Online learning resources
- Training for marshals
- Sharing of best practices
- Race organiser's forums
- Race organiser's newsletter

Our goals

To Improve High Performance

Investment to support three key strands:

- Coach Development
- Competition
- Athlete Support

Our goals

To create a Virtual Running Club to:

- Raise funds to realise our vision for the future of road running
- Bring new runners into the road running community
- Drive up membership of affiliated road running clubs or athletics clubs interested in road running

Our goals

To redistribute funds:

Our goal: to make grant applications fast and simple

The criteria will be clear and highly visible

Key criteria:

- Support event development
- Build participation
- Drive higher performance

What is www.realbuzzrunbritain.com?

- A new and totally free website aimed at beginners, intermediate and advanced runners. It will enable a large number of the Run Britain goals to be achieved.
- It's a place for runners to meet, interact, exchange stories and give each other help and advice using the latest social networking technology
- It will have all UKA permitted events listed and searchable, using every criteria possible. A 'cost efficient' online entry system is ready for launch allowing runners to enter as many events as they wish there and then. The system will maximise returns for race organisers.

What is www.realbuzzrunbritain.com?

- It's a place for runners and charities to find each other. It will use new recruitment technologies not used previously on any site.
- It includes cutting edge training support tools, such as the route planner, 'find a training partner' and running club locator.
- Thousands of pages of running articles are available in six sections.
- All profits will be re-invested into British road running

Membership

Users of the site will be able to join the Run Britain 'virtual running club' for a small fee of £12.95 per year. It launched today.

They will get a get a range of benefits that include:

- £2 off all UKA affiliated events in line with existing members of affiliated clubs. This will be supported by access to the central UKA database of club members and Run Britain 'virtual club' members.
- Discounts and vouchers from leading sports shops
- Downloadable training plans from the realbuzzrunbritain.com library
- Advanced social networking tools
- Hotel discounts throughout the UK
- Others that will be added on an ongoing basis

How will we tell runners about it?

The implementation of a communications plan has already begun.

It includes:

- Advertising space in running magazines
- Links on event websites. This is a UKA license requirement
- Media releases on an ongoing basis
- Attendance at appropriate exhibitions
- Branding on race numbers as a support sponsor



- home
- training
- injuries
- nutrition
- gear
- events
- run for charity
- online entry
- login
- RSS

search realbuzzrunbritain.com Articles [the community](#)

- Today's buzz**
- Running: is it a healthy activity?**
Reasons why running can make you fitter and healthier
 - Answers to common running questions**
Information to help you start out in running
 - How to start out in running, part 2**
A guide to warming up, stretching and cooling down for your running training
 - Be safe while running**
Precautions to take while out run training

realbuzzrunbritain.com is the place to network with others with a passion for running. Track your running training and interact with others with a shared interest. From the running beginner to experienced runner, realbuzzrunbritain.com is the perfect partner to your running training.

- [- about us](#)
- [- privacy](#)
- [- advertisers](#)
- [- terms](#)
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About us
Sign up

Welcome to realbuzzrunbritain.com

Looking for the perfect partner to your running training? realbuzzrunbritain.com is the hub of your running training with race information, online entry, an active and supportive running community, hundreds of running articles and much more...

- | | | | |
|--------------------------------------|----------------------|-------------------------------|--------------------------------|
| <p>Sign up for membership</p> | <p>Blogs</p> | <p>Activity centre</p> | <p>Events diary</p> |
| <p>Route Planner</p> | <p>Forums</p> | <p>Run for charity</p> | <p>Event submission</p> |

realbuzzrunbritain.com provides everything a runner needs, UK race and event database packed with running events, with online entry for hundreds of races and an active and supportive running community. realbuzzrunbritain.com also offers hundreds of helpful articles to support you and your running training; running for beginners, how to deal with running injuries, long distance running and training advice for running a marathon - everything you need to support your running fitness.

Alzheimer's Society
Leading the fight against dementia

1 in 3 older people will end their lives with dementia.

Road Race Licensing

- Confirmation that the event is promoted to governing body standard
- Licence standards are the same as permits
- Pay a £25 deposit on application and licence fee based on the total number of entries after the race
- No race worse off than when paying unattached levies
- No fee for closed races

Road Race Licensing

- Online and Hard Copy
- Online application to Athletics Services
- Hard copy application direct to Licence Officer
- Licence Officer reviews for approval – checks all elements, query as necessary
- Licence Officer confirms approval to Athletics Services
- Athletics Services issue licence
- www.realbuzzrunbritain.com updated

Road Race Licensing

- Post race returns and fees returned to Licence Officer
- All income returned to Athletics Service for runbritain investment in road running
- Welsh income guaranteed to pre-licensing levels
- Applications for further support welcome
- All affiliated organisations can apply for support for projects that meet criteria

Athletics Services will monitor the entire process.

Applicant applies for access to Runbritain.com

Access is granted automatically, username & password are email to the applicant. (AS will have the ability to delete membership if applicable)

Applicant begins / edits their race licence application

Application is complete

An email is sent to the relevant licence officer stating that there is an application in need of approval.

If the application is rejected the CLO will contact the applicant directly.

CLO logs in & views the application.

Application is approved

The event is updated on to the race calendar.

The licence number & certificate are automatically produced and sent to the applicant via email

Once the event has passed an email is sent to the race director to request completion of the post race forms

An email is also sent to the CLO. They will then chase the event until they have processed the request.

The race director logs in & completes the post race forms & submits post race payment.

The event is updated on to the race calendar. As a provisional date.

The event is now complete

Once complete a confirmation email is sent to the CLO

NUMBER OF ENTRIES	FEE PER RACE		
	Deposit	Balance Due (post race)	Total Fee
0 - 50	£10	£0	£10
51 - 100	£25	£0	£25
101 - 150	£25	£9	£34
151 - 200	£25	£25	£50
201 - 300	£25	£50	£75
301 - 400	£25	£95	£120
401 - 500	£25	£130	£155
501 - 600	£25	£195	£220
601 - 700	£25	£235	£260
701 - 800	£25	£295	£320
801 - 900	£25	£345	£370
901 - 1000	£25	£395	£420
1001 - 2000	£25	£675	£700
2001 - 3000	£25	£1,090	£1,115
3001 - 4000	£25	£1,475	£1,500
4001 - 5000	£25	£1,815	£1,840
5001 - 10000	£25	£2,975	£3000
10001 - 15000	£25	£4,975	£5,000
15001 - 20000	£25	£6,975	£7,000
20001 - 25000	£25	£8,975	£9,000
25001 - 30000	£25	£10,975	£11,000
30001 - 35000	£25	£12,975	£13,000
35001 - 40000	£25	£14,975	£15,000

Thank You!

- Questions & Answers

