**Project Brief: buggyrunningevents.co.uk**

Introduction

Buggy Running Events is a brand new concept developed by Mark Ford, a competitive runner and father of a tireless daughter.

The running events are aimed at getting kids to experience the outdoors whilst parents can keep fit “Fitness for Familes” therefore allowing families to be more active together.

By teaming up with the Forestry Commission, the running events are being held in selected areas that are already family friendly, with ample parking, café and adventure playgrounds, a great day out can be planned alongside the running event.

The events are unique, as they are for people running with a child in a buggy (or in a wheelchair) and are on carefully designed, off-road and traffic-free courses. Each course will be between 3 miles and 3.5 miles in length.

By using a specialist timing system, runners are able to start within a two hour time window (usually 9am to 11am, but will be dependant on the event and time of year) therefore removing the anxiety / rush to get to the race for the mass start - no need to worry about traffic problems, getting lost, having to stop to change a nappy!

All of the running events will be centred around a family day with face painting, adventure playgrounds, café and ample parking.

Alongside the running event, people will be able to view and try out the different running buggies and if parents would like to borrow one for the event they will need to email me in advance to reserve one of the running buggies, subject to availability. If, after the event they wish to purchase the buggy, then a 10% discount off RRP will be given.

At the High Lodge, Thetford Forest (www.forestry.gov.uk/highlodge) running event to be held on the 1st October 2017 and [xx] December 2017, we will be using Oak Lodge as the registration centre which is a separate building, set in it's own grounds and is a 3 minute walk from the High Lodge Visitor Centre and Café. It has a large room that can accommodate 44 people and it's own toilet facilities. The start and finish will be right next door to Oak Lodge. Additional events in 2018 will be held in the months of February, April, June, September and November with dates to be confirmed. This will be called the ‘High Lodge Buggy Running Series’.

At the Alice Holt Forest ([www.forestry.gov.uk/aliceholt](http://www.forestry.gov.uk/aliceholt)) running event to be held on the 5th November, we will be using an undercover area for the registration centre which will be right next to the start and finish. The main café and toilets are less than a minute walk away. Additional events in 2018 will be held in the months of January, March, June, September and November with dates to be confirmed. This will be called the ‘Alice Holt Buggy Running Series’.

Website Layout

Home Page: contain links to the other pages, information about me, blog feed from my Facebook and Twitter feeds, location map of the running events

Page 2: High Lodge running events being held in October and December 2017 and five more events in 2018 (February, April, June, September and November). There will be a link from this event page to allow people to enter the event online from an external website (links to follow).

Page 3: Alice Holt running event being held in November and five more events in 2018 (January, March, June, September and November). There will be a link from this event page to allow people to enter the event online from an external website (links to follow).

Page 4: Information on the different running buggies available at each event, how people can come and view them and reserve a buggy to try out on the course. Special offer to purchase the buggy for a 10% discount off RRP.

Page 5: Information on myself ('About Us'). Details from my other website ([www.buggyrunning.co.uk](http://www.buggyrunning.co.uk)) can be used at this stage for the wording.

The event pages (pages 2 and 3) should have an identical layout as there will be additional events pages added over the coming months (but after the website has gone live) when new running events are approved by the Forestry Commission. Looking to potential have up to six different areas with a series of five running events so a total of 30 events in 2018.

Images

I’ve already uploaded a number of images that can be used throughout the website. The photo of the eight running buggies is taken from outside Oak Lodge building in Thetford Forest.

I also uploaded my current logo (this will be replaced by a new one currently being designed but is nearly identical) so will be replaced before the website goes live.

Also included are two logos for the Forestry Commission that should be on the home page and each event page.

Layout of Pages 2 and 3

The layout of these pages must be identical as they will contain the race information for each event which will not change.

The page needs to contain images of the course (I’ve added various images to the brief that can be used and please crop where required). These images are all titled ‘High Lodge – Track x’ and an animated GIF titled ‘High Lodge Tracks (Combined’.

The page also needs to include a map of the event centre with a function to provide directions if they enter their postcode (I’ve created a Bing Maps account and the Bing Map Key is AuiBLQBrqxgIwu7UhVi2wg2Nf1dbt\_9-yx-OW9Mvg-4TLYItZaGHrCaRhN-khk6W)

Page 2 – High Lodge Thetford Forest

***Location***

The inaugural Buggy Running Event will be held at High Lodge, Thetford Forest. Please use the postcode IP27 0AF and follow the signs off Thetford Road to the main parking area in High Lodge.

***Parking***

There is no designated parking area for the event so just choose a parking space where available. High Lodge can accommodate over 1,000 cars so there will be plenty of spaces close to the Visitor Centre.

The Forestry Commission has kindly reduced the parking rate to £5 all-day per car for competitors so unless you have a Discovery Pass a token will be handed out at Registration which you take to the Information Point at the Visitors Centre when you’re ready to leave which enable you to pay the reduced rate. If you’re only staying for a couple of hours then the hourly parking rate is £2.20 per hour.

***Registration***

We’ll be using a separate building called Oak Lodge which is just a few minutes walk from the Visitor Centre. Please follow the orange signs from outside the Café which will direct you to Oak Lodge where registration will be held.

Oak Lodge has a large room that can accommodate 44 people and has its own toilet facilities so plenty of room to get ready. There will be a gazebo outside for parking your buggy and the start and finish will also be immediately next to Oak Lodge.

When you arrive, please visit the Registration Desk where you can collect your race number, parking token and the specialist timing device called an SI-Card. Anyone who takes part in orienteering will know how this simple timing system works but don’t worry if not as further details are below and will also be given out at registration.

Once registered and ready to run just head straight to the start which will be immediately outside Oak Lodge.

***Start Times***

You can start anytime between 9am and 11am so when ready just turn up and follow the instructions from the start official. Just don’t forgot your SI-Card as you’ll need this to start. If anyone wants to start in a wave then competitors are more than welcome to meet in the start area to go off at 09.00, 09.30, 10.00, 10.30 and 11.00

***Timing System***

We will be using the SPORTident timing system which basically consists of two pieces of equipment, a SPORTident station, which will be at the Start, Nappy Changing Tent and Finish and a SI-Card which is attached to your finger. The station records the time when the SI-Card is dipped into the hole in the station. A memory chip in the SI-Card stores information about each station visited. After finishing you then download this SI-Card and immediately receive a print-out of your time.

***Finish and Prizes***

When you reach the finish, which is immediately next to Oak Lodge, just follow the tapes to the download desk inside Oak Lodge where you must hand back the SI-Card. You will also receive a print-out of your time and real-time results will also be available on a monitor inside Oak Lodge.

You, along with your buggy passenger, will also be presented with a medal for finishing the course.

Prizes will be awarded to the 1st male and female competitors.

***Course Profile***

[Insert circles for Location, Distance, Amount of Climb and Start Times]

[Insert images of the course] - images have been uploaded and are from “High Lodge - Track 1” to “High Lodge - Track 10”

[Insert video of the course] - file has been uploaded called “High Lodge - Video of Course”