

**August 2nd 2007.**

## **Road Running Leadership Group**

### **New licence system and online running club for road running**

#### **Frequently asked questions and licence fee structure**

The Road Running Leadership Group would like to thank everyone who has taken the time to comment on our recent press release.

Your feedback raised some very important issues, and a vast array of questions. We have attempted to summarise the key questions below, and have included in Appendix A the proposed Pricing Matrix for Race Licences.

We invite further feedback, to the RRLG Project Manager at [msummers@ukathletics.org.uk](mailto:msummers@ukathletics.org.uk).

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**IMPORTANT NOTE:** The answers to these questions represent current RRLG thinking and are subject to change. Feedback will be warmly welcomed.

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#### **Road running in the UK – our vision**

1. Q. What is the vision of the Road Running Leadership Group?

Put simply, it is to make British road running the number one in the world for participation and event delivery, and in turn to boost elite British endurance performance.

2. Q. What is the overall goal of the new race licence scheme?

The new race licence scheme is designed to leave more money in the hands of race organisers, the majority of which are running clubs. This will give races the opportunity to raise standards to even higher levels and promote participation to a wider community of runners.

In conjunction with this, race organisers will be asked to help promote membership of the virtual club, which is planned to become a significant fund-raiser for the sport of road running as a whole.

3. Q. What is the objective of the virtual club?

The virtual club will be designed to:

- Bring unattached road runners into the community of the sport
- Encourage increased frequency of participation in the sport

- Raise funds for re-investment into the sport of road running to improve standards at all levels

Its aim is to *complement*, not replace, existing running clubs. A key function of the site will be to encourage more runners to join their local clubs where they would enjoy a wide range of added benefits, including organised training runs, social events, coaching, team spirit, training partners, etc.

The development of the virtual club will also create a significant sized database of runners, which should be of considerable commercial benefit to the organisers of major races, equipment retailers and other sponsors. This will offer an additional revenue-generating opportunity for the sport.

4. Q. How will the RRLG reinvest in the sport?

All surplus monies raised through the virtual club and its associated activities will be invested in three key directions:

- Enhancing the experience and ensuring the safety of all runners participating in UK events
- Developing the standards of elite endurance running
- Drawing new runners into the sport from every part of the community

More specific details will be announced over the next few months.

### **Background to the consultation process**

5. Q. Has consultation taken place with athletes and race organisers?

The new proposals have been developed based on input from the running community, through discussions with race organisers, permit secretaries and the runners themselves. Further consultation will take place over the coming weeks, prior to plans being finalised in late 2007.

6. Q. When will consultation meetings take place?

We are going to run consultation meetings on two alternative evenings to get feedback from county permit officers and road race organisers on our new proposals.

- London 8th August
- Solihull 4th September

Additional events are planned for the North West and North East of England, dates to be confirmed.

At these meetings we will present our vision for the future of the sport of road running, including:

- Proposed new race licensing system and pricing structure
- The virtual running club
- Reinvestment into the grass roots of the sport of road running
- Reinvestment into raising standards of performance

Places at these two meetings are limited, so we are inviting interested parties in the first instance to mail Mike Summers (Project Manager, RRLG) at [msummers@ukathletics.org.uk](mailto:msummers@ukathletics.org.uk) if they would like to attend. In the event of over-subscription, places will be allocated on a first come, first served basis.

7. Q. When will the new plans be confirmed?

It is intended that the new plans will be confirmed in October 2007.

### **The new licence**

8. Q. What is the purpose of the licence?

As with the current UKA Permit Scheme, the licence will demonstrate your adherence to accepted standards of organisation, health and safety procedures and other specific criteria. These are there to ensure the well-being of not only the participants, but also the race officials, the general public and other road users. These standards are aligned with the recent government guidance for safety in events on the public highway that will influence local authority and other agencies in supporting road events. In fact UKA was a key consultee in developing these guidelines.

9. Q. What insurance coverage will the licence give me?

UKA public liability insurance is only available to affiliated organisations; the licence demonstrates to the insurers that you are promoting your event to the required standards. If you require a copy of the Public Liability Insurance statement then please email: [jtemperton@ukathletics.org.uk](mailto:jtemperton@ukathletics.org.uk).

It is the UKA master policy for the sport which offers up to £10M of insurance cover and which has a claims history with the same underwriter and broker going back more than 10 years. UKA and the national governing bodies pay its significant premium on behalf of the sport. It is reckoned to be one of the longest standing, proven and comprehensive policies currently available in an individual sport covering organisers, competitors, coaches, clubs and teams at all levels.

10. Q. What other benefits will a licence bring?

The licence will enable you to brand your race as an official UKA event.

11. Q. What if I buy a licence for a 300-runner race and 350 runners end up running?

The licence fee paid will be based on the information set out on a post event "returns" form, which will set out the actual numbers of entrants rather than pre-event estimates. As now, the race organiser will send his payment based on the simple scale of licence charges. We are investigating the feasibility of making this an on-line process in due course.

12. Q. When will payment need to be made?

All licence applications will require a flat rate fee of £25.00 on application (or £10 in the case of races with under 50 competitors), with the balance on return of a Road Race Return Form or an equivalent online return. Note that current levies are paid this way.

13. Q. What about 'closed' races?

The following events will be able to obtain a race licence free of charge:

- National, Territorial, Regional and County championship events that are restricted to affiliated club teams of registered members.
- Other closed events that restrict entries to registered members of clubs affiliated to one of the home country governing bodies. A closed event must incorporate a team competition for affiliated clubs.

14. Q. Is the fee based on entrants or actual runners?

The fee is based on the number of entrants, as per the current system. We have based this on the understanding that entrance fees for most races are not refundable.

15. Q. Why have you chosen the fee structure you have?

The fee structure is designed to offer cost-effective rates for races of all sizes. The model has been developed on the assumption that smaller races have a higher proportion of attached runners than larger races; our records show that the percentage of attached runners averages out at 75% for the smallest races, and falls to below 20% for the largest races. The fee per runner therefore increases as the total number of participants increases, up to maximum of about 50p per runner for races of 800 participants, Above 800 participants, the per runner rate drops off gradually, flattening out at 5,000 participants where the rate becomes a fixed 40p per runner.

16. Q. Why only 40p per runner for the largest races? Shouldn't they pay more?

The largest races will pay significant sums of money, which could be in excess of £15,000 per event. Three key factors were taken into consideration when setting the 40p limit:

- These events have created brands that have helped shape the sport and drive the two most recent running booms in the UK.
- These races have the largest participant databases, the levels of permanent staff support and the communication opportunities that will help significantly in creating the sense of 'belonging' within the sport that the RRLG is seeking to develop for currently unattached road runners
- Much of the work that will continue to be required in making the sport as safe, secure and simple as possible from a medical, policing, legal, insurance and local authority perspective will benefit all of the 2,000 or so races in Britain but it is envisaged that the larger road race organisations will take the lead role in creating resources to support every UK road race organiser.

17. Q. What sanctions, if any, are there for races that do not provide contact data for unaffiliated entrants and do not publicise the virtual club as agreed?

There aren't any official sanctions but we'll offer races plenty of opportunities to comply, however, next year's licence will not be issued until the data has been passed on or publicity proven.

18. Q. My race is in June 2008. We normally apply for our Race Permit in September / October time. My question is can we still do that, and will the new rules come into force if we are applying this far in advance?

We plan to finalize the licence structure by the end of September and operate the new licence structure from October 1st 2007 for races taking place after April 1st 2008. All licences for events post April 1 2008 will be issued by Athletics Services, for races anywhere in the UK.

19. Q. What will be the price difference between attached and non-attached runners?

One of the licence conditions will be that attached runners should be offered a discount of at least £2 on race entry. This price differential will be an important factor in promoting the value of club membership.

20. Q. Will the larger races stick to the agreement?

The plan has the backing of the directors of some of the UK's largest races, including the Flora London Marathon and the BUPA Great North Run.

### **Where will the money go?**

21. Q. Who will be responsible for agreeing distribution of funds?

The RRLG will make all decisions on fund distribution. Decisions on fund distribution will be visible to all through the UK Athletics and / or UK Road Running websites.

22. Q. What will be the criteria for application for funds?

The RRLG will be publishing a list of the key criteria for funding applications in the near future.

23. Q. How are counties going to access funding for endurance?

In the first instance counties should submit an application to their region, which may then apply to RRLG for extra resource. This will be in addition to, and not instead of, the permit agency fee paid to Counties, which will continue to be theirs to use as they wish.

### **The virtual club**

24. Q. What benefits will membership of the virtual club offer?

A package of benefits is currently being developed and will be shared with the running community over the coming weeks. Ideas and suggestions from runners, race organisers, potential sponsors and others would be warmly welcomed. Please email Mike Summers at [msummers@ukathletics.org.uk](mailto:msummers@ukathletics.org.uk) with your thoughts.

25. Q. Will members of affiliated clubs automatically become members of the virtual club?

The logistics are still be ironed out, but it is envisioned that club members registered with a governing body registration / membership scheme will be able to join the virtual club for free. The RRLG is aware of potential risks of runners using the virtual club for side-stepping club eligibility, and the virtual club terms and conditions will be drawn up accordingly.

26. Q. How will the virtual running club "system" recognise whether an applicant is an existing member of an affiliated running club?

We plan to create a system that will automatically check new virtual club applicants against a master UK runners' database. We would advise race organisers to request individuals' registration numbers on entry forms – that will be the key factor in determining whether an unattached fee is due.

27. Q. Why should we give information on our runners?

Contact details for your runners will enable us to contact them (via email, phone or post) to encourage them to join the virtual running club. Increased membership will generate increased income for the sport of road running, which will be reinvested into the development of the sport.

28. Q. How do you envisage gathering/handling data on unattached runners?

We will ask race organisers to submit a spreadsheet in electronic format with details of all entrants, including attached and non-attached runners, subject to data protection opt-outs. Where possible we will talk to major results software suppliers to ensure compatibility of data formats for download.

29. Q. We don't want to give information on our runners! What is our alternative?

We will require a file of entrants' names in all cases – this is for the benefit of Road Running in the UK – we believe that we have the potential (in the long term) to really improve the way the sport is funded and how those funds are spent – we know that the vast majority of race organisers and road runners love the sport and want it to thrive – we intend to offer them a product that they will value and want to belong to.

There will be a few exceptions to this. In some cases the race organiser will be given an alternative option of helping promote the virtual running club via other means. This may include promotion on their event web-site, in email communications, through hand-outs at the start or end of the event or through other promotional media. Full details of these "co-promotional agreements" will be circulated in due course.

30. Q. How will our runners' data be protected?

All data will be managed in compliance with the Data Protection Act 1998. Data will not be shared with external parties without the user's opt-in consent. In addition, users will be given the facility to opt-out of email communications at any time. No sensitive personal data, such as data relating to ethnicity, politics or medical conditions, will be either requested or stored. A detailed data policy will be drawn up over the coming weeks.

31. Q. What does data protection mean for the road race organiser?

Entry forms (online or paper-based) will need to include one or two extra questions and include a data privacy statement. The RRLG will provide this information in due course.

32. Q. What non-affiliated runner's details would you require?

Specific details will be confirmed at a later date. It is likely to include name, date of birth, region and email address as a minimum.

33. Q. Will the virtual running club take members away from existing affiliated clubs?

On the contrary, the virtual running club will provide a platform for road running clubs to promote themselves to local runners and to therefore grow their membership numbers.

34. Q. Can I presume that if the virtual club is successful the financial benefit to my race of the unattached runners will decline with each passing year but the cost through the licence will not. In the long term the cost to my race will be higher unless I can fill it with unattached runners.

Yes, to obtain additional revenue you'll need to attract new unattached runners each year, but the rationale behind this is to incentivise clubs to attract runners from outside of the existing pool. Ultimately the race organiser will determine race pricing; the £2 minimum discount for club members will be the only aspect stipulated by the licence.

35. Q. Who will administer the online club?

The RRLG is in discussions with several alternative partner organisations for the design, development, hosting and administration of the club. Any of these elements could be outsourced or performed by UKA in-house. The RRLG invites other interested parties to contact Mike Summers at [msummers@ukathletics.org.uk](mailto:msummers@ukathletics.org.uk).

36. Q. Will members of the online club be able to join "real" clubs at discounted rates?

That will be at the discretion of the clubs. It should also be noted that virtual club members will automatically attain UKA affiliation, and receive an official affiliation card.

37. Q. How much will the virtual club membership cost?

This is still under discussion.

### **The RRLG constitution**

38. Q. How will the RRLG be constituted in 2008?

The RRLG will consist of a combination of elected and ex officio members. Elections will be held before March 2008 for the RRLG for the year Apr 2008 – March 2009.

39. Q. Who will be eligible to vote?

All governing body registered members, including members of the virtual running club, will be eligible to vote. It is proposed that voting will be online; we are currently ironing out the technicalities on this. This option will be only available to members for whom we hold a current email contact address.

### **Other questions**

40. Q. What will the role of county permit secretaries be?

The role of county permit secretaries will not change in the foreseeable future.

41. Q. What is happening to cross-country permit arrangements?

The cross-country permit system has been modified so that all permits will be issued on behalf of UK Athletics through the same people as previously.

42. Q. Will counties receive a direct return on the licence fee?

Counties will not receive a return on the licence fee as they do with unattached income. Instead the RRLG is exploring a service agreement with counties whereby, in return for the Permit Officer's efforts, the county will receive a return based either on the number of races or the fees received (policy to be determined).

## Appendix A

### Road Running Leadership Group –

Proposed Pricing Matrix for Race Licences

<b>Band range</b>	<b>Fee per race</b>	
<b>0-50</b>	<b>£</b>	<b>10</b>
<b>51-100</b>	<b>£</b>	<b>25</b>
<b>101-150</b>	<b>£</b>	<b>34</b>
<b>151-200</b>	<b>£</b>	<b>50</b>
<b>201-300</b>	<b>£</b>	<b>75</b>
<b>301-400</b>	<b>£</b>	<b>120</b>
<b>401-500</b>	<b>£</b>	<b>155</b>
<b>501-600</b>	<b>£</b>	<b>220</b>
<b>601-700</b>	<b>£</b>	<b>260</b>
<b>701-800</b>	<b>£</b>	<b>320</b>
<b>801-900</b>	<b>£</b>	<b>370</b>
<b>901-1000</b>	<b>£</b>	<b>420</b>
<b>1001-2000</b>	<b>£</b>	<b>700</b>
<b>2001-3000</b>	<b>£</b>	<b>1,115</b>
<b>3001-4000</b>	<b>£</b>	<b>1,500</b>
<b>4001-5000</b>	<b>£</b>	<b>1,840</b>
<b>5001-10000</b>	<b>£</b>	<b>3,000</b>
<b>10001-15000</b>	<b>£</b>	<b>5,000</b>
<b>15001-20000</b>	<b>£</b>	<b>7,000</b>
<b>20001-25000</b>	<b>£</b>	<b>9,000</b>
<b>25001-30000</b>	<b>£</b>	<b>11,000</b>
<b>30001-35000</b>	<b>£</b>	<b>13,000</b>
<b>35001-40000</b>	<b>£</b>	<b>15,000</b>

## Will my race be better off?

In almost all cases, your race will be better off under the new scheme.

Consider the following scenarios, which shows the savings that races will make under the new scheme compared to current model.

Note that the "average % of unattached runners is taken from data across all UK races over a 12 month period. We consistently find that as the race size increases, so does the percentage of unattached runners.

Runners	Band	Average % of unattached runners	NEW MODEL: Licence fee per race	Current model: Unattached levy fees per race	Saving over current model
25	0-50	24.1	£ 10	£ 12.05	17%
75	51-100	24.1	£ 25	£ 36.15	31%
125	101-150	32.3	£ 34	£ 80.75	58%
175	151-200	32.3	£ 50	£ 113.05	56%
250	201-300	36.4	£ 75	£ 181.75	59%
350	301-400	40.4	£ 120	£ 282.80	58%
450	401-500	40.4	£ 155	£ 363.60	57%
550	501-600	47.2	£ 220	£ 519.20	58%
650	601-700	47.2	£ 260	£ 613.60	58%
750	701-800	48.9	£ 320	£ 733.50	56%
850	801-900	50.6	£ 370	£ 860.20	57%
950	901-1000	50.6	£ 420	£ 961.40	56%
1500	1001-2000	57.3	£ 700	£ 1,719.00	59%
2500	2001-3000	63.1	£ 1,115	£ 3,155.00	65%
3500	3001-4000	75.5	£ 1,500	£ 5,285.00	72%
4500	4001-5000	81.8	£ 1,840	£ 7,362.00	75%