



TTP CAMBRIDGE HALF MARATHON

Post-Race Survey Results 2022



DeltaSimons
Protecting people and planet

ABOUT OUR PARTNERSHIP & GOALS

Delta-Simons Sustainability Partner

As the Sustainability Partner of Cambridge Half Marathon (CHM), Delta-Simons are committed to ensuring that the event continues to evolve to include the highest possible sustainability standards set out in the Environmental, Social & Governance (ESG) statement and makes a positive contribution to Cambridge and the wider environment. If you haven't already, please take some time to take a look at CHM's ESG statement [here](#).

OSB Events and members of the TTP Cambridge Half Marathon team are committed to taking action to ensure that the event's impact on the wider community and environment are positive, wherever possible, and minimise any potentially negative impacts.

The ESG Statement outlined for 2023 and beyond, aligns with The Sustainable Development Goals set by the United Nations as part of the 2030 Agenda for Sustainable Development.

Some of our key 2020-2022 initiatives have included:

- Use of Harrogate Spring water bottles; chosen due to their strong recycling record. Find out more about why CHM partnered with Harrogate Spring [here](#).
- Online-only Race Information document to reduce unnecessary paper waste.
- A reusable goodie bag, CHM switched to a sustainable 'Jute Bag' in 2020.
- Waste segregation and clearly signed bins to encourage recycling.
- Donation of all discarded race clothes from event day to local Cambridge charities.

We value insight from the participants directly, therefore following the 2022, we asked the runners what sustainability initiatives they would like to see prioritised by OSB in the future. This brochure outlines the findings of the survey.



ENVIRONMENTAL SOCIAL GOVERNANCE

What is ESG

Environmental Social and Governance (ESG) refers to the three key factors when measuring the sustainability and ethical impact of a company on the planet and its people. The Environmental Social and Governance factors are a subset of non-financial performance indicators which review corporate systems to ensure a company remains accountable.

With growing demand for companies to set sustainable strategies, identifying ESG criteria for companies provides an understanding of how they can best use their products and services to help society achieve a more sustainable future, or perhaps do their part to impact the UN Sustainable Development Goals.



ENVIRONMENT

'Environment' in ESG allows companies to consider their role as a steward of the physical environment, locally and globally. The 'E' in ESG identifies a company's use of /interaction with natural resources and the effect the company's operations has on the environment both in direct operations and through their supply chain.



SOCIAL

'Social' refers to how the business considers and manages its human relationships including employees and other stakeholder groups. The 'S' in ESG identifies a company's strengths and weaknesses when reacting to social trends, labour rights and opportunities, framed in the local political context. In essence Social, reviews a company's actions in order to build its corporate responsibility.



GOVERNANCE

'Governance' is the framework of authority and accountability that defines factors of decision-making. This can range from a company's policy making to the distribution of rights and responsibilities among different participants in corporations, including the board of directors, managers, shareholders, and stakeholders. The 'G' element is often forgotten when focused on climate risk or societal implications. However, understanding governance risks and opportunities in decision-making is critical for the success of ESG in companies.

Participant Profile, Travel & Feedback Overview

WHO TOOK PART IN THE 2022 TTP CAMBRIDGE HALF MARATHON?

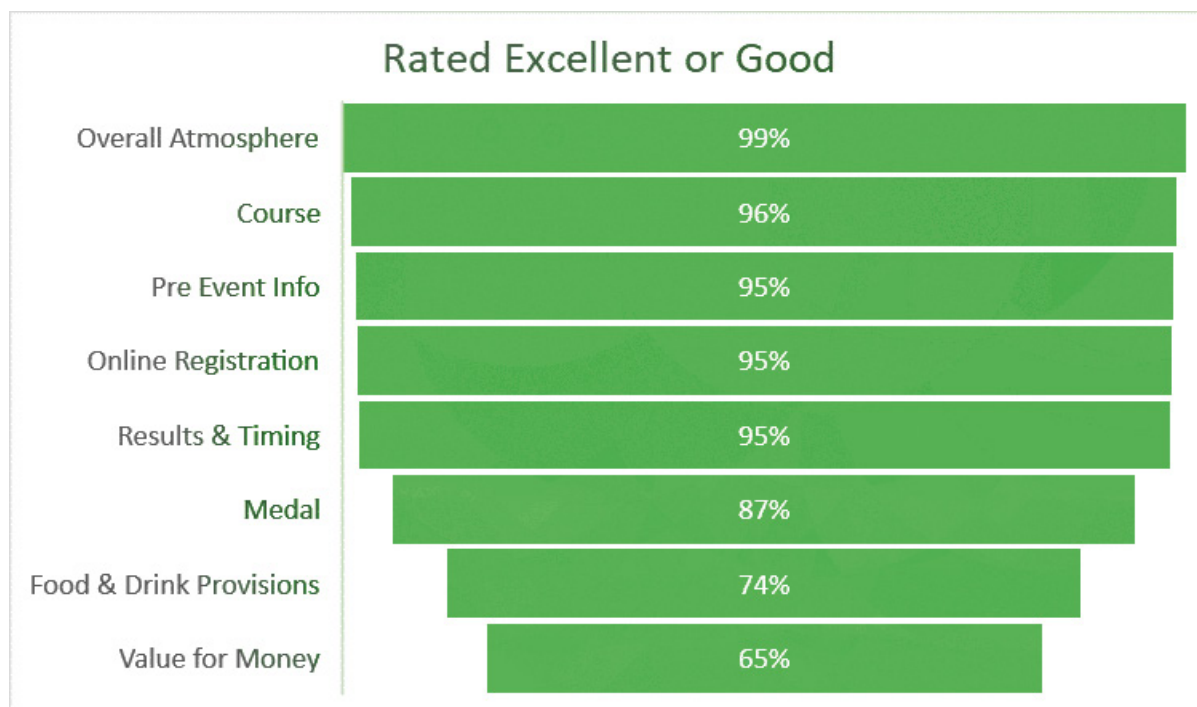
- There was an even split of new and returning runners
- Around 1/3 of 2022 runners have completed the event 3 times or more
- 75% of runners are aged 25-54 and a 50:50 mix of male and female participants
- 87% are in employment. Only 6% are students and 4% are retired
- At least 71% of runners brought 1 or more spectators with them

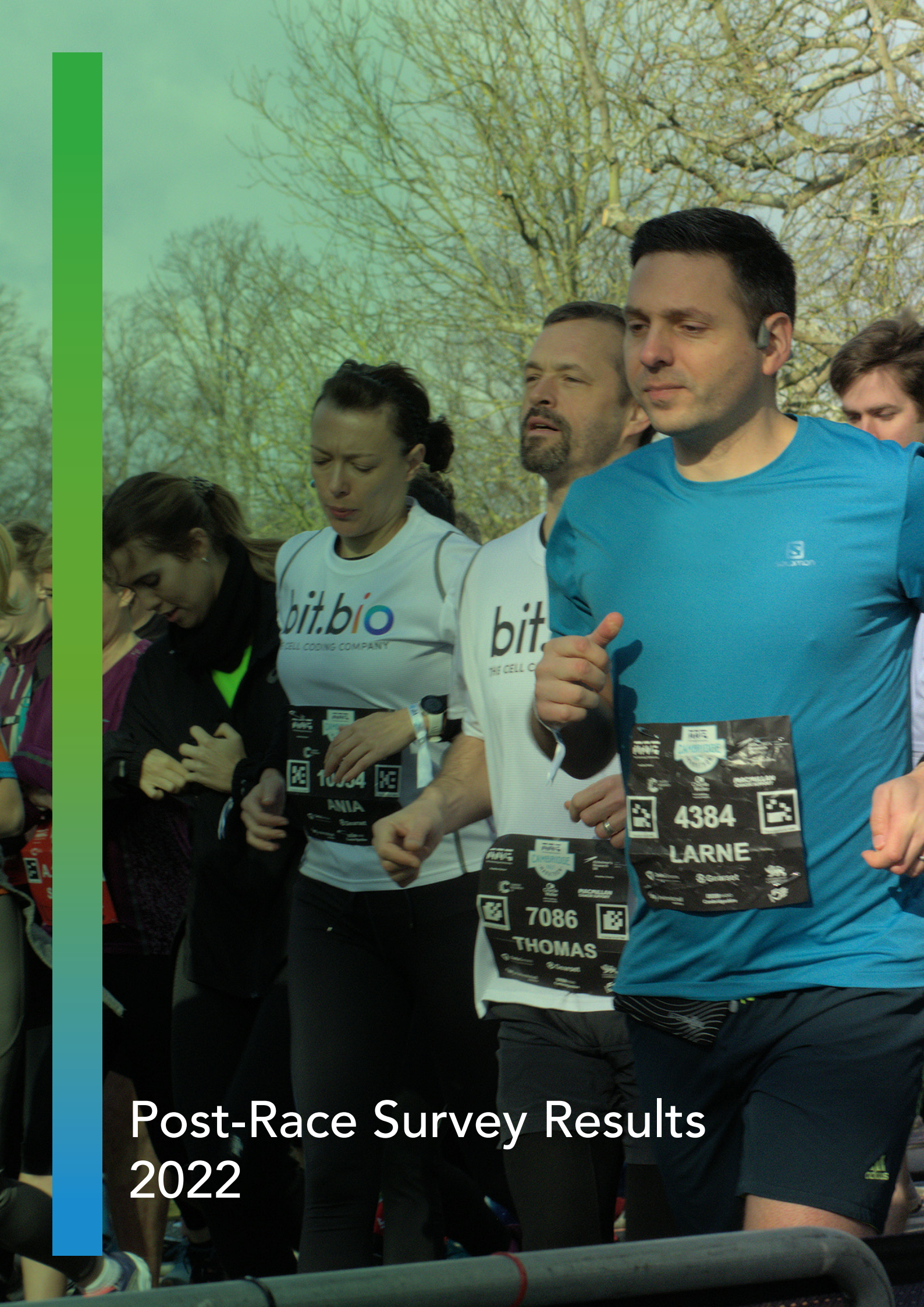
WHERE DID THEY COME FROM?

- Around 50% were local participants - 31% live in Cambridge and 18% in Cambridgeshire
- Of the 50% who travel come from further afield, roughly 71% made their journey on the day
- Of those who made it a longer trip, 322 racers stayed in hotel accommodation and 276 stayed with friends and family
- 16% walked to the Event, 7% used the Event Bike Park and 5% used the train. 39% used a car park and 25% used the Park & Ride. Another 7% used a different travel method - primarily being dropped off by car or cycling but didn't use the Bike Park

HOW DID THEY RATE THE EVENT?

A very high proportion rated the TTP Cambridge Half Marathon 2022 as "Excellent" or "Good" across all categories. 96% said they would Definitely (63%) or Probably (33%) return in 2023.





Post-Race Survey Results 2022



Sustainability & ESG Feedback

HOW PARTICIPANTS ENGAGED WITH OUR SUSTAINABILITY PLAN

The overwhelming recommendation from participants to improve sustainability is to reduce the waste from plastic water bottles. Other areas they highlighted were improving waste management and recycling, considering how items such as medals and goodie bags can be made more sustainable and making alternatives to car travel more accessible.

- 70% used our recycling bins
- 75% felt recycling was clearly signposted and easy to use
- 30% used our water refill stations
- 40% of participants were aware of our sustainability policy and only 45% of those had read our ESG statement

The feedback also indicates that there is more we can do to improve awareness of our existing initiatives including; closed loop recycling for water bottles, making water refill points available, and charity clothing bins. Additionally, our participants gave us some great ideas on how we can improve next year.

#1 REDUCE WASTE FROM PLASTIC WATER BOTTLES

- Use containers which are biodegradable, edible or more easily recyclable
- Use smaller containers as bottles are too big and water is wasted
- Encourage or insist on runners being self sufficient e.g. carrying reusable bottles or hydration packs
- Improve signage and access for water refill points
- Decrease the number of water stations
- Improve collection and recycling of empty bottles

#2 IMPROVE WASTE MANAGEMENT AND RECYCLING

- Place bins further away from feed stations to allow more time to drink before being ready to discard
- Increase bins available on the course and in the event village
- Implement "Zero drop" zones e.g. near water courses (or across the whole course)
- Add compost bins for fruit peels
- Improve signage for bins, placing signs above head height
- Clarity about what goes in each bin and can it be recycled
- Increase awareness of the Charity clothing bins

#3 – CONSIDER ALL THE OPPORTUNITIES

- Medals – make them wooden / smaller / optional
- Goodie Bags – improve sustainability of the bag itself as well as contents, make it optional
- Gels – don't offer these on course, add more recycling bins
- Trains – liaise with train companies to get earlier services and add shuttle bus services from out of town stations
- Park and Ride – look to reduce the price and make the service more convenient and easier to use

A group of runners is captured in motion during the Cambridge Half Marathon 2023. They are running along a paved path that runs parallel to a large, historic stone building with Gothic architectural features, including pointed arch windows and decorative stonework. The runners are wearing various athletic gear, including bright yellow and orange shirts, and some are holding race bibs. The sky is overcast with grey clouds. A vertical green and blue bar is visible on the left side of the image.

Our ESG plans for the Cambridge Half Marathon 2023

FUTURE ESG COMMITMENTS

Delta-Simons Sustainability Partner 2023

Whilst reducing negative environmental impacts is a vital aspect of Delta-Simons' partnership with Cambridge Half Marathon, the social value of the community event is of equal importance. Working with other partners on sustainability initiatives raises our brand profile and engages a wider range of stakeholders bringing benefits to local communities.

Based on participant feedback from the ESG survey we have outlined the following ESG goals and initiatives;

- Phasing-Out Plastics: OSB plan to work with other businesses in Cambridge to find a route through which the event can feasibly transition to compostable cups rather than plastic. This also includes smaller measures such as improving the signage and access for water refill points as well as recycling points.
- Partner Engagement: OSB and Delta-Simons aim to engage other event partners in sustainability objectives in order to align with the event's purpose and to share ideas and inspiration. This currently includes TTP and CSM Sport & Entertainment, with the hope of extending this further.
- Supply Chain Transparency: OSB is looking to undertake further scrutiny of the supply chain and to improve the sourcing of all materials used during the events, from energy to medals.
- Transport Links: OSB have contacted the local rail provider with the aim to develop improved transport links from London to enable participants to travel to Cambridge for the event, avoiding more carbon-intensive methods of transport.
- Waste Management and Recycling: OSB plan to increase the waste management and recycling of single-use plastics through improved signage, larger bins, and engaging suppliers with the aim of creating a circular economy where possible.
- Electric Vehicles: OSB aim to request the vehicle provider for a fully electric fleet present at the race to support Cambridge Half Marathon's decarbonisation ambitions and improving local air quality for the community.

"As Sustainability Partner to CHM, we are already looking forward to the 2023 event. Over the coming months we and OSB will be engaging with the CHM community to seek to make a real impact in Cambridge and beyond as we work with the wider partner organisations to build on our positive ESG impacts around the event and make 2023 a further step change in our ESG journey."

Alex Ferguson, Managing Director, Lucion Group (Incorporating Delta-Simons)

TRUSTED ENVIRONMENTAL CONSULTANTS

Our Sustainability Services



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ABOUT US

Delta-Simons Environmental Consultants

[Delta-Simons](#) is a multi-disciplinary environmental and health and safety consultancy providing trusted advice and solutions to 'Protect People and Planet' through facilitating sustainable development.

As a national provider with a regional presence, we work with clients from multiple sectors including; industrial, commercial & residential developers, retailers, industrial manufacturers, fund managers, institutional investors, hi-tech companies, the public sector and charitable organisations. For the past 30 years, our team has provided a holistic suite of commercially astute environmental services and advice, designed to mitigate risk to both people and the environment, whilst removing the pain from planning or maintaining buildings and/or assets.

Through our thought leadership activities and shared learning, as well as being a founding member of the Inogen Alliance – a global corporation of consultants that provides worldwide coverage through one point of contact for environmental, health, safety and sustainability solutions for multinational organisations – we understand the importance of knowledge-sharing and storytelling to increase visibility and subsequent action needed to mitigate climate change and contribute towards a positive future for the planet.

2022 marks the second year of our three-year commitment to the Cambridge Half Marathon as Sustainability Partner, in partnership with OSB Events - the organiser and promoter of the event in Cambridge.



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Sustainability Services

MANAGEMENT ENERGY SAVINGS OPPORTUNITY SCHEME (ESOS)

Management Energy Savings Opportunity Scheme (ESOS) requires large companies to undertake mandatory energy audits on a 4-year cycle. ESOS Energy Audits, assessing the potential for reductions in cost, energy and carbon emissions in transport, buildings and processes can form the basis for long term strategic planning by businesses working towards Net Zero.

CARBON FOOTPRINTING

We can assess the greenhouse gas (GHG) emissions associated with your organisation, product, event or supply chain. Assessments are aligned to international standards such as the GHG Protocol, PAS 2050 and ISO14067 – giving you the knowledge that your carbon footprint is both robust and comparable.

STREAMLINED ENERGY & CARBON REPORTING (SECR)

The UK Government introduced SECR following a review of the complex and overlapping energy and carbon reporting frameworks impacting on business in the UK. Quoted companies in the UK have been required to undertake mandatory reporting of greenhouse gas emissions for some time.

NET ZERO

Governments, institutions and companies are increasingly setting Net-Zero Strategies and Action Plans to play their part in tackling the climate change and ecological crises. Delta-Simons supports our clients to develop Net-Zero Action Plans, and to identify the feasibility, budget and timescales of carbon reduction projects. In order to prevent the irreversible effects of climate change on our planet, we must reduce carbon emissions by at least 45% by 2030 and by 80% by 2050. It is not currently possible to eliminate fossil fuels from every element of our society. Therefore, it is generally accepted that, in conjunction with progressive carbon reductions, carbon removal or offsetting is a vital part of achieving the reductions we need. Third party offsetting is the 'Net' in 'Net-Zero'.

We also help to advise on the suitability of carbon offset projects (based on age, location, cost, technology type, reputational risks etc.) and the optimal time on which to introduce them into a Net-Zero strategy.

SCIENCE BASED TARGETS

Science-based targets are the international standard for setting carbon reduction targets. Targets are aligned to the Paris Agreement to limit global warming to well below 2°C above pre-industrial levels and strive to limit warming to less than 1.5°C. These are the levels at which irreversible damage to the environment is predicted to happen.

The benefits of setting a Science-Based Target include:

- Improve brand reputation by demonstrating commitment to the environment
- Enhance ESG performance on your organisation
- Reduce operating costs
- Increase business resilience in relation to increasing fuel costs and climate risks
- Win more work – it is now an expectation that suppliers to major organisations and local authorities have carbon reduction targets in place.

BEYOND NET ZERO

For organisations who want to not only neutralise the impact of their activities but want to make a positive contribution to the environment, they can become carbon negative. 'Beyond Net-Zero' is the Delta-Simons seal of approval awarded to companies, services, events or products that:

- Measure their emissions
- Commit to carbon reductions
- And offset at least 150% of emissions

To become 'Beyond Net-Zero' an organisation needs to:

- Define the boundaries of what is to be assessed
- Measure carbon emissions to international standards
- Offset 100% of emissions via verified projects
- Remove an extra 50% of emissions via offsets, treeplanting or habitat restoration projects;
- Commit to tangible carbon reduction targets
- Communicate your achievements



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