



TTP CAMBRIDGE HALF MARATHON

ESG Statement



DeltaSimons
Protecting people and planet



ESG Statement 2023

OSB the organiser and promoter of TTP Cambridge Half Marathon (CHM) is committed to taking action to ensure that its impacts on the community and environment are positive, wherever possible, and minimise any potentially negative impacts.

OSB is working with Delta-Simons, as a specialist environmental consultant, appointed as the CHM Sustainability Partner, to develop an Environmental, Social & Governance (ESG) Strategy for TTP Cambridge Half Marathon to ensure that the event continues to evolve to include the highest possible ESG standards.

The ESG Strategy aligns with The Sustainable Development Goals set by the United Nations as part of the 2030 Agenda for Sustainable Development.



In particular, the CHM aligns to the following SDGs:



SDG1 - No Poverty



SDG13 - Climate Action



SDG3 - Good Health and Well-Being



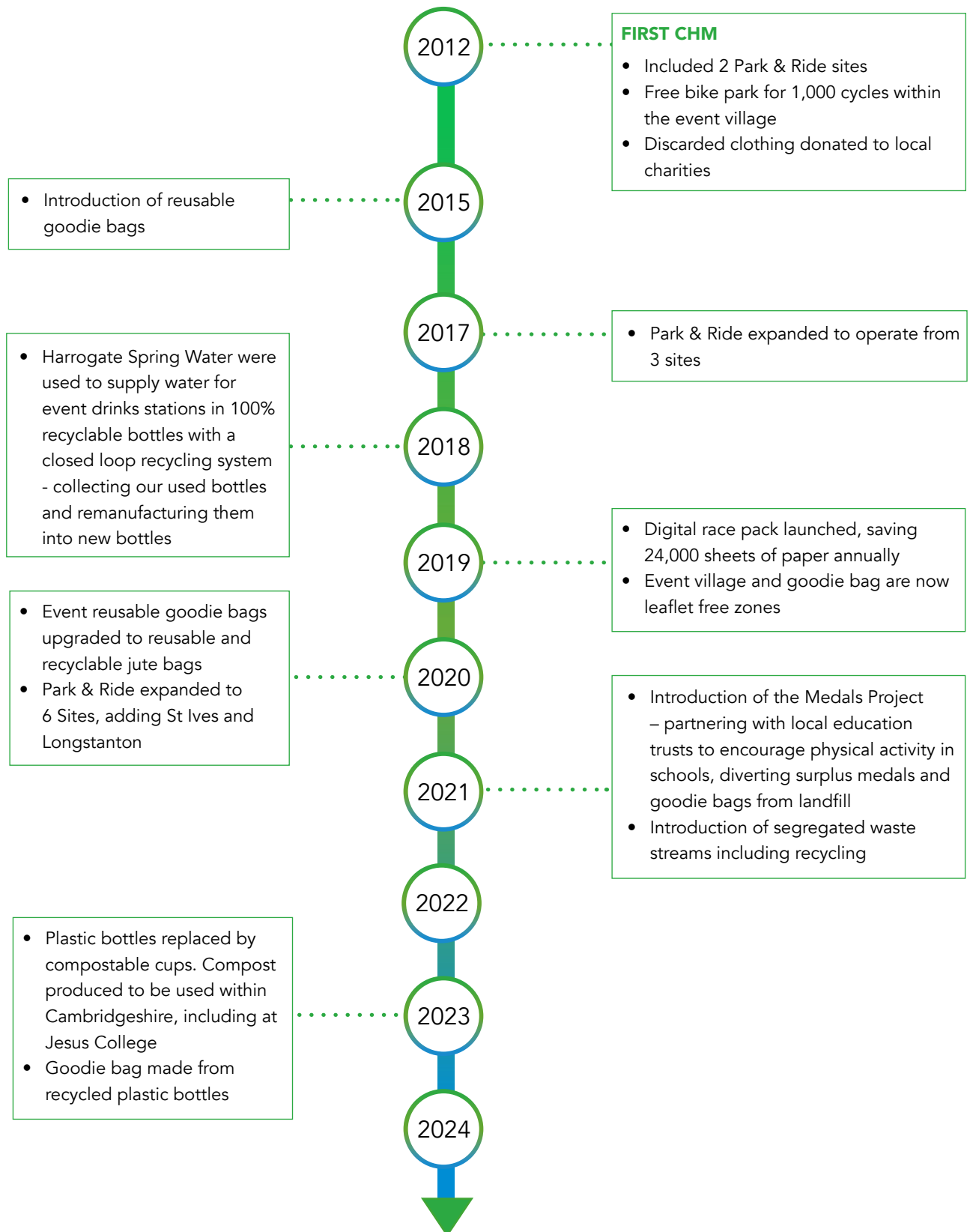
SDG17 - Partnership for the Goals



SDG12 - Responsible Consumption and Production



Sustainability Journey





Achievements to Date

The Sustainability Journey timeline shows how the sustainability of the CHM has developed since the first event in 2012. ESG is embedded in the CHM organisation and decision making, and the CHM is committed to making further progress to enhance the sustainability of the event and positively impact the local community and environment.

SUSTAINABLE TRAVEL



The event focuses on local participants, with generally 50-70% of entrants being Cambridgeshire based; this enables CHM to promote cycling as a method of travel for attendees by providing 1,000 free and secure bicycle parking spaces. In addition, OSB partners with the County Council and Stagecoach to provide 3,000 Park and Ride spaces operating from 6 sites around Cambridge. In 2022, approximately 25% of participants (approximately 2,500 people) used the P&R to travel to the event, avoiding at least 1,250 car journeys into the City Centre on race day. Delta-Simons has produced an event travel heatmap based on 2021 participant data. This can be viewed [here](#).

MATERIALS USAGE



Printed race booklets are no longer provided, replaced with a digital race pack for participants from 2019 which saves over 24,000 sheets of paper annually. Disposable 'Goodie bags' have been replaced with more sustainable options as the event has evolved, initially changing to reusable plastic in 2015 and from 2020 reusable and recyclable Jute bags, further reducing plastic usage at the event. The 2023 event takes the sustainability of the goodie bags a stage further and will be using bags made of certified rPET produced from recycled plastic bottles. In addition, event goodie bags have long been a leaflet free zone, reducing paper consumption and waste.



Surplus goodie bags and food are donated to local community events and charities. Surplus event T-shirts are sold off at discounted rates and unused energy gels are retained and reused at other OSB events.

SOCIAL IMPACT



Many runners discard clothing at the start of the event; clothing collection bins have been placed within the start pens since the first event in 2012. Approximately eight full tonne bags of clothing are collected from the CHM and donated to homelessness charities each year.



Each year the CHM offers charity places for participants who are committed to raising funds for CHM partner charities. In 2023 CHM is providing 1,250 charity event places. In total over £750,000 was raised for charity partners from the 2021 and 2022 events combined.

CHM also has an established Community Fund which supports projects in the local community. Up to £1,500 per year is allocated to community projects such as schemes to develop playgrounds and provide sponsorship for junior sports teams.



REDUCING PLASTIC WASTE



Reducing plastic waste has long been an ambition of the CHM. Previously the event partnered with Harrogate Spring Water to supply water for drinks stations in small plastic bottles. Harrogate Spring Water was chosen as their bottles are 100% recyclable and are made from over 50% recycled UK sourced PET plastic. In addition, Harrogate Spring Water could offer a closed loop recycling system, meaning that the plastic bottles used at the event would be collected and fully recycled locally, producing new plastic bottles.

For a number of years this was the best solution available to the CHM as the necessary commercial composting technology required to process compostable alternatives to single use plastic was not available in the surrounding region. As a consequence, previous use of compostable alternatives would have necessitated significant transportation to an appropriate recycling facility, therefore any compostable alternative which could not be processed locally would have ended up as landfill. On this basis, the use of plastic bottles continued as the best available option while more sustainable solutions were explored.

However, compostable cups will be in use at the 2023 event, replacing plastic bottles at drinks stations and within the event village. The required commercial composting technology is now available to the CHM within Cambridgeshire and a number of Cambridge land owners, including Jesus College, are keen to make use of the resulting compost on agricultural land and landscaped grounds within the region.



SURPLUS MEDALS

Since 2021, surplus event medals have been used in partnership with a local education trust to encourage local primary school children to participate in physical activity, awarding them a half marathon medal for running 1km a day for 21 days. So far 1,831 surplus medals have been donated, avoiding disposal to landfill and representing 38,451 km run by participating primary school children.



ESG FEEDBACK



OSB in collaboration with Delta-Simons issued a post-race survey to participants after the 2022 event, to collect data to better understand areas for improvement and outline a plan for continued ESG progress. The feedback from this survey is published [here](#).



The key recommendations from event participants was to reduce the waste from plastic water bottles, improvements to waste management and recycling and making alternatives to car travel more accessible. CHM is pleased to build on this feedback and has developed some new initiatives for the 2023 event.



VOLUNTEER REUSABLE CUPS

Volunteers who attended a number of OSB events through 2019 were issued reusable cups and encouraged to bring them along to every event and to use them day to day.



Initiatives for 2023



COMPOSTABLE CUPS

As mentioned above, CHM has continued to explore the option of compostable cups and is pleased to announce that compostable containers will replace plastic bottles at the 2023 CHM event.



CHM will be using [Vegware](#) compostable products and has partnered with Cambridgeshire based [Countrystyle Recycling](#) and [Envar Composting Ltd](#) to collect and compost the used cups, producing compost and soil improver which will be used on land within the region.

Retailers within the event village are also committed to using compostable cups and packaging for their products and will not be offering drinks in plastic bottles at the 2023 event.



WASTE MANAGEMENT

Following participant feedback, CHM has improved the signage identifying the bins within the event village at the 2023 event to ensure that it is clear what waste goes in which bin. Bin signage will also be raised above head height so the locations of the bins are more visible.



EVENT GOODIE BAGS

A further improvement to the sustainability of the event goodie bags has been made for the 2023 event. The jute bags used since 2020 are being replaced with bags manufactured from certified rPET made from recycled plastic bottles.





Future Commitments

CHM is proud of the progress we have made so far to improve the sustainability of the event, however we know there is more we could do. Please complete the post-event participant survey, as this gives you the opportunity to have your say on the event and share suggestions for changes we could look at for future events. CHM welcomes your feedback and we are pleased to have been able to implement a number of sustainability initiatives which were highlighted by our participants.

Some of our initiatives include:

ENERGY GELS

HIGH5, the nutrition partner for the CHM are looking for new packaging materials to reduce the environmental impact of their products. As part of this initiative, HIGH5 are trialling reusable gel flasks and recyclable bulk gel bottles to refill the flasks. More details can be viewed [here](#).

Gel refills will be trialled at a number of events in 2023 and OSB is reviewing the outcome of these trials and is keen to support High5 in finding a more sustainable energy gel packaging.

GOODIE BAGS

CHM has made significant improvements to the sustainability and environmental credentials of the event goodie bag, however we will be seeking participant feedback about the contents of the bag. For example, would replacing the goodie bag with a single quality item, such as a bobble hat be well received? Please look out for the post-event participant survey and share your thoughts as we seek to further enhance the sustainability of the CHM goodie bag and deliver products which are valued by our participants.

CARBON IMPACT

CHM is working with Sustainability Partner, [Delta-Simons](#) to review the carbon impact of the event.



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