

RESPECT THE CHALLENGE

FOR A FIT, HAPPY AND HEALTHY GREAT BIRMINGHAM RUN



WELCOME to your Runners' Guide. Over the next few pages you will find a wealth of information about the run-up to the event and the big day itself that will help your run go more smoothly. Running is great for your health, but it does not suit everyone and it's important to read the following information to make sure you are ready to take part:

Make sure you are healthy enough to train for your run. Talk to your doctor if you have any long-term health conditions or any health concerns.

See your doctor if you feel unwell at any time in your training, but especially if you experience heart palpitations, light-headedness or dizziness, chest pain or tightness, shortness of breath, excessive wheezing or severe joint and muscle pain. Seek advice about resuming training after a bout of gastroenteritis or flu.

FIT TO COMPETE

01

Start running slowly and build up gradually. Always allow time to warm up and cool down, but also time to rest and recover

between your training runs. A good warm-up should include activity that slightly raises the heart rate (such as walking or slow jogging) followed by stretching.

02

Vary your running surfaces and pace. Run facing oncoming traffic and wear bright, reflective clothing, especially

when it's dark.



HYDRATION

Make sure you stay well-hydrated. In the weeks leading up to the event, the colour of your urine is a useful indicator of hydration. Generally, dark urine suggests you are dehydrated (although nutritional supplements can also alter urine

colour), with pale straw-coloured water being ideal.

Alcoholic drinks are dehydrating, so avoid them in the 24 hours before you run.

During a run, drink when you need to. Don't gulp large volumes of fluids if you aren't thirsty – it can result in a condition called hyponatraemia in which your body salts become diluted, possibly causing confusion and vomiting.

Make sure you know where the drink stations are on the run's route. Aqua Pura and Lucozade Sport will be available, but only take a drink if you need one. In hot weather, water will be available at the start and a shower on route to help you cool down.



RESPECT THE CHALLENGE TOP TIPS

IN THE WEEK BEFORE YOUR RUN, WE'LL SEND YOU A FINAL EMAIL WITH LAST-MINUTE ADVICE AND THE LATEST WEATHER FORECAST TO HELP YOU DECIDE WHICH CLOTHES YOU WILL NEED

#01

Never wear new trainers for the first time on the big day. Ideally, you should have run in your shoes for around a month beforehand.

#02

You might want to bring along some old clothes to wear while standing on the start line. Once you start the run, you can throw them away.

#03

Don't forget to bring your own safety pins to fasten on your run number.

#04

Remember to apply Vaseline to any areas where you have had chafing during training – that might include the groin, under your arms, the bra band or toes.

#05

Wear weather resistant suncream, but not too much – you don't want it running into your eyes as you sweat.

FIT TO RUN?

Don't run if you feel unwell or have been ill recently. Running can put you at risk of serious illness if you have been vomiting felt dizzy or had chest pains. Don't be tempted to start just because you have collected sponsors to raise money for charity. You can attempt another run in the future.

As a guide, during the weeks before the Great Birmingham Run, you should aim to have run eight miles continuously in training to be prepared for the 13.1-mile distance. If you can't manage this, you may not enjoy it or complete it safely, so please don't run this time.

Remember to fill in the requested information on the back of your run number – including contact numbers for the day of the event. You must run with your own number, nobody else's. don't let anyone else use it if you decide not to take part.



NUTRITION

Stick to a healthy, balanced diet during training. In the week before your run, don't try any new foods and drinks as it may affect your digestion. Check out our nutrition guide on pages 6 and 7 for more information.



ON THE DAY

The first few miles of the run can be very crowded. Many people tire themselves out by dodging in and out of runners because they are behind on their personal run plans. Try to maintain a steady, even pace – enjoy the event.

After the run, collect your bag as soon as you can. Put on some warm, dry clothing and don't get cold.

Some runners don't drink enough when they are running and need to rehydrate afterwards, so make sure you take a drink as soon as you can after crossing the finish line. Make sure you are fully hydrated with water or squash before consuming any alcohol.

Try to eat some starchy foods within two hours of finishing the event – your muscles can replace energy (in the form of glycogen) most efficiently during this post-run window.

○ For all your training needs visit:
greatruntraining.org

RUNNERS' GUIDE

THE ITEMS IN YOUR RUN PACK ARE IMPORTANT – PLEASE READ THIS SECTION CAREFULLY

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CLLR CARL RICE, LORD MAYOR OF BIRMINGHAM

I would like to welcome you all to the city of Birmingham to enjoy the Great Birmingham Run.



Team GB's amazing performance at the Olympic Games in Rio has inspired people of all ages to 'go for gold' and set their own sporting goals – and for many that will be crossing the finish line on Broad Street on 16 October.

Everyone taking part will be cheered along the route by bands and performers, as well as plenty of vocal support from our local community.

The Great Birmingham Run has enjoyed the invaluable support of our loyal volunteers, to whom I would like to extend a huge thank you – I hope that they all have a fantastic experience.

We are pleased that this popular event is growing year on year, and hopefully you may feel motivated to enter the first Birmingham International Marathon, which will take place in October 2017.

I would like to wish all participants the very best of luck and look forward to waving you across the finish line.

ABOUT YOUR NUMBER AND TIMING CHIP

Check that your run number is identical to the master number on your covering letter. If not, contact the Great Birmingham Run team at info@greatrun.org

- This is your unique number and only you must wear it on the day. Please don't swap, change or copy it.
- Fill in the missing details on the back of your run number. This information may prove invaluable should you require medical assistance on the day.
- A timing chip is attached to the back of your run number and it will automatically scan when you cross the start and finish lines. Please don't remove it or you will not get an accurate time.
- Remember to fasten your number securely to the front of your top using four safety pins, one at each corner. You must finish with your number intact in order to claim your Finisher's Pack.
- If you intend using the baggage buses, your personal baggage label will be attached to your number. Complete your details and fasten securely to your bag.
- Visit greatrun.org/birmingham for the printer friendly versions of the Runners' Guide.

GREAT RUN APP

Download the new, free Great Run app from iTunes or Google Play. It's great for tracking runners, handy maps and as a guide for spectators.

SHARE YOUR FINISHING TIME

You can share your results for free on your personal social media platforms. If

you'd like Great Run to Tweet your results straight after your run or post on Facebook, register now at:

socialmediaregistration.greatrun.org

You will need your ID number, which can be found at the top of the covering letter (underneath the barcode) accompanying this magazine.

FREE WIFI

There will be free wifi available to all runners and spectators on event day at both the start and finish areas. Simply locate 'Great Run Free Wifi' on mobile devices and enter your email address.

IMPORTANT MEDICAL ADVICE

Many of the serious medical problems occur in people who have been slightly unwell but do not wish to miss the Great Birmingham Run or don't want to feel they have let down their friends or sponsoring charity. If you have, or have recently had, a cold or flu, are feverish or have been vomiting or had chest pain or otherwise feel weakened or unwell, it is unfair to both you and your family to risk serious illness and becoming a medical emergency and should withdraw your entry till the following year.

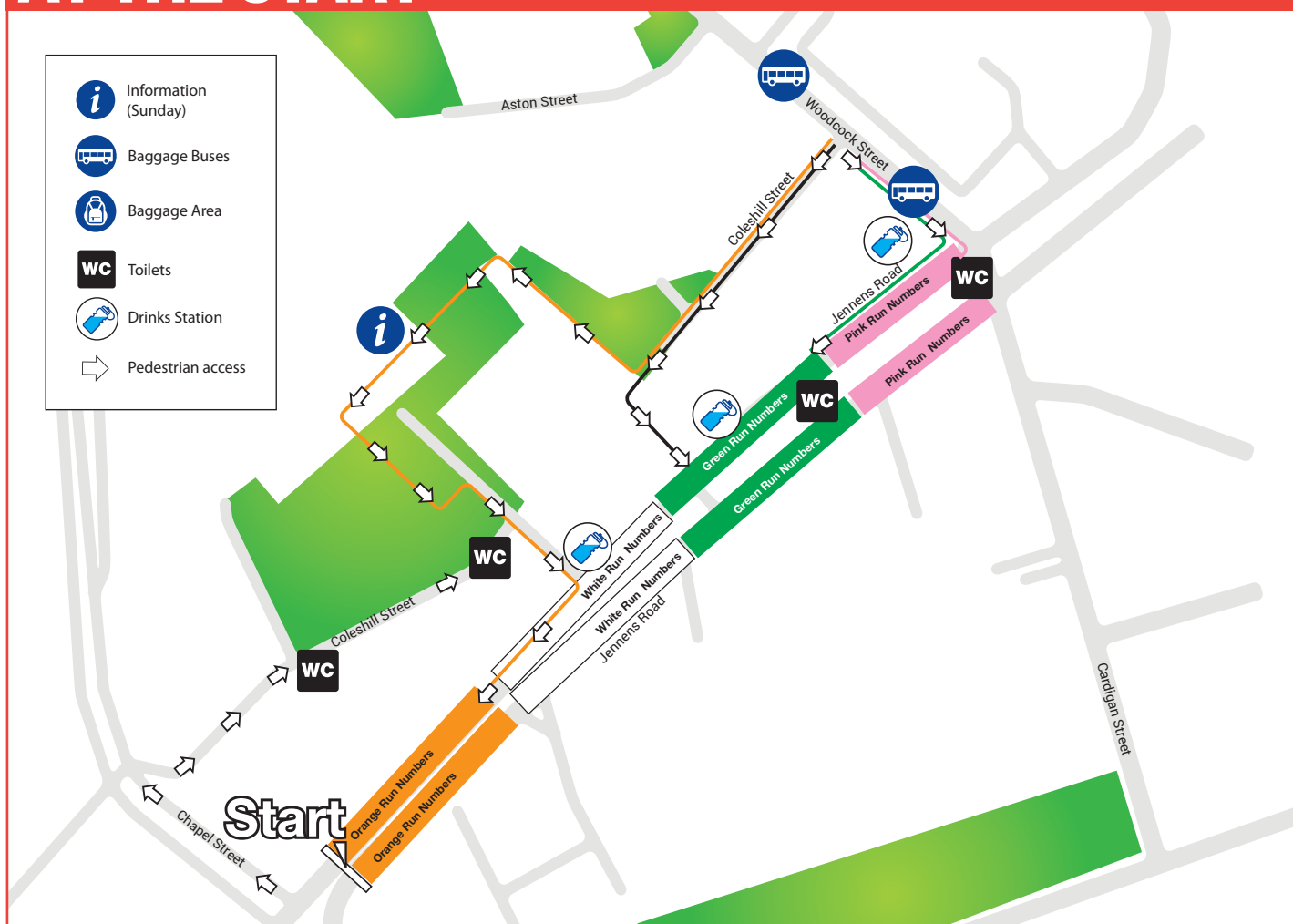
GETTING THERE

Allow plenty of time to get to the start. Birmingham has an excellent public transport system, so please consider these options wherever possible.

Travelling by Car

Parking is only available within the city centre on a first come, first served basis,

AT THE START



at runners' own cost. For information on available car parks, visit:

greatrun.org/birmingham

If you decide to travel by car please don't rely on satnav devices as roads might be closed for the event. Please do not park in restricted areas as parking laws will be enforced.

Travelling by Train

There are a number of train stations within walking distance of the start/finish areas:

Five Ways – serviced by National Express. 25 minutes walking time to the start and 10 minutes' to the finish.

Birmingham New Street – serviced by National Express and Virgin Trains. 10 minutes' walking time to the start.

Snow Hill – serviced by National Express

and Virgin Trains. 10 minutes' walking time to the start.

Moor Street – serviced by National Express. The closest to the start line with only 5 minutes' walking time.

Jewellery Quarter – serviced by National Express. 25 minutes' walking time to the start. For further information and timetables, visit:

virgintrains.co.uk

thetrainline.com

nationalrail.co.uk

Travelling by Bus

The city centre is well serviced by buses/coaches across both local and national networks. Due to road closures, some local services will be diverted. Visit

nxbus.co.uk for more information and bus timetables. For coach travel, visit **nationalexpress.com** for timetable information.

Travelling by Bike

There are cycle lanes or paths on many of the major routes into and across the city. For more information go to **visitbirmingham.com/travel**

Be patient and prepared – however you decide to travel to and from the event, it will be busy so expect delays.

WHERE TO STAY

Go to **visitbirmingham.com/where-to-stay** for help and advice on accommodation.

JUNIOR & MINI GREAT BIRMINGHAM RUN

The city will also host the Junior & Mini Great Birmingham Run, making Sunday 16 October a great family day out.

Find out more at

greatrun.org/birmingham

RUN FACILITIES

Information Point

This is located in Aston University campus grounds, open from 7.00am on event morning. There will also be a general Information Point situated in Centenary Square and open from 7.00am. For entry, run number or timing chip problems please check the FAQ section at greatrun.org or email the Great Birmingham Run team at info@greatrun.org in advance.

Baggage

We recommend you leave baggage with friends or family. If this is not possible, there are baggage buses available on Woodcock Street, at the rear of the assembly area on Jennens Road. This is a self-service facility, with marshals on site to assist, open from 7.30am.

- Attach the baggage label from your run number, fill out your details on the reverse.
- You will need to show your number and baggage label to access the bus.
- Place your bag on the bus with signage in the window that corresponds with the colour of your run number.
- Keep your run number safe until you have retrieved your baggage afterwards.

Important: we strongly recommend you do not leave valuables in your baggage. Organisers cannot accept responsibility for the security of items left in the baggage area.

Toilets

Toilets are available in the streets leading to the start and in the assembly areas on Jennens Road.

Missing Persons

The missing persons point will be located next to the Information Point in Centenary Square.

AT THE START

- Make sure you read this magazine so you are aware of the location of your coloured assembly zone, baggage buses, toilets and Information Point.
- If you wish to use the baggage buses, follow the signs to Woodcock Street. After the event, the baggage buses will be parked up on Holliday Street, near to the finish line located on Broad Street.
- Follow the signs to your coloured assembly zone, your number colour corresponds with your zone. You will need to show your number to gain access to your zone.
- Each assembly zone has a limit to number of runners allowed in. Be considerate of other runners and assemble according to your colour. Move forward to allow others to assemble behind you and use both sides of the carriageway.
- Prior to the start, deposit any rubbish, bin liners or old clothing to the side of the road to avoid causing obstacles to other runners.
- Listen out for any information given by the PA announcer.
- Please be patient as you wait for your wave to start. Your timing chip does not activate until you cross the start line so you will receive a completely accurate finish time.
- There will be two separate warm-ups on the day, led by Urban Fitness in the assembly area. Orange and white wave runners will warm up at 10:00am, with the green and pink warm-up at 10:28am.

ABOUT THE COURSE

- The Great Birmingham Run features a 13.1-mile course which has been officially measured and certified. Each mile will be indicated by a large overhead structure.

- There is a full medical team in place at the event. Medical facilities will be available near to the start and finish line and staff from West Midlands Ambulance Service and British Red Cross will be positioned around the course.

If you require assistance and the medical team think it is unwise for you to carry on, they will suggest you retire from the event. Nobody can be forced to stop, but it is strongly recommended that you heed their advice.

- The event sweep vehicle will travel at a designated pace of 17 minutes per mile at the rear of the field. If you fall behind this vehicle you may be asked to complete the remainder of the event on the pavement.

If you feel unable to continue, a bus will transport you to the finish. The finish area will remain in place until the last entrant has crossed the finish line.

- In addition to the start and finish, there are four drinks stations on the course. Bottled Aqua Pura Water is available at 3 miles, 6 miles, 9 and 11 miles. Lucozade Sport is available at 6 and 9 miles (see course map on p32-33). Be courteous of runners behind you, take only one bottle per station and move on once you have taken your drink.

Take care when disposing of bottles and discard at the side of the road to avoid hazards to other runners.

Toilets are available at all four drink stations.

- If you are planning to walk the Great Birmingham Run or find at any stage you need to walk for a period, please keep to the left so runners can pass you with ease.
- During the planning of the event, every care is taken to ensure emergency services can go about their duties with limited hindrance. However, if an emergency situation does arise and a vehicle with blue flashing lights needs to cross the course, we ask you make this as easy as possible by clearing a route for the vehicle to cross safely.
- For any queries, check out the FAQ section at greatrun.org

AT THE FINISH



THE FINISH

- The Great Birmingham Run will finish on Broad Street.
- Please keep moving once you cross the finish line, as there will still be thousands of runners coming in behind you. There is a medical service at the finish, should you require it.
- Follow the signs to the Finisher's Packs and take one in accordance with the t-shirt size you indicated on your entry form. Your pack will also contain a space blanket, bottle of Lucozade Sport and Aqua Pura water and other goodies. PLEASE NOTE IT IS STRICTLY ONE PACK PER FINISHER. NON FINISHERS ARE NOT

ELIGIBLE FOR PACKS.

- The finish area will be extremely busy and leaving at peak times will inevitably involve queues whichever way you travel, so why not head to the Event Village in Centenary Square and stay for a while?

Collecting your baggage and meeting up

The family reunion area is along Broad Street and in Centenary Square. Follow the signs and meet up under the A-Z flying banner that matches the first letter of the runner's surname.

If you choose to meet up elsewhere, make sure you plan this in advance of event day so everyone in your party is

aware. Retain your run number until you have collected your baggage as only runners will be allowed access to the baggage facility on Holliday Street.

Event Village

There will be 14 charities with marquees in the Event Village to meet and greet runners, with many providing food, drink and massage making it a great place for post-run relaxation. Contact your charity to see if they will be there.

The Event Village is also where you will find our official partners Puma, TomTom, Pure Gym and 9 Bar among others.

great birmingham run®



CHARITY CHEERING POINTS

1. Birmingham Children's Hospital
2. Cancer Research UK
3. Alzheimer's Society
4. Penny Appeal
5. Cure Leukaemia

TIMETABLE

07:00	Information Point opens
07:30	Event Village and baggage bus facility open
09:30	Junior Great Birmingham Run
10:00	Warm-up for Orange and White waves
10:10	Elite men, elite women and Orange wave start
10:16	Mini Great Birmingham Run
10:23	White wave starts
10:28	Warm-up starts for Green and Pink waves
10:45	Green wave starts
10:58	Pink wave starts

*NB. All times are provisional and may be subject to change in the lead-up to the event





COURSE ELEVATION PROFILE



OFFICIAL PARTNERS

- **PUMA** – Once you #CrossTheLine, head to see PUMA who are waiting to celebrate your victory with a unique photo opportunity, then browse the latest range of PUMA Ignite running shoes to help you stay #ForeverFaster on your next run.
- **Aqua Pura** is the Official Water Brand of the Great Birmingham Run – grab your bottle before the run at the start, out on the course and at the finish line!
- **Lucozade Sport** is the Official Sports Drink Partner – Lucozade Sport is available on course and in all Finisher's Packs.
- Series sponsor **Duracell** wants to help you unlock the power to go for longer. Stick close to one of the Duracell bunny pacemakers. They'll help you pace your run and go for longer to achieve your best time. Duracell bunnies are also out in the crowd handing out Duracell PowerBoards, so look out for your friends and family holding out special motivational messages just for you!
- **TomTom** – Official Wearable Technology Partner – come and visit our brand new sponsor located in the Event Village.
- **Virgin Trains** – Official Train Sponsor.
- **Sanex Men** – Official Skin Care Partner.
- **Pure Gym** is the Official Gym Partner – check out one of our 150 gyms nationwide by using promo code VRUM7 for a seven-day pass, or use promo code BRUMJF for zero joining fee when you sign up.
- **9BAR** is our Official Energy Bar Partner – Super Seed 9BAR is available in all Finisher's Packs providing a natural good energy fix!

SPECTATOR GUIDE

The start area on Jennens Road is a strictly spectator-free area. Spectators should line Moor Street, Queensway and Park Street to watch the runners.

Spectating on course – spectators can head out to certain points of the course to cheer on runners. These specific areas have access by foot only. If you are parking in a neighbouring street, please ensure you are not in a restricted area as parking laws will be enforced.

○ **Approximately 5 miles** – runners will head down Pershore Road into Bournville and past Cadbury World.

Runners pass Cadbury World		
Colour	Start	Cadbury World
Orange	10:10	10:35-10:55
White	10:20	11:12-11:25
Green	10:45	11:41-11:55
Pink	10:57	12:00-12:40+

○ **Approximately 8 miles** – watch from beneath Edgbaston Cricket Ground.

Runners pass Edgbaston		
Colour	Start	Edgbaston CG
Orange	10:10	10:53-11:20
White	10:20	11:40-11:55
Green	10:45	11:14-12:30
Pink	10:57	12:47-13:05+

○ **Approximately 9 miles** – At Cannon Hill Park, keep the kids entertained and listen to Free Radio whilst cheering runners on.

Runners through Cannon Hill		
Colour	Start	Cannon Hill
Orange	10:10	10:59-11:28
White	10:20	11:49-12:05
Green	10:45	11:58-12:41
Pink	10:57	12:59-13:10+

Spectating at the finish – there are a lot of narrow streets around the finish area on Broad Street so organisers ask spectators with prams/pushchairs to avoid these areas where possible.

Event Management reserve the right to suspend access to this area if it becomes too congested. Access to Broad Street is by foot only via Fletchers Walk, then keep left and follow the directional signage.

Safety – Please be aware that only those roads used for the run will be closed to traffic so stay on the footpath at all times for your own safety.

If at any point you become lost or lose someone in your party then please contact an event steward. The Missing Persons point will be located by the Information Point in Centenary Square.

GREAT RUN ONLINE

Full results will be available at **greatrun.org**, together with an event report and details of other Great Runs. Official Great Birmingham Run photographers will be there to capture some of your proudest moments. Visit **greatrun.org** and follow links to your own Great Run photo album.

SEE YOURSELF ON TV

The Great Birmingham Run will be broadcast live on Channel 5 from 10.00am to 12 noon. Make sure you set your recorder or catch up on My5 TV.

HAVE A GREAT DAY AND ENJOY THE RUN!

ACKNOWLEDGEMENTS

The organisers of the Great Birmingham Run would like to thank all of the various individuals, organisations and companies who have helped in the build-up to the event.

Special thanks go to: Great Run, Aqua Pura, Arnold Clark, Aston University, Athletics Weekly, 9BAR, 13 Strides, Birmingham City Council, Birmingham Post and Mail, British Red Cross, Duracell, Edgbaston Cricket Ground, Free Radio, JustGiving, Lucozade Sport, Midlands Art Centre, Puma, Pure Gym, Sanex Men, The Sun, TomTom, Virgin Trains, Voluntary stewards and marshals, West Midlands Ambulance Service.