

Committee(s)	Dated:
Culture, Heritage and Libraries	13/05/2019
Subject: London Landmarks Half Marathon: monitoring and evaluation headlines - For Information	Public
Report of: Peter Lisley – Assistant Town Clerk and Director of Major Projects	For Information
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Summary

On Sunday 24 March 2019, the second London Landmarks Half Marathon (LLHM) saw just under 12,009 runners complete a 13-mile route across the City of London and Westminster. The race was watched by approximately 49,000 spectators.

This report outlines some of the key findings from the robust monitoring and evaluation exercise undertaken by the organisers and considers whether the City's ambitions for hosting the event – in particular the aim for the race to shine a light on our sometimes hidden, often quirky cultural and heritage offer – were met.

While attractions taking part in race day (by opening early, hosting special programmes or offering discounts for runners and their families) have reported only small gains in footfall, it is noted that the profile of the City's cultural offer has been much enhanced, with a PR reach for the race of over 41.7m and 80% of spectators perceiving the City to be a more cultural place as a consequence of watching it (up 2% on 2018).

In addition, 67% of spectators assert that they are more likely to come to other cultural events in the City as a result of their time here; this compares favourably to those surveyed in Westminster where only 47% shared this view.

All in all, the event was a significant success, with £6.96m raised to date for 180 charities. This is £2m up on last year with an additional 78 charities benefitting.

Recommendation(s)

Members are asked to:

- Note the report

Main Report

Background

1. The London Landmarks Half Marathon (LLHM) took place on Sunday 24 March 2019. This is the second time the race has been run, its inaugural year being 2018.
2. The 2019 race sought to raise £6m for charities (with just under half going to Tommy's, the charity organising the event) and to shine a light on the City's cultural offer.
3. Following last year's race, your Culture and Visitor Development Team (CVDT) reported disappointing numbers at the attractions that had opened early to receive visitors on the day. In response, they outlined plans to develop discounts for runners' families on the Saturday before the race to help swell numbers and bring the City's cultural offer into focus for national, domestic audiences.
4. The CVDT also committed to continue working with the race organisers to develop animations and activities at key points of interest on-street including – as recommended in the last report – locating the race's most popular activation (the Harry Potter Party) in the City, so helping to swell on-street spectator numbers.

Current Position

5. This year saw just under 12,009 runners (up from 10,000 in 2018) complete a 13-mile route across the City of London and Westminster. The race was watched by approximately 49,000 spectators.
6. To date, LLHM 2019 has raised £6.96m for 180 charities. This is £2m up on last year with an additional 78 charities benefitting.
7. While the discount offers did not have any significant impact on visitor numbers (some attractions reported an additional 30 to 40 visitors, while some saw no difference at all), all those taking part in the scheme felt that the relative ease of setting up offers meant that this could be continued and – with stronger marketing – that growth could be achieved. In addition, all attractions felt the race to be beneficial for the City – not least because of the profile it gives our cultural offer and the unmeasurable benefit this may deliver outside of the race weekend.
8. Similarly, the Harry Potter Party animation being located in the City did not deliver a noticeable difference to footfall in the area in which it was situated. However, overall, the City was busier on-street than it was in the previous year, noting that this is true for the entire route which saw crowds grow year-on-year by 22%.
9. In terms of economic gain, benefitting our retailers specifically, Audience Agency research estimates that approximately £833,000 was spent across the Cities of London and Westminster which would not have been spent were it not for London Landmarks taking place.
10. Furthermore, a PR reach of just under 42m was achieved, with 80% of spectators perceiving the City to be a more cultural place because of watching the race and 67% asserting that they are more likely to come to other cultural events in the

City as a result of their time here. This compares favourably with Westminster where only 47% of spectators asserted this view.

11. These and other headline findings are detailed in the LLHM Evaluation Report at appendix 1 and in the detailed Spectator Survey jointly commissioned from the Audience Agency by the City Corporation and the London Landmarks Half Marathon Team. This is available from the City Corporation's website using [this link](#).

Corporate & Strategic Implications

12. The City Corporation's support of London Landmarks Half Marathon is aligned with its Cultural Strategy 2018/22 under strategic objectives 7 and 9, stating that it will:
 - a. Better promote our world class culture and heritage offer and use our wealth of outdoor spaces to widen our appeal to a more diverse audience, enabling communities in the City and beyond
 - b. Play our part as a catalyst and convener in supporting and connecting with the wider cultural ecology of the capital, the rest of the UK and globally.
13. It aligns with the Corporate Plan in that it supports actions:
 - a. 2b – raise awareness of factors affecting mental and physical health
 - b. 2d – provide inclusive access to facilities for physical activity and recreation.
 - c. 3b – provide access to world-class heritage, culture and learning to people of all ages, abilities and backgrounds.
 - d. 7d – promote London for its creative energy and competitive strengths.
 - e. 8a – promote the City, London and the UK as attractive and accessible places to live, learn, work and visit.
 - f. 10d – protect, curate and promote world-class heritage assets, cultural experiences and events.

Conclusion

14. All in all, the London Landmarks Marathon was a significant success, with nearly £7m raised for 180 charities.
15. A PR reach for the race of just under 42m and that 80% of spectators perceived the City to be a more cultural place as a consequence of visiting while 67% asserted that they are more likely to come to other cultural events in the City as a result of their time here, suggests that our cultural ambitions for supporting this event were achieved.
16. As previously reported for LLHM 2018, attendance levels at City attractions during the race did not see an increase and this remains likely as a result of spectators wishing to cheer on those they have come to support; it is noted however that direct benefit for attractions may be achieved over the year as families return for leisure activities.

17. With spectator growth of 22% year-on-year, funds raised up by £2m and an additional 78 charities benefiting (with a further 105 seeking places for next year), the London Landmarks Half Marathon is growing. This growth will help to further build the City's cultural profile on the national stage and deliver benefits for stakeholders across the cultural and visitor sectors.

Appendices

- Appendix 1 - London Landmarks Half Marathon Evaluation report 2019

Background Papers

London Landmarks Half Marathon: Spectator survey results, Audience Agency [March 2019] – available on the City Corporation tourism intelligence pages at <https://www.cityoflondon.gov.uk/things-to-do/visit-the-city/strategies-trends/Documents/london-landmarks-half-marathon-spectator-survey-results-2019.pdf>.

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