

Participants

5-mile Race	296 Runners
Junior 3km Race	26 Runners
Mini 1.5 km Race	100 Runners

Sponsors

Essity was the major sponsor again, however Prudhoe Plodders managed to bring in vast additional support in the form of time and goodies:

Prudhoe Waterworld - Karen Storey did the warm-up before the main race and 1 week's gym membership was included in all goody bags.

Miners Lamp Café and Community Hub stayed open throughout the event.

Prudhoe Youth Club Football Club served refreshments during the event and ensured all matches were away on the day.

Prudhoe Town Football Club allowed their car park to be used for the event.

The Falcon allowed their car park to be used for the event.

G&T Flooring Solutions of Prudhoe donated crisps for the junior and mini finishers and 20% off voucher in all goody bags.

Prudhoe Co-op donated sweets for junior and mini finishers and volunteered as marshals.

Lookers VW provided the lead vehicle for the race and key rings for all goody bags.

Tyne Riverside Café provided cakes for all goody bags.

Achilles Physio donated money off vouchers for goody bags and offered sports massage on the day.

Fruit donated for junior and mini finishers by Lesley Ineson (Hairdresser).

Debbie Young Photography took photographs of the event.

Bill and Moira Wooldridge took photographs of the event.

Results

All results were published on www.timingupnorthresults.co.uk. And runners were delighted with a printed time at the end of the race.

The fastest time in the 5-mile race was 27:36 Liam Taylor. Michelle Avery was the first female in the open category with a finishing time of 35:22. NCC Neighbourhood Services, David Robson finished in 32:46.

Local lads Luke Sheers (31:27), Ben Milner (48:36) and Thomas Stokoe (57:00) were placed 1st, 2nd and 3rd in the junior male category of the 5-mile. Local girl Keely French (40:27) was 1st in the junior female category.

Stocksfield Strider Philip Hindmarsh ran the race dressed as a miner and finished in 38:41.

Councillor Chris Cuthbert was placed 4th in her category finishing in 51:48.

In the junior race the fastest time was recorded as 9:34 by Tom Slane and fastest girl Jessica Greggs in 11:19.

There was very little in the fastest girl and boy in the mini-race, with Austin Gibson running in 5:26 and Grace Carter in 5:29.

Feedback from Entrants

Formal feedback was sought from all entrants and an independent survey has reported the following:

The Prudhoe Miners Race 2019 was a great success, with all those taking part thoroughly delighted with the whole event. In typical Prudhoe Plodders style, it was the friendly and passionate people that really made the event. Although there was very little dissatisfaction, there are a small number of factors that could be looked at to improve on for 2020's event. Overall though, it was viewed as an exceptionally well organised race.

A participant feedback survey was sent to all registered runners of all three races. There were 214 responses received.

Marketing

Word of mouth was the strongest form of marketing for the event with running clubs, social media and friends/family the most common ways of finding out about the event. 17% said they had participated in last year's event and 4% had seen the Essity promotional banner.



37%



34%



29%

Sponsors

The event was able to secure various sponsors and contributors. As well as supporting the event, sponsors were able to promote themselves to a captive market. Eight in ten survey respondents could name lead sponsor Essity with 16% also providing Riverside Café and Lookers as event sponsors.

The Council, Prudhoe Plodders, G&T Flooring, Northumberland Active (Water World), Achilles, VW, Shipshape Beauty, Co-op and Debbie Photography were all mentioned by between 6-11% of survey respondents.

Satisfaction

Participants of the race were extremely satisfied with all aspects of the event. All pre-event factors such as online booking, email correspondence and number collection, received satisfaction ratings of 95% or over.

However, it was the people who worked on the race who made the event what it was and created an excellent atmosphere, with 99% of participants satisfied with the event organisation and with the event staff. The route

received 96% satisfaction and 95% were satisfied with the goodie bags. Catering received 84% satisfaction; however, this wasn't due to dissatisfaction, but neutral.



99%

"Really enjoyed the race and the atmosphere, very well organised event"



99%

"T shirt is fantastic - distinctive and original"

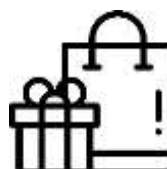


96%

"Very well marshalled and they all gave great encouragement"



84%



95%

Although still with a high satisfaction rating of 82%, there were a number of dissatisfaction comments about the event parking and transport. Comments highlighted the lack of parking near the event location, not being able to leave after the adult's event due to road closures and the cancellation of the park and ride without notice.

Overall Event Rating



"Overall a very good event for both adults and children"

Improvements

Survey respondents rated the overall Miners Race 9.3 out of ten, with 92% stating they would enter again into next year's race.

Although there was exceptionally little dissatisfaction with the event, when prompted, respondents provided suggestions for possible improvements. The most common comments were around the following themes:

- Number of toilets/queues (even for the men)
- Junior/kids race route and finishing line
- Finish area flow/organisation
- Alternatives to medals/t-shirts – food, headbands

Essity Prudhoe Miners Race 2019 Summary of Event

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Finance

Since it started the Prudhoe Miners Race has always had a cost to the Council:

2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
£1,015	£440	£932	£2,368	£4,331	£2,706

Although the Town Council agreed to fund those race costs that had previously been funded by the Council, i.e. road closure, water, coach hire and PA, Prudhoe Plodders were confident that they could manage the event at no cost to the Town Council.

This was achieved with a surplus of almost £340 (full details below).

Prudhoe Miners Race 2019	Net Cost	VAT
Costs		
Road Closure	£ 2,925.00	£ 585.00
T-Shirts	£ 1,425.00	£ 199.62
Loop tag chips	£ 186.25	£ 37.25
PA John Robson	£ 125.00	
Race Signage and sundries	£ 165.42	£ 33.10
Race Numbers	£ 109.95	£ 21.99
Trophies	£ 189.00	
Medal Inserts	£ 237.50	
First Aid	£ 342.00	£ 68.40
Timing Up North	£ 1,112.50	
Road Closure Admin NCC	£ 500.00	
Race Adjudicator	£ 90.00	
Banner	£ 64.80	
Leaflets & Posters	£ 65.60	
PR - Leaflets, banner	£ 200.00	
Cash Prize for Adult Male	£ 45.00	
Cash Prize for Adult Female	£ 45.00	
Course Measurement	£ 45.80	
Goody Bags	£ 49.35	
Race Licence	£ 30.00	
School Incentive	£ 100.00	
Total Cost	£	8,998.53
Income		
Online Entries		£ 7,994.50
Essity Sponsorship		£ 1,000.00
Entries on the day		£ 229.00
T-shirt sales		£ 115.00
Total		£ 9,338.50
Surplus for the event (at gross)		£ 339.97
Surplus to be reimbursed to Prudhoe Plodders		£ 339.97
Prudhoe Plodder spending - income to be reimbursed		£ 291.55
Surplus + Reimbursement to Prudhoe Plodders		£ 631.52

Road Closures/Traffic Management

There were issues with the traffic management on the day; these have been raised directly with the contractor and will be brought before the Council when a full report can be given.

Although the road closures were advertised in advance of the event, there were some issues with unhappy motorists and volunteer marshals being abused. We had two complaints received to the Council from drivers who were unaware of the closures and unhappy not to have an alternative route; apologies have been made.

There was a verbal complaint from the Chair of Prudhoe Golf Club two days before the race. Although there had been numerous communications with the Golf Club prior to the event by Prudhoe Plodders, the Chair was unhappy that the Town Council did not write. The Clerk requested that the complaint be put in writing but a complaint has not been received. The Treasurer and Office Manager at Prudhoe Golf Club upheld that Prudhoe Plodders had done all that could be expected to communicate with the club.

Prudhoe Plodders De-Brief

The following changes have been discussed:

- An alternative finishing area on the field so there is more space.
- Alternative route for the junior and mini-race that does not necessitate the Falcon car park being closed throughout.
- No park and ride offered as people didn't book and expected to turn-up and therefore did not receive an email regarding it being cancelled in favour of parking at Prudhoe Town FC.
- Marshalled parking at Prudhoe Town FC.
- Greater parking available on-site.
- Consider posting out numbers.
- More obvious signage as toilet facilities were more than adequate and although signed, people mustn't have seen them.
- Official Road Closure letter issued earlier, even if notice has not been received by Northumberland County Council.
- Better weather!

Summary

The event was a huge success in terms of numbers and positive feedback received. The comments on the Essity Prudhoe Miners Race Facebook page are very uplifting and from a PR point of view there were many hits and lots of photographs.

Essity was very pleased with the event and fully supportive of the changes made that have resulted in a more community-focused event, whilst retaining some elite runners.

Prudhoe Plodders volunteers worked exceptionally hard to make the event a success and it has certainly been re-branded as a race that everyone could try. The race was more popular, more positive and a pleasure to be involved in, however, there is no complacency and Prudhoe Plodders have big plans for 2020 if they are offered the race again.

The Council is asked to agree that Prudhoe Plodders are invited to organise the 2020 Essity Prudhoe Miners Race.