



Bolton Marathon Sustainability Vision 2020-2022

Event Aim:

To deliver the best road marathon in the UK

Event Objectives:

1. We will deliver a safe event for all and meet all entrants' expectations
2. Be the first major single use plastic free marathon in the UK/World
3. Not for profit event with proceeds donated to the Bolton Marathon Community Trust Fund
4. Inspire people of all ages across the region to take up running and become more active
5. We want to bring all Bolton communities together through a common goal
6. Enhance the sporting profile of Bolton across the UK
7. Create an inspirational event that the people of Bolton will be proud of

What does this document cover?

Outlines what we are aiming to achieve, and when, regarding sustainability and our vision of becoming the first zero single use plastic marathon in the UK. We start by defining what we mean by single use plastic.

“Single-use plastic’ is a wide-ranging term. It includes all products made wholly or partly of plastic, which are typically intended to be used just once and / or for a short period of time before being disposed of.”

(UK Government: Ministry of Justice, Estates Directorate: Single Use Plastics Policy, Oct 2018)

Why

We believe Race Organisers (RO) need to take a greater responsibility for the environment and prove to other events that they can deliver top class events whilst making a difference and being sustainable. Running is a very environmentally friendly activity, yet during events, there is usually a large amount of plastic waste and litter. We are focusing on removing this from the event altogether through a collaboration of many businesses and organisations in the industry to set a precedent for futures events.



What does this include

Bottles

1. No plastic bottles and packaging used at any feed station or the athlete's village
2. No plastic bottles to be sold by any official drink provider

Our solution to be achieved by 2020

1. All runners are encouraged to bring their own reusable bottles/cups/hydration systems when running
2. Easy to recycle paper cups to be used at feed stations on the course
3. Reusable plastic cups to be used at the athlete's village
4. Easy to recycle paper cups to be provided to all drink's providers
5. All vessels to be collected at official Bolton Marathon (BM) collection points (waste bins, recycling points, drinks providers, feed stations) for disposal by RO
6. Any runners not using official BM collection points on the course face disqualification from the event

Gel wrappers

1. No sports nutrition will be handed out by RO in gel wrappers on the course or at the athlete village

Our solution to be achieved by 2020

1. Sports nutrition will be delivered to athletes using plastic free cups on the course
2. All vessels to be collected at official BM collection points (waste bins, recycling points, drinks providers, feed stations) for disposal by RO
3. Any runners not using official BM collection points on the course face disqualification from the event

Goody bags/Plastic carrier bags

1. No goody bags will be handed out at the end of the race
2. No official contractor will use plastic carrier bags at any time

Our solution to be achieved by 2020

1. RO will use an electronic goody bag to communicate any discounts/vouchers etc from partners and sponsors to race entrants
2. No bin bags to be used. Waste to be separated and recycled on site



Cable ties

1. No cable ties will be used for signage/display purposes on the course or the athlete's village

Our solution to be achieved by 2020

1. Use recycled string/twine to fix display materials and race direction signage

Race numbers to be achieved by 2021

Race numbers or bibs are traditionally made from recycled materials to produce a water and tear proof material for displaying a runner's race number. As these numbers are very difficult to recycle and usually get discarded in general waste after the event, we are doing the following:

1. Sourcing new materials that are biodegradable
2. Option to remove altogether
3. Using face recognition for event photography to eliminate the need for numbers as identification
4. Collect all race numbers at the end for RO to recycle and incentivise runners to hand them back

Timing chips to be achieved by 2021

As with race numbers, timings chips have a small amount of single use plastic to ensure that they remain waterproof. We are working with a leading UK timing company, HS Sports, and the UK's leading chip company, My Laps, to find an alternative or improve the existing technology to eradicate the requirement for a timing chip at all, whilst still providing accurate time keeping for runners.

Branding

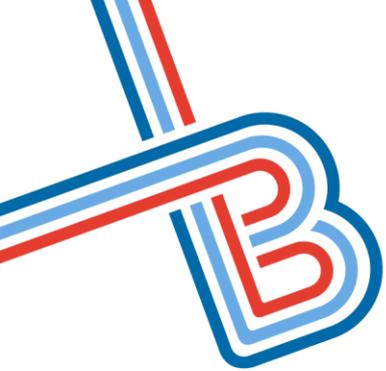
1. No single use branding on any part of the course, including direction signage.

Our solution to be achieved by 2020

1. All branding will be printed without a date
2. All branding will be printed on recycled, durable materials
3. All branding is printed to the Oeko-Tex 100 standard, ensuring inks are free from toxic elements

Food containers

1. No single use plastic containers or wrapper will be used to enclose food provided to athletes, spectators, volunteers or staff at the athlete village or on the course



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Our solution to be achieved by 2020

1. Plastic free paper containers to be used by all food providers when selling food

Drink vessels

1. No hot or cold single use plastic cups to be used by any official drinks/food providers

Our solution to be achieved by 2020

1. Encourage all runners, spectators, volunteers and staff to provide their own reusable cup or flask – offer incentive to do this
2. Souvenir cups available for £1 deposit. All returned cups will be reused throughout the event and at future events

Clothing

1. No new man-made materials will be used in any of the clothing we sell or give away
2. No plastic packaging will be used
3. No toxic inks will be used during printing
4. No plastic ponchos when it rains

Our solution to be achieved by 2020

1. All garments will be made from either 100% natural organic cotton or 100% recycled materials
2. Any packaging will be recycled cardboard or paper. All clothing tags will be made from recycled cardboard and string
3. All garments will be printed to the Oeko-Tex 100 standard, ensuring inks are free from toxic elements
4. Encourage runners and spectators to bring a biodegradable bin liner/poncho and have these available for sale at the athlete village

Postage/packaging

1. RO will not post any correspondence to runners, volunteers or spectators

Our solution to be achieved by 2020

1. All entrants will be required to collect their race numbers/packs from the registration marquee
2. All pre-race correspondence will be sent by email and social media



Mitigating Circumstances

Plastic has its uses and whilst we are committed to removing single use plastic and replacing it with alternatives in our events, or altering our activities where an alternative cannot be found, there are occasions where a single use plastic has to be used to ensure a safe event for those involved. Special circumstances will include single use plastics used by the medical team and for the safe closure of roads.

Waste/recycling management

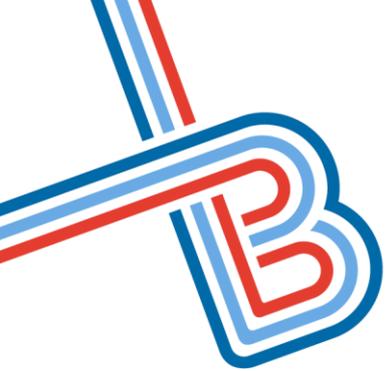
We will provide recycling points at areas around the course and at the athlete's village. As the materials we use throughout the event will be controlled, sorting of materials is easier and there will be less contamination of materials ensuring that more of our waste is recycled.

Clothing recycling – We are encouraging all our runners to donate at least 1 item of like for like clothing for every item that they receive or purchase from BM. All clothing collected will be donated to local charities.

Carbon Emission Reduction – to be Carbon Neutral by 2022

We are also committed to reducing our carbon emissions through several schemes:

1. Cycle to the start – there will be a designated cycle parking area where runners can leave their bikes whilst they run
2. Car Share – We are encouraging all runners, spectators, volunteers and staff to get to the event by using one of the many car sharing schemes available on the internet
3. Offer all entrants the opportunity to voluntarily offset their carbon footprint for traveling to the event at the point of registration. All money generated goes to UN certified carbon reduction projects.
4. Reduce commuting during training – we are encouraging our runners to cycle or run to work where they can rather than take the car or public transport. We are then asking them to tell us about what they are doing through our BM Strava group to analyse the impact on commuter miles saved.
5. Where possible, all contractors involved in the event will be locally sourced to reduce the impact of travelling to the event.



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Summary

This document outlines how and what we are doing to ensure the Bolton Marathon is as sustainable as it can be at this point in time. At the end of each event cycle we will carry out an extensive review of all our processes and highlight successes and areas for improvement. These will then be implemented and taken forward to all our events for the following year. We will also review available technology to highlight any areas where we can replace existing processes with a new piece of technology to make our event(s) even more sustainable in the future.

By 2022, we want the Bolton Marathon to be a carbon neutral event with zero single use plastic and 100% of waste being recycling to be used in future events organised by Bolton Marathon LTD, ensuring fully sustainable events for years to come.