



Dream Trail Race 2014

Post Event Analysis & Recommendations

Event Report

The Dream Trail Races took place on Sunday 12th October 2014 with the following participant numbers:

Mini Dream Trail - 27 runners with 2 registered entrants not starting.

Dream 4km Challenge - 53 runners with 5 registered entrants not starting. 16 runners (30%) indicated that they were UKA Registered.
38% of runners were male and 62% female.

Dream Trail 5 mile - 126 runners with 26 registered entrants not starting. 65 (52%) of the runners indicated that they were UKA registered with a club which is a much higher percentage than the St Helens 10k.
55% of runners were male and 45% female.

The runners were supported by 33 volunteers who gave their time freely.

St John's Ambulance attended the event and only dealt with 1 minor (existing) Achilles injury.

The results for the race were posted online by 5pm on the 12th October and were live on Power of 10 within 24 hours.

The Forestry Commission were present on the day and thought that the event was well run. They were extremely supportive pre-event and did a great job of cutting the trail.

The race adjudicators report sent to UKA and Run Britain was positive and indicated that the race was well planned with every eventuality thought through and covered.

Photos were taken by myself and Sam BB Photography and will be added to a Flickr page when they are all received. A number of spectators also took photos and I have invited them to post them across to the Dream Trail Flickr Group.

Post Event Survey

A post event survey was sent to runners after the race. It was extremely effective with 103 people completing it by the 15th October.

64 respondents did the 5 mile trail

27 did the 4k trail

4 did the mini trail

They were asked to rate elements of the event as awful, not too bad, good or superb.

Key Points

- 99% thought that the volunteers were "Superb" with the other 1% still rating them as good.
- 98% rated the medals as good or superb.
- 98% rated the course as good or superb.
- 97% rated pre-race registration as good or superb
- 93% said that the cost was good or superb with 6% saying that it wasn't too bad and 1 person saying awful.
- 92% said that pre race communication was good or superb.
- 91% said that the pre and post race venue and parking were good or superb.

99% rated the event Overall as good or superb.

100% of participants said that they would recommend the event to their friends!!

The areas that we need to review for 2015 are:

- The toilets as 23% said that they were awful or not too bad. See recommendations below.
- The use of the hill early in the race. Apparently the down slope 300m from the start caused a backlog of runners. See recommendations below.
- Several people commented that they would have bought a T-Shirt but they didn't spot that they were on sale or that they wanted to buy them at the event. See recommendations.
- Several people said that they would have liked more food available post race. See recommendations.

We also asked whether people would pay another £10-£12 and get a T-Shirt included but as anticipated the vote was split almost 50/50 so my recommendation is that we leave it as optional rather than force the race price up because of this.

70% of respondents said that they would definitely enter again even if we moved the date to July with another 27% saying maybe but 4% saying no. See recommendations below.

Dream Trail Finances

Total income for the event* was £1,821.20

Total expenditure* was £1,636.45

Resulting in a net profit* of £194.52 (less than £1 per runner)

However, it should be noted that the financial situation was greatly improved by:

- Sponsorship of prizes by Run Geek and Jonathan Ford & Co totalling over £200.
- Forestry Commission waiving charges in the region of £250 that were expected.
- Being able to use The Smithy Manor which saved on costs for toilet provision.
- Obtaining water from Strathmore worth IRO £300.00

We incurred £400 of expense for medals that weren't needed but can be reused for future Dream Trails.

*as of 15/10/14

Recommendations for 2015

1. It is possible that The Smithy Manor and Car Parking will not be available for us in 2015. We also had date clashes in October with Rainford 10K, Wirral Half, Gin Pit 5 and the start of the Cross Country Season. With these two points in mind I recommend that we move the race to 5th July 2015. The weather should be better so an indoor area to do presentations may not be required.
2. If the Car Park is no longer available we will need to establish contact with St Helens Council and Merseyside Police regarding parking.
3. Similarly, we will need a plan for toilet provision. A portable cubicle will cost IRO £100 each so the likely impact will be £2 per runner onto the race fees unless we can think of a suitable alternative or agree a better deal.
4. We seek to continue our relationships with Jonathan Ford & Co, Run Geek and Strathmore as Sponsors.
5. Feedback regarding the clothing from Run Geek was excellent despite a few problems with supply and we made approximately £60 in commission from sales. My recommendation is that we keep T-Shirts etc as an optional extra for those who want them but we try to publicise their availability better next year.
6. If we can agree a permanent Trail Course with the Forestry Commission I believe that we can alter the start of the two main races to avoid sending runners up the main path early in the race and remove the backlog that occurred in the 5 mile at the downhill section. We won't know this until next year but I am fairly confident that this can be done.
7. Regarding the feedback relating to food provision...depending on what happens with The Smithy Manor I would suggest that we look to partner with a catering provider for participant and spectator refreshments.
8. With all of these points in mind and looking at the Financial Summary for the race, I feel that we must look to increase the race fee in 2015 or find a main sponsor who can contribute in the region of £1,000 towards the costs. We can't rely on the one off benefits that we received in 2014 and we have the issue of toilet provision to consider.

Quotes from 2014 participants

As part of the survey I asked participants for an anonymous quote that we can use to promote any future events. I think the responses sum up how well the day went....

- Dream Trail Run was a challenging but fun experience!!
- Dream Trail....A run for all !!!!!!!
- Our first trail run (we're used to pavement pounding) which was fun, but tough and, oh my, that hill - that was a hill to remember!
- Go hard or go home!
- Unique, classic.....you're not dreaming
- Excellent location, excellent course, excellent organisation and excellent people/marshals (especially the person who booked the weather!). Excellent !
- First time run and immediately one of my favourite events! Definitely in my calendar for next year.
- exhilarating yet dreamy.
- Enjoyed every minute of the Dream Trail Challenge, on this beautiful Autumn morning. Thank you to the organisers & volunteers.
- The dream trail run - don't just live the dream run the dream
- Do The Dream Trail, Live The Dream :-)
- Out of the fog came light!
- Amazing
- Fantastic course and brilliant organisation - thank you for a great morning's running
- A good challenging course. A well organised race. Everyone was so friendly!
- Tough but terrific!
- My children had amazing fun and really enjoyed the race! The Marshalls were fabulous all the way round - so encouraging! A great event!
- Everyone in the family had a race to suit them
- Fantastic course. Well marshalled route. Great atmosphere. Definitely recommend this race
- Fab friendly family running fest, awesome organisation and marvellous marshals. Terrific trail race.
- A fantastic trail race. All the family can get involved. Great medal and organisation.
- Awesome event, fantastic and challenging course and value for money
- It's the people that make it for me. I really rated the quality of the course volunteers who were friendly, encouraging and enthusiastic :o)
- Dream of running ? Then run The Dream !!
- Great course and a real test of your all round ability. Excellent prep for the upcoming cross country season
- Great course, a bit of everything on it, very well marshalled, friendly atmosphere, lots of support and great to have a beer together in the pub afterwards!
- Fantastic course in beautiful surroundings, I will be returning next year.
- Challenging course, great sense of achievement when you finish. Support by volunteers all the way round.

- A great addition to running in the local area.
- Excellent, fun, friendly, no frills, great solo run! This kind of Run is what makes you feel alive and reignites a fire!
- Mud sweat and the big hill, get over it
- This event was well run with brilliant marshals - a tough course but great fun & sense of achievement once finished
- fast, fun and friendly but not flat.....
- Fantastic race and well organised
- A really well organised event. Friendly atmosphere with encouragement from the marshals all the way round. Big thumbs up!
- Challenging but amazing experience.
- Amazing well organised race with a load of jolly cheering encouraging marshals !!
- Tough but brilliant course with a friendly atmosphere!
- Fantastic fun friendly fab!
- Great race, really well organised and super friendly
- One of the friendliest, well marshalled races in the NW.
- Brutal and beautiful, a rewarding experience with a fabulous medal and a brilliant atmosphere.
- My first ever trail race and I'm glad it was The Dream Trail Race my first but definitely not my last
- A great trail race in a lovely area. A good mix of path, hills and tricky little sections to appeal to runners of all abilities.
- Challenging trail but worth every step!
- Dream Run Enjoyable And Memorable
- My first ever trail race and won't be my last - fantastic organisation, route had a great balance of hilly and flat sections, great support, brilliant medal! Came away today feeling accomplished!
- Dream trail was very well organised and great value for money. All marshals did a excellent job and was very clear with directions. The race hq was very welcome and i would recommend this race to anyone looking to do trail running as there is a race for everyone of all abilities.
- "Living the dream" around the foggy trails of St. Helens
- This was my first ever trail run, it was superbly organised and the trail was tough but fantastic. Feel super proud for completing it :)
- Great race, great marshals, great organisation, killer hill
- Great challenging 4k trail for novices
- Tough but good, feeling of accomplishment is worth the pain
- Fantastic friendly event. Great for first time trail runners and veterans too. Highly recommended
- My first proper trail race, LOVED IT!
- Had a fantastic time at the dream trail race. The event was tough but very rewarding. Will be back next year.
- The friendliest, hilliest race around! Something for everyone with fabulous views!

The feedback was similarly positive on Facebook and Twitter...

-  **Michelle Tickle** A wonderful and very well organised event! Thank you so much to the organisers and fantastic volunteers who marshalled the course so well!! Cant wait for next years!! xxx
12 October at 14:18 · Unlike ·  2
-  **Karen Tiger Harrison** Tough course but enjoyed whole day 😊 no now more hill training needed 😊
12 October at 14:18 · Unlike ·  1
-  **Bill Bradley** Well done on a great event Antony.
12 October at 14:35 · Unlike ·  1
-  **David Jones** Great event, will be back next year thank you to all involved.
12 October at 14:48 · Unlike ·  1
-  **Jonny Ford** Fantastic event. Well done to the indefatigable Antony for putting it on and thank you to everyone who helped to make it run so smoothly.
12 October at 14:51 · Unlike ·  1
-  **Barry Bright** Thanks for organising a great race. I really enjoyed it (well most of it apart from that hill)
12 October at 15:00 · Unlike ·  2
-  **Sarah Hartington** That HILL though 😊 lol
12 October at 15:23 · Unlike ·  2
-  **Sarah O'Donoghue** Thanks to all those involved in organising a great event. Lovely, friendly atmosphere. Enjoyed my snickers bar and am chuffed with my medal 🍷
12 October at 15:43 · Unlike ·  1
-  **Susan Wilson MacKell** Such a lovely morning for it - looked magical watching the runners appear out of the mist! BIG THANKS to Ant and all the other volunteers for making it happen 😊
12 October at 16:16 · Unlike ·  1
-  **Mick Oby Obrien** Great race,thanks to the organisers/marshalls!!
12 October at 16:30 · Unlike ·  1
-  **Paul Roberts** Thanks to the marshals, a great race. That hill was absolutely brutal
12 October at 16:33 · Unlike ·  1
-  **Joanne Moyers** Thanks for putting on a great event. Volunteers/marshals all got behind the runners to give us a push (not literally). It was tough especially THAT hill but really enjoyed it.
12 October at 16:57 · Unlike ·  1
-  **Rachel Irwin** Great event. Kids loved the mini trail. Thanks for organising - looking forward to next years
12 October at 17:28 · Like
-  **Dave Grounds, Rachel Wilcock, Rachael Fishwick and 69 others** like this.
-  **Kay Wilcock** Tough course but great day - thanks to all the organisers & marshalls
12 October at 13:32 · Unlike ·  3
-  **Anthony Tonka Holden** Hats off to all the helpers great turn
When's the next one)
12 October at 13:33 · Unlike ·  4
-  **Paul Donegan** First time I have done this and really enjoyed it. Run there and run home to get some training in for hellrunner. Well done to the organisers and all the marshalls who were superb. Deffo do it again.
12 October at 13:34 · Unlike ·  3
-  **Karen Blackburn** Beat my personal best x loved the trail x
12 October at 13:36 · Unlike ·  3
-  **Debbie Millington** Great event, thanks very much!
12 October at 13:36 · Unlike ·  3
-  **Ian Roberts** Big thanks to the organizers and volunteers. A fantastic (but challenging!) course and a great piece of bling at the end. Well done everyone!
12 October at 13:37 · Like ·  2
-  **Mike Kay** That course was brutal, especially the hill at three miles. Loved it though had a great time!
12 October at 13:44 · Unlike ·  6
-  **Scott Robertson** Great event really enjoyed it massive thanks to Ant and his team for a well organised race
12 October at 13:47 · Unlike ·  2
-  **Victoria Kehoe** Fabulous race, great support and the medals are just amazing! (Shall gloss over the hill 'surprises' 😊 Hope everyone feels really proud!
12 October at 13:55 · Unlike ·  2
-  **Victoria Kehoe** Ooh ps special thanks to the sweeper Marshall who got me moving!!
12 October at 13:55 · Unlike ·  3
-  **Andrea Carter** Really enjoyed it, although I'm sure my face at some points probs didn't look like it!! Thank you for a fab morning, loving my medal. See you again 😊
12 October at 13:56 · Unlike ·  2
-  **Ian Wright** Fabulous event. Thanks.
12 October at 13:57 · Unlike ·  2

-  **Joanne Keogh** Fantastic event. Thanks to organisers and noisy marshalls. Loved it and will be back.
12 October at 17:46 · Unlike ·  3
-  **Catherine Howard** Loved it, great course that gave me my first win!!! Big thanks to all marshalls and organisers. Back next year ☐
12 October at 17:57 · Like ·  1
-  **Elaine Sutton** Thanks everyone involved with the run, it was great. Marshalls, runners, families and pub people all lovely and supportive. Nice medal and welcome bottle of water at the finish too. Deffo one for the diary next year.
12 October at 18:38 · Unlike ·  1
-  **Gary J Wane** Fab run in a nice part of the world I've never been too before. Loved my time on the trails. I'll be back again next year for sure.
12 October at 18:55 · Unlike ·  1
-  **Anthony Thomas Finegan** Really enjoyed me first trail and my first time ever competing in a race looking forward to the next dream trail event. Great marshalls really encouraging on the way round 🍷🍷
12 October at 20:03 · Like ·  1
-  **Shelle Bradley** Great event. Thank you we loved it. My daughters first 'official' race though she is looking forward to being old enough for the 5 mile option next year!
12 October at 21:06 · Unlike ·  1
-  **Gill Lee** Thanks Ant and all the fab marshals, great but tough course! See you next year 😊
12 October at 21:21 · Unlike ·  1