Organiser’s Handbook

Introduction

This handbook contains everything you need to know about putting on a brilliant Mile on Sunday 20th March 2016, as part of the Sainsbury’s Sport Relief Games.

Thank you so much for your interest in holding a Sainsbury’s Sport Relief Mile – you’re doing an incredible thing. You’ll not only be providing a great day out for your community, but with the money your event raises, you’ll also be helping to transform lives across the UK and around the world.

Here you’ll find info about Sport Relief itself and how we’ll help you with your Mile, plus guidance notes to help you with the ‘Finer Details’ section of your Mile application.

What is Sport Relief?

Launched in 2002, Sport Relief is one of the UK’s biggest fundraising events, bringing the whole nation together to get active, raise cash and change lives.

At the very heart of it all sits the Sainsbury’s Sport Relief Mile. In 2014, tens of thousands of people took part in almost 500 events, just like yours, across the UK.

It was all part of the first ever Sainsbury’s Sport Relief Games, with swimming and cycling events joining the Mile, celebrity challenges and a fantastic night of TV to help raise a staggering £71.8 million.

The Sport Relief 2016 weekend will take place from Friday 18th to Sunday 20th March and your event will form part of some very exciting plans we’ve got in store!
Sport Relief Events Team

The Sport Relief Events Team is here to help you organise and host your Mile from start to finish. If you have a problem with any aspect of your event (or just want to chat about your plans for the day) feel free to pick up the phone or send us an email. We’ll always be happy to hear from you.

We have plenty of experience under our belts so can support you through any problem you may have, or answer any question. Just give us a call on 0207 820 2363 or send us an email to events@sportrelief.com

Local Champions

On hand to offer you extra advice and support on promoting and delivering your Mile will be our Local Champions. These friendly folks are Mile Organiser veterans who will act as an additional point of contact for you between now and March. When it comes to the Mile, they’ve been there, done that and got the high-vis vest.

To find out who your Local Champion is and how they can help you, just call us on 0207 820 2363 or email us at events@sportrelief.com

Facebook group

Fancy being part of an exclusive online community for Mile Organisers like yourself? Well lucky you, we’ve got just the group. You can use it to share ideas and chat to Organisers across the UK. To join, just head over to the Sainsbury’s Sport Relief Mile Organisers 2016 group on Facebook.

Mile Organiser Account

In Autumn 2015 you’ll be able to login to your Mile Organiser Account to feast your eyes on a whole load of Sainsbury’s Sport Relief Mile bits and pieces. You’ll be able to download the additional PDFs that make up this Mile Organiser’s Handbook, edit your contact details and keep an eye on how many people are signing up to your Mile.

Materials

Promotional materials will be winging their way to you in January 2016 when Sport Relief steps up a gear. As well as this stash of printed posters and flyers, a range of downloadable resources will be available too. There’ll be easy-to-edit posters and press releases which you can print off as and when you need them.

Box of Tricks

Your hefty Box of Tricks holds everything you need to run a successful Sainsbury’s Sport Relief Mile. It will be delivered to you in the weeks leading up to the Sport Relief weekend, and includes:

- A Sport Relief medal for each of your Milers
- Volunteer apparel
- Sport Relief branded start and finish banners
- Entry forms and Miler numbers for entries on the day
- Bottles of water to hydrate your Milers
- Safety pins for anyone who has not already attached their Miler number.

This will be my 5th year as a Mile Organiser and I can’t wait to get stuck in. I’ve enjoyed every moment. Every Mile is different, and the support received from the Sport Relief Events Team is fantastic. I’m looking forward to making The Gravesham Mile, more fun and bigger than previous years, bringing the whole community together for a worthwhile cause.

Amit Hayer, The Gravesham Mile
Opening time

This is the time you’d be happy for the public to start arriving at your venue. If you’re going to be accepting entries on the day, you’ll need to open at least 30 minutes before the start time to do all the administrative bits and pieces (please see the Entries on the day section below).

Equally, if you make your opening time two hours before the first start time, people are going to expect there to be entertainment to keep them occupied until then. Typically we’d advise an opening time of between 30 minutes and one hour before the first start time.

Waves

Waves are the number of different start times you want on the day. Of course, you may be able to have everybody set off together, meaning you’ll only need one start time. Easy.

Waves are used to minimise bottlenecks when your runners are en route and effectively drip-feed people onto the course. The main things to keep in mind when deciding on waves are numbers and timings:

- In order to generate a buzz at the start line you need to put plenty of people in each wave. People will naturally spread out along the course as some run, others walk, and most jog somewhere in between.
- To avoid a lull at the start line, it’s best to make your wave times nice and close together. We recommend around 10–15 minutes apart. This will be plenty of time for everyone to get on their marks, get set and go.

You might decide it’s best to group your Milers doing different distances into different start times. For example, you could set off your 3 and 6 Milers together, and then have a wave of 1 Milers. This will keep up numbers at the start line. This year we’ll be encouraging more runners to sign up to the tougher challenge of 6 miles. Although we still expect a large number of Milers to sign up to the 1 and 3 mile distances.

Describe your Mile

The first thing people will see when they click on your Mile page is your unique description. A short and snappy description works best to motivate people to take part in your Mile. The Sport Relief Events Team will also cast their helpful eyes over it for you and offer advice if needed.

Example: Take part in the Sainsbury’s Sport Relief Mile, hosted by The University of Hull. Choose your distance, then run, jog, walk or even skip your Mile around the University’s award-winning grounds. Once complete, relax and enjoy all the entertainment on offer. Book your place now!

Additional information & entertainment

Is there anything else Milers are going to need (or want) to know about your Mile event before they sign up? If so, this is the place to include it. Add more details on the route, accessibility and facilities if you need to, and information on any entertainment you’re planning. If you’d like to add extra details or entertainment here closer to the time, just drop us a line.

Entries on the day

If your Mile doesn’t sell out in advance, we would love for you to offer entries on the big day too. Sport Relief manages online entries, but we’ll need you to be responsible for on the day entries. We’ll equip you with the essentials for this. However, you will need to orchestrate a team of registration volunteers who can dish out Miler numbers in exchange for entry fee payments.
Facilities
It’s vital to let your Milers know what to expect. They will look at your facilities information to make decisions about their day. So please be open and realistic about facilities such as parking.

Public Liability Insurance
This is an essential cover for all hosts of the Sainsbury’s Sport Relief Mile. Public events have an inherent risk of accident or injury and it’s essential to safeguard your organisation with the appropriate insurance cover.

Your organisation may well have Public Liability Insurance in place already, which will cover your Sainsbury’s Sport Relief Mile. If you don’t already have Public Liability Insurance, just get in touch with the Sport Relief Events Team who will advise you on how to get covered.

It is your responsibility to make sure the details are correct and your policy is in place by the time of your event.

Child Protection Policy
If you have your own Child Protection Policy as part of your organisation, we ask that you make a plan to ensure all staff and volunteers are familiar with the policy in plenty of time for the big day.

If you don’t have a Child Protection Policy in place, don’t worry. Nearer the time we’ll help you make plans such as a lost child point. For now we just need to know whether you have a Child Protection Policy or not.

NEXT STEPS
- Log into your Mile Organisers Account and start to complete The Finer Details section of your application. If you need more time, you can save and return to it before submitting
- Sign up to the Sainsbury’s Sport Relief Mile Organisers 2016 Facebook group
- Remember to get in touch with your friendly Sport Relief Events Team with any questions, concerns or comments you may have. Please give us a call on 0207 820 2363 or send us an email to events@sportrelief.com
- Give yourself a pat on the back! You’re one step closer to becoming part of the Sport Relief 2016 team.

THANK YOU

Amy Thornton organised The Stockeld Park Mile, in 2014, which raised over £4,700. That’s enough to provide four schools in Uganda with long-term access to clean water, helping to protect roughly 2,000 children from deadly waterborne diseases.

Amy Thorton, The Stockeld Park Mile