



EVENT GUIDE

SUNDAY 30 APRIL
GREATRUN.ORG/BIRMINGHAM10k

CONTENTS

Essential information	3
Getting there	4
Timetable	5
At the start	6
Start map	8
On the course	9
Course map	10
When you finish	12
Respect the challenge	14

YOU ARE AMAZING! YES, YOU!

You may be asking why a random person you've never heard of is telling you such a thing. I'm a less than perfectly fit and able person who, in January this year stood in awe on the start line of the Simplyhealth Great Edinburgh Winter Run, watching three thousand people of every imaginable shape, size, age and physical ability doing something I think is amazing – getting active by running with friends, family and colleagues, sharing together in moving and being healthier.



I'm also lucky enough to lead Simplyhealth and we're the partner of the Great Run Company, the organisers of the Great Birmingham 10k. We're doing this with one simple aim: to get millions moving. We at Simplyhealth are people with a passion and a purpose that's all about helping people to make the most of life through better everyday health.

You might be one of our three and a half million customers who we help every day in lots of ways but, even if you're not, I hope that through our support of the Simplyhealth Great Birmingham 10k we can help you in a small way to make the most of life.

My dad, who was a GP all of his working life, told me that if you want to be healthy you should smile a lot, sleep enough and get out of breath at least three times a week doing something you love. So, as you do your final training for the Simplyhealth Great Birmingham 10k, I wish you every success for the big day and, of course, to remind you that you are amazing!

Acknowledgements

The organisers of the Simplyhealth Great Birmingham 10k would like to thank the following organisations for their help and support in staging the event:

Simplyhealth, PUMA, Aqua Pura, Birmingham City Council, Birmingham Post and Mail, Edgbaston Cricket Ground, Midlands Art Centre, Free Radio, West Midlands Ambulance Service, British Red Cross, PKF Cooper Parry, The Sunday Times, Pure Gym, Urban Fitness, Athletics Weekly, Garmin, Up & Go.

ESSENTIAL INFORMATION

Your run number and attached timing chip

Please check that your run number is identical to the master number on your covering letter. If it is different please contact the Simplyhealth Great Birmingham 10k team at info@greatrun.org. This is your unique number and only you must wear it on the day. DO NOT swap, change or copy this number. Swapping numbers can be dangerous, by selling it onto someone else who may not be properly prepared for the event you could be putting their health at risk.

Your timing chip is attached to the back of your run number. Please do not remove the chip as it will affect the accuracy of your time. The chip will automatically record your time, so you don't need to do anything. Your chip doesn't need to be returned at the end of the run.

Great Run app

For event day information at your fingertips, why not download the Great Run app from the [iTunes App Store](#) or the [Google Play Store](#)? The app allows you to access event information, event selfie filters, and lets your friends and family track your run LIVE! And the best thing about it, is that it's completely FREE!



GETTING THERE

Travel information

The Simplyhealth Great Birmingham 10k is well serviced by a large road network and numerous public transport hubs. However, to facilitate the runners some roads will be closed. We strongly advise that all participants allow plenty of additional time to get into the city before using the facilities and starting their run.

By train

By using public transport you can avoid congested roads caused by the road closures in place for the run. Birmingham city centre has a number of train stations that are within walking distance of the start/finish areas, these are as follows:

Birmingham New Street

Serviced by National Express & Virgin Trains.
10 minutes walking time to start line.

Snow Hill

Serviced by National Express & Virgin Trains.
10 minutes walking time to start line.

Moor Street

Serviced by National Express Trains.
15 minutes walking time to start line.

For more information on any of these train services please visit: thetrainline.com or nationalrail.co.uk.

By bus

Birmingham city centre is well serviced by buses/coaches, across both local and national networks. Please go to nxbus.co.uk for more information and bus timetables.

Please note that due to the road closures for the event there are some local bus services that will be diverted, please go to nxbus.co.uk then on the main tool bar click 'information', then click on 'temporary diversions'.

For coach travel please go to nationalexpress.com here you will find information regarding timetables and more.

Please note that the start area on Jennens Rd does have an impact on Moor St Queensway where a number of bus routes alight/collect within the city centre, please be aware of these when making travel plans.

By car

Coming to the event by car is still an option despite the road closures that will be in place. We would recommend where possible using alternative methods of transport but if you do need to use your car here are a few points to help you:

1. Plan your journey in advance of event day; check greatrun.org/birmingham10k for the road closures in place for the event and plan your route accordingly.
2. Do not assume that you can use your normal routes into the city centre, please don't rely on SAT NAV's as these could take you along routes that are closed for the event.
3. Give yourself plenty of travel time on event morning, there will be other runners coming into the city as well, the roads will get busy.
4. Please note that Millennium Point car park will be closed from 09:30 until 14:30.

Information Point

To collect your run pack or enter in person (entries subject to availability) please visit our customer services team who will be in Birmingham city centre at the following times:

Saturday 29 April

- Great Run information point –
Up & Running, 29 Colmore Row,
Birmingham, B3 2BS

Sunday 30 April*

Great Run information points:

- Aston University (by the start line)
08:30 – 12:00 (for run number
queries and pack collection only)

*No entries will be taken on the day of the event.

Any problems with your run entry, run number or timing chip must be resolved at least 1 hour before the run starts. If you do encounter a problem we strongly advise that you contact us in advance of event day at info@greatrun.org.

Accommodation

If you are making a weekend of it in the nation's second largest city then go to visitbirmingham.com/where-to-stay for information and booking details.

TIMETABLE

EVENT DAY TIMETABLE

08:30	Information point opens at Aston University
09:00	Baggage bus opens (Jennens Road)
10:15	Elite Women START
10:27	10k Orange wave and challenger wave-warm up
10:38	Elite Men and Challenger wave START
10:43	Orange wave START
10:48	White and Green wave warm-up
10:58	White wave START
11:03	Green wave START
11:08	Pink wave and walking wave warm-up
11:16	Pink wave and walking wave START

* Please note, all times are subject to change in the lead up to the event.

Note: The challenger wave will start at 10:38 ahead of the orange wave and the walking wave will start at the back of the pink wave from 11:16.

A MESSAGE FROM PKF COOPER PARRY

PKF Cooper Parry are delighted to be supporting the Simplyhealth Great Birmingham 10k Business Challenge and meeting all the local businesses involved.

Over 400 runners from more than 30 companies will be going in to battle on Sunday 30 April, to claim those all-important bragging rights.

Good luck to everyone, we hope you have a fantastic day!



AT THE START

BAGGAGE DROP OFF

There is a limited baggage facility available at the start area on Jennens Rd. Beyond the start line there will be 5 baggage buses towards the rear of the assembly zones (please follow the signage). Once at the buses please find the bus that relates to the colour of your run number. Great Run marshals will manage the access doors. When on the bus please use both decks to find a location to deposit your bags (on seats or in the footwells) and ensure that your baggage label (tear off from your run number) is secured to your bag. Once the event is underway the baggage buses will relocate to the finish where you will be able to reclaim your bag.

Top tips:

1. Fill in your baggage label before coming to the event.
2. Baggage buses are NOT for changing. Please exit the bus as soon as you've dropped your bag off to make room for other runners.
3. Remember your bus number – ALL buses will be numbered, as you leave the bus check this number and ask the Great Run marshals to write the number on your hand.
4. DO NOT leave valuables in your bags, this is a self service system and although there are security staff on the baggage bus facilities, organisers cannot accept any responsibility for lost or stolen items.
5. To gain access to the buses you will need your run number at ALL times. When collecting your bag we will ask you to show your run number and baggage label to ensure they correspond.

Baggage bus departure times are shown below, please ensure that ALL baggage is on the buses at least 10 minutes prior to your wave start.

Wave	Event start time	Baggage bus departure time
Challenger wave	10:38	10:33
00's	10:43	10:38
90's	10:48	10:43
80's	11:03	10:58
70's/walking wave	11:16	11:11

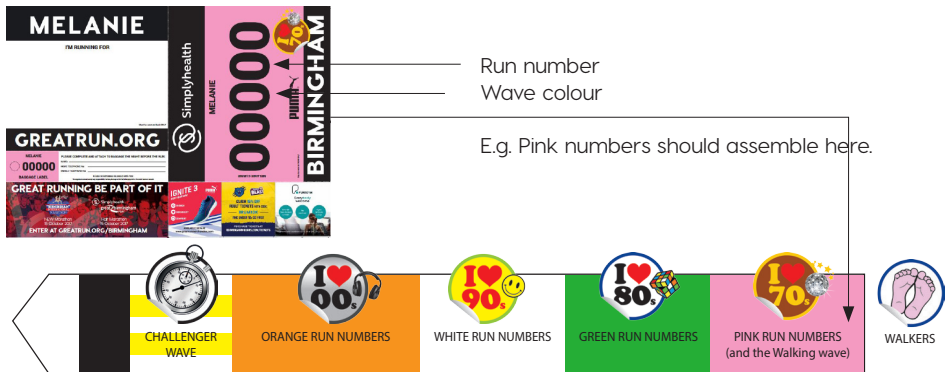
ASSEMBLY AT THE START

The start and assembly areas are located on Jennens Rd (see map on page 8). This area is divided into 5 coloured areas – **YELLOW AND WHITE STRIPES**, **ORANGE**, **WHITE**, **GREEN** and **PINK** (these correspond to your coloured run number).

Please follow the clearly-marked routes to your coloured area – access gates into the rear of each assembly area will be managed to make sure the correct coloured run numbers enter. Run stewards and marshals will be on hand to help direct you to evenly fill both sides of the carriageway, so please use all the space we have created for you.

AT THE START

Your number shows you where you should stand at the start of the run.



THE START AREA

The wave system will be used at the start. This will see individual waves set off separately. This measured control is to help regulate the flow of runners through the narrow sections of the course. Please be patient when waiting to start your run.

Please note that anyone walking or part walking/running the event should start at the rear of the wave and we ask that in the first few kilometres of the run you stay to the left hand side of the road to allow runners wanting to pass to do so.

Running with friends or family

If you want to run with a friend but have been issued different coloured run numbers, we ask that you both move into the pink wave to assist with an even flow of runners across the waves.

Toilets

Please ensure that you use the toilet facilities (see map on page 8) prior to entering your assembly area. Toilets are available at the start/finish areas and on route at the water station, please look for signage or ask one of the information staff on site for directions. It is inevitable that the toilet facilities will be busy before and after the run, so please allow plenty of time.

Missing persons

There will be a missing person's point located beyond the exit of the finish system. In the event that you come across a missing person please contact the nearest event steward, official or police officer.

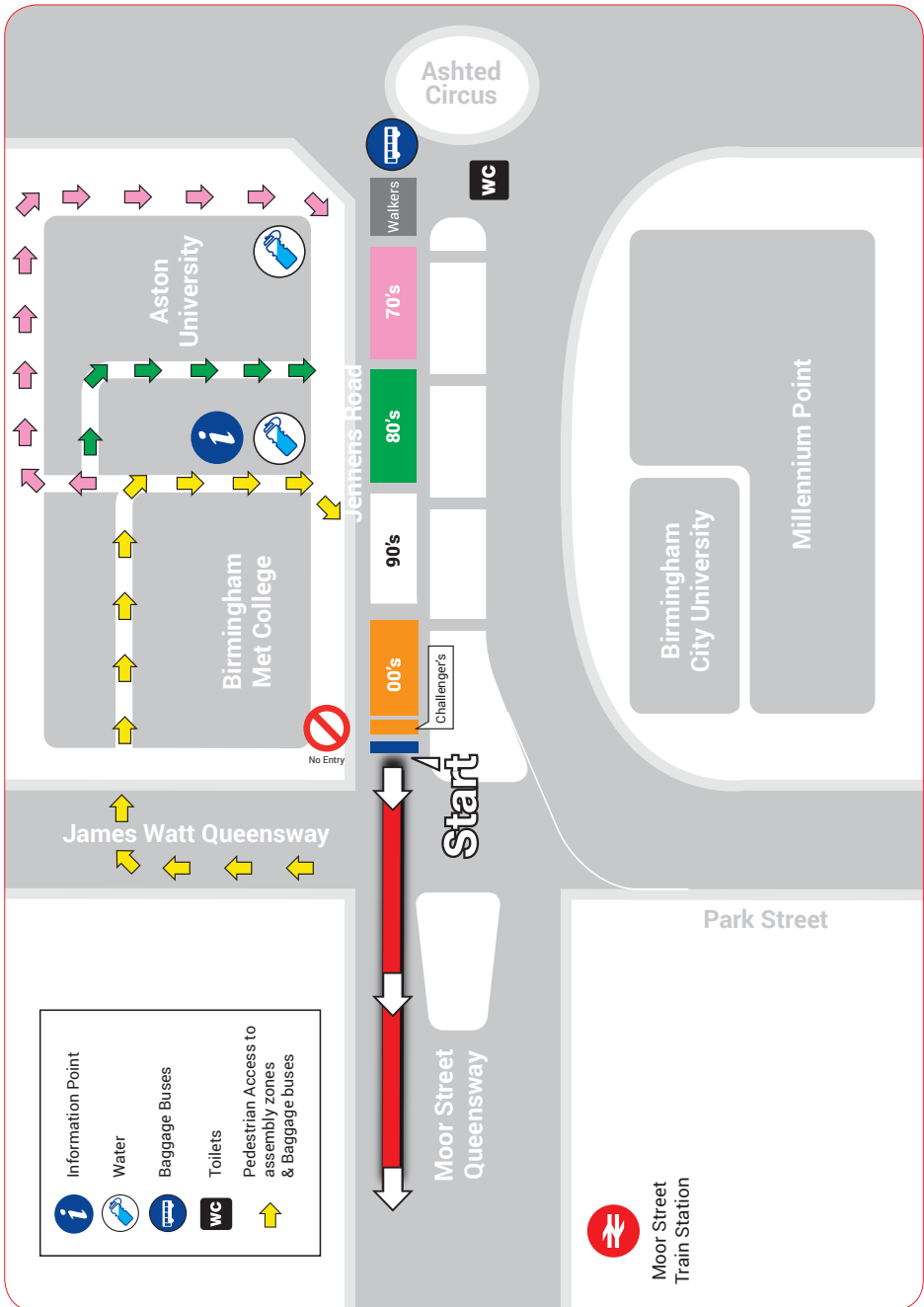
Warm-up

The Great Run warm-up expert and our friends at Urban Fitness will be onsite to get every runner warmed up and stretched for the Great Birmingham 10k. There will be 3 separate warm ups. See the timetable on page 5 for warm-up start times.

Free WiFi

Participants and spectators will be able to benefit from the free WiFi services available near the start and finish areas of the event meaning you can access useful event information and social media channels at your fingertips.

START MAP



ON THE COURSE

Entertainment on the course

The Simplyhealth Great Birmingham 10k will take runners from the iconic city centre backdrop south towards the world famous cricketing arena of Edgbaston. As well as fantastic sights and support from locals on the course, there will be a selection of upbeat music to keep you going until you cross the finish line.

Stay hydrated when you run

There is an Aqua Pura water station located on course at 5k. This is as runners exit Edgbaston Cricket Ground.

There is plenty of water for all runners but remember the following key tips which will help those behind you:

- Be prepared for the water stations – these will be signed in advance, so make sure you are ready to take a bottle and be careful of other runners around you.
- Please take only 1 bottle from the feed stations – be considerate of the runners behind you.
- When you have finished with your drink discard your bottle to the kerb edge or beyond – look where you are discarding your bottle before you do it and try and keep it from the running carriageway.

KM markers

Every km on the route will be identified by large signs at the side of the road giving you a clear indication as to how far into your run you are.

Slower-paced participants

The Police, Local Authority and the people of Birmingham are extremely supportive of the event but we do need to reopen roads to a set time plan. There will be a vehicle at the rear of the field that will follow the last runners and the walking wave. This vehicle will move at 13 minute per KM pace. If you are passed by this vehicle then you will be asked to finish the event using the footpaths. Depending on where you are on the route you may be asked to move to the pavement or may be required to deviate from the course in order to cross large trunk roads. There will be a sweep vehicle at the rear of the event that can relocate slow runners to the finish area on Curzon Street.

Don't worry the finish line and the finish system will remain in place so that everyone gets to cross the line and gets a run time and finisher souvenirs!

Medical support

Medical cover will be available across the event. At the start (Jennens Rd) where runners will be assembling, on course at intervals along the route and at the finish area where a main medical facility will be located off Curzon Street close to the finish line itself. Please ensure that you fill out the details on the reverse of your run number before event day, this info is valuable to medics in cases of emergency.

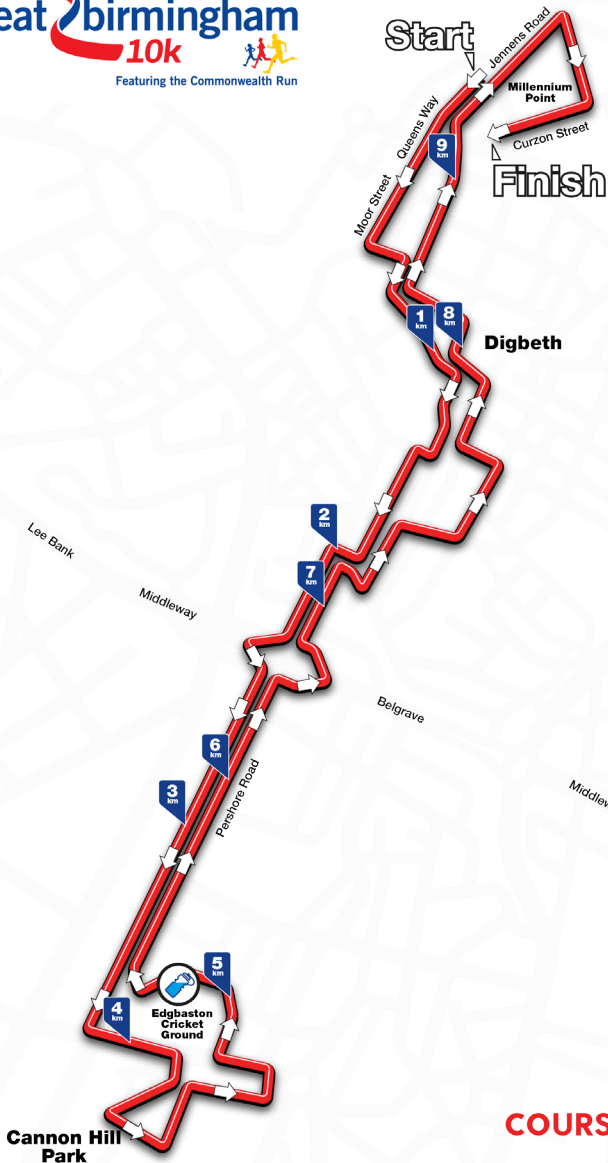
COURSE MAP



Simplyhealth

great **birmingham**
10k

Featuring the Commonwealth Run



COURSE MAP

LOVE RUNNING?



Great Run Local is a free, weekly, timed running initiative organised by fantastic trained volunteers. Whether you're training for an event, looking to increase your fitness or simply fancy socialising and meeting new people, Great Run Local welcomes everyone! Offering both a 2km and 5km distance, our runs are ideal for beginner runners and families as well as regular runners!

Birmingham Based Great Run Locals

- GRL Ley Hill: Every Saturday, 9:30am

Holloway Hall Community Centre, Holloway, Ley Hill, Birmingham, B31 1TT

- GRL The Vale Birmingham: Every Sunday, 10:30am

University of Birmingham, The Vale Campus, Mason Way, Birmingham, B153SX

We are always looking to increase running opportunities throughout the Midlands. If you know of any potential venues that could make great running locations and are interested in getting a weekly event off the ground, please contact us at info@greatrunlocal.org.



WHEN YOU FINISH

Finish area map



At the finish

When you cross the finish line please don't stop immediately – there is a little way to walk before you can have a well-earned rest, so keep moving and follow the instructions of the Great Run marshals who will direct you.

Aqua Pura

Next on the agenda is a well-earned drink of water. You will find your bottle of Aqua Pura inside your finisher's pack. Please keep moving through the secondary finish system.

Finisher's Pack

Finishers' packs will be sorted by T-shirt size. Please take a pack with the T-shirt size you specified when you entered the event. If you have forgotten then we have put a reminder on the bottom right hand corner of your run number – indicating S for small; M for medium or L for large. Your finisher's pack is well-earned so enjoy the goodies inside and that all-important souvenir medal.

WHEN YOU FINISH

Meeting friends and family

Family and friends will be able to wait for runners on the grassed area at the end of Curzon Street, as runners exit the finish system where you will see flying banners positioned on the grass. Please wait for your friends and family next to the flying banner that has the letter which corresponds to the first letter of your surname. For example, runner John Smith's family/friends would wait for him underneath the banner that shows the letter "S." Please remember that not everyone can stand at the finish line or at the end of the secondary finish system so please arrange with your friends and family to meet them in the family reunion area or elsewhere in the city.

Results

All results will be available at greatrun.org/results in the days following the event as soon as possible following the event close.

Official photographs

Our official photographers will be at the event to capture all of the action.

Visit greatrun.org/photos in the days following the run to see if there are any snaps of you.

Find us on Facebook & Twitter

Like our Facebook page,

facebook.com/greatbirminghamrun for top tips, insider info and event day chatter.

Follow us on Twitter [@Great_Run](https://twitter.com/Great_Run) for up to the minute event information, and don't forget to tag those event selfies with #GreatBirmingham10k.

Refreshments

As the event starts and finishes within Birmingham city centre there is an abundance of food outlets to cater for runners and spectators alike. Remember that a lot of these retailers will work Sunday trading hours.



£10 OFF!

DO THE DOUBLE!

Simplyhealth
great **birmingham** RUNNERS

BIRMINGHAM
INTERNATIONAL
MARATHON

As a 10k runner, if you sign up for the half marathon or marathon on Sunday 15 October, you'll receive £10 off your entry!

RESPECT THE CHALLENGE

OUR GUIDE TO A FIT, HAPPY AND HEALTHY GREAT RUN

OVER the past 30 years more than one million people have completed a Great Run. Running is great for your health, but it does not suit everyone so it's important that you read the following information, have done all the training you need to and are ready to take part in your event.

FIT TO COMPETE

It's important to train properly for your run otherwise you will be at risk of injury. Here are some tips that will help ensure you enjoy your training safely.

1 Before you start any training programme, make sure you're healthy enough to run. Talk to your doctor if you have a long-term health condition that may affect your ability to exercise, such as:

HEART DISEASE

ASTHMA

DIABETES

EPILEPSY

ARTHRITIS



If you start your training programme and find that you feel unwell, see your doctor, especially if you:

- Have heart palpitations
- Feel light-headed, dizzy or faint
- Have chest pain or tightness
- Get excessively short of breath
- Get excessive wheezing or coughing
- Have severe joint or muscle pain

2 Start your training slowly and build up gradually, especially if you haven't exercised for some time. Allow yourself recovery time when training. This is when your body gets stronger and fitter. If you don't allow time for your body to recover, you may weaken your performance and feel tired. Muscle aches and pains happen most commonly after an increase in training and stress on your lower limbs can cause injuries.

3 Give yourself time to warm up and cool down before and after your run. Warming up allows time for your body to prepare mentally and physically for the exercise you're about to do. A good warm up should include activity that slightly raises your heart rate followed by stretching. This increases the blood flow to your muscles, improves flexibility and prepares your muscles. Cooling down after your run helps to reduce muscle soreness and stiffness.

4 To reduce your risk of injury, vary your routes, running surface, pace and distance. Ideally, swap between two pairs of shoes on alternate training days.

5 Face oncoming traffic and stay visible, especially when it's dark – for example, wear bright or reflective clothing.

RESPECT THE CHALLENGE



HYDRATION

It's important that your body stays hydrated – keeps the right level of water – so that it can function properly. You also need enough water to allow nutrients to be transported around your body.

The colour of your urine can be a helpful indicator of hydration. Generally, dark urine suggests dehydration, with pale, straw-coloured urine being ideal. If you don't usually drink caffeinated drinks, don't start now as they can be particularly dehydrating if you aren't used to them.

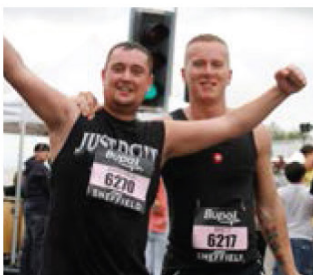
In general, drink when you feel the need and don't gulp large volumes of fluids before, during or after the run – this can result in a condition called hyponatraemia.

This happens when the salts in your body are diluted too much and can cause confusion, disorientation and vomiting.



BEFORE YOUR RUN

Start the run well hydrated. Drink enough fluids in the week leading up to the run and in particular the day before the event to ensure that you're properly hydrated. Alcoholic drinks are dehydrating, so don't drink them less than 24 hours before your run. Drink whatever you have practised with during training.



DURING YOUR RUN

During strenuous exercise, you can lose between half a litre and two litres of water per hour as sweat. Therefore it's important to replace the fluid and salts you lose.

Everyone is different; some people sweat more than others, and some lose more salt in their sweat. Because of this individual variation, it's not possible to give exact advice on how much you should drink during a training session. As a general rule, aim for 120 to 150ml of cold fluid every 10 to 15 minutes. Cooler fluids are recommended because they are usually more palatable and help to lower your core body temperature.

Make sure you know where the drink stations are on the run's route. Aqua-Pura water and Powerade will be available, but only take a drink if you need one. If it's hot, there will be extra water and showers may be available – use these to cool yourself rather than pouring drinking water over yourself.



AFTER YOUR RUN

Most runners don't drink enough during the run and need to rehydrate afterwards, so take on some fluid as soon as you can after crossing the finish line. Although you may feel like celebrating, make sure you're fully hydrated with water or squash before you have any alcohol.

**DO NOT
RUN**

If you feel unwell or have been unwell, even if you are raising money for charity

**DO NOT
RUN**

RESPECT THE CHALLENGE

ARE YOU PREPARED FOR YOUR DISTANCE?

As a guide, during the weeks before your run aim to have run:

FOUR MILES CONTINUOUSLY
if taking part in a 10k run

SIX MILES CONTINUOUSLY
if taking part in a 10 mile run

EIGHT MILES CONTINUOUSLY
if taking part in a half marathon

If you can't manage this distance, you may not be able to complete the event safely and probably won't enjoy it.

PLEASE DO NOT RUN THIS TIME.

For all your training needs visit

www.greatruntraining.org

Respect the Challenge TOP TIPS

1 Check the weather forecast to help you decide what clothes you will need.

5 Make sure you have something to eat and drink to keep you going on the journey home after the run.

2 Apply Vaseline to any areas where you have had chafing during training, such as under your arms, bra band, toes or groin.

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

6 You might want to bring some old clothes that you can start the run in and throw away once you have warmed up.

7 Wear water-resistant sun cream – just be careful not to put on too much otherwise when you sweat, the sun cream may run into your eyes.

4 Don't wear new trainers for the first time on run day – it's a good idea to run in them for at least a month before the event.

8 Remember to bring your own safety pins if your event requires you to wear a run number.

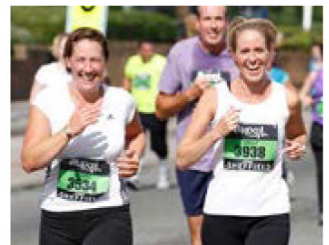
ILLNESS

During training

If you're injured, or have flu or gastroenteritis, don't train until you are fully recovered. Although the worst flu symptoms are usually over after five days, it can take much longer to recover completely. When you're better, start training gently and build up gradually. Don't try to make up for lost mileage – this may cause more damage or illness. Consider carefully whether or not to run if you have been ill or injured.

Fit to run?

Don't start a run if you feel unwell or have been ill recently. Running may put you at risk of serious illness if you have a fever, have been vomiting, have had severe diarrhoea or any chest pains, or otherwise feel unwell. Don't try to run just because you have collected sponsors to raise money for a charity – you will be able to attempt another run in future.



RESPECT THE CHALLENGE



EATING

During training

The best advice when training is to stick to a healthy, balanced diet. If you do this, you will be getting all the nutrients you need to exercise regularly, so you won't need to take vitamins or other supplements to improve your running.

On training days, have a meal about three to four hours before you run if you can. This should be low in fat and fibre and high in carbohydrate and include some protein. Then have a snack half an hour to an hour before your training.

Try to eat some starchy food within two hours of finishing an event or when completing a training run – your muscles can replace energy (glycogen) twice as quickly during this time.

The week before your run

It's very important both in the days before your run and during it that you stick to food and drink that you have tried before. Don't start trying lots of new foods as it may affect your digestion.

If you're going to be running for

longer than 90 minutes, for example a marathon or half-marathon, you will perform better if you follow a programme of carbohydrate-loading in the three days before the run. This involves reducing your training and increasing the amount of starchy foods you eat while cutting down on protein. Sports dieticians recommend that in the three days leading up to the run more than the normal 60% of your food intake should be carbohydrates. This is important for maximising your muscles' energy stores.

The morning of your run

On the day of the run, have a meal that is high in carbohydrate and low in protein, fibre and fat, for example porridge with a banana or toast with honey. This will top up the level of energy in your muscles – particularly important if your run is first thing in the morning after eating nothing overnight.

Eat this meal between one and four hours before the start of the run so your stomach has time to empty.

AFTER THE RUN

Don't let yourself get cold by standing around after you have finished. Make sure you keep moving, especially if you feel dizzy, and have something to drink. Collect your bag as soon as you can and change into warm, dry clothing – foil blankets will help, but won't stop you from getting cold. Then go to wherever you have arranged to meet your friends and family.

If you haven't drunk enough or eaten anything, you can feel faint even over half an hour after finishing a run. If this happens, have something to eat and drink, but don't drink too much.

RUN NUMBERS

It is important to fill in all 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 run number and not let anyone else use it if you decide not to take part.

Agreeing to the conditions of entry means only you are registered to this number. This will help medical staff identify you in case of an emergency – imagine the stress that could be caused to friends and family if someone is mistakenly identified.



For all your training needs visit:

GREATRUNTRAINING.ORG