

BATH HALF MARATHON & FAMILY FUN RUN **3rd March 2019 (provisional date)**

OFFICIAL RACE CHARITY SCHEME INFORMATION PACK

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Please retain for future reference

Official Race Charity Information Pack 2019

SECTION 1 - INTRODUCTION & GUIDELINES

Introduction

The Bath Half Marathon is one of the most popular and longest established mass-participation running events in the UK, and one of the leading warm up races for the London Marathon.

Just under £21 million pounds has been raised by the Bath Half Marathon for the official race charities in the 18 years since the introduction of our Official Race Charity Scheme in 2000. Over £2.25 million pounds was raised at the 2017 Bath Half Marathon, and indications for the 2018 event are that this figure will be surpassed again.

As the largest single day fundraising event in the South West, the Bath Half Marathon represents a valuable revenue stream for a number of charities and voluntary groups. Participation in the event also serves to raise the public profile of charities, particularly for local smaller charities and voluntary groups supporting less popular causes.

As a race where general public entries have sold out well before race day each year since 2000, the Bath Half Marathon is a highly successful fundraising platform with over 130 charities represented.

At the 2017 BATHALF, 89% of reserved places allocated to our official race charities were successfully 'sold-on' by the respective charities (82% in 2016, 86% in 2015, 85% in 2014) with an average JustGiving page value of £519.

Entries to the Bath Half Marathon have been heavily oversubscribed for each of the last 18 years. One of our priorities is to ensure maximum benefit from the places reserved for the Official Race Charities, with preference being given to charities and voluntary groups which meet the Charity Selection Criteria set out in Section 2 with an emphasis on charitable monies raised being reinvested within the Bath & North East Somerset Council ('BANES') area.

There is also an opportunity for Official Race Charities to raise additional funds by supplying volunteers to assist with post-finish and marshalling at the event, in return for a donation from the event organisers for each volunteer supplied.

In a refreshingly different approach - Higher race entry costs for national and international charities and Top Tier charity advertising packages are used to subsidise substantially discounted entries for local charities (25% below retail price) plus the operating costs of providing dedicated in-house staff to manage the charity scheme.

Official Race Charity Scheme Summary

30% of the 15,000 places at the 2019 Bath Half Marathon will be reserved in agreed allocations for around 140 Official Race Charities by the event organisers, Running High Events Ltd. Race charities then offer their allocated places to individual runners in return for a fundraising pledge (in excess of the minimum £175) in sponsorship for the charity.

Charities can select from one of the following race entry packages – see Section 2:

Top Tier Charities

- Lead Charity The highest of the top tier packages including reserved race entries and website advertising and other promotional benefits (plus the option to purchase additional entries if required).
- Platinum Bond (4 charities) Home page website advertising and reserved race entries and other promotional benefits (plus the option to purchase additional entries if required) suitable for larger charities.
- Diamond Bond (6 charities) Secondary website advertising and reserved race entries and other promotional benefits (plus the option to purchase additional entries if required).
- Ruby Bond (6 charities) Tertiary website advertising and reserved race entries (plus the option to purchase additional entries if required).

Top Tier charities may purchase additional Gold Bond or Silver Bond reserved general charity places – see below

'Featured Charity' status

- Fun Run Charity Website advertising and other promotional benefits
- Local Charity Reserved for charities providing benefits and services within Bath & North East Somerset. Includes website advertising and other promotional benefits.
- Series Charity Reserved for the charity nominated by a Title Sponsor of a race series – if appointed. Includes website advertising and other promotional benefits.

Featured charities may purchase reserved Gold Bond or Silver Bond general charity places – see below

General Charity Entries

- Gold Bond Reserved race entries suitable for national, international & regional charities
- Silver Bond Discounted race entries for local charities within Bath & North East Somerset
- Bronze Bond Reserved race entries with entry fees paid by the runner at point of entry

Allocation of Places. Gold and Silver Bond charities can apply for any number of places above the minimum requirement of 10 places. Bronze Bond charities can apply for between 5 and 10 places. Charities vary in their approach to the race, a larger charity with more developed marketing and administrative resources may apply for several hundred places, whereas smaller charities marketing to a smaller supporter base often apply for the minimum of 10 places.

Sponsorship Pledge. All charities must set a minimum 'Sponsorship Pledge' for each of their reserved charity entrants of at least £175.

Many charities set their 'Sponsorship Pledge' at the minimum level of £175, whilst others will elect to set a higher amount, and/or to require earlier payment of sponsorship monies (for instance requiring an 'initial donation' at time of registration, or stage payments in advance of the race). Note : VAT may apply to mandatory registration fees.

Featured Charities. Each year we offer 'Featured Charity' status to 3-4 of our previous year charity partners:

- 'Lead Race Charity'
- 'Local Charity'
- 'Family Fun Run Charity'
- 'Series Charity'

'Featured' status provides additional profile and benefits, including prominent listings on the Charity webpage, event publicity material, and in the 'own place' runners drop down list.

The 'Lead Race Charity' will be selected each year by the Charity Director, following expressions of interest and discussions during the previous year, and will be announced with the launch of the event year – normally immediately following the previous year's race.

Existing official race charities (ie 2018 charity partners) will be invited to apply for 'Local Charity' and 'Family Fun Run Charity' when they reapply for entries for 2019.

There is no charge for 'Local Race Charity' status.

'Series Charity' - will be nominated by a Title Sponsor of a race series – if appointed, and may be a new charity.

Application Closing Dates. Charities (and voluntary groups) interested in becoming an Official Race Charity need to apply for an allocation of reserved places (plus advertising packages and reserved marquees) to Running High Events on or before the following closing dates :

- * **Top Tier package applications – 26th January 2018**
- * **Existing race charities (other Tiers) – 14th May 2018**
- * **New race charities – 1st August 2018**

* Note – Existing race charities are defined as charities previously registered at the 2018 Bath Half Marathon

Selection of official race charities will be decided by the Charity Director, Kayley Waller, according to the Charity Selection Criteria set out in Section 2.

Running High will email each charity informing them of the result of their application, and confirming a fixed allocation of places (plus confirmation of featured status where applicable) to each successful official race charity. Charities will then get given a deadline to provide the necessary information and artwork for their website listings.

Payment for Places. Charities will be invoiced for their reserved entries on agreement, for payment within 30 days. Please note that refunds cannot be given where charities are unsuccessful in recruiting runners to fill places, or where registered runners subsequently cancel due to injury or ill health. However substitutions can be made for injured runners up to the point when charity entries are closed (5 weeks before race day), and charities taking more than 50 places can opt to carry forward unsold places into the 2020 half marathon for an additional fee per place.

Charities need to allow for approximately 20-25% of registered runners who fail to attend on the day, many without giving prior notice of cancellation or providing any fundraising.

Marketing of Places. General public entries for the 2019 Bath Half Marathon will go on sale on Monday after the 2018 race, with an initial 'Early Bird' discount offer for 2-4 weeks. However successful charities are free to market their places the moment they have confirmed their order

to Running High. Charities entitled to carry forward unsold places from 2018 can already be marketing their places for 2019.

- Step 1 Official Race Charities start marketing & advertising their places. Many charities will decide to design & circulate their own forms to register runners & receive payment of initial donations – official race logos will be provided for use on charities' own literature & websites
- Step 2 Official Race Charities can choose whether to register their own entrants through the race website themselves or to provide access codes to allow their runners to register themselves. Each charity entrant will each receive automated email confirmation of their entry.
- Step 3 Charities will be able to download an entries list for their own team runners' at any time direct from the entries database to ensure that only valid runners known to the charity are entered in the charity 'team' – full instructions & technical support will be provided.

Charities should encourage entrants to register their details as soon as possible (rather than waiting until the last minute to submit all their entries en bloc). Runners registered before the end of December will be included in the first race pack mail out at the same time as general public entrants, runners registered after this date will be included in later mail outs. Early registration ensures runners to receive confirmation of acceptance of their places, training & support information, newsletters etc about the event from Running High Events at the same time as general public entrants.

All Official Race Charities will be offered a free logo placement on the list of race charities on the race website, plus a personalised webpage to promote the work and to provide contact details for each charity. Charities wanting additional website advertising need to purchase one of our Top Tier entry packages, or featured charity status.

Payment of Sponsorship Monies. Charities can chose to require their runners to make an early payment of sponsorship monies by way of a 'registration fee' (eg £30 or some other sum) to their charity at the time of application, and/or prior to the race as a gesture of goodwill towards the charity's costs in reserving their place. Note : VAT may apply to mandatory registration fees. The Scheme simply requires the balance of sponsorship monies to be paid to the charity no later than 2 months of the race, but charities may elect to specify a shorter period, or stage payments in advance of the race at their discretion.

Charities are encouraged to offer inducements to their runners (eg free running vests/shirts, fundraising packs, training & injury advice, massage on the day) and to explore innovative ways to market their places.

Registration of Charity Entrants. After their entries are registered with Running High charity runners will be treated in exactly the same way as general public entrants, receiving confirmation of their place after processing, regular email newsletters, also being able to compete for their club team, qualify for prize money, and their race packs being posted direct to them by Running High four weeks before the race. In addition to being able to download an entries list for their own registered runners, Running High will forward contact details of any independent (ie general public) entrant or corporate challenge entrant who indicates on their entry form that they intend to fundraise for their charity.

Closing Date for Registration of Charity Entries. The final date for submission of entries by race charities will be 5 weeks before race day to give us sufficient time to process the entries and issue race packs and race numbers to respective entrants. **This deadline will be strictly enforced, and no entries or substitutions will be possible after this date.**

Race Day Hospitality. All 'Gold' and 'Silver' bond charities will be offered a free exhibition space in the main charity hall or marquee on race day. Alternatively charities can opt to purchase a private marquee space, subject to availability.

Reserved charity marquees are included in the cost of Top Tier charity packages.

We regret we cannot offer race day hospitality for Bronze bond charities.

The 'Lead' and 'Local Charity' will be offered designated cheering buses on the course route. Designated cheering points on the guest terracing areas in the start/finish area will be offered to the Top Tier and 'Featured' race charities on a first-come-first-served basis, subject to availability.

Post-Race Feedback. After the event each charity can obtain a list of all their runners who took part in the race from the results page on the website, allowing them to identify the 'no shows'. They will also be asked to submit regular fundraising feedback reports.

Event Team Volunteer RACEMAKER Scheme

There is also an opportunity for Official Race Charities to raise additional funds by supplying volunteer RACEMAKERS to assist at the event, in return for a donation from the event organisers.

Running High will pay £30 a head for adult volunteers (16yrs & over), and £20 a head for youths (12-15yrs) (increased from £25 and £15 in 2017) to assist with post-finish (drinks station, de-chipping, goody bags etc) and marshalling at the event. Payment will be made direct to the charity, with the option of further corporate gift aid recovery by the charity.

Volunteer groups will be briefed before the event and supervised on race day. Volunteers will receive event branded clothing, lunch and refreshments on race day, within a separate welfare area at the venue.

Charities will be asked to indicate their interest at time of application for entries, and to confirm anticipated volunteer numbers in December 2018, before confirmation of final details at the end of January 2019.

Details of the Official Race Charity Scheme remaining unchanged:

- JustGiving will continue to be our Official On-Line Donation Partner for the 2019 Bath Half Marathon, integrated with our registration platform to enable entrants to set up their JustGiving fundraising page at point of entry. Charity partners remain free to choose another on-line donation provider
- The choice of nomination of 'own place' runners will be limited to the 'Featured' and 'Top Tier' charities, to simplify our administrative process
- We anticipate closure of general public entries in October/November 2018
- There will continue to be no charge for 'Local Race Charity' status
- 'Series Charity' - will be nominated by a Title Sponsor of a race series – if appointed
- The closing date for registration of charities reserved race entries will be 5 weeks before race day

- Overall race entry numbers in the half marathon will be maintained at 15,000 entries (unchanged since 2007)
- There will be no ballot for general public entries. All general public places will be on a first-come-first-served basis only
- Each Official Race Charity runner is required to undertake to raise a 'minimum sponsorship pledge' of £175 for their charity, in return for their place. Charities can opt to set a higher pledge limit at their discretion. Charities can decide whether or not to require a 'registration fee' from Official Race Charity runners at the time of registration, and the amount to be set. Note : VAT may apply to mandatory registration fees
- Charities can market their places as soon as their allocation is confirmed
- There will be no charge for the exhibition space offered to Gold and Silver Bond charities in the general charity hall (or marquee). Charities remain free to purchase additional marquee space at their own discretion
- Runners will be required to pay their sponsorship monies at least 2 months after race day, although charities remain free to decide to set an earlier time limit at their discretion
- Prominence in event publicity material, mailouts and in positioning at the venue (including on-course cheering points) will be given to the Lead Race Charity. The Lead Race Charity will be given prominence in nomination of unattached runners, and will be granted exclusive rights for the street collection in the Runners Village and on the course route
- The criteria for Bronze bond entries will be strictly applied this year. These are intended as a 'seed bed' to allow new charities to 'test the water' and try out the fundraising potential of the event on a 'no sale no fee' basis for a maximum of 2 years.

Advice to Applicant Charities

Our experience of administering the Official Race Charity scheme over the last 18 years is that the most successful charities are those who:

1. Start actively marketing their places early (in June or before) both to their existing supporters and to potential new supporters
2. Offer innovative incentives and detailed fundraising advice to would-be applicants, maintaining regular contact (by phone, email and/or newsletter) ideally during both working hours and evenings/weekends with their runners from first contact right up to payment of final sponsorship monies,
3. Offer advice on training and injury prevention/treatment, plus hospitality for runners and their families on race day.

Registration for the Bath Half Marathon is exclusively on-line through the event website. We believe that a good quality charity website, with **a separate webpage dedicated to the BATHALF**, ideally incorporating an on-line (or downloadable) registration form, sponsorship pack and training/injury advice will significantly improve a charity's chances of attracting runners, particularly new supporters.

Charities need to carefully consider the number of places required, balancing your experience at previous Bath Half Marathons or similar running events, and both your administrative capacity to market these places and to look after your runners. Success in filling places will be taken into account in determining the number of places allocated the following year, so it is usually better to apply for fewer places than for too many, particularly in the early years.

There is no maximum limit to the number of places charities can apply for above the minimum number of 10 places (except for the 'Bronze Bond' charities where a maximum of 10 places applies). The average number of places reserved by the featured and top tier charities at this year's race was 103, and 25-30 for Gold and Silver Bond charities. The last 4 years have seen a significant increase in demand for charity places, with many charities selling out their allocated places, and a number requesting additional places - which we were unable to provide.

Charities need to budget for a proportion of registered charity runners who will subsequently drop out before race day having achieved minimal if any fundraising. Experience will vary between charities and from one year to the next, but on average 20-25% of registered charity runners will subsequently drop out before race day, many without giving prior notice of cancellation.

Charities also need to budget for a small proportion of runners who sign up for a charity place, in full knowledge of the fundraising requirement, who take part in the event but subsequently fail to raise any sponsorship monies or who fall well short of the fundraising target, sometimes without explanation or response to requests for information. Again experience will vary, but on average 2-4% of charity runners fall significantly short of their fundraising target.

Entries to the Bath Half Marathon are personal to the registrant and cannot be transferred between individual entrants. However places allocated by race charities to individual entrants can be transferred by the respective charity to another entrant, up until the closing date for charity entries, in the event of injury or illness.

We suggest that charities who have filled their places should consider maintaining a shortlist of reserve runners who are prepared to continue their training, to replace runners who drop out due to injury or illness before the closing date for charity entries.

The closing date for charity entries will be 5 weeks before race day. The specific date will be confirmed shortly. Please note that this will be the final date for submission of charity entries, and replacements can only be made up to this date. After this date no new entries, substitutions or replacements can be made under any circumstances.

Some charities encourage runners to secure their own general public entries, in order to free up Official Race Charity places to be marketed to new runners.

As the event has continued to grow in popularity, the number of places filled by the official race charities has increased whilst the turn out rate of runners on race day and the average sponsorship amount raised by each Official Race Charity runner has remained stable.

Our preferred means of communication with event charities is by email through a single nominated representative per charity. A series of emails will be sent to the nominated representative during the run up to the event guiding them through the application process, giving warning of impending deadlines and notice of any changes to arrangements for the race

It is essential that the email account for the nominated charity representative is checked on a regular basis & that we are notified of new contact details in the event of change of staff. We cannot be responsible for problems that may arise should a charity fail to receive email notifications or to notify us of change of contact details

Whilst our charity administration team are available and happy to respond to charity enquiries, past experience has shown that the answers to most of the enquiries we receive from charities each year are contained in this Official Race Charity Scheme Information Pack

SECTION 2 – CHARITY ENTRY PACKAGES

For details of our Featured Charity status and Top Tier charity packages, please contact our Charity Director, Kayley Waller, charity@runninghigh.co.uk

'Gold Bond' Standard Race Entries

Reserved standard 'Gold Bond' entries at a cost of **£70.00 plus VAT per race entry**, including a secondary listing on the Charities page.

Charities taking 50 or more places may carry forward any unsold places to the 2020 BATHALF subject to an administration charge of **£20.00** plus VAT per place. Minimum of 10 places

'Silver Bond' Discounted Race Entries – Local Charities Scheme

A fixed number of discounted entries have been reserved for local charities either delivering services to the Bath & North East Somerset area, for charities ring-fencing funds raised from the race for services to the B&NES area or for charities based within B&NES – see Section 3

Discounted 'Silver Bond' entries at a cost of **£33.50 plus VAT per race entry**, including a secondary listing on the Charities page.

Charities taking 50 or more places may carry forward any unsold places to the 2020 BATHALF subject to an administration charge of **£20.00** plus VAT per place. Minimum of 10 places.

'Bronze Bond' Entries – Private Charities Scheme

A limited number of entries have been reserved for smaller local charities and voluntary groups delivering services to the Bath & North East Somerset area, taking between 5 and 10 places, with the **entry fee paid direct by the applicant** at the published retail price. These charities will not be listed on the race website or on other event publicity material, and will not be offered exhibition space at the event.

'Featured Race Charity' Status

Each year we offer 'Featured Charity' status to 3-4 of our previous year charity partners :

- 'Lead Race Charity'
- 'Local Charity'
- 'Family Fun Run Charity'
- 'Series Charity'

'Featured' status provides additional profile and benefits, including prominent listings on the Charity webpage, event publicity material, and in the 'own place' runners drop down list.

The 'Lead Race Charity' will be selected each year by the Charity Director, following expressions of interest and discussions during the previous year, and will be announced with the launch of the event year – normally immediately following the previous year's race.

Existing official race charities (ie 2018 charity partners) will be invited to apply for 'Local Charity' and 'Family Fun Run Charity' when they reapply for entries for 2019.

There is no charge for 'Local Race Charity' status.

'Series Charity' - will be nominated by a Title Sponsor of a race series – if appointed, and may be a new charity.

Charity Marquees

All Gold' and 'Silver' Bond charities will be offered a free exhibition stand in the main charity hall or marquee on race day. This space comprises a 1.8m approx wide space with trestle table – to be branded by each charity as they see fit.

Alternatively charities can purchase their own private marquee space in the Runners Village, subject to availability:

- 6 x 6m marquee space at a cost of **£500** plus VAT
- 6 x 12m marquee space at a cost of **£900** plus VAT

Charity Parking

Race charities can also apply for one race day reserved parking space per charity at the Bath Cricket Club on North Parade Road at **£25** plus VAT. This must be booked at date of application, as unwanted spaces will be offered to other parties. There will be no opportunity to purchase parking spaces at a later date.

SECTION 3 - CHARITY SELECTION CRITERIA

The Bath Half Marathon has been heavily oversubscribed for each of the last 18 years, with general public entries regularly selling out within weeks of release. One of our priorities has been to ensure maximum benefit from the places reserved each year for the official race charities

Official Race Charities

Preference will be given to charities which meet the following criteria:

- Success in fundraising and marketing of places at previous Bath Half Marathons. Experience at other running or similar participation sporting events.
- Any 'added value' charities can bring to the promotion and/or organisation of the event through their own activities (press & media coverage, celebrity endorsement, marketing, volunteer recruitment).
- Local charities and voluntary groups delivering benefits to the City of Bath and the local area - which suffers the inconvenience of the event.
- Charities which we know (from feedback) are popular amongst our race entrants.
- Benefits and inducements offered to client runners (eg fundraising packs, T-shirts/vests, massage, reception) and general participants (eg cheering stations, entertainment).
- Available resources to promote these reserved places, process the applications, look after and motivate runners (eg, advertising, dedicated webpage, press/media campaign, level of administrative support, newsletters, training programmes, injury advice etc) within timescales detailed above.
- Charities nominated by our race sponsors and partners.

'Silver Bond' Race Charities

Discounted 'Silver Bond' entries are specifically reserved for local charities and local voluntary groups delivering benefits to the City of Bath and the Local Area * - which suffers the inconvenience of the event. Eligible charities will need to provide either :

- a) evidence of delivery of services, and/or a branch network and/or links within the Local Area, or
- b) a commitment to ring-fence all funds raised from the current year's event for the delivery of services within the Local Area

* The Local Area being defined as lying within a half marathon (13.2 mile) radius of the race start line in Great Pulteney Street

'Featured' Race Charities

- 'Lead Race Charity' status will normally be offered for a 1-year term to the charity taking the most number of Official Race Charity places and/or 'added value' to the promotion and/or organisation of the event through press & media coverage, celebrity endorsement, marketing, volunteer recruitment etc.

The Lead Race Charity will be given prominence in all event publicity material, media activities, positioning and branding at the venue, notification of unattached 'own place' runners, inserts in the half marathon race pack mailout & goody bags, the opportunity to purchase a larger marquee in a prominent position in the Runners Village, the choice of designated 'cheering point' on the course route, and will also be granted exclusive rights for the charity street collection in the Runners Village and on the course route.

The 'Lead Race Charity' will be selected each year by the Charity Director, following expressions of interest and discussions during the previous year, and will be announced with the launch of the event year – normally immediately following the previous year's race.

- 'Local Charity' will normally be offered for a 1-year term to charities working within the City of Bath or the Bath & North East Somerset Council area, to highlight the valuable, but perhaps less well-known work of smaller local charities. The Local Charity will be highlighted in event publicity and media activities.

Existing official race charities (ie 2018 charity partners) will be invited to apply for 'Local Charity' status when they reapply for entries for 2019. There is no charge for 'Local Race Charity' status.

- 'Family Fun Run Charity' will normally be offered for a 1-year term to highlight a charity with links and/or services to families and children.

The Family Fun Run Charity will be given prominence in publicity material and branding, media activities, inserts in the fun run race pack mailout & goody bags (including entrants T-shirts), plus notification of unattached runners for the fun run.

Existing official race charities (ie 2018 charity partners) will be invited to apply for 'Family Fun Run Charity' status when they reapply for entries for 2019.

- 'Series Charity' will be nominated by a Title Sponsor of a race series – if appointed, and may be a new charity. The Series Charity will be highlighted in event publicity and media activities.

New charities will not normally be offered 'Featured Race Charity' status in their first year – except for the 'Series Charity'

SECTION 4 - TERMS & CONDITIONS

Application Process

1. Charities and voluntary groups interested becoming an Official Race Charity are invited to apply for an allocation of reserved places to Running High on or before the following closing dates

- * **Top Tier package applications – 26th January 2018**
- * **Existing race charities (other Tiers) – 14th May 2018**
- * **New race charities – 1st August 2018**

Applications for 'Gold Bond', 'Silver Bond' and 'Bronze Bond' charities must be made via the on-line application form – see the 'Information for Charities' webpage for further details www.bathhalf.co.uk/charities/information-for-charities

Interest in application for 'Featured' and 'Top Tier' charities must be made direct to our Charity Director, Kayley Waller, charity@runninghigh.co.uk

2. An invitation will be sent by email to the nominated representative for all existing race charities, previously registered for the 2018 Bath Half Marathon
3. The selection of the official race charities and the allocation of charity places will be decided by our Charity Director, according to the Charity Selection Criteria set out in Section 3
4. Running High will email each applicant charity informing them of the outcome of their application.
5. Applications for the Official Race Charity places are always oversubscribed, and a number of charities each year will not meet the selection criteria given. The race organisers reserve the right to decline to accept applications from charities they consider do not meet the selection criteria, and/or to offer a reduced allocation of places.

Contract Agreement

6. Successful charities will be sent an 'Acceptance Form' confirming the offer of a fixed allocation of reserved charity race entries, plus any advertising package, reserved marquee, reserved parking where applicable. Return to Running High of the signed 'Acceptance Form' will constitute a formal contract, in accordance with the terms and conditions of this Information Pack.

Registration

7. Personalised listings for each of the official race charities will be posted by Running High on the Charities page on the race website. Prominence on the website and other publicity material will be allocated firstly to the 'featured' race charities (Lead Charity, Local Charity, Family Fun Run Charity and Series Charity), then to 'Platinum', 'Diamond', 'Ruby', 'Gold' and 'Silver' Bond charities according the number of charity places booked, and then alphabetically
8. Successful charities will be requested to provide logo, text and images for their website listing, plus contact details for entries registration on return of their signed Acceptance Form

9. Running High will create (or update) the charity's website listing, and team registration form, including live URL links to view and download details of registered runners, and will provide instructions on how to register and check charity runners.
10. For 'featured' race charities (Lead Charity, Local Charity, Family Fun Run Charity and Series Charity), 'Platinum' and 'Diamond' bond charities, Running High will also set up live URL links to the 'own place' runners data for their charity on the drop down general public entry form

Payment Process

11. Race charities will be invoiced for their allocated charity places (plus any reserved marquees and parking) on agreement, with payment due within 30 days.
12. Charities that do not settle their account within the required timescale risk refusal to register and/or withholding of race packs from their charity applicants, and late settlement of invoice will be taken into account by the charity advisory board in determining allocation of places at future half marathons.
13. No refunds will be given where charities are unsuccessful in recruiting runners to fill places, or where registered runners subsequently cancel due to injury or ill health. Official Race Charity places are specifically allocated to individual race entrants and to named race charities, and are not transferable either between runners or between charities. Charities need to budget for a proportion of registered runners who will drop out before race day without prior notice or fundraising, and for a proportion of runners who subsequently fail to meet the specified fundraising limit.
14. Substitutions can be made for injured runners up until the closure of charity entries 5 weeks before race day (date TBC). After this date no further substitutions or applications can be made.

Drop Down 'Own Place' Runners List

15. The drop down 'own place' runners list on the on-line general public entry form will be allocated to the 'featured' race charities (Lead Charity, Local Charity, Family Fun Run Charity and Series Charity), then to 'Platinum' and 'Diamond' bond charities.

Sponsorship Pledge & Initial Donation

16. Each official race charity must require each of their runners to undertake to raise a specified minimum amount in sponsorship (the 'sponsorship pledge') for their charity and to pay the sponsorship monies to the charity no later than 2 months after the race. The sponsorship pledge for the 2019 Bath Half Marathon must be a sum equal to or greater than £175
17. Each official race charity is free to set a higher limit for their own sponsorship pledge, and to require earlier payment of sponsorship monies at their own discretion (for instance by requiring an 'initial donation' and/or stage payments, to secure funds prior to race day and as a gesture of goodwill towards the charity's costs in reserving their place). Note: VAT may apply on mandatory registration fees. The sponsorship amount required by each charity and any other conditions adopted need to be included in correspondence between the charity and race entrant.

Marketing of Official Race Charity Places

18. Official race charities are encouraged to market their Official Race Charity places beyond their existing supporter base. We also welcome charities to forward copies of marketing

material to Running High, as evidence of successful marketing and innovative promotional activity will be taken into account by the charity advisory board in determining allocation of places at future Bath Half Marathons.

19. All official race charity marketing and publicity material must include the full name of the event including the title sponsor's name – 'Bath Half Marathon', 'BATHALF' or 'Bath Half Family Fun Run'. Wherever possible the official event logo should be used. The event logo must not be amended or used without prior consent from Running High.
20. Official race charities are required to liaise with Running High's own PR consultants prior to any media activities, to ensure maximum media exposure for all charities and to try and minimise clashes or merges in local media.
21. Official race charities are also requested to forward copies of relevant marketing material to the Charity Director Kayley Waller, and to subscribe us into your newsletters, to keep us informed about the activities of your charity.
22. Official race charities are encouraged to offer inducements to their runners (eg free running vests/shirts, training & fundraising packs, massage on the day) and to explore innovative ways to market their places.
23. The 'Lead Race charity', 'Local Charity', 'Family Fun Run Charity' and 'Series Charity' will be given prominence in all event publicity material, website, newsletters, race programme advertising and media activities including inserts in the race pack mailout and goody bags. The Lead Race Charity will also be given preference in nomination of unattached runners for the half marathon, and the Family Fun Run Charity in preference for unattached runners for the fun run.

Registration of Official Race Charity Runners

24. Registration of all official charity entries will be made through the event's designated on-line registration system. Charities can choose whether to register their own entrants, or allowing their runners to register their own entries direct
25. Running High will issue unique 'team' access codes to each official race charity, allowing charities to access details of their own registered runners, and to choose whether to register their own entrants, or allow their runners to register their own entries direct through the race website. Full instructions & technical support will be provided
26. Each runner will receive automated email confirmation of their entry from Running High after they register their entries on the race website.
27. Charities should encourage entrants to register their details as soon as possible (rather than waiting until the last minute to submit all their entries en bloc). Runners registered before the end of December will be included in the first race pack mail out at the same time as general public entrants, runners registered after this date will be included in later mail outs. Early registration ensures runners to receive confirmation of acceptance of their places, training & support information, newsletters etc about the event from Running High Events at the same time as general public entrants.
28. The final date for registration of charities reserved race entries will be 5 weeks before race day to give us sufficient time to process the entries and issue race packs and race numbers to respective entrants. **This deadline will be strictly enforced, and no entries or substitutions will be permitted after this date.**
29. Each charity will be allocated a fixed number of reserved places. It is up to each charity to ensure that they do not register, or allow to register, more entrants than the charity has

been allocated places. In the event that the number of valid (ie un-cancelled) entrants registered for a charity exceeds the total number of places allocated at the date of closure of charity entries – then the surplus entries will be cancelled by Running High, on a last-in-first-out basis.

30. All race entrants must be registered through the event's registration platform.
31. After being registered by Running High charity runners will be treated in exactly the same way as general public entrants, receiving confirmation of their place after processing, regular email newsletters, being eligible for club team events, prize money, and their race packs being posted direct to them by Running High four weeks before the race.

Substitution of Injured Runners

32. Official race charities can make substitutions for runners dropping out due to injury and illness free of charge up to the point when charity entries are closed 5 weeks before race day. Date TBC. After this date no further substitutions or entries will be permitted.
33. Race charities taking 50 places or more (including both 'standard' & discounted entries) can opt to carry forward unsold places into the 2019 half marathon for an additional fee of £20.00 plus VAT.
34. Cancelled runners may still receive their race packs if notification of cancellation is received after a runner's details have been sent to our mailing house for processing. Cancelled runners will be asked to return their race number to Running High, and their race number will be voided.

Transfer of Charity Entries

35. Registered race entries are personal to the entrant and cannot be transferred between entrants, except for the substitution of injured or ill charity entrants as described section 29 above.
36. Official race charities with surplus reserved charity entries may arrange to sell surplus entries to other official race charities wishing to purchase additional charity entries. This is a private matter between the respective charities, and not something either facilitated or approved by Running High. Such sale or transfer can only be undertaken for 'Gold Bond' or 'Silver Bond' entries (not 'Bronze Bond') and only between Official Race Charities registered with the Bath Half Marathon. Furthermore the cost of re-sale or transfer shall not exceed the respective published entry price. Any entrant registered in this way will continue to be treated by Running High as though they were one of the original charities registered entrants. Any advertising of surplus places must be done discretely and not through public media. Breach of these principles will be taken into account by the Charity Director in determining allocation of places at future Bath Half Marathons.

Notification of Cancelled Runners

37. Official race charities will be required to notify cancellations to Running High through the on-line cancellation form on our website.
38. Substitutions can be made for cancelled runners up to the closure date for charity entries on 5 weeks before race day. Date TBC. After this date no further substitutions or applications will be permitted.

Closing Date for Registration of Official Race Charity Entries

39. The final date for registration of reserved charity race entries (whether by the charity, or the entrant) will be 5 weeks before race day, Date TBC, to give us sufficient time to process the entries and issue race packs and race numbers to respective entrants. **This deadline must be adhered to, and no entries or substitutions will be permitted after this date**

Race Pack Mail Out

40. Runners' race packs will be prepared in batches as they are registered. We cannot withhold race packs from mailings once a runner's details have been sent to our mailing house for processing. Runners who subsequently cancel their place after their respective registration date will be asked to return their race number to Running High, and their race number will be voided
41. Charities should encourage entrants to register their details as soon as possible (rather than waiting until the last minute to submit all their entries en bloc). This allows charity runners to receive early confirmation of acceptance of their places from Running High Events, event information and to be included in the main race pack mailout, reducing the risk of mislaid post etc. Early registration of runners will also ease our administrative burden in the final weeks before the race
42. Entrants included in our first mail out in December 2018 may also receive personalised (ie named) race numbers – to be confirmed. This will not be possible for subsequent mail outs
43. The Lead Race charity will be offered the opportunity of including an insert in the half marathon race pack mail out. The Family Fun Run Charity will be offered the opportunity of providing their own branded T-shirts for Family Fun Run entrants and including an insert in the fun run race pack mail out

Facilities on Race Day

44. Each 'Gold Bond' and 'Silver Bond' official race charity will be offered a free exhibition space within the official charity hall (or marquee) on Bath Recreation Ground (adjacent to the half marathon start/finish in Great Pulteney Street), free of charge. This roughly equates to a standard 6ft trestle table within a communal hall (or marquee) – likely to be the Bath Pavilion – to be confirmed
45. Alternatively charities can purchase their own reserved private space within a separate marquee if desired. Charities are asked to confirm their requirements at time of application for places. Space at the venue is limited and requests will be dealt with on a first-come-first-served basis. Reserved marquee space is unlikely to be available at a later date
46. Charities can also purchase one race day reserved parking space at Bath Cricket Club on North Parade Road at a cost of **£25** plus VAT. This must be booked at time of original application. Unwanted spaces will be offered to other parties. There will be no opportunity to purchase parking spaces at a later date.
47. Final details of arrangements and facilities on race day will be circulated by Running High prior to the event but official race charities should provisionally note that :
 - All rights to branding and bannering at the venue and on the course route are reserved to Running High. Official race charities will not be permitted to erect their own marquees, banners, branding, other displays or vehicles, or to carry out any other activities outside their designated exhibition space, either at the venue or on the course route, unless otherwise agreed by Running High prior to the event.

Prominence in branding and positioning will be given to the 'Featured' race charities (Lead Race Charity, Local Charity, Family Fun Run Charity and Series Charity).

- The 'Lead' and 'Local' charities will be offered Official Cheering Buses Points at designated locations on the course route.
- The Lead Race Charity will be granted exclusive rights for the charity street collection in the Runners Village and on the course route on race day. It is a condition of this agreement that no other official race charity may apply for a collection licence on race day.
- Charities, their agents and contractors will be required to provide evidence of public liability insurance in advance of the event, and to follow the instructions of event staff at all times whilst at the venue.
- Charities can either set up their stand in their marquee on Saturday afternoon or between 7-8am on race day.
 - Charities are strongly recommended to deliver branding etc for their stands in their marquee on the Saturday afternoon, the day before the race when free temporary parking can be provided for offloading. Overnight security will be provided but all property is stored at the charities' risk.
 - On race day no vehicle offloading or parking will be available either on Bath Recreation Ground or in the rear Sports Centre car park. Charities are advised to arrive early and use the Bath Cricket Club car park on North Parade Road
- No vehicles will be permitted to drive onto the grass or the playing pitches. We regret that following theft of a number of event wheeled 'dilly' trolleys in previous years we are no longer able to provide these to charities.
- On race day charities must maintain and staff their stands until at least 3.00pm, and charity stands must be removed between 3.00pm and 6.00pm. Charities are responsible for collecting, removing and disposing of their own rubbish off-site, and for closing their marquees before departure. Charities will be liable to reimburse any costs incurred by Running High in collecting and disposing of remaining rubbish, for any damage caused to the playing pitches, venue structures, event equipment, marquees etc.
- Rights to the BANES charity street collection licence in the Runners Village and on the course route on race day will be reserved exclusively for the Lead Race Charity. However other official race charities may choose to have collection boxes on their stands in the charity marquee/s and at cheering points around the course route and individual runners may choose to carry collection boxes as they run the route – subject to licencing restrictions.

Race Results

48. Provisional race results will be posted on the event website on the evening of the race. They will also be published in a special edition of the Bath Chronicle on the Thursday after the race. Charities will also be able to download a results list for all their finishers using the search engine on the event website.

Fundraising Feedback Reports

49. After the event official race charities will be required to submit regular on-line fundraising feedback reports to Running High in the specific format requested, with the final report to be returned in June 2019. All funds quoted must be inclusive of gift aid, initial donations, marquee costs, marketing, administration costs etc.

Charity Agents

50. Official race charities may act in their own name or through authorised agents. Groups of smaller charities can benefit from operating collectively through a sponsorship agent if their own marketing and administration resources are limited.

Carry Forward Places

51. Official race charities purchasing 50 or more Official Race Charity places can opt to carry forward unsold places to the following year's race on payment of an administration charge of **£20.00** plus VAT per place.
52. An 'unsold place' is defined as a place for which no eligible runner is registered at the closing date for charity entries, including places previously registered to runners who subsequently cancelled before this date.
53. Places left unfilled due to cancellation after the charity closing date will still be treated as 'sold' with no carry forward rights applying.
54. In the subsequent year (ie 2020), after payment of the **£20.00** plus VAT administration fee per place, a carry forward place (from 2019) will be treated in exactly the same way as a new charity place (in 2020).
55. This definition excludes 'client' runners, where specific and separate agreement has been made for places to be reserved separately for clients of the charity.

Other Bath Half Marathon Fundraising Schemes

56. The Bath Half Marathon also incorporates a number of other fundraising schemes, the largest of which is the Corporate Challenge event, with 750 places being reserved for business teams prepared to fundraise for a charity of their own choice. The minimum fundraising pledge limit for Corporate Challenge entrants will remain at £175 per runner in 2019.
57. Each year a charity will be nominated for the Corporate Challenge, although entrants are free to fundraise for a charity of their own choice. As part of the registration process entrants are asked to name their selected charity at the time of entry, and contact details for runners indicating an intention to support one of the other official race charities will be passed to the charity concerned, to enable them to offer fundraising support, sponsorship forms and details for payment
58. Charities can also raise additional funds by supplying volunteer 'RACEMAKERS' to assist with post-finish and marshalling at the event, in return for a donation from the event organisers of £30 a head for each adult volunteer (16yrs & above) and £20 a head for youths (12-15yrs) – increased from £25 and £15 in 2017.
59. Since 2003 general public 'own place' entrants have been invited to make an optional donation to the 'Bath Half Marathon Fund' at point of entry, distributed via Quartet Community Foundation in grants of up to £5,000 to smaller charities and voluntary groups for sport, play and active lifestyle projects targeting areas of deprivation within Bath & North East Somerset. Over the last 14 years just over £180,000 has been distributed to

162 community projects organised by 102 different local charities and voluntary groups. In addition using match-funding from central government an endowment fund of over £160,000 has also been established at Quartet to provide a permanent legacy for community funding. Many of our local race charities have received grants for qualifying projects from the '**Bath Half Marathon Fund - Community Projects Funded by Runners' Donations**' <http://bathhalf.co.uk/charities/donations-to-the-marathon-fund/>

Data Protection & Sharing

60. The use of entrants personal data provided to official race charities by Running High Events Ltd will be subject to the requirements of the Data Protection Act 1998 and the Privacy & Electronic Communication (EC Directive) Regulations 2003 ('the Regulations').
61. Running High Events Ltd and each official charity partner agrees to maintain current registrations under the Data Protection Act, and to process any personal data received in accordance with the requirements of the Regulations.
62. Running High will provide official charity partners with access to the personal data provided by entrants to the 2019 Bath Half Marathon registered for the places reserved for the respective charity under Official Race Charity Scheme. Access will be via the Bath Half Marathon entries registration portal (currently Primo Solutions Ltd) where charities will be able to view and download their respective entrants' details. Each charity's data will be held separately and access will be protected by individual password protected links provided by Running High.
63. 'Own Place' entrants (ie entrants registering independently for a 'general public' place) will be invited to fundraise for official race charities, either by selecting from a pre-populated 'drop down' list or by contacting their preferred charity direct using the contact details published through the charity listings on the event website. The 'drop down' list will be restricted to 'Featured', 'Platinum' and 'Diamond' charities only.

'Featured', 'Platinum' and 'Diamond' charities will be able to download data provided by registered 'own place' entrants who have selected their charity from the 'drop down' list, through their designated charity team portal.

64. At point of registration, entrants to the half marathon (and Family Fun Run) agree to receive emails, SMS text messages, postal mailings and/or phone calls from the race organisers in connection with their entry and participation in the 2019 Bath Half Marathon, including related offers from the organisers and charity partners, whilst retaining the option to opt out of mailings should they subsequently decide to cancel their entry.

In addition, by selecting one of the 'drop down' list 'Featured', 'Platinum' or 'Diamond' charities, 'own place' entrants also agree to receive emails, SMS text messages, postal mailings and/or phone calls from their selected charity in connection with their training and fundraising support for the 2019 Bath Half Marathon.

65. Official charity partners agree :
 - a. To process or use entrants' personal data provided by Running High only in accordance with the terms of this agreement and for no other purpose.
 - b. Not to merge this data with any other general mailing list, not to pass on this data to any third party or to transfer this data outside the United Kingdom without obtaining prior consent from Running High.

- c. To implement appropriate arrangements to ensure the security of the personal data, and destruction of the personal data after use and in accordance with the Regulations.
 - d. To promptly notify Running High of any breach of this agreement or complaint received from individuals or the Information Commissioner. To take appropriate measures to investigate any such complaint or breach, to notify Running High of the outcome of any investigation. To indemnify Running High from the cost of any claims or actions arising from the misuse of any personal data by a charity partner.
66. Running High Events Ltd agrees :
- a. To take appropriate and prompt measures to assist a charity partner in investigating and resolving any complaint received from individuals or from the Information Commissioner in respect to misuse of data by a charity.
 - b. To indemnify official charity partners from the cost of any claims or actions arising from misuse of any personal data by Running High.
67. Nothing in this agreement will prevent an official charity partner from entering into separate agreements with individual race entrants to enable a wider use of personal data, beyond the purposes outlined in clause 65 above, either before passing potential entrants to the Bath Half Marathon entries registration portal, or by obtaining subsequent separate agreement or opt in to wider marketing for the charity's other events, fundraising activities, newsletters etc

Property and Image Rights

68. Ownership and intellectual property rights over the 'BATHALF' and 'Bath Half' trademarks, images and official race logos for the event are reserved to Running High.
69. Official race charities will be granted use of the Bath Half and official race logos and trademarks under licence for the period of the agreement, restricted to the purpose of promoting the charities' fundraising and participation in the event, subject to adherence to the brand guidelines and provided that use of the official Bath Half logos beyond the agreement period or for other uses will not be permitted without consent from Running High, neither shall official race logos be altered or adapted without consent.
70. Official race charities are required to use to the official full name and title of the event ('Bath Half Marathon', 'BATHALF' or 'Bath Half Family Fun Run') in all their promotional and fundraising material.
71. Official race charities are encouraged to incorporate the official BATHALF logo within their promotional and fundraising material, to reinforce their association with this popular community event.
72. Official race charities will grant Running High reciprocal rights for the use of respective charity's logos and trademarks under licence for the period of the agreement, restricted to the purpose of promoting the charities' fundraising and participation in the event.

Non-Competing Brands

73. Official race charities are required to ensure that contracts with their own sponsors and suppliers do not detract from exclusive branding rights granted by Running High to event sponsors and suppliers details of which can be found on the race website, or by enquiry to the event office.

74. The use by official race charities of commercial endorsements, logos or branding on any marketing material used on race day (eg runners vest, T-shirt, banners, or other item) is strictly prohibited without the prior written consent of Running High which will not be unreasonably withheld. Application for use of commercial endorsements must be made in writing to the charity director no later than 1st February 2019.
75. Branding inside the charity hall and marquees, and on runners T-shirts etc may carry logos, advertising or endorsements from 'competing brands' (defined as a brand competing with the event sponsors or partners), but branding outside marquees may not.

Event Cancellation & Liability

76. In the event that the race has to be cancelled due to circumstances outside Running High's control, such as war, civil or political unrest, terrorism or inclement weather conditions, or refusal by Bath & North East Somerset Council to grant the road closures or by the Bath Recreation Ground Trust to license the venue necessary to stage the event, Running High's liability will be limited to refund of entry fees, and advertising fees paid by a charity partner where applicable.
77. In the event of circumstances outside Running High's control, and to avoid cancellation of the race, the race organisers reserve the right to alter the date of the event, the course route or distance, providing such alteration does not change the event to material extent.
78. Running High, their sponsors, suppliers and/or their agents will not be liable for any injury, loss or expense which may arise in consequence of a charity runner's participation in this event or services in connection with the event except due to negligence.

Event Management

79. Running High shall :
 - a. organise and stage the event at their sole cost and expense in accordance with the terms of this agreement
 - b. arrange the attendance and payment of sufficient stewards, staff and personnel necessary to safely manage the event
 - c. take out a comprehensive insurance policy for the event, including adequate public liability insurance for injury or death of any participants, or spectators due the actions of Running High's staff and personnel
 - d. ensure that contractors, suppliers, sponsors and/or their agents engaged by Running High also take out adequate public liability insurance in respect of their actions
 - e. comply with all applicable laws (including the Modern Slavery Act 2015 and the Bribery Act 2010) and comply with any conditions attached to any licences or consents issued in connection with the event, including regarding health and safety and crowd safety
80. Where applicable, in respect of charity activities at the event including charity stalls, marquees, cheering points, Official Race Charities shall :
 - a. take out a comprehensive insurance policy for their activities including adequate public liability insurance for injury or death of any participants, volunteers or spectators
 - b. comply with any organisers' instructions issued in connection with the event regarding health and safety, crowd safety or damage to property

Race Rules

81. Each race entrant (including charity entrants) is required to complete the standard declaration at point of entry and to comply with the requirements of the Race Rules and the UKA Rules for Competition.
82. Running High reserve the right to refuse to accept applications, to cancel applications and to disqualify individual runners breaching the Race Rules, or on advice from the medical team without liability to the official race charity.

Termination of Agreement

83. Unless otherwise agreed in writing between the parties, this agreement will commence on acceptance of the offer of Official Race Charity places, and terminate the day after race day, provisionally 3rd March 2019, subject to payment of any outstanding fees and the option to carry forward any unused reserved race entries.
84. Unless otherwise agreed these Terms and Conditions shall form the basis of the Agreement between Running High Events Ltd and the appointed Official Race Charity. Either party may terminate this agreement as follows :
 - a. either party gives written notice to the other that the other party has acted so as to cause the other party to be brought into disrepute; or
 - b. either party gives written notice to the other that the other party has committed a material breach of any term or condition of the Agreement; and where the material breach is capable of remedy, it has not been remedied by the other party within twenty eight days of the terminating party posting to it a full written notice of the breach requiring its remedy; or
 - c. the other party enters into insolvency which for the purposes of the Agreement means: a meeting of its creditors is convened, a petition presented, an order made or a resolution passed for the winding up of it, or a meeting convened or other action to be taken with a view to its liquidation (save for the purpose of reconstitution or amalgamation); or a receiver or administrative receiver is appointed in respect of the whole or any part of its assets; or it threatens to do any of these things.
85. This Agreement shall be governed by English law and the jurisdiction of the English courts

Definitions

'Official Race Charity' means a named charity or voluntary group entering into an agreement to purchase an allocation of reserved charity places at the 2018 or 2019 Bath Half Marathon.

'Official Race Charity place' means a reserved individual entry in the 2019 Bath Half Marathon allocated to an official race charity.

'Official Race Charity Scheme' means the terms and conditions defined by Running High Events Ltd and applying to the Official Race Charity places allocated to official race charities at the 2019 Bath Half Marathon.

'Running High' means Running High Events Ltd, promoters and organisers of the Bath Half Marathon.

RUNNING HIGH EVENTS CONTACT DETAILS

The Running High office is available for enquiries Monday to Thursday 9.00am - 5.30pm and Friday 9.00am - 5.00pm. We aim to respond to all enquires promptly, but please be patient at busy times.

During race weekend, the office will also be staffed from 10.00am – 4.00pm on Saturday, and from 8.00am – 4.30pm on race day.

Please note that email enquiries will receive a priority response in preference to telephone or postal enquiries. We do not use fax.

Charity Enquiries

For administrative enquiries please contact:

Email :charity@runninghigh.co.uk
Public enquiry line Tel: 01225 422255

More complex queries will be referred to our Charity Director, Kayley Waller,
kayley@runninghigh.co.uk

Running High reserve the right to amend their contact details

Please Note:

All dates & times quoted are provisional and subject to changes to be notified by Running High.

BHM Official Race Charity Scheme Information Pack 2019

RUNNING HIGH EVENTS Ltd

Correspondence Address : PO Box 3315, BATH BA1 6WX
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Website: www.bathhalf.co.uk

running high
Event Management

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