

GSi Events Ltd Sustainability Plan

GSi Events Ltd are committed to minimising the impact that our events have on the local environment and therefore, we implement the following measures for all events:

- **All entries will be completed online rather than using paper entry forms as standard.**
- **The majority of pre-event marketing material will be via the event website, targeted email and online campaigns. The use of physical promotional material such as flyers and posters will be minimal.**
- **All pre-event information for runners will be sent electronically, runners will have access to all of the information that they require within their own personal online account and there will be no physical race information sent to runners with the exception of their running number.**
- **All participants and spectators will be strongly encouraged to travel to events using public transport, cycle or on foot. This message will be repeated on numerous occasions using a targeted pre-event communications plan.**
- **Comprehensive information detailing the various public transport options for events will be available on the event website. Event specific information will be provided as well as links to the websites of external transport providers.**
- **All residents and businesses impacted by the proposed road closures will receive road closures information detailing all closures in the area, this will be distributed in advance of the event with a view to significantly reducing traffic congestion on the day of the event.**
- **Noise pollution will be reduced by facing the speakers of all PA systems inwards into the event space rather out towards the surrounding area. The volume of the PA system will be controlled and monitored throughout to ensure that all communication is clear but only audible within the immediate event arena.**
- **All event waste is picked up by contractors who separate the recyclables as part of their environmental commitment.**
- **Comprehensive litter collections will be completed to ensure that there is no waste generated by the event left on site. Full inspections of all areas will be completed by the event team before vacating the site.**
- **Clothing left by runners at the start area for events gets collected and donated to a local charity.**
- **Food items unused at the end of events are donated to a local food bank.**
- **Unused finishers items are donated to charitable causes whenever possible.**
- **Event infrastructure will be erected and dismantled using a time scale that minimises the time that any temporary structures are in place, this will reduce the impact on the ground underneath the structures. Where the option is available to site kit/equipment or structures on hard standing areas rather than grass that could be damaged, this shall be done.**
- **Post event feedback forms will be made available online and participants will be provided the opportunity to offer further ideas/suggestions to enhance the sustainability of the event.**

Neil Kilgour
Director - GSi Events Ltd