

NEW HOYLAKE HOME FOR RACE ORGANISERS BTR.

‘Business as usual, the BTR door is open to all’

2 February 2016

Independent race organisers BTR have relocated to Hoylake on the Wirral from Liverpool city centre.

The move has come about due to a number of commercial considerations taken over the last 12 months, and the lease on the organisation’s premises in Liverpool city centre had come to an end.

The office move will not affect BTR event delivery or its race portfolio of eight key events, which includes the Vitality Liverpool Half Marathon, Mersey Tunnel 10K, Port Sunlight 10K/5K/1K, Liverpool Santa Dash, and award winning Wirral Half Marathon/10K.

BTR’s new office is at 82 Market Street in Hoylake, Wirral – and is conveniently located between Manor Road and Hoylake train stations.

BTR Race Director Alan Rothwell explained:

“Hatton Garden in Liverpool has been a very good location for us over the last three years but the stark commercial facts are that operating out of a city centre comes at a price and that cost is now too great for us to sustain.

“The move will allow us to continue to operate commercially without passing on additional operational costs to our customers, that is very important to us as our overall aim is to encourage and inspire people to run. The move will not affect BTR’s strong race portfolio.

“We already feel settled into our new office space in Hoylake, it’s business as usual. We host a number of races across Wirral already – including the award-winning Wirral Half Marathon – so this feels like a natural progression. However, I can reassure our Santa Dash regulars that we will have a pop-up shop in Liverpool for Santa suit collection later this year.

“Runners are welcome to call into 82 Market Street six days a week and, as always, the BTR door is open to all.”

The family run business officially opened their doors in early January and have received a warm welcome. They have already joined forces with their next door neighbours on Market Street to start a new running group.

The Ship Inn Striders meet every Tuesday and Thursday at 6.30pm for approximately one hour. Two groups cater for all running abilities, all are welcome and the sessions are free.

Owen Hird, Landlord of The Ship Inn, added:

“Being a keen runner myself, I’m delighted to welcome BTR to Hoylake – next door in fact. I approached Alan with the idea of working together to offer regular training sessions and The Ship Inn Striders came about very quickly.

“We’ve had a fantastic response and everyone is welcome to come along – from newcomers just starting on their running journey to those with a few more miles in their legs.

“We have regulars already and I am sure we can grow the groups and help runners get the most out of their training. It’s just another opportunity for like-minded runners to get out there and enjoy themselves while exercising.”

BTR already has strong links with Wirral. The BTR Wirral Half Marathon/10K was named Event Of The Year 2015 after tourism awards judges praised the event and BTR team for its high levels of customer service, growth, quality standards and media coverage.

Last year’s Wirral Half Marathon/10K – its third consecutive year – took place in September and grew further with the introduction of new three-day race series.

The BTR Whistle Stop Tour Of Wirral consists of three races over three days covering 26 miles, and over 250 Tourists took part in the inaugural event. The event consisted of a 5-mile race at Arrowe Park and eight miles at Thurstaston, the Tourists then joined the main field to take part in the Wirral Half Marathon to complete their challenge.

BTR can now be found at 82 Market Street, Hoylake, Wirral, CH47 3BD.