

POTTERS 'ARF MARATHON



4TH OCTOBER 2026

EVENT GUIDE

#pottersarf

Welcome

Welcome to the 2026 Potters 'arf marathon and thank you for choosing to join us at Staffordshire's biggest and most historic running event! We hope you have a great day with us and achieve your goals on this special day.

We know there's plenty to cover, so we've made sure this Event Guide has everything you need for a fantastic day. Be sure to take a moment to read through it carefully—it's packed with all the essential details to help you enjoy every step of the way.

To make things easier, we've broken it down into five key sections below...

ESSENTIALS

1. PACK COLLECTION & T-SHIRTS
2. LOOKING AFTER YOUR HEALTH
3. GETTING TO THE START
4. AFTER RACE START
5. ONCE YOU'VE CROSSED THE FINISH

1

COLLECTING YOUR RACE PACKS & T-SHIRTS

This year we've given runners the option to have their race pack posted, or collect as per the below.

YOUR RACE PACK WILL INCLUDE:

- >> Your BIB number, timing chip and safety pins.

If you chose to collect your race pack, it will be available in event week from Northwood Stadium, or on race day morning at the **Race Kiosk** from 07:30am. Just bring your QR code which has been emailed to you.

If you've chosen to have it mailed out, your pack will arrive before race day, if it hasn't just head over to Race Kiosk.

COLLECTION ADDRESS

Northwood Stadium
Keelings Rd,
Stoke-on-Trent
ST1 6PB

COLLECTION TIMES

Monday - Friday - 12pm to 7pm
Saturday 10am - 4pm

ON RACE DAY

Alternatively race bibs and t-shirts can be collected on race day morning from **7.30am** from the **Race Kiosk on the side of the Potteries Centre**. This is located on **Town Road**

YOUR RACE BIB

Please look after your bib number – you won't be able to take part in the event without it.

It is also vitally important that you fill in your medical details on the rear of your bib, just in case....



YOUR T-SHIRT

We know you're all looking forward to this years t-shirts. For those who have ordered them you can collect them at the same time as the race bib.

Collecting your t-shirt prior to the event means you and all of the other runners can wear them during the race.

If you have any questions please contact us info@potters-arf.co.uk

2

LOOKING AFTER YOUR HEALTH

Running 13.1 miles is no small task, and you need to ensure you are fit and well enough to run this distance. If you are not feeling well or are injured you must withdraw.

This may sound harsh but extreme exertion during or immediately after an injury can be dangerous.

1. Listen to Your Body

The excitement of race day can make it easy to push beyond your limits. However, it's crucial to pay attention to how you're feeling. If you start to experience any discomfort, pain, dizziness, nausea, or unusual fatigue, it's important to slow down and assess the situation. Your body will give you signals when something is wrong—don't ignore them.

2. Seek Immediate Help

If you feel unwell or suffer an injury, don't hesitate to seek help right away. There are medical stations located along the course (typically every few kilometers) and at the finish line, staffed with trained professionals ready to assist you

- **Medical Stations:** Familiarize yourself with the locations of these stations, which are clearly marked and will have medical staff on hand.
- **On-Course Marshals:** If you're not near a medical station, flag down a course marshal or volunteer. They are positioned throughout the course and are equipped with communication devices to call for medical assistance.

3. Stop Running If Necessary

If you're experiencing serious discomfort, chest pain, difficulty breathing, or signs of dehydration (such as extreme thirst, dizziness, or confusion), stop running immediately. It's better to walk or take a break at a medical station than to risk further injury or illness.

4. Stay Hydrated and Fuel Properly

Many issues during races, such as cramping, dizziness or nausea, can stem from dehydration or poor nutrition. Make sure you're drinking water or **Solace** hydration drinks at the hydration stations located regularly along the course. Don't wait until you're thirsty—take small sips regularly.

5. If You Can't Continue

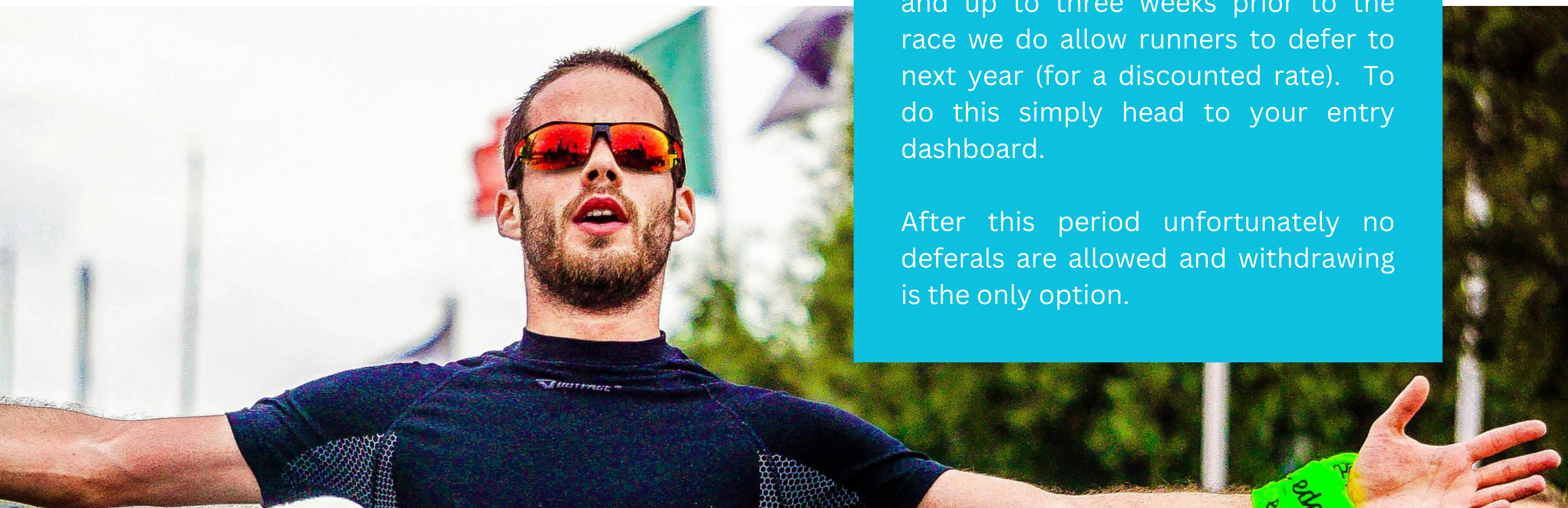
If you are unable to continue the race, we understand—your well-being comes first. If you need to drop out:

- Move safely off the course.
- Notify the nearest race official or volunteer, who will assist you in getting medical help or transportation to the finish line.
- A sweep vehicle will be available to pick up runners who are unable to finish.

WITHDRAWING

Sometimes things don't go to plan, and up to three weeks prior to the race we do allow runners to defer to next year (for a discounted rate). To do this simply head to your entry dashboard.

After this period unfortunately no deferrals are allowed and withdrawing is the only option.



START LOCATION.

As last year we're starting in Hanley town centre, alongside the Sir Stanley Matthews Statue

We'll then flow down Tontine Street in the town Centre running straight out before a steady downhill on Lichfield Street.

Don't worry though, you still have 'Heartbreak Hill' to content with....



PARKING

There are plenty of parking options, here are a few of the more popular locations:

The Potteries Centre

5 Quadrant Rd, Hanley,
Stoke-on-Trent ST1 1PS

Sampson Street Carpark

Sampson St, Hanley,
Stoke-on-Trent ST1 5BT

Smithfield Car Park

75 Cambridge St, Hanley,
Stoke-on-Trent ST1 4EP

BAG DROP OFF

The Potters 'arf bag drop off is located within the market on the lower floor of the Potteries Centre:

The Potteries Centre

5 Quadrant Rd, Hanley,
Stoke-on-Trent ST1 1PS

Place any items you don't want to run with in your bag, and ensure it is zipped closed.

You then need to remove the baggage label from your running bib and attach to your bag before handing to the baggage team.

While the baggage area is permanently staffed, all items are left at your own risk and Potters 'arf can not be held responsible for any losses.

START:

Please ensure you get to the start at least twenty minutes before the times below. If you are late there is a possibility you may not be able to continue due to safety reasons.

Your race bib colour reflects your starting wave which is based upon the predicted finish time you provided. When assembling at the start head to the colour flag which matches your bib.

From Market Square simply head down Tontine Street, and join the rest of the Potters 'arf runners.

PACERS:

Keep an eye out for our pacers from **Flex & Tone**, Cheadle who will complete the course at a predesignated pace.

Spotting them is easy, just look out for runners with huge flags strapped to them.

START TIMES

WALK

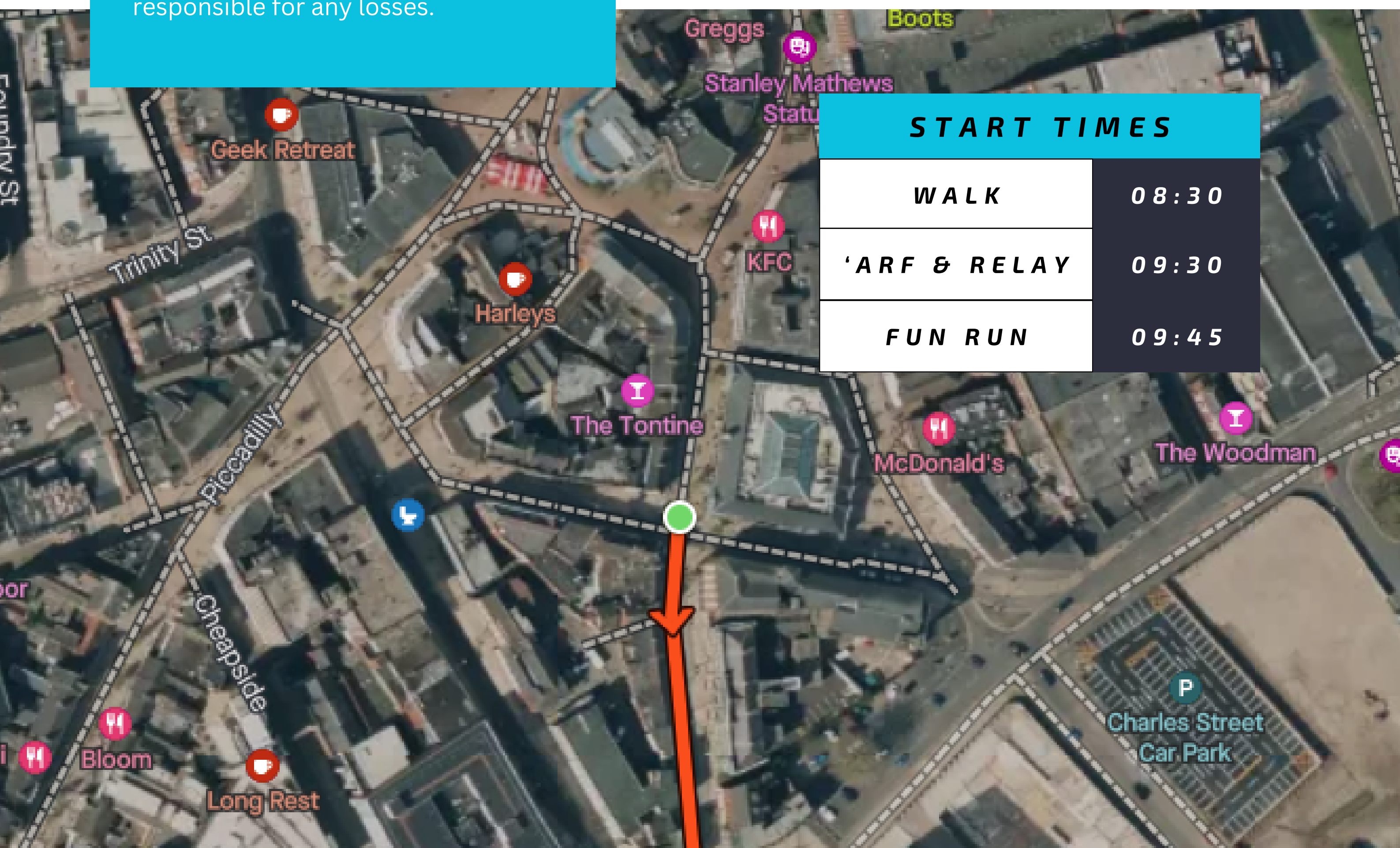
08:30

'ARF & RELAY

09:30

FUN RUN

09:45



4

AFTER RACE START

The start is now in the town centre alongside the Sir Stanley Matthews Statue.

Then... on the way back in, after Heartbreak Hill (sorry... yes, we kept that) we're taking a nice scenic route through Hanley Central Forest Park.

DISTANCE MARKERS

Each mile point will be marked along the course.

WATER STATIONS

There are three water stations on course, plus a **Solace Hydration** Point at 10.5miles and water at the finish line. It is vitally important that you stay hydrated on your run, so please ensure you stay topped up when required on course. Please discard any waste in the bins provided at these locations.

DROPPING OUT

If you need to drop out, make your way to the nearest Event-Medical First Aid Point, tell them your bib number.

The team will ensure your details are passed onto Event Control at the Finish.

Alternatively, you can make your own way back to the Finish Area. Please ensure you do notify a event representative so the team know you have dropped out.

TOILETS

There are toilets on course at around 3.5 Miles and 9 Miles however please ensure you use the ones located within Market Square before the race.

RELAY

Your race number must be worn on the front of your vest or T-shirt. The first stage and last stage runners must wear the race number containing the timing chip.

Teams must make their own way to and from the change over points.

Team members must 'touch hands' at each change over.

Relay changeover points are detailed below. All the change overs will be sign posted.

1) Start to Outside Malvern Tyres, Anchor Road

2) Leg 1 End to Hanley Town FC (Abbey Lane)

3) Leg 2 End to The Berwick inn (Jnct Berwick Road / Milton Lane)

4) Leg 3 End to Finish

You can see the complete route on the following page:



5

ONCE YOU'VE CROSSED THE FINISH

It is no small task completing a half marathon, and as you approach the finish line the crowds will be cheering you across the line.

As you cross the line, try to keep moving to make space for other participants. If you feel unwell, seek a member of medical staff immediately – there will be plenty of them around at the Finish, looking out for any participants who seem unwell or in need of assistance.

FINISH AREA

After crossing the finish line, runners can expect to be greeted with a well-deserved sense of accomplishment and support from onlookers.

Volunteers will guide you to collect your race medal as a symbol of your achievement, along with a special gift from our hydration partner, **Solace**.

You will also find tables stocked with bananas and water, essential for replenishing energy and staying hydrated after the run.

This post-race area provides a chance to cool down, refuel, and celebrate the completion of your race.

BAG COLLECTION:

Once you've caught your breath don't forget to head back over to the bag drop off location in the bottom of the Potteries Centre. You will need your bib number to be collect any bags you have left



THANK YOU TO OUR SPONSORS & VOLUNTEERS

A huge thank you to all of our incredible sponsors, partners and volunteers for the support you give to the Potters 'arf Marathon.

Special thanks go to Solace, The Potteries Centre and Northwood for their valued support of this year's event. Your involvement helps us to create a better experience for every runner, from the build-up and preparation through to race day itself and that all-important finish line.

We are also incredibly grateful to the many volunteers who give their time, energy and enthusiasm to help make the event happen. From marshalling the course and supporting hydration points to helping runners, managing key areas and keeping everything running smoothly, your contribution is invaluable.

The Potters 'arf is a true community event, and it simply would not be possible without the businesses, organisations and individuals who get behind it each year.

Thank you for being such an important part of the Potters 'arf family and for helping us deliver another memorable race for our runners, supporters and the wider community.



SOLACE

