09:30
Sunday, 25 October 2026

CURLY'S ATHLETES

THE BRIGG POPPY 10K & MILITARY CHALLENGE 2026
Athlete Information Pack

Singleton Birch



09:30
Sunday, 25 October 2026

HELLO!

Hi there! The team at Curly's are very excited to be back with our favourite Brigg Poppy 10k & Military Challenge, on the 25th of October 2026!

A great PB potential 10k course, a demanding 10k military challenge, and all while supporting the Poppy Appeal!

A massive thank you, and well done to everyone who is joining us this year and for all the years many have supported the event :) We're expecting over 1000 lovely runners on the day!

You can choose to add in a bespoke event t-shirt for £11 (t-shirt profits go to the Poppy Appeal) We may have some spare t-shirts for sale on event weekend but your best coming to see us on the Saturday. We will also have Poppy 10k beanie hats available for just £5!

We also have some very special athlete kit in our shop now that you can 'click and collect' for the event, this kit generates grants that supports others to get active… go check it out runninggifts.com

And, of course, all finishers get a superbly designed finishers medal and a delicious Cookie from our friends the COOKIE PEOPLE!

For those of you who haven't run this race before, it consists of two events:

- The 10k Poppy run is an officially measured (and UKA licensed event)with a flat and fast run for runners of all abilities, who can choose to walk, jog, run their way around closed country roads, with a great start and finish in Brigg Market place.
- The Military Challenge We have a strict 50 space limit, you'll carry a weighted pack, wear boots and generally be awesome.

100% of all your fundraising/donations goes to support the Poppy Appeal (minus any external card processing fees)

The event can also be completed 'VIRTUALLY'

The Military Challenge takes place on exactly the same course and the same distance, but the competitor will be wearing boots and carrying a backpack weighing 36lbs (16.3 kgs) for men and 24lbs (10.9 kgs) for women. You are required to provide your own rucksack, boots and appropriate weight. Please ensure the weight is correct and does not include water you are going to drink on route as "weighing spot checks" will be taking place … so no cheating!

There is no requirement to run the course - Walking or 'TABBING' is more than acceptable. We are asking that anyone entering the Military Challenge, where possible, supports with raising sponsorship for the Poppy Appeal.

Meet our Sponsors - Singleton Birch!

We are incredibly excited to be supporting Curly's Athletes for 2026 in North Lincolnshire and we will proudly be the headline sponsor for our local Brigg Poppy 10k, alongside with supporting Curlys to continue their amazing free FUNETICS coaching programme for kids based at the fantastic Quibell Park Athletics track in Scunthorpe.

Singleton Birch are pleased to be supporting the North Lincolnshire community to get active, grow our local events, bring more visitors to the area and support great charities.

Curlys ethos and approach is a great reflection of our team's values, and we look forward to a lasting partnership supporting our community and having some fun.

Curlys are delighted to have the support of the Singleton Birch team once again for 2026. Their support further helps us develop our events, support our charity aims and our BIG ambition to get our communities moving.

We are really looking forward to seeing us grow the Brigg Poppy 10k experience and develop the free funetics coaching programme for our junior athletes in Scunthorpe.

GOOD LUCK EVERYONE and we will see you on the start line !

Singleton Birch

Registration & T-shirts!

Your race numbers and t-shirts are all collected on event weekend.

Registration location for both days is at the Brigg Heritage Centre Building, The Angel Suite, Exchange Place , Brigg, DN20 8LD.

Numbers can be collected from 9:30 to 12:00 on Saturday 24th October , and on Sunday 25th October, event day 08:00-09:30 (military challenge closes at 09:15).

You will also be able to collect your t-shirt after the event.

KNOW YOUR NUMBERS - numbers are allocated in surname order, but it helps for a super smooth registration if you know your number. These can be found in the final few days before the event on the website HERE (we will send a note out when they are published).

Check the list, find your number, then shout it out to us at registration and we will give you your race pack - simple :)

You will collect your race pack envelope which will contain your number and pins for you to secure it to your clothing.

We do not have a bag drop facility due to the nature of the event and to reduce our security checks. Please do not leave bags lying around, as these may cause disruption to the event and may be possibly destroyed or removed.

We are also prepared for surprises, so we're here to help you out and fix any queries you have… the earlier you can get touch with us the better! contact@curlysathletes.co.uk

Curly's Shop!

OUR NEW SHOP THAT DOES 'GOOD THINGS' will also be popping up at registration or you can order online and pick up on the day :) www.runninggifts.com



Wouldn't it be wonderful if the kit we bought to get active also helped others get active - by buying this kit, you'll help us make a start in 'moving with purpose'. When you buy lovely things from us, you're creating micro-grants that help people get active. These are focused on the local area based on where you collect, buy the item from or have the item delivered to (delivery options coming soon!)

When you buy something from us, 10% of the price you pay goes directly into our micro-grants, which we award locally. We will have a specially designed hoodie, a snuggly bobble hat and our snood :) … just in time for the cooler months :)

ROYAL BRITISH LEGION

Our friends are usually down from the Royal British Legion (and either next to us in registration or out near the finish.) They'll have a stand selling Poppies and pin badges (and of course taking donations!)

Event Timings

Saturday:

09:30-12:00 Registration opens for collection of numbers and t-shirts

Sunday:

08:00-09:30 Registration & kit collection opens

09:15 Registration closes for military challenge

09:00-09:15 Military challenge SPOT WEIGH IN,-this will be around the finish arch area, where we will roughly check the weight of your pack (36lbs (16.3 kgs) for men and 24lbs (10.9 kgs) for women)

09:20 Military challenge participants moved to behind the finish arch, you will then be 'marched' to the start line by our drummers. Don't worry we're not expecting parade ground excellence, you can just walk down and don't worry if you're out of timing :) Your support is all that matters.

09:25 Military challenge briefing at start line ,followed by a one minute silence

09:30 Military challenge starts & registration closes for 10k run

09:35 The short walk - we will begin moving/encouraging/dragging people to the start line which is now in front of the Buttercross (clocktower) right in the centre of the marketplace (you won't miss it)

09:40 Race briefing - Silence please - you may have heard plenty of race briefings before, but we will update you on just the important stuff!

09:45 10k run event starts

10:17 (est) First finisher

11:15-11:30 (est) All finishers in & prize giving, thank you's and well done! - This will be in front of the finish line so please grab a brew & cheer your fellow runners in.

Parking, toilets & refreshments

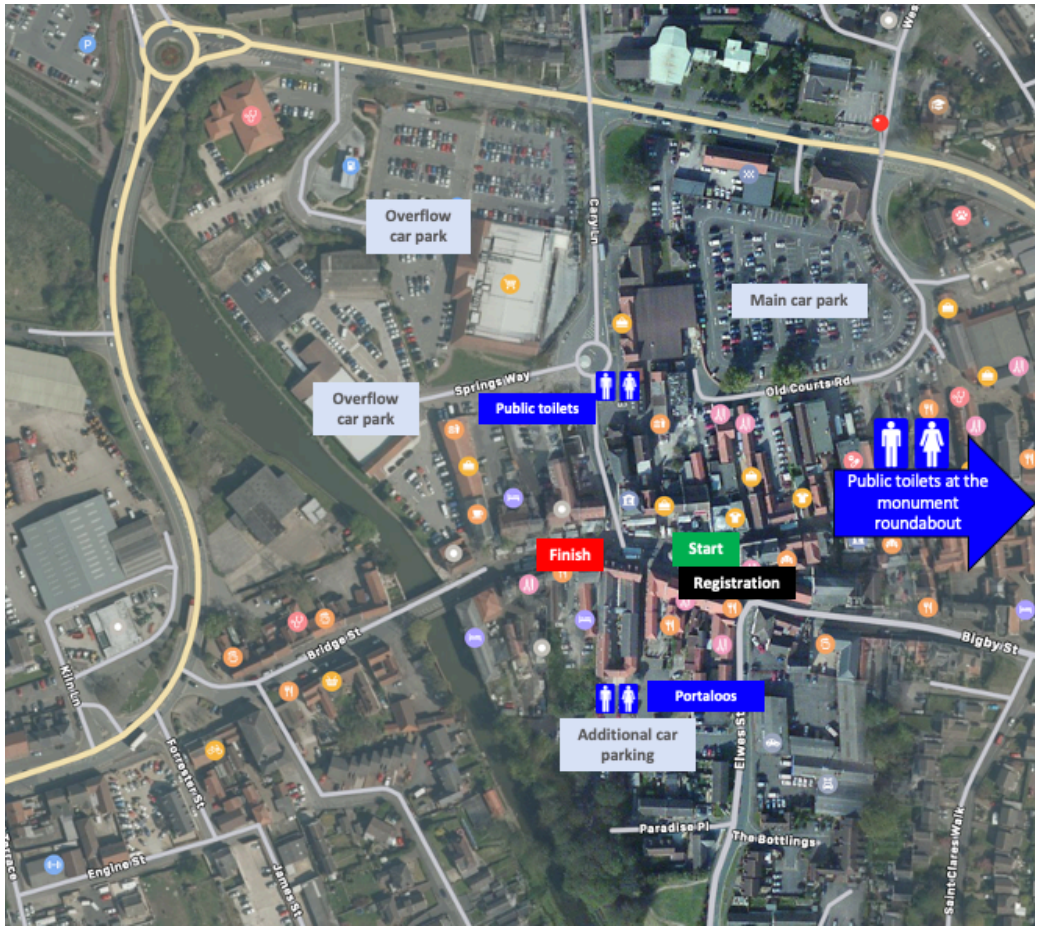
Main car parks:
Old Courts Road, Brigg, North Lincolnshire , DN20 8JD

Tesco's Barnard Ave, Brigg DN20 8AT parking is available from 08:00-12:00 at this site, any parking outside of this time may result in a fine

B&M, Springs Parade, Riverside Market Place DN20 8EQ parking is available from 08:00-12:00 at this site, any parking outside of this time may result in a fine

Main toilets are public ones on Carey Lane, Monument roundabout and our portaloos next to the Angel, we will have signs up to help navigate as much as possible. If you do use any cafe toilets, please be super respectful and be sure to buy a brew ;)

Various cafes and pubs will be opening up nice and early, so please have a walk around the centre before and after the event, it's great to support local business (and they sell food!!!)



Athlete well-being

- If you feel unwell or injured, then it's your responsibility to make sure you withdraw from the event, please don't put yourself at risk.

- Medics, our expert medical team will be on hand throughout the event and based on the course

- Running on roads, we do close the roads on the route. A few small sections are open to residential access or exit and will be managed by our team. The route will be well signed posted with clear directions for you and clear warning signs for others. Key points are marshalled. Please ensure at all times you keep to the left hand side of the road, - this is especially important when taking right hand corners as you may try to "cut" the corner. As the course is out and back, you will have runners coming the other way, and if we need vehicle access in an emergency, then sticking to the left will keep everyone safe. In the case of emergency vehicles needing to use the road (under blue light conditions) we may pause the event and marshals may move you to the side of the road. While this will interrupt your event, we're afraid they take priority as they may be on a life critical response.

- Dress for the weather - please ensure you dress appropriately for the weather conditions and always bring a change of clothes for after the event. Remember to leave your belongings in the car or with a spectator (ideally one you know!) Do not 'ditch' bags anywhere on the route or near the start line. These may be viewed as a security risk and this will impact the event start.

- Water, the water station - you will pass at just before the 5km mark, as you turn to head back towards Brigg. This has water in paper cups and please discard close to the water point, in one of the bins or throw towards a marshal (not at!). As per our other events water at the finish is also supplied in paper cups and we have a re-fill station so you can top up as needed (this is outside the finish zone so please hang onto your cup)

- Rubbish - if you decide to run with your own water bottle or gel, please ensure you bring everything away with you that you take onto the course. We will disqualify anyone for littering but more importantly we want to make a good impression on the community and minimise environmental impact for our wildlife friends.

- Warming up - Please be careful not to go onto the main road as traffic will be live until event start
- At the end of the event you will be ushered through to the athlete area to get your medal and well deserved cookie!!! :) We do have GF & vegan options, but you will need to ask for these as we keep them at the back :)
- We are ok with headphones - but where possible use bone conducting headphones-remember the roads may be closed but if we have an emergency, you must be able to hear us ask you to stop/step to one side.

Maps & Route!

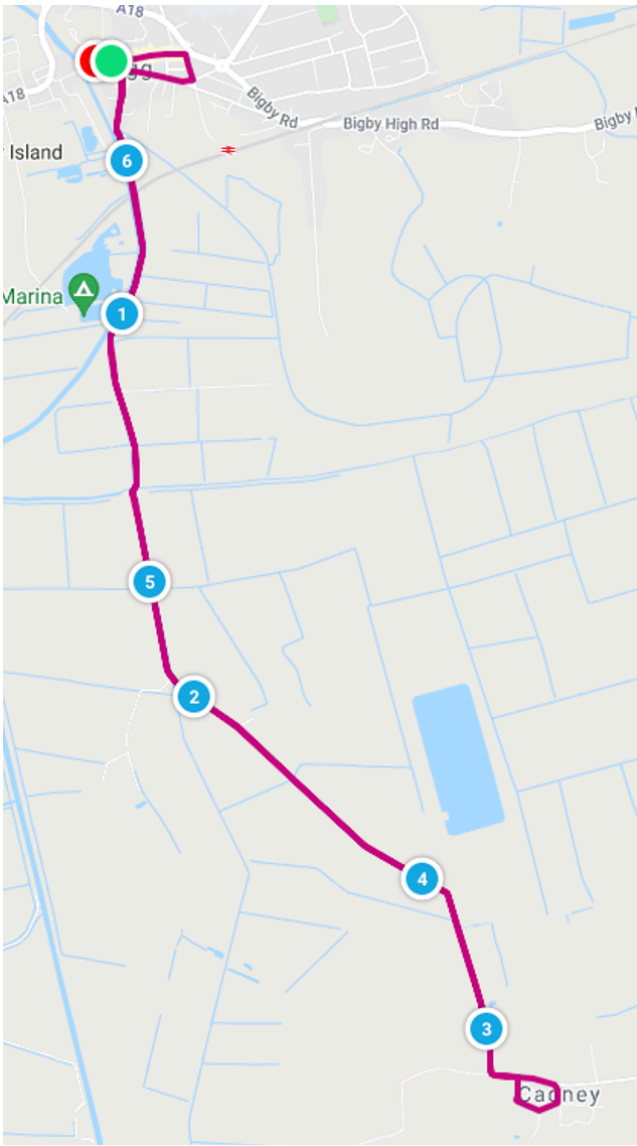
It will be very easy to navigate, as it's sectioned off and led out by a lead bike and just follow everyone else… you wont get lost!

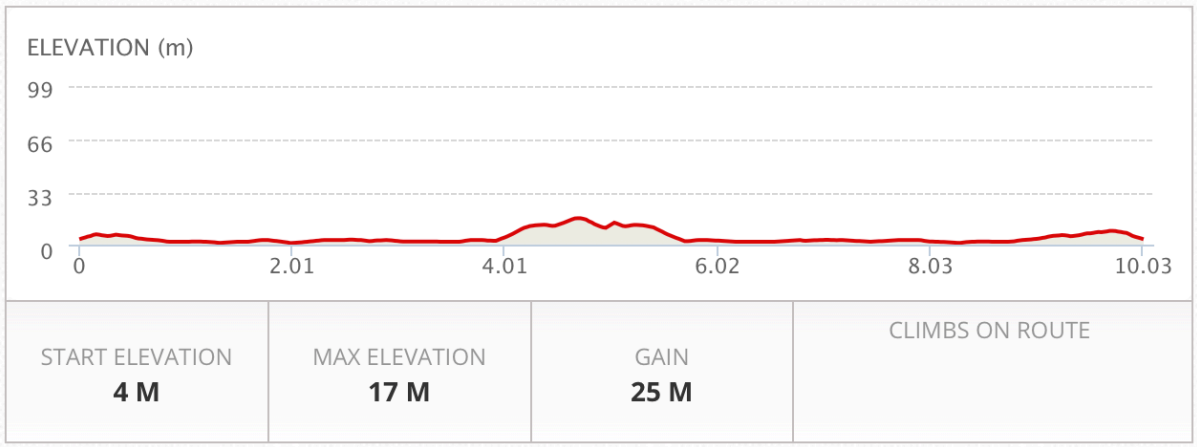
We will also have a team member walking at the back of the event supporting you along the way- no pressure whether you run, jog or walk … we will get you in and we will be waiting with cookie, medal and maybe a hug… or a high five!

The event is designed for people of mixed abilities - we will have lots of athletes taking part which means it's going to be busy at the start, and at times overtaking will be difficult. Please be courteous of your fellow athletes - not everyone is there for a PB and vice versa. Getting in a realistic starting position is key to a smooth race :)

As the event is an out and back please stay to the left hand side, as at some point you may face runners coming towards you on the opposite side of the road.

The route is super flat, so don't get too excited and set off too quick! … flat courses lure you into a pace you cant hold!





Spectators

The market place is the best place to see everyone start and everyone finish, it's a great environment. Please stay behind the barriers or cone line except where you see a manned crossing spot.

Please be careful during the event not to obstruct runners, sticking to the side walkways is the best advice and please do not attempt to enter the athlete zone behind the finish or obstruct their exit into the market place, we will filter the runners back to the market place so you can give them a sweaty cuddle, don't worry!

Presentations, Photos & Results

Presentations will take place from around 10:45… and as we're recognising winners in every five year age groups, then we have plenty of opportunities for winners!

Prize categories:

10k - First 1,2,3 male & female then male & female age group winners for 5 year age groups (trophies roll down once 1,2,3 positions taken out) Please check the results, or come ask us before you leave and grab your trophy as we have to charge for posting :(

Military challenge - First male & female

Volunteer Photographers will be down on the day, and the photos will be shared on Facebook post event. We also encourage you to share your photos throughout the day on our friendly Curly's Athlete Chat Facebook page.

As the event is chip timed, we will have the results ready straight after the event and again we will update the event page wth the live link.

The week following the event, we will also e-mail out a summary, including a link to the results, any photos and anything else we think you might be interested in from the day- so don't worry you wont miss anything !

Keep up to date post event: https://www.facebook.com/curlysathletes/

We couldn't be more excited about the day... so whether you're there to race (it's fully UK Athletics licensed and a measurement certified) or you're just to there to challenge your own personal target, our courses are always designed that they can be raced or walk/jogged. And of course, we will support you all the way round with our amazing athlete support crew! If you're taking part in the military challenge, then we salute you and your determination!

HAVE A GREAT EVENT!

From all of the team at Curly's Athletes & our partners, we wish you the very best of luck and look forward to cheering you round on the day :)

We've plenty of other events coming up check out all our events currently open for entry here: https://curlysathletes.co.uk/our-events

Terms and Conditions of Entry

- As an adult participating in an Adult event, I declare that I am 18 years of age or over on the day of the event

- As a junior participant under the age of 18 taking part in an event, I declare that a responsible adult has authorised my participation in this event and has read and accepted all the terms and conditions of the race on my behalf.

- I declare that I will not compete in the race unless I am medically fit on the day of the race.

- I enter this race entirely at my own risk. The organisers will not be liable for any personal injury or death, no matter how it was caused.

- I accept that the organisers and sponsors of the race, or any of their agents, will not be liable for any loss, damage, action, claims, costs or expenses which may arise in consequence of my participation of this event.

- Any belongings deposited at a bag drop are left at the owner's risk.

- I am fully aware of all associated risks involved with participating in this event

- By entering this race, I give my permission to Curly's, its sponsors, assignees & licensees to use or authorise others to use photographs, motion pictures, recordings, data or any other record of my participation in this event for any legitimate purpose without remuneration.

- I will listen to and respond to the advice given by race officials and marshals.

- Headphones must not be worn (unless otherwise stated.)

- Event Cancellation: If for reasons beyond the control of the Promoter, including an 'Act of God' due to unforeseen, naturally occurring events that were unavoidable, the event which applicants have entered is cancelled or postponed, the Promoters will issue a full Race Credit to the value of the original entry fee or transfer the applicant's entry to another race/events where requested. Alternatively, if an event is cancelled by the Promoter for non 'Act of God' reasons, the Promoters will offer a full refund.

- In the event of adverse weather or any other prevailing circumstances mean that the race is to be cancelled, details will be recorded on the web site and on the Facebook page.

Our refund policy is as such: We will refund entry costs to the tune of 100% 90 days prior to the event, 75% for 60 days before and 50% up until 28 days before. After this date, we are unable to process refunds.

By entering this race, I am confirming that I have read and understood the above