

**NORTH LANARKSHIRE LEISURE
REPORT**

TO: NORTH AREA LOCAL AREA PARTNERSHIP		SUBJECT: 2012 CUMBERNAULD 10K & ASSOCIATED EVENTS
FROM: CHIEF EXECUTIVE, NORTH LANARKSHIRE LEISURE		
DATE: 01.10.12	REF: 10K/12	

1.0 INTRODUCTION

1.1 The purpose of this report is to provide an initial statistical evaluation of the Cumbernauld 10K and associated Secondary 3K, Primary 1K and the new Victory Mile event held at Broadwood Stadium on Sunday 9 September 2012.

2.0 CUMBERNAULD 10K STATISTICAL INFORMATION

2.1 10K, 3K and 1K Participation Figures

The number of applications received and actual participants for the past four years is detailed in figure 1.0 and table 1.0 below, highlighting that participation has increased each year for the 10K and 3K. The 1K participation rates reduced in 2010 then increased in 2011 and continued to increase in 2012.

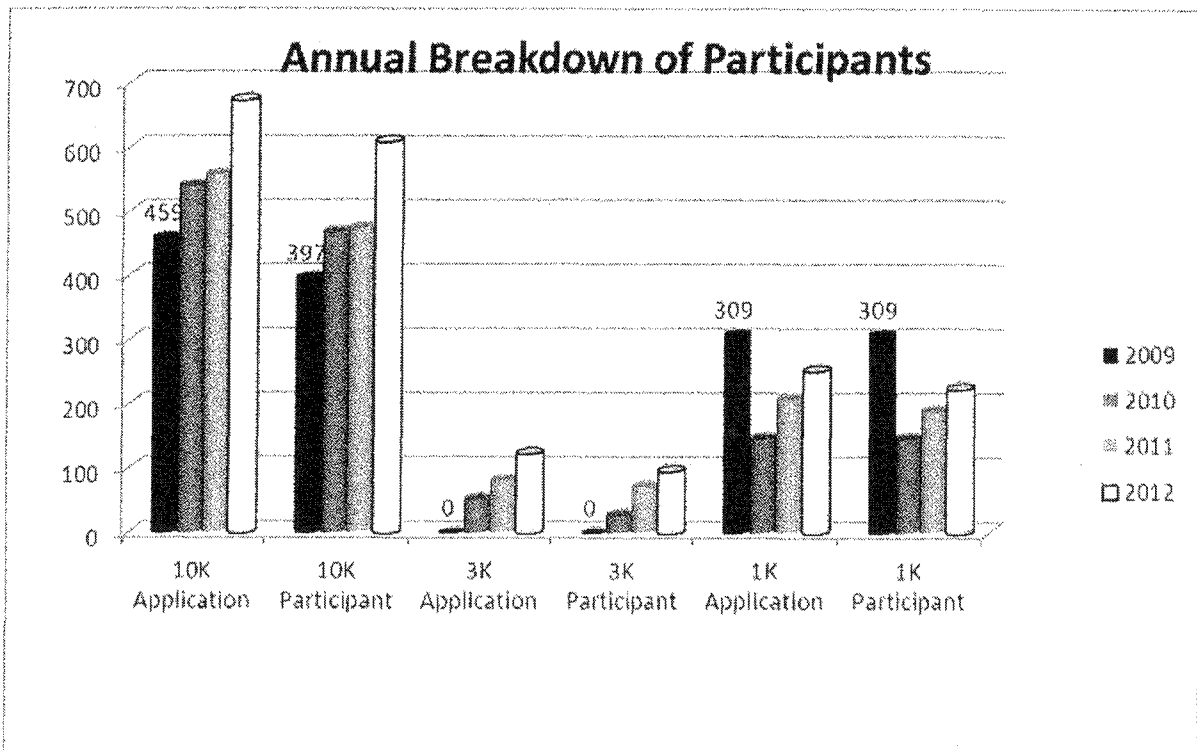


Figure 1.0

YEAR	10K APPLICANTS	10K PARTICIPANTS	3K APPLICANTS	3K PARTICIPANT	1K APPLICANTS	1K PARTICIPANTS
2009	459	397	N/A	N/A	309	309
2010	540	408	54	29	148	148
2011	557	474	82	73	209	190
2012	673	609	124	97	253	225

Table 1.0

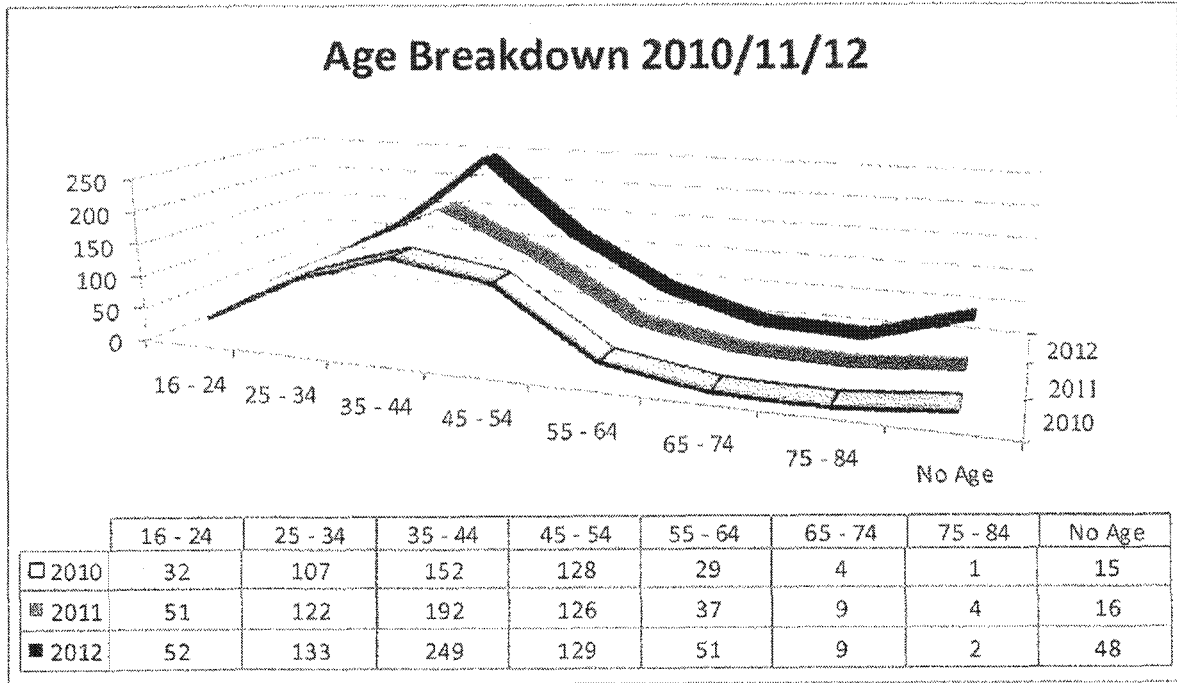
2.2 Cumbernauld 10K Gender Statistics



Figure 2.0

2.3 Cumbernauld 10K Age Statistics

10K Participant age statistics for the past three years are detailed in figure 3.0 below:



2.4 Cumbernauld 10K Source of Application

The figure below highlights that the online application process is the most favoured method. Followed by direct payment at Broadwood NL Leisure Facility then booking by post or directly at the 10K office.

Overall the application process is deemed to be a success with potential participants having the opportunity to pay at a selection of geographical areas as well as the online booking option.

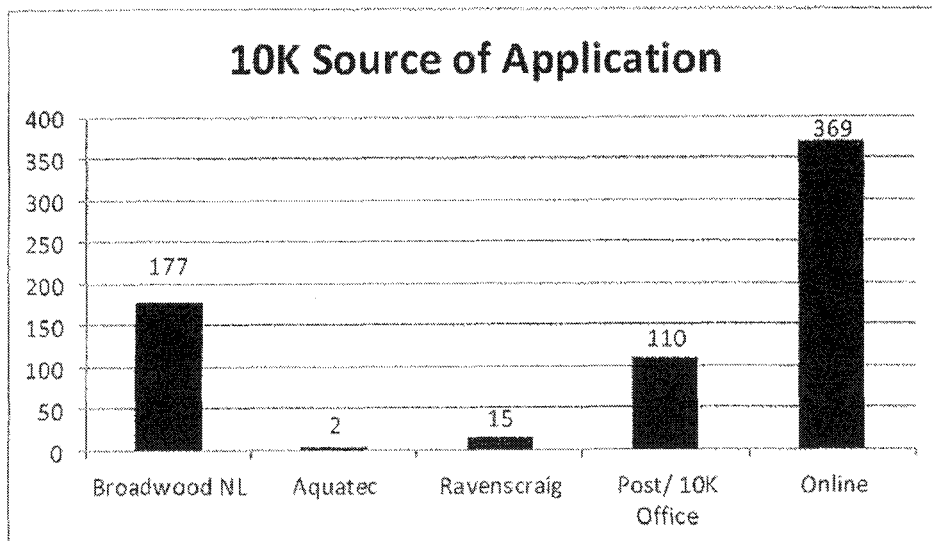


Figure 4.0

2.5 Cumbernauld 10K Entry Statistics by Area

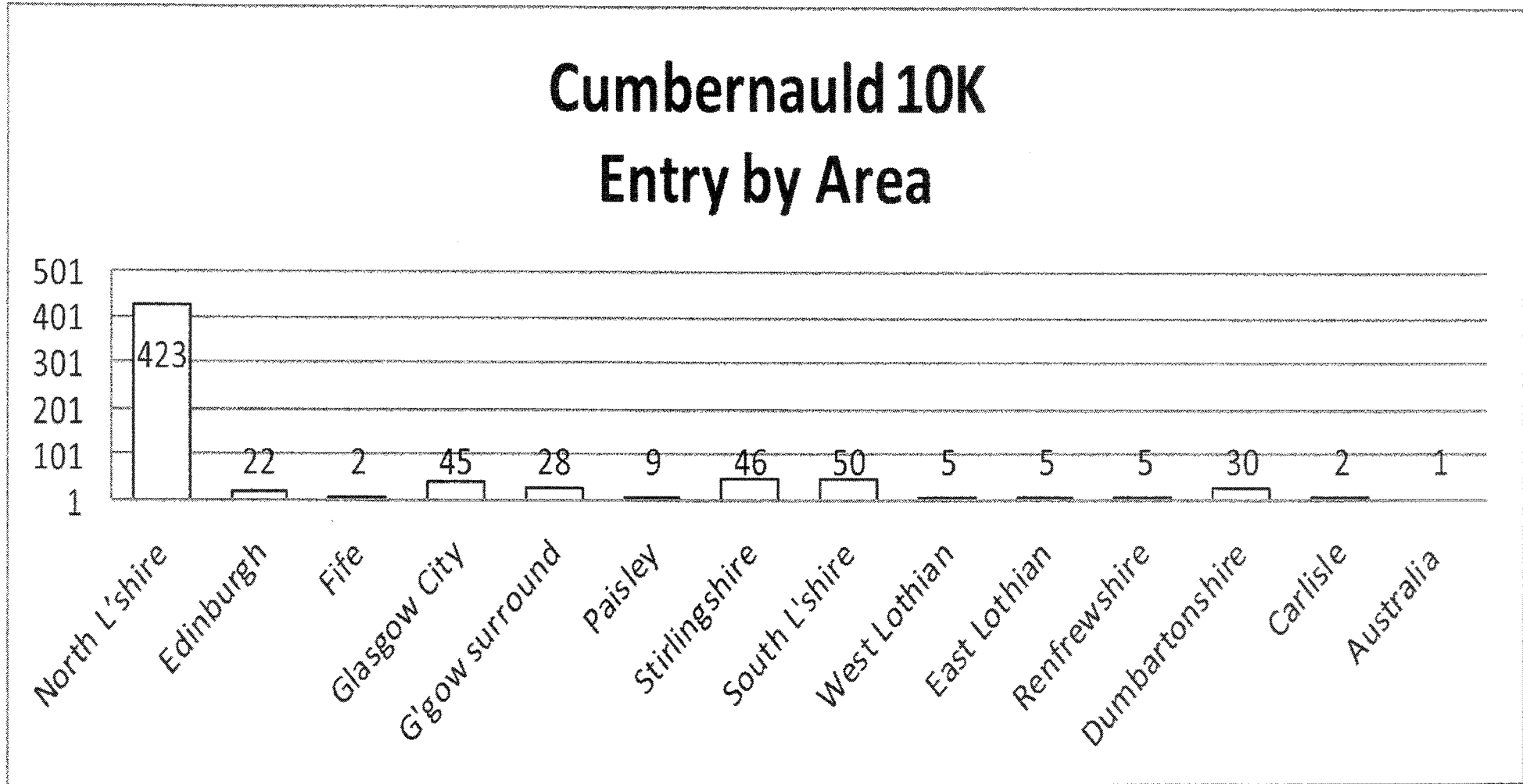


Figure 5.0

2.6 Cumbernauld 10K Entry Statistics by Area within North Lanarkshire

The figures below show the entry statistics by area for the participants from North Lanarkshire only.

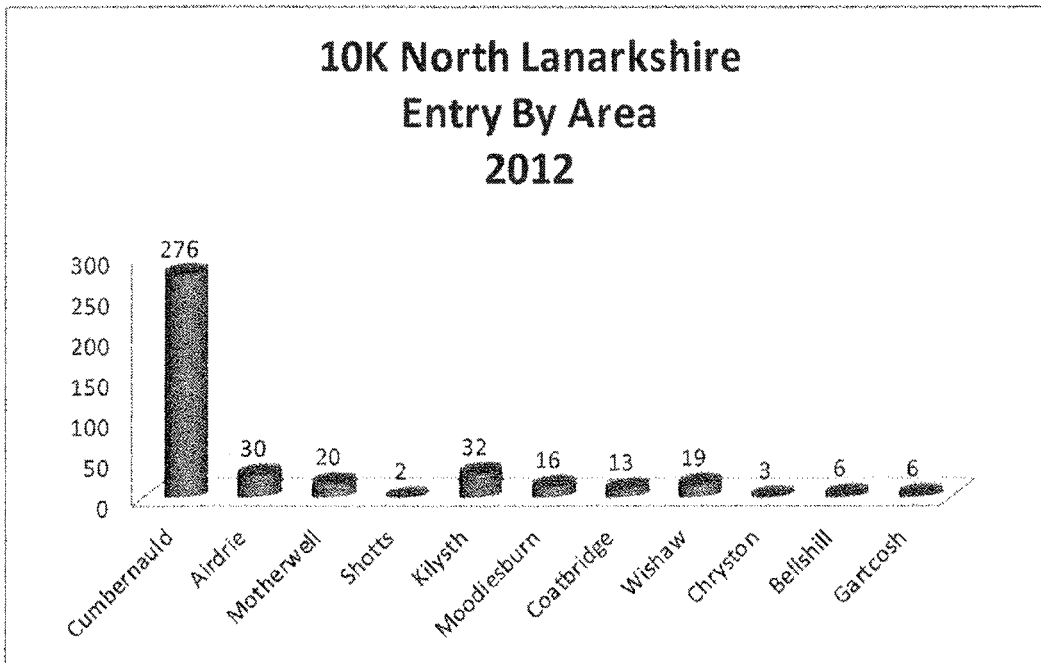


Figure 6.0

3.0 CUMBERNAULD 1K STATISTICAL INFORMATION

3.1 1K Participation Figures

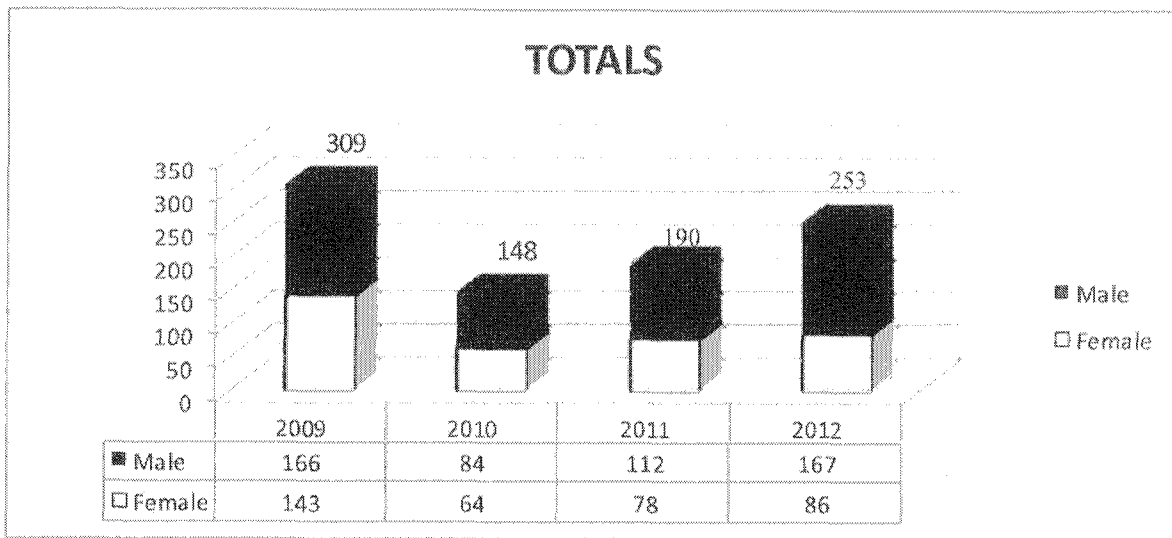


Figure 7.0

3.2 1K Primary Class Categories and Gender

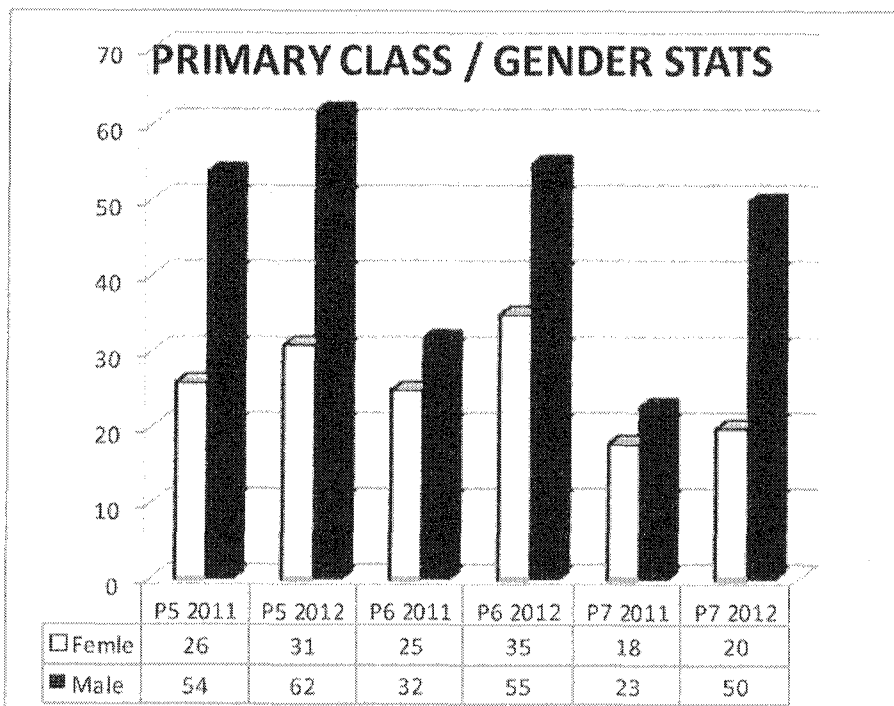


Figure 8.0

3.3 1K Participation Figures by School

1K Schools

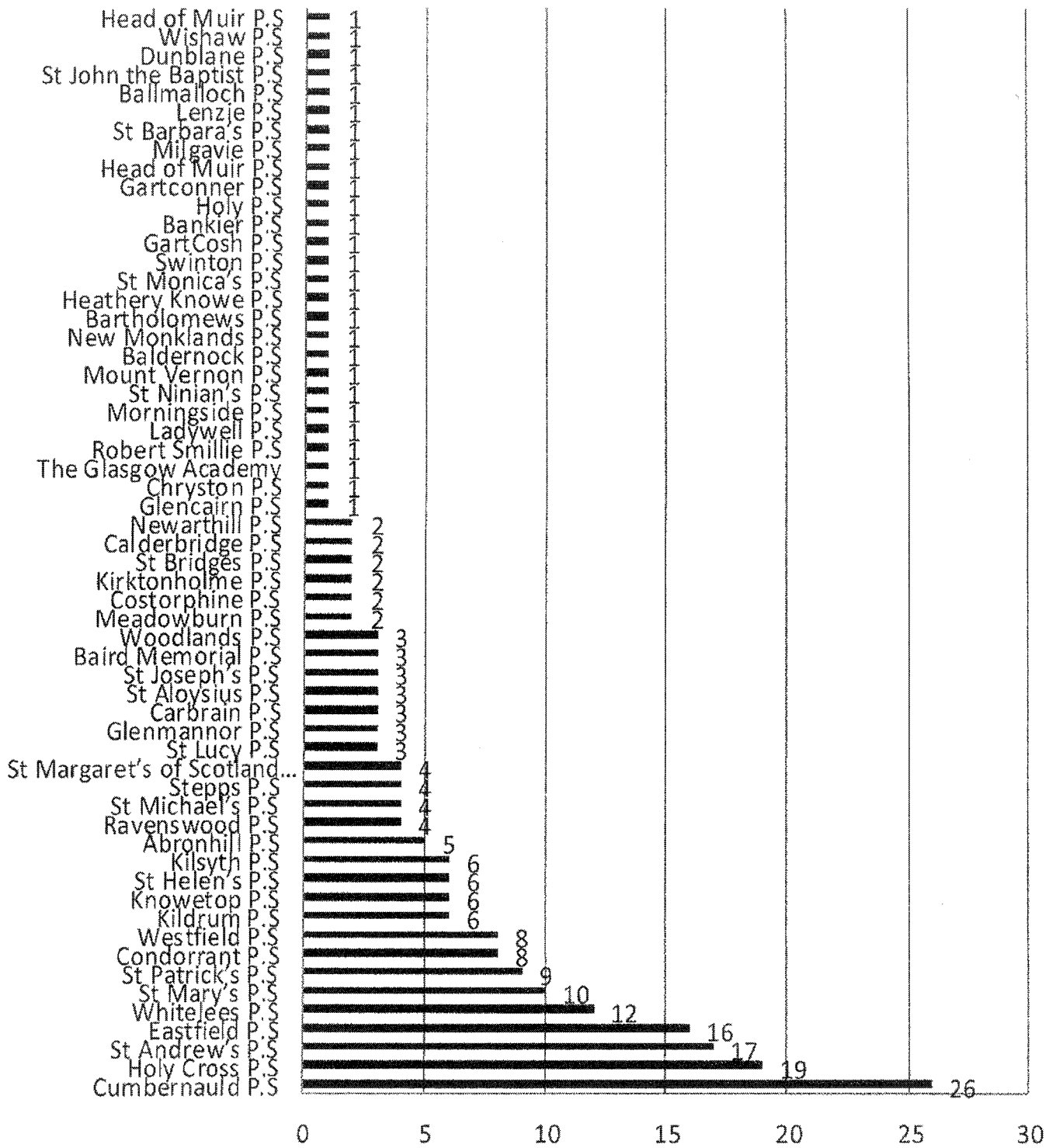


Figure 9.0

4.0 CUMBERNAULD 3K STATISTICAL INFORMATION

4.1 3K Participation Figures and Gender Breakdown

There were a total of 124 applicants for the 3K in 2012. The table below details the gender breakdown and provides a comparison of the 2010 and 2011 events. These statistics highlight that the participant numbers for the 3K have increased year on year. Participation levels are consistently higher in males than females over the past 2 years.

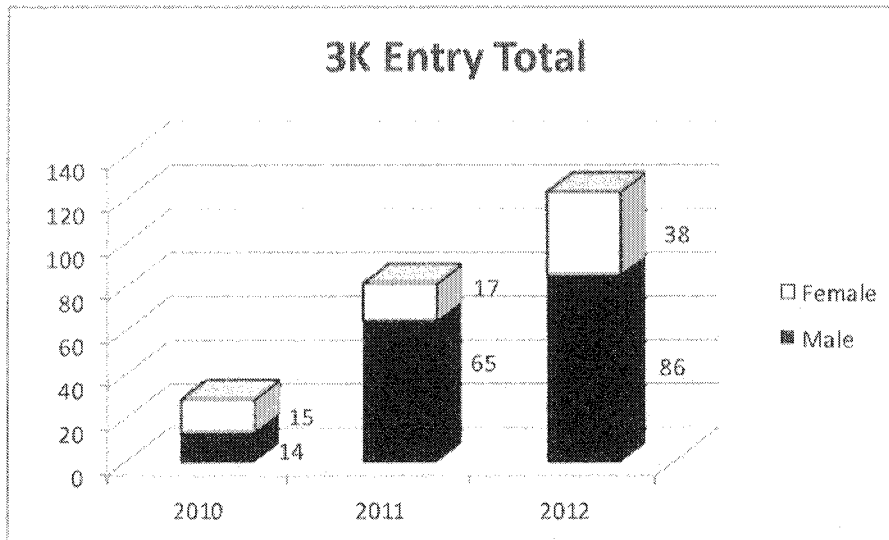


Figure 10.0

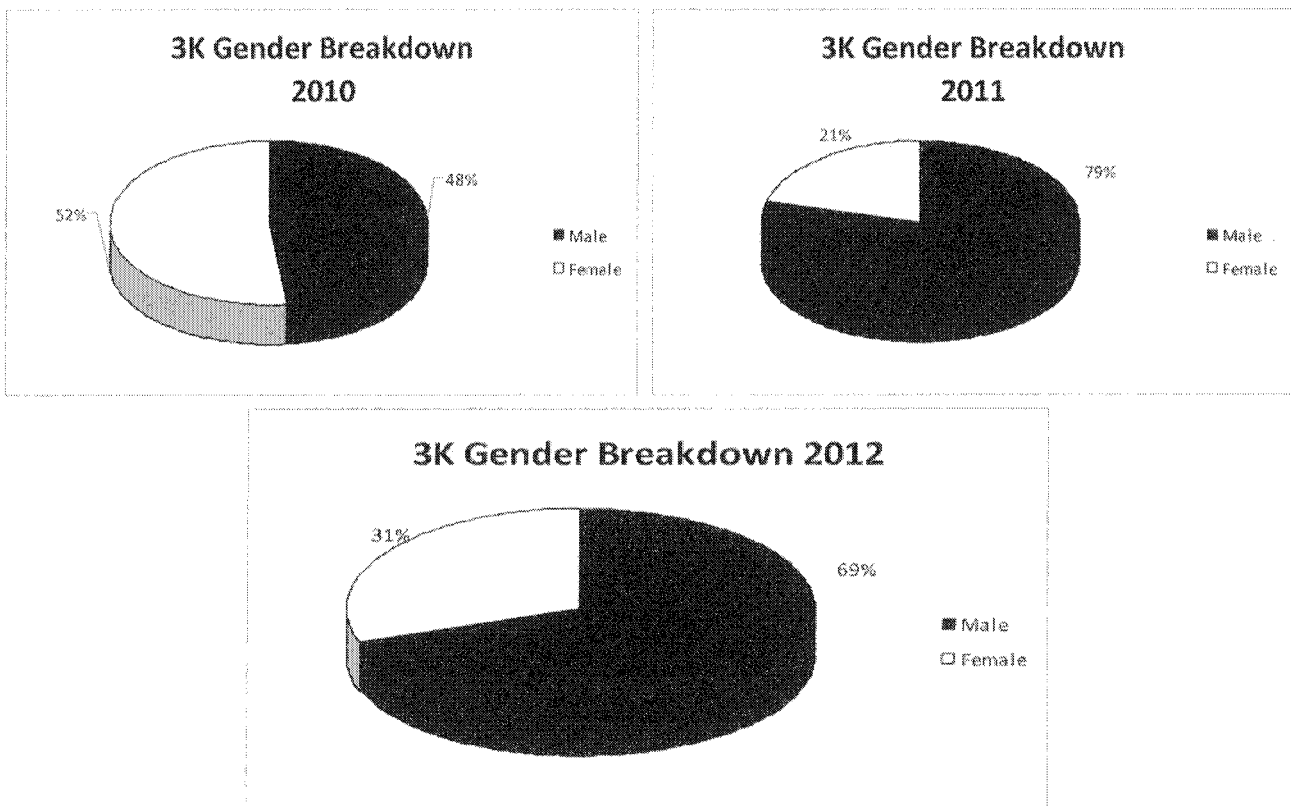


Figure 11.0

4.2 3K Participation Figures By School

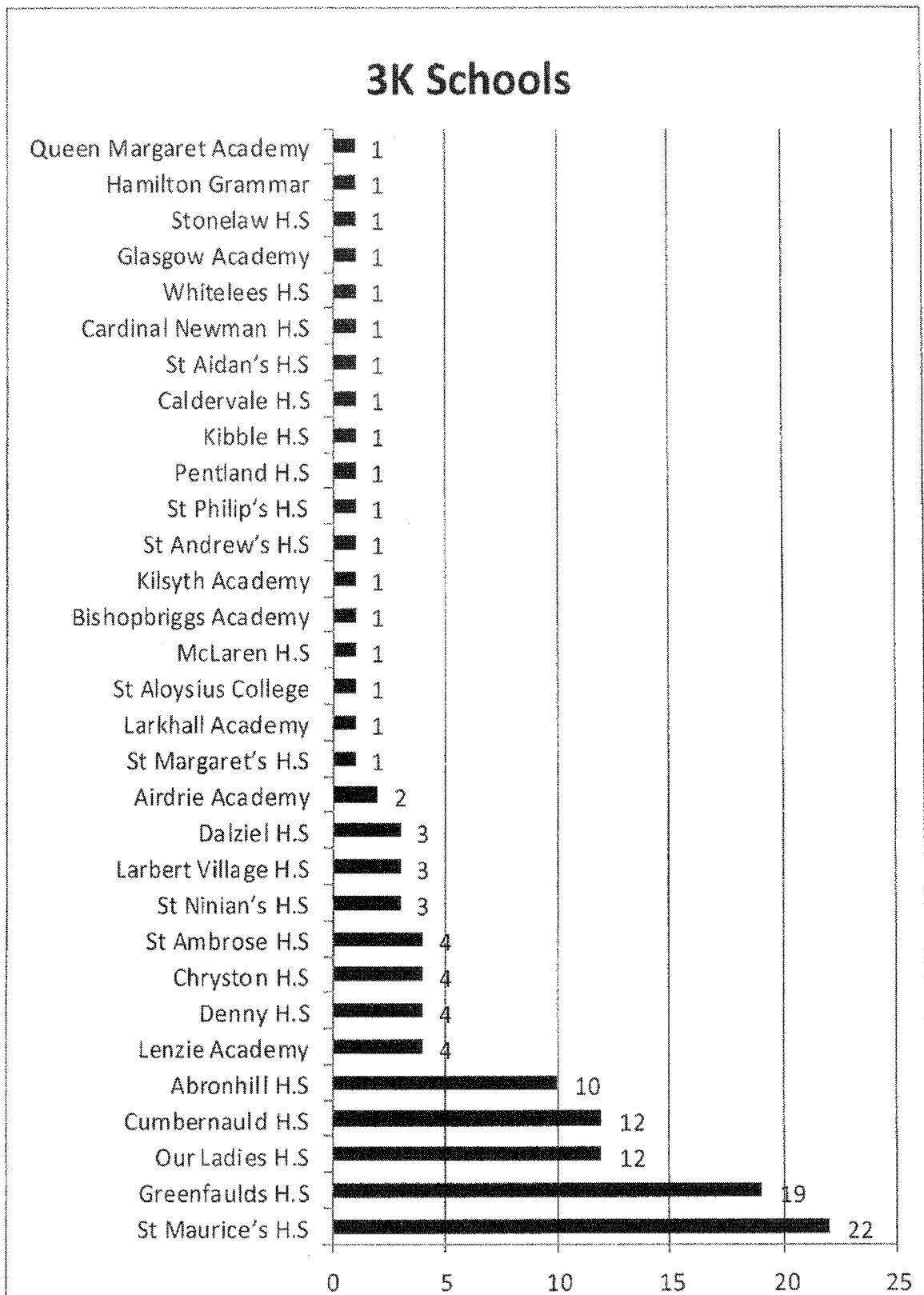


Figure 12.0

5.0 VICTORY MILE STATISTICAL INFORMATION

5.1 Victory Mile Participation Figures

There were a total of 62 participants for the Victory Mile Walk. The figure below details the participation categories.

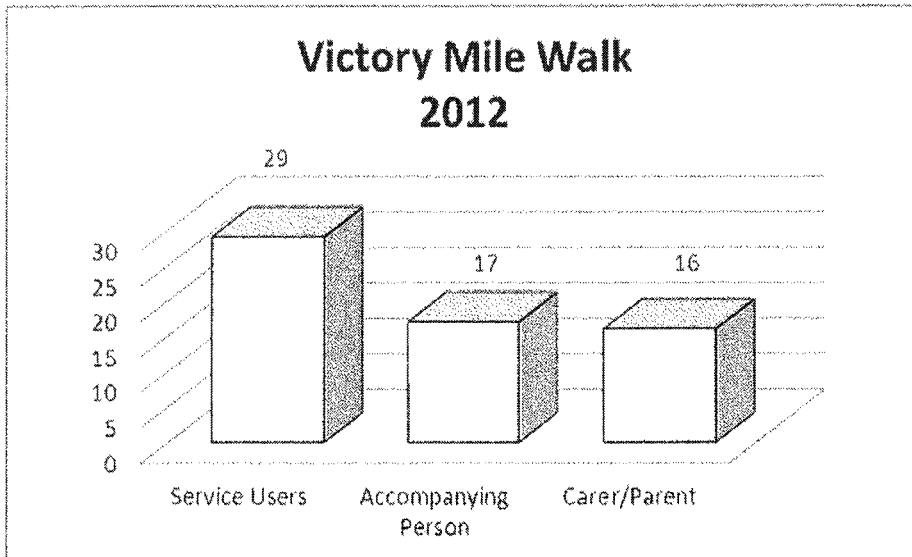


Figure 13.0

6.0 CUMBERNAULD 10K, 3K, 1K & VICTORY MILE EVALUATION

A full evaluation will be carried out on the event to assist in enhancing and improving on the success of this year's event. The event partnership group have received a great deal of positive and constructive comments from participants, parents and staff who attended the event. This information will be collated with the responses from a participant feedback questionnaire to ensure that future events take all comments into consideration in a bid to enhance service quality and delivery.

Chief Executive