

Route and venue



Organising a Sainsbury's Sport Relief Mile needn't be complicated. There are, however, a number of different things to think about. This section should help you think about the perfect route, venue and event day facilities.



Venue

We know that the types of venues used to hold a Sainsbury's Sport Relief Mile will vary endlessly – some will be indoors, some outdoors, some on tarmac and others on grass.

As the event organiser, it's up to you to evaluate and decide on the venue, but, where possible, it would be easier to keep the Mile route flat and on hard ground to enable people with disabilities to take part more easily.

Other factors to consider when choosing a venue are...

Wet weather

What will happen if there has been a lot of rain before the event? If it is on grass, is it likely to flood? If so, is there anywhere else you could hold the Mile at the last minute?

Infrastructure

Are there any buildings available for use at the venue? Is there any shelter from wind & rain? Are there any existing structures to hang banners from?

“ There were lots of activities taking place in the stadium on the day – a pre-mile warm up was organised, people could have a go in sumo suits, and Doncaster Rovers Mascot Donny Dog was on hand to cheer on supporters and engage the crowd.”

Dean Wiffen - Community Sport & Physical Activity Development Officer, Doncaster Metropolitan Borough Council [The Doncaster Mile](#).

1, 3 and 6 Miles

Every Sainsbury's Sport Relief Mile offers participants the choice of doing 1, 3 or 6 miles, so they can choose the challenge that best suits them. To ensure this format is both enjoyable and fun, there are a number of things you will need to consider.

- If your route involves people running the same course multiple times you will need to consider how you 'filter' Milers on and off the course, so that those already doing their Mile are not colliding with those waiting to start.
- We do not expect you to count the number of miles each Miler completes – we will trust them to be honest and run the number of miles they have registered for.
- If you are using separate routes for the different distances then ensure you have enough volunteers to marshal Milers and directional signage wherever possible to direct Milers around the routes.
- Think about how long you can keep your course open as this may affect the start time for 3 and 6 Milers.
- Decide whether you need a water station en-route for people running 3 and 6 miles. We will provide enough water for you to offer this.

Route



You will need to mark your Sainsbury's Sport Relief Mile route so that you know it's as close to 1 mile as possible. We suggest you either use an online route planner such as www.mapmyrun.com or try to get your hands on a measuring wheel. These can be quite expensive to buy but lots of organisations have them and may be willing to lend you one. Try contacting local authorities, surveying companies, schools or event companies in your local area.

Remember, if you are using different routes for the 3 and 6 mile options then these will need to be marked out too.



Things to bear in mind...



- Fingers crossed Sunday 25th March will see brilliant sunshine across the whole of the UK but, just in case the weather lets us down, it always pays to be prepared. When planning your route try to avoid any areas which are prone to flooding or may be too muddy should it rain.
- Where there are corners, try to make them as wide as possible to avoid congestion.
- Bear in mind that entrants may include people in pushchairs, fancy dress costumes and wheelchairs so try to make the route as accessible as possible for these participants and think about the impact they will have on any narrow sections along the route.
- It's a good idea to do a walk around your planned route to identify any potential bottlenecks. These can have quite a dramatic impact on the flow of your Sainsbury's Sport Relief Mile if too many people are trying to get through a bottleneck at one time so think about how you can minimise this impact. A couple of options include starting the Mile in waves (talk to your Events Team contact about this), or using the event tape supplied in your Box of Tricks to narrow the route gradually.
- Try to make the route as flat as possible. Remember that the emphasis is on fun and is inclusive of all ages and abilities so preferably no steep hills.
- The Mile route should be free from any obstacles or hazards, and should be appropriately marked and cordoned off.
- Ensure that the start area has enough room to hold participants as they assemble and do their warm up. Similarly the finish area should have enough space for the finishers.

- Consider where the On the Day entry desk will be situated in relation to the Mile route. It should be close to the start area but not so close it causes congestion. Is it undercover? If not, then what happens if there is wet weather?
- Think about how your Milers will identify the route.

Suggestions include...

Using barrier tape fixed to pegs

Fixing laminated signs to posts

Traffic cones/barriers may come in handy for marking your Mile and/or parking areas

- Plenty of marshals to direct people

Disability matters

We want the Sainsbury's Sport Relief Mile to be accessible to as many people as possible so please bear the following issues in mind when planning your event:

Ground type

Overgrown grass can be extremely difficult for a wheelchair user. Hard standing flat ground is obviously the ideal condition and we encourage you to choose a route on this surface wherever possible.

Disabled toilet facilities

If necessary a ramp should be placed for ease of access to the toilets.

Signage and Announcements

If possible please design your Mile signage using large, clear lettering (such as Arial or Helvetica typeface) and use a strong colour contrast - black ink on white or light (e.g. yellow) coloured paper works well. Please also think about where and at what height signage is displayed. It would be great if you could display signs to complement spoken announcements – e.g. start times, directions and other important event information.

For more help and advice please see;

Disability Sports Northern Ireland - www.dsni.co.uk

Scottish Disability Sport - www.scottishdisabilitysport.com

English Federation of Disability Sport - www.efds.net

WheelPower- www.wheelpower.org.uk

British Wheelchair Racing Association - www.bwra.co.uk