



ASDA Foundation

SHEFFIELD 10K

26.09.21

YOUR RACE GUIDE

#WEAREBACK

COURSE INFO | FIND YOUR NEXT CHALLENGE | DAY TIMETABLE & MORE!



Jane Tomlinson's
RUN FOR ALL

All profits from Run for All Ltd will go directly to the Jane Tomlinson Appeal. All entrants are encouraged to fundraise for the charity of their choice.

WELCOME

TO THE ASDA FOUNDATION SHEFFIELD 10K

Thank you for joining us for one of Yorkshire most popular 10Ks in the heart of South Yorkshire's famous Steel City.

Excited crowds, fun characters, vibrant colours, and that all important finish line feeling. You'll find it all at the Asda Foundation Sheffield 10K. The start line is only days away now and we can't wait to see you all for what is set to be an incredible day of celebrations.

With race day fast approaching we want to make sure you have all the details you need and hopefully answers any questions you may have.

Enclosed in this race guide are details regarding what to expect on race day as well as key details about parking, your race packs and our Covid-19 guidance.

Please ensure you read this guide thoroughly and ensure you arrive in plenty of time for the event.

Whilst we are excited that mass participation events are allowed to return and that restrictions have been eased we would ask all entrants and spectators to remain respectful of each other throughout the event.

Respect social distancing where possible and whilst not essential we would encourage you to wear a face covering where appropriate.

We hope you are looking forward to event day as much as we are. With crowds out on course ready to give you hero's welcome as you finish we promise this will be an incredible event.

A BIG THANK YOU

You should take enormous pride in being part of the Sheffield 10K. We are expecting to raise a huge sum of money for local charities, big and small thanks to the incredible support of runners like you. On behalf of all the charities involved, **THANK YOU.**

Whether you're looking to smash a PB, enjoy a bit of fun competition with family and friends, or you're just happy to get around the 10K course, we hope that you enjoy your day and continue to support our runs!

We would also like to take this opportunity to thank Sheffield City Council and all our event partners for their continued support, especially over the past 19 months. These events wouldn't be possible without their support.



JANE TOMLINSON'S RUN FOR ALL

Run For All is part of the lasting legacy of the late amateur athlete and fundraiser Jane Tomlinson CBE.

At Run For All, we continue Jane's vision, to provide a fundraising vehicle for a huge number of local and national charities.

Every year tens of thousands of people take part in events like the Sheffield 10K - running for charity, for a personal challenge or just for fun.

While we've changed since that first event in 2007 - not least by growing significantly, Run For All's philosophy remains exactly the same; high-quality, great fun events for absolutely all abilities.



GOOD LUCK TO THE RUNNERS OF SHEFFIELD



We are on a journey to discover the inner strength of people just like you. We hope you enjoy our range of tasty, all natural, high-protein products! Pick them up at selected ASDA stores.

**SWEAT, SMILE, REPEAT
AND #FEEDYOURDRIVE
WITH ARLA PROTEIN.**

ASDA



**PLAN
YOUR DAY**



EVENT INTRO

Here we go, the Asda Foundation Sheffield 10K is almost here.

Bringing that race-day buzz into a brand new decade, hearing even louder roars from the crowds and seeing so many of you achieve amazing things at the finish line.

You're set to raise hundreds of thousands of pounds for charities across the UK, and we can't thank you enough for your support.



WHAT SHOULD I EXPECT?

For all atmosphere

At Run For All we pride our events on being **FOR ALL** and this 10K is no different. So, whatever your own personal goals, you can enjoy incredibly inclusive spirit and feel good running!



The Sheffield 10K Corporate Challenge brings teams together from businesses across the region to enjoy some competitive spirit and be amongst the thousands of participants taking part in one of Sheffield's biggest runs.



Need a hand? Our friendly Eventeer team sponsored by SportsShoes will be on-course and around the venue in their fluorescent yellow t-shirts to help you out and provide support.

Without the support of our amazing Eventers, this charity run wouldn't be possible. We would like to say a big thank you to Grenoside community runners! All the finish line smiles and money raised at this Steel City favourite are the products of their hard work. Please take the time to give them a big thank you.



KEY TIMINGS

- 11.00am** Race Office and Assembly Zones open
- 13.00pm** Warm up
- 13.30pm** Asda Foundation Sheffield 10K starts

- 14.00pm** First male finisher expected
- 14.05pm** First female finisher expected

YOUR RACE PACK

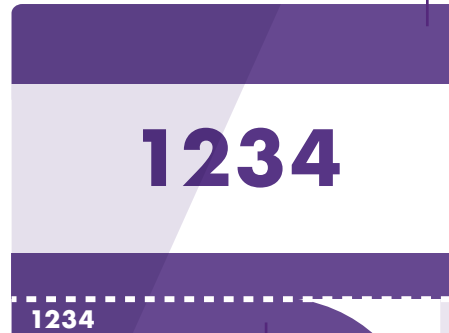
Race Numbers will start to arrive with entrants from 11th September. If you've not received your race pack in the post by the 23rd September please contact us using the contact form on our website.

What's in it?

Your race number

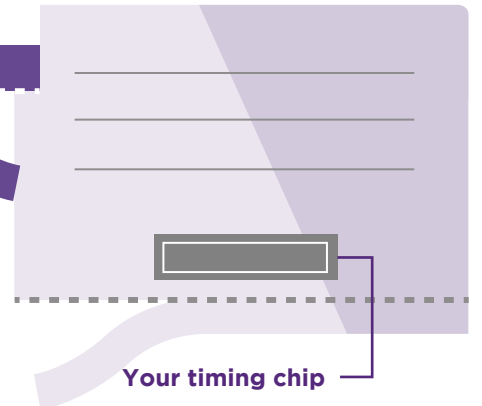
Make sure that your number is fixed to the front of your t-shirt or running vest. It must be clearly visible.

You will need your number to access the start line Assembly Zones.



Baggage tag

Your baggage tag is a tear-off strip attached to the bottom of your race number if you want to use the baggage drop off-facilities.



Your timing chip

Your timing chip is already attached to your race number.



GOOD TO KNOW

Here are some of our top tips

Keep your race number dry and safe. To be extra prepared, pin your race number to your race top or vest. Then there is no way you could possibly lose it.

Your timing chip is affixed to your race number, please do not remove, fold the chip or pierce your physical timing chip with safety pins.

Wear your chipped bib number on your chest on the outer layer of clothing e.g. if a running jacket is worn, wear your number on top of this. Do not cover your bib number and chip with a bum bag or running belt.

Your bib and timing chip does not need to be collected in after the event. It can be kept as a memento of your race day.

GETTING THERE



Arriving by bike

Sheffield City Council offers a number of cycling stands and lockers across the city centre. To find out which site is best for your journey, please click [here](#) for more information. Please note that bikes are left entirely at the owner's risk. We take no responsibility for any damage or loss.



Arriving by rail

Regular services will be running at Sheffield Railway Station.



Arriving by tram

Closest tram stop to the start is City Hall, on the Middlewood-Meadowhall and Malin Bridge-Halfway routes. Find out more [here](#).



Arriving by bus

With a number of services running across the City why not consider utilising the local bus service. There may be a minimal number of diversions in place due to the events road closures but buses will still be running throughout the day. For local bus times and to plan your journey please visit travelsouthyorkshire.com/busesforsheffield



Arriving by car

Like with all Run For All events, we would encourage all entrants to consider utilising public transport links, walking, cycling or explore car sharing when planning your travel. For details on where to park please visit our [website](#).

Arriving from the north

M1 Southbound and take Junction 36 onto the A61 towards Sheffield City Centre.

Arriving from the south

Approach Sheffield from the South on the A61 and continue on the A61 towards the City Centre. Follow signs for the train station or alternatively head towards St Mary's Gate roundabout.

Arriving from the west

On the A57, head in an easterly direction towards the City Centre. Cross the A61 on to to Broad Lane.

Arriving from the east

Exit the M18 at junction 32 and briefly join the M1 towards Sheffield. Take the A630 and then the A57. Join the Inner City Ring Road (A61).

For more information on travel visit our [website](#)

OFFICIAL SPONSORS AND PARTNERS

A BIG THANK YOU TO ALL OUR OFFICIAL SPONSORS AND PARTNERS!

ASDA Foundation

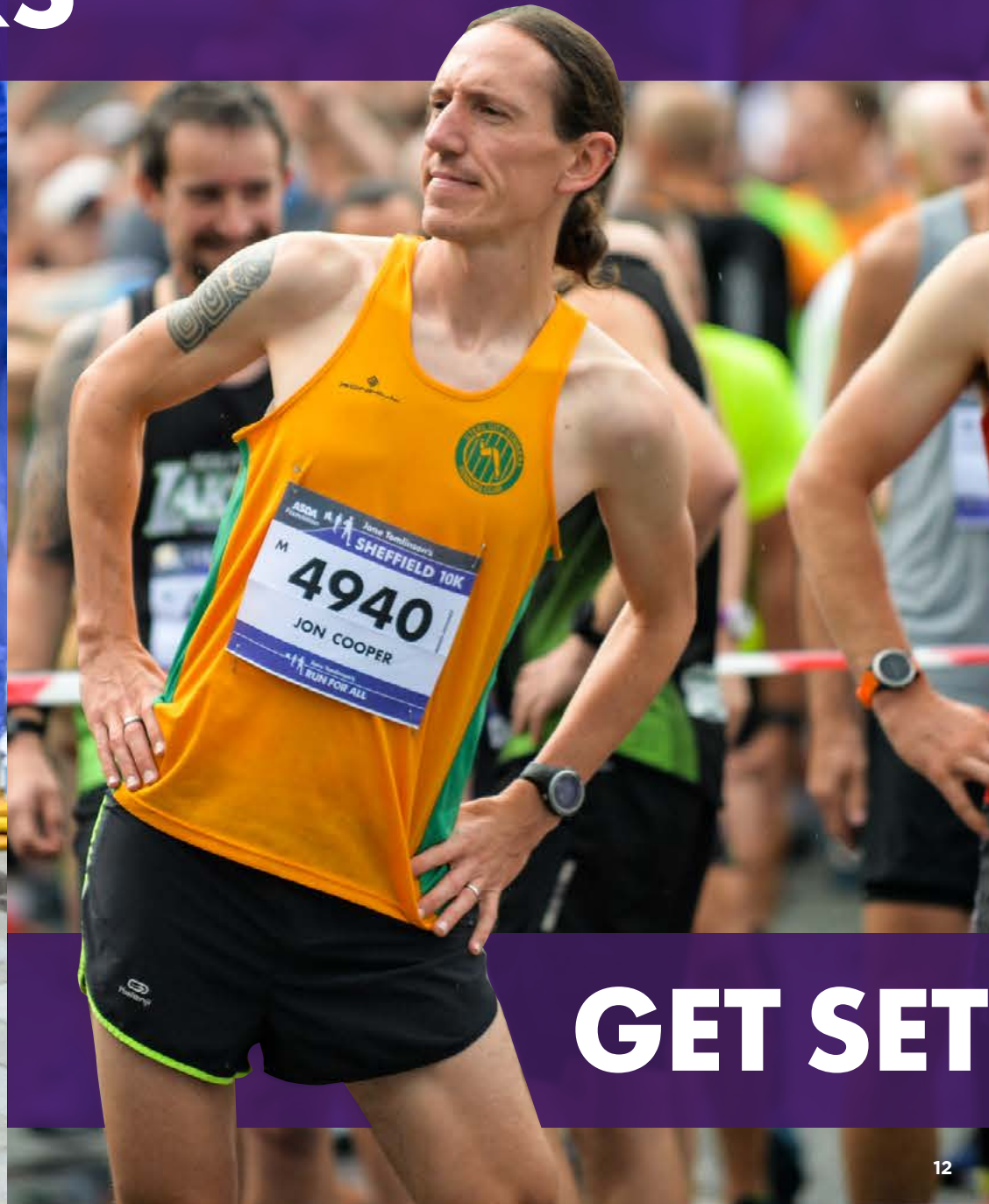


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ON YOUR MARKS



GET SET

RACE DAY!

The day you've been waiting for has finally arrived! Whatever the weather, let's make it a day to remember with some inspirational achievements accomplished and amazing memories made.



IMPORTANT COVID-19 INFORMATION

Following the easing of the Government's Roadmap we ask that all runners adhere to the following before attending the Sheffield 10K.

All entrants must undertake a self-assessment for COVID-19 symptoms. Do not travel to the event if you are showing any symptoms of COVID-19. Symptoms of Covid-19 are currently recognised as any of the following.

A high temperature

A new, continuous cough

A loss of, or change to, their sense of smell or taste

Should you report or demonstrate any such symptoms, you must follow NHS and PHE guidance on self-isolation.

We want to keep everyone as safe as possible and re-assure all participants by requesting that everyone takes added precautions, therefore where possible, we would encourage everyone to take a Lateral Test on Saturday or Sunday prior to coming to the event.

Anyone testing positive should not attend the event and follow government guidance. www.gov.uk/coronavirus

Race Numbers Under no circumstances swap your number or give your place to another participant.

Face coverings Whilst these are not mandatory we would encourage all entrants to consider wearing a face covering pre and post race.

Social distancing Please where possible observe social distancing and be respectful of both other entrants and volunteers throughout the event.

Travel Please give yourself extra time to get to and from the event.

Toilets These will be situated and spaced out across the Event Village. Please under no circumstance use public spaces and please avoid any spitting or nasal clearance throughout the event.

Come ready to run minimise your interaction with race staff, volunteers and participants by being as self-sufficient as possible.

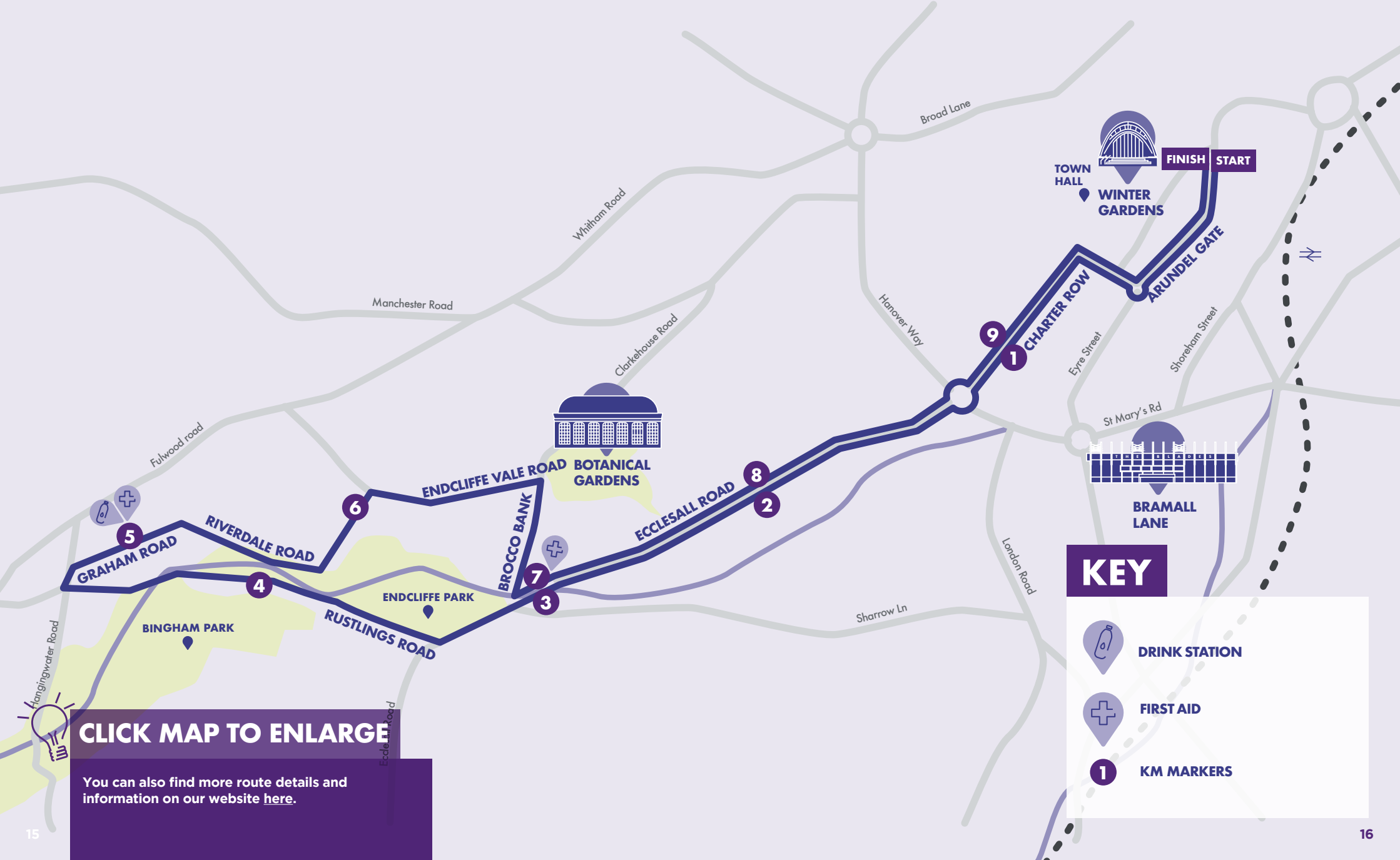
Please bring your own hand sanitizer.



OUR TOP TIPS

- Make sure you don't miss the warm up
- Get to your assembly zone with plenty of time
- Check you're in the zone that matches the colour of your bib
- While you're waiting to run get to know the people around you

ROUTE MAP



CLICK MAP TO ENLARGE

You can also find more route details and information on our website [here](#).

KEY

- DRINK STATION
- FIRST AID
- KM MARKERS

RACE DAY



BEFORE YOU GET GOING

Baggage storage

Please leave time to drop your baggage at the Baggage Store, which will open at Peace Gardens at **11:00am**. You will be able to retrieve your baggage from the same store after your run.

If you're planning to use the event Baggage Store, please ensure that your baggage tag is removed from your race number and securely attached to your bag ready for race day. This must be attached prior to handing your bag over on race day to our Eventeers.

Bags larger than a small back pack will not be accepted. Run For All can also not store motor cycle helmets, car keys, bikes or pushchairs.

All belongs left within the official baggage area are left at the owners risk.

Headphones

You are welcome to wear headphones, but please make sure that you are aware of your surroundings all around the course.

If you wish to listen to music on your run, please make sure that you're able to hear the marshals' instructions, emergency vehicles and fellow competitors.

The 10K's official headphone providers are Aftershokz, which use bone conducted technology to deliver sound through the cheekbones to your inner ear. This means that you can enjoy your music and still hear your surroundings.

DURING THE RACE

Hydration

It is so important to stay hydrated. You'll find your water station on course at **5K**. As well as on course, all runners will receive water at the finish.

Pace



Our team of pacers, sponsored by **Arla Protein**, are from Steel City Striders and will be on hand to support you on your run. They'll have flags attached to them with finish times and will run at 5 minute intervals between 40 minutes and 1 hour 15 minutes to help you pace your own run and achieve a target time.

Stick to your pre-race plan and keep your head. Be patient and don't start too fast. It should feel easy in the first half of your race and then step it up in the second leg when your race really starts.

If you experience low spells, stay positive and keep moving forward, tough moments pass. You can do it!

Toilets

Please only use the toilets provided. Run For All operate with a zero tolerance policy and any runners seen urinating anywhere other than the facilities provided will be disqualified.

Clothing

It is important to note that all clothing discarded at the start of the race will be collected and donated to an appropriate charity. Unfortunately, we are unable to keep any clothing that has been left in the starting area, unless dropped in the baggage store prior to the race.

STARTING THE RACE

Zones

Please familiarise yourself with Assembly Zones in Arundal Gate. The zone you start your race in should correspond with your predicted time. In your zone, you'll be surrounded by runners with a similar finish time and pace, which will help ease congestion and make for a safer start to the race.



Keep Sheffield Green

Run For All are committed to keeping Sheffield green and we understand the importance of doing our bit for the environment. Recycling bins will be provided across the event site and we urge people to use the facilities provided.

Bins will also be provided over the 100 metres following the drinks station and we request that runners use these to help our clean-up crews to leave city the way that we found it! Should runners wish to carry their drinks/gels beyond the provided bins, please pass any litter to your nearest marshal.

Let's work together to keep Sheffield Green and encourage other runners to do the same.



CHARITY PARTNERS

A BIG THANK YOU TO ALL OUR CHARITY PARTNERS!



GOOD TO KNOW



Affiliation

The 2020 Asda Foundation Sheffield 10K is licensed under the UK Athletics Road Race/ Multi Terrain Rules for Competition and operated in accordance with the license requirements.
UKA License No: (2020-39980).



EVENT VILLAGE

EVENT DAY FACILITIES

-  **1** Race Office
-  **2** Event Village
-  **3** Massage
-  **4** Friends & Family Meeting Point
-  **5** Goody Bags
-  **6** Corporate Challenge Hospitality
-  Toilets
-  Baggage Store
-  Water Station
-  First Aid



Summer
in The
Outdoor
City

Sheffield

What's On

Operation Crucible
2 - 25 September, Studio Theatre

Sheffield Walking Festival
10 - 19 September, Multiple Routes

Heritage Open Days
10 - 19 September, Multiple Venues

Everybody's Talking About Jamie
- Film Costume and
Prop Display
17 - 25 September, Winter Gardens

Sheffield Waterfront Festival
18 September,
Victoria Quays and Attercliffe
Don Valley Moorings

Hedgerow Market
18 September, Division Street

**Sheffield Creative
Guild Makers' Market**
18 September & 9 October,
Orchard Square

Sheffield Harvest Fayre
18 - 19 September,
Sheffield City Centre

Sheffield Half Marathon
26 September,
Sheffield City Centre

No Bounds
15 - 17 October, Multiple Venues

Off The Shelf
15 - 31 October, Multiple Venues



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LIFE THROUGH RUNNING
AND FITNESS.



WE WANT TO HELP SAVE
OUR ENVIRONMENT, SO WE
NOW OFFSET ALL THE
CARBON FOR OUR ORDERS
AND COURIERS.

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THE FINISH



AT THE FINISH

WHAT YOU'LL FIND

At the finish of the Asda Foundation Sheffield 10K you'll find plenty of opportunities to replenish and rehydrate. You won't want to miss out on all of this...

Finish Line

One last push towards the finish! Please respect others when finishing and be aware of those around you. Many are keen to finish with a flurry - please move to one side if you are not looking for that big finish. We know that you will be keen to take a well-deserved rest but please continue past the finish line to collect your water as stopping immediately after the race can cause a danger to those behind you!

Food and drink

Sheffield has an abundance of restaurants and bars to satisfy your refueling needs.

Goody bag

A selection of goodies awaits each finisher. Including that all important finishers medal and event t-shirt.

Partner charities

This year the Tudor Square Event Village will play host to our wonderful partner charities and our very own Jane Tomlinson Appeal.

Massage

Soothe your tired legs with a **FREE** post-run rub-down! Massage will be available in the Event Village.

Friends and family meeting point

Make the most of our meeting points so your friends and family can meet you after the race with ease.

Medical facilities

As well as the medical staff on course, there will be a combination of first aid points and roaming first aiders around the Event Village. Please see the Event Village map for the locations of first aid and make yourself familiar with the whereabouts of these facilities.

Reclaiming baggage

You are advised to make your way to the Baggage Store to reclaim your property before meeting up with your loved ones. Please collect your baggage as soon as possible so that you can avoid the queues.

Results

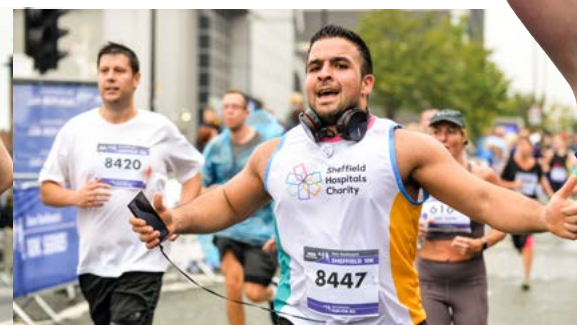
It's not all about time, but if you fancy knowing how quickly you conquered the 10K after the race, then head to **our website**. If you registered your mobile number when entering the event, you will receive a text message shortly after you cross the line confirming your official finish time.

Marathon Photos

Smile! The team from Marathon Photos will be on the course and finish line to try and capture your half marathon memories. Photographs can be purchased after the event online [here](#).

Erdinger Alkoholfrei

At the finish, you'll be offered a chilled cup of naturally brewed Erdinger Alkoholfrei as you make your way along the finish chute. This great tasting isotonic recovery drink is free from fat and cholesterol, whilst also having a perfect balance of B-vitamins and minerals. It's the ideal way to recover and refuel as you celebrate your victory with family and friends.



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ALKOHOLFREI



CELEBRATE
AND RECOVER

AT



ASDA Foundation

SHEFFIELD 10K



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Marathon
Photos
Live



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RACE DAY**

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PACKAGE
£15

All digital pictures
Photo Certificate

Commemorative Photo
Race Time Photo

Keep an eye out on your emails to make the most of these great deals.

WHAT'S NEXT?

There's plenty more fun to be had.

 **ASDA** Foundation
**YORKSHIRE
10 MILE**
17.10.21

Fancy taking in the beautiful Yorkshire scenery as well as fantastic landmarks in the historic city of York?

Then the Yorkshire 10 Mile is for you! Soak up the electric atmosphere of the Marathon Festival day and conquer this fantastic challenge!

A wonderfully supportive atmosphere is guaranteed throughout, making running the Yorkshire 10 Mile a totally unforgettable experience.

[ENTER HERE](#)



ASDA Foundation

CITY OF LINCOLN 10K

31.10.21

[ENTER HERE](#)



ASDA Foundation

MIDDLESBROUGH 10K

07.11.21

[ENTER HERE](#)



ASDA Foundation

**DERBY
HALF MARATHON**

28.11.21

[ENTER HERE](#)

Check out more of our events calendar at

runforall.com