

# Urban Recreational

# Running Routes

# Capital Investment

# Proposal

Nottingham City Council  
July 2014



## **Urban Running Routes Project Proposal**

### **Project Synopsis**

Nottingham City Council, working closely with England Athletics and Sport England, are bidding for capital infrastructure investment to enable the creation of new and exciting urban running routes within the city based on the Green Line model by England Athletics. The installation of the new running routes will compliment the city's outstanding transport infrastructure and will be embraced by the Nottingham brand. Through investment, it is hoped that city running routes will enable citizens to walk, jog or run alongside existing cycle and commuter routes. This will not only provide opportunities for recreational runners to access running, but also offer a healthier, greener and more sustainable way for people to travel to and from their place of work or choice of many city attractions.

### **About your Organisation**

Nottingham City Council are very committed to promoting sustainable transport in Nottingham, especially as 44% of Nottingham residents do not have access to a car. There is a network of 490km of cycle routes in Nottingham which includes on road cycle lanes, cycle paths off road but alongside, and off road cycle paths. 20pmph speed zones are in the process of being introduced city wide which will also make the road network better for cycling and running. From April 2015 there will be heavy investment in improving the cycle infrastructure provision in Nottingham following a successful funding bid for £6.1 million. This will allow Nottingham City Council to invest on road cycle corridors, cross city cycle routes, further work on the Leen corridor as well as cycle routes around the City's parks. The Lenton Green Corridor is a route which will go through both Lenton and Radford, providing pedestrian and cycle crossing facilities over the main radial roads which intersect the areas. The corridor will be implemented to provide access by walking and cycling to jobs and leisure facilities including the John Carroll

Leisure Centre and the Big Track. It will also link with key transport routes to the City Centre providing connections and routes for walking, cycling and public transport. Nottingham City Council have also developed The Big Track which is Nottingham's 10 mile car free circular walking and cycling route which makes use of the canal towpath and riverside paths. It acts as a leisure resource for walking, cycling and running as well as providing direct connections to key employers such as the Inland Revenue, Nottingham City Council, Boots, the QMC and the University.

Nottingham is a core city that prides itself on leading the way with new initiatives and projects and has proven experience of delivering new and exciting products.

Nottingham City Council Sport and Leisure developed the strong partnership with England Athletics in 2013 due to the high participation numbers in Athletics in Nottingham. England Athletics have seen a lot of potential in developing Athletics in Nottingham and have since created a Run! City activator for Nottingham who is working full-time on the Run! Nottingham project setting up beginners running routes and working collaboratively with partners to increase participation in running. Nottingham is one of the only cities outside of London to have a run activator putting it in an excellent position to develop running and create more opportunities.

## **Need for the Project**

The health of people in Nottingham is generally worse than the England average. Deprivation is higher than average and around 18,800 children live in poverty. Nottingham is the 20<sup>th</sup> most deprived local authority in the UK and has a population of just under 306,000. 44% of residents in Nottingham do not have access to a car and use public transport to travel around. Nottingham also has substantial health risks with 27% of residents aged 16+ (c.71,000 people) obese and 33.6% of population are active for 1x30 minutes of physical activity (APS8) which is below the England average of 35.5%. 28% (69,600) of the population are totally inactive. Active People Survey Data shows that this has increased from 21.9% in 2008. Health priorities for

Nottingham include inequalities in life expectancy, smoking, obesity, alcohol, teenage pregnancy and mental health and wellbeing.

According to Sport England Market Segmentation data (information on segments can be found [here](#)) there are 13,688 people taking part in Athletics in Nottingham. There is also a latent demand of 6543 people. This is a potential 20,231 people taking part in Athletics which would make it one of the highest sports for participation in Nottingham behind Swimming, Cycling and Football. Out of the 13,688 people currently taking part in Athletics the majority of people are Jamie (3310), Leanne (1660), Kev (1370) and Tim (1284). The latent demand figures are similar with Leanne (1146), Jamie (980), Kev (800) and Paula (580) the most likely to take part in Athletics. One of the suggested urban community running routes is in the Lenton area of Nottingham which has a high latent demand of nearly 500 people interested in taking up running and is very close to the Radford area that also has high latent demand. The Lenton area also links in with the high student population and the Queens Medical Centre, one of Nottingham's highest employers. Apart from the 3-2-1 running routes of which there are some in Nottingham city parks there are currently no marked running routes in urban locations in Nottingham and there is little physical activity links with businesses and hotels in Nottingham to encourage sport and physical activity. Workplace Health is an area that could be improved tremendously and Sport Nottinghamshire have recently signed up to the CSPN Workplace Challenge which will encourage workplaces in Nottingham to become more active of which running groups could be included in any Workplace Health development plans. Recently a survey was sent out to employees of Nottingham City Council to gauge interest in setting up a beginner workplace running group from Loxley House. There were 191 people that completed the survey of which 187 people said that they would be interested in joining a running group.

## **Impact of Running Routes**

There are many health benefits to running such as weight management, reduced risk of CHD, type 2 diabetes, hypertension, certain cancers and osteoporosis. Nottingham currently has approximately 12,000 people with

CHD, 71,000 adults obese, 16482 people with type 2 diabetes and approximately 36,500 people with hypertension. Any adult running once a week is proven to reduce the risk of any of those health conditions. Running is also proven to help with mental illnesses such as stress and depression of which approximately 46000 adults in Nottingham have a mental health illness. Exercising regularly also reduces the risk of having dementia of which approximately 2600 Nottingham residents have.

The urban running routes will contribute to the Decade of Better Health target to achieve 10% of citizens (28,000) who have increased their physical activity. Healthy Nottingham is one of Nottingham's Sustainable Community Strategy aims for 2010 – 2020: Improve health and wellbeing - getting people back into work, promoting healthy lifestyles for young and old, making services more accessible and looking after vulnerable and older people. The running routes would add value to this aim.

The running routes support the Nottingham City Council Local Transport Plan priority to support citizens to live safe, independent and active healthy lifestyles.

The Healthy Weight Strategy 2011 – 2020 sets out a vision to reduce obesity in Nottingham. The strategy provides a single overarching framework for partnership action so that children, families and adults can achieve a healthy weight. This includes action to prevent obesity at a population level that targets the 'obesity promoting' environment as well as improving nutrition and physical activity in through targeted interventions with individuals.

The running routes would enable better access to safe running routes and would encourage more adults to take part in sport once a week to help bring Nottingham up to the England average of sports participation for 1x30 minutes a week.

The introduction of urban running routes would also provide places to target the main segments identified by market segmentation that would be interested in running such as Jamie and Leanne. Leanne's could be targeted by looking at the nearest schools near the urban-community running routes and setting up ladies morning running groups using the urban community running routes.

The urban civic running route will provide a way for engaging with local businesses to set up new Run England beginners running groups in

Nottingham. As well as improving participation in Athletics this will also have knock on effects with the improvement of staff health and wellbeing and will also provide a way for other sports to approach businesses about their products and ideas to improve participation which will lead to an active and healthier Nottingham.

As the running routes will be mapped out with distance markers and will be safe and accessible routes they will also be able to be used for other activities such as walking and cycling.

The urban running routes would suit beginners looking to build up to running for one mile. The next progression for the runners could be to aim to run for 5km (3.1 miles) and take part in a parkrun event of which there are two in Nottingham city which attract 300 runners between them a week. There are also running clubs in Nottingham which have their own beginner and intermediate running groups which keen runners could join.

## **Community Involvement**

Both the urban-community and the urban-civic running routes shall be used by runners of all abilities, but this initiative is specifically aimed at those looking to start running or that have disengaged with running for whatever reason to fit in with the Run! Nottingham aims of more people taking part in physical activity on a weekly basis. The key users of a Nottingham City urban running route would be:

- New recreational runners
- City residents looking to take up running
- Visitors to Nottingham, unaware of the area and wanting to run a safe designated route
- Existing runners that would participate in an identifiable, safe and well lit loop.

Nottingham City's Run Activator will be using the two urban running routes to deliver beginners running groups for the local community. The urban

community route is also near two community centres which will be approached about engaging people in running. Local schools such as Lenton Primary School will be targeted to set up a Parents beginner running group after the school drop off.

Run! Nottingham also have a target to increase disability participation in Athletics by 8%. By having advertised safe running routes this is something that could be achieved by targeting local residents with a disability.

## **Sustainability**

Nottingham City's bespoke version of the 'Green Line' running route will be a simple, cost effective solution that aims to address the issue of suitable routes for beginners, through the installation of safe, easy to follow fitness loops in urban areas. Running routes of this nature are 1 mile in length and circular so participants can join them at any point. Each route will be marked out with a series of anchored floor discs, incorporated into the route providing visible indicators of the route and also distance travelled. Each running route shall run alongside existing highways and travel routes which will allow for the maintenance and repair of the routes to be controlled by a resident unit.

Nottingham is fortunate to be one of the only cities outside London to have its own Run! City Activator. We envisage the creation of new urban running routes in Nottingham, shall further enhance the work being carried out by that post. Working with the City and England Athletics, the City activator follows a mutually agreed operational plan to raise participation in Athletics, particularly running in the city. The installation of the routes shall further enhance the work being carried out by adding value to an existing participation target of 960 new runners set out by England Athletics. The routes will be fully utilised by the City Activator when fulfilling targets set out within the operational plan. The first initial routes outlined are considered a pilot project for Nottingham City. If these prove to have a significant impact on both running and physical activity levels then further routes could be developed for other parts of the city.

## **Throughput figures**

A key target market for this route would be those visiting surrounding hotels looking for not only a chance to exercise but also explore Nottingham City. The route will be strategically placed surrounded by hotels and other popular attractions and will follow existing walking and cycle routes alongside Nottingham's Canal. Sport England market segmentation data would suggest that within Nottingham City alone 13,688 people currently take part in Athletics with a latent demand of 6543 people. This not only shows a vast amount of people already taking part, but also the potential for growth of new runners, that can also access the routes is 47.8%. Referencing the Sport England Market Segmentation tool, the top three segments of people already engaged in athletics are Jamie, Leanne and Kev. The same profiles are representative of the latent demand. The areas of Nottingham City with a high population of existing runners and a dominance of Jamie, Leanne and Kev have been key drivers behind the placement of the running routes. Coupled with the fact, routes will be placed linking large businesses to the centre of Nottingham, a large amount of footfall would be anticipated.

The very nature of the running routes along open highways and the generally informal way in which runners access the route would make collecting quantitative data of users quite difficult. To combat this we will be using high quality

A reliance on more qualitative measures of participants would be required to compliment any quantitative measure employed. Throughput of participants and the overall involvement of runners along the route, will also be measured through social media to log experiences and upload photographic evidence. References to an existing Run Nottingham Facebook page along the routes encourage not only people to log experiences but also have the opportunity to encourage others to run the route and access further running opportunities. This will also make it easier to find a running partner and form an informal running group.

## Budget

Total Project Cost for two 1 mile Urban Recreational Running Routes:

**£39,553.88**

Description	How many	Unit cost	Sub total
Route marker studs Green 50mm diameter set every 3m apart	1130	£6	£6780
Route marker studs Yellow 50mm diameter set every 400m	8	£6	£48
Resin for route marker studs – Hilti Hit mm	10	£16.10	£161.10
Post mounted aluminium Sign every 100m	32	£21.50	£688
Installation of: Green Route marker studs Yellow Route marker studs Post mounted aluminium signs Information boards	1130 8 32 4	£4.39 £4.39 £138.67 £703.97	£4960.70 £35.12 £4437.44 £2815.88
Delivery of route marker studs		£30	£30
Information boards 2 per route	4	£305	£1220
Marketing costs of promoting routes including flyers/posters/advert/pop-up banners			£1000
High-quality people counters to monitor usage of running routes	4	£3200	£12800
Total Project Cost			£34,976.24

In-kind Funding:

<b>Organisation Name</b>	<b>Amount</b>	<b>Description of how the value was calculated</b>
England Athletics – Run! Activator time	£200	20 hours at £10 p/h setting up and delivering new running groups
Nottingham City Council – Sport and Leisure Team	£600	50 hours at £12 p/h continued support of officers time promoting the routes as part of the wider agenda of sport and physical activity promotion
Ongoing marketing costs of promoting routes including officer time, flyers, booklets and pop-up banners	£1000	Officer time included as well as costs of printing flyers, booklets and other advertising methods
Ongoing maintenance	£10000	Nottingham City Council will take over the ongoing maintenance of the route markers and installation board.
<b>Total In-kind funding</b>	<b>£11800</b>	