

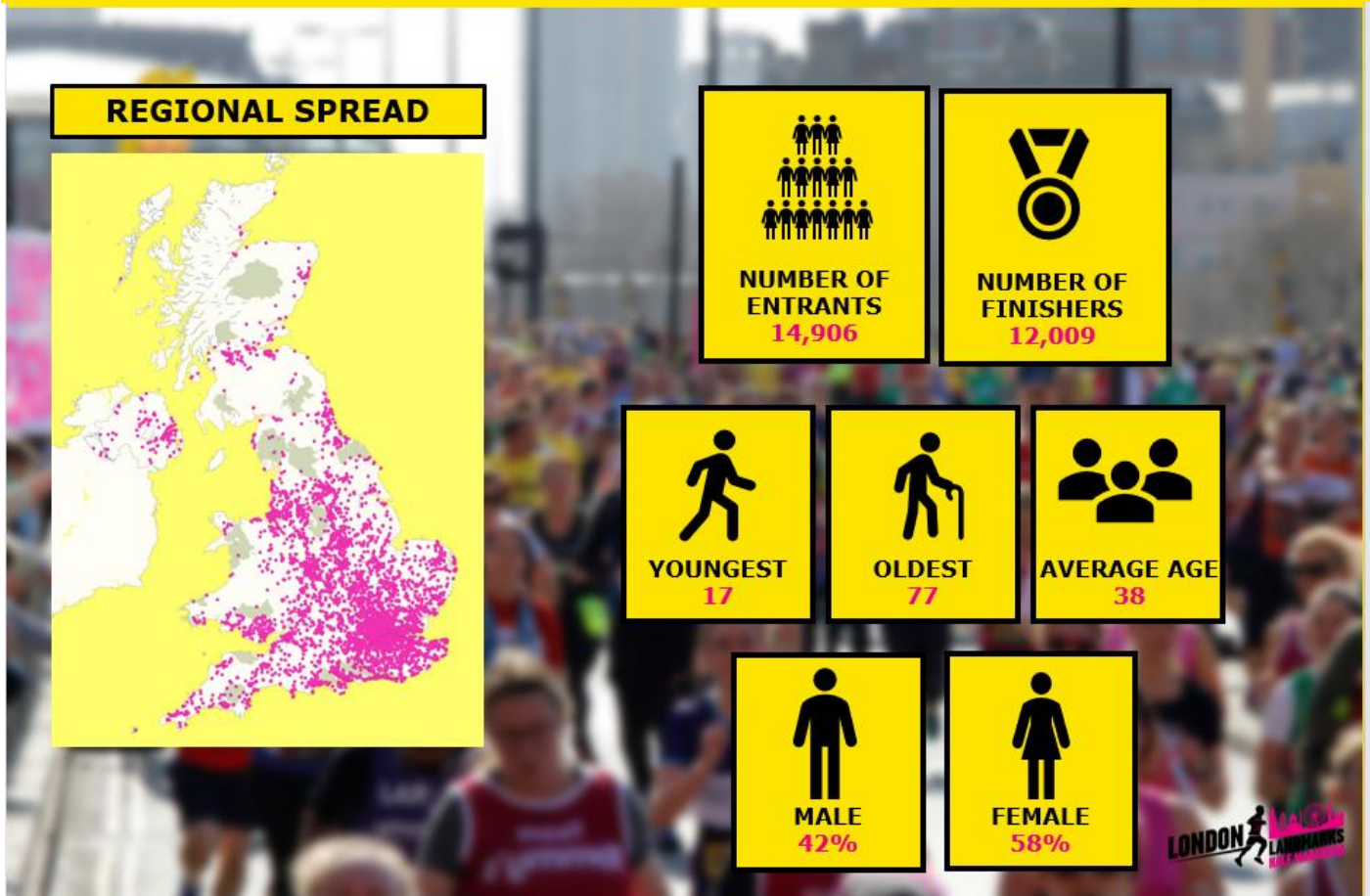
LLHM 2019 Report for the City of London

FUNDRAISING

	TARGET	ACTUAL RAISED TO DATE
TOMMY'S	£2.56m	£2.78m
180 OTHER CHARITIES	£3.44	£4.18m
GRAND TOTAL RAISED TO DATE	£6m	£6.96m*

* The grand total is expected to rise to £7m+ as 'offline income' (money received through paper sponsor forms and matched giving) has not yet been accounted for in these numbers

PARTICIPANT STATS



OVERNIGHT STAYS

- The LLHM participant survey revealed that 39% of LLHM participants arranged an overnight stay in London for them and their supporters.

ESTIMATED SPECTATOR NUMBERS

- The estimated total spectator figure is **49,000** which is a 22.5% increase from the estimated 40,000 from last year. This has been calculated as follows:
 - The LLHM participant survey revealed that 12,000 participants brought approximately 31,000 supporters with them.
 - The LLHM spectator survey revealed that 63% of spectators were at the event to support a participant suggesting the remaining 37% of spectators totalled approximately 18,000
 - $31,000 + 18,000 = 49,000$

PRESS COVERAGE

- **Total pieces of coverage:** 261
- **Total reach:** 41,698,895
- **Coverage breakdown**

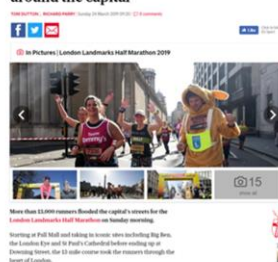
Area	
London	46
National	78
Regional	137
Grand Total	261



Type	
Online	161
Print	86
Radio	10
TV	4



London Landmarks Half Marathon:
13,000 runners and celebrities race
around the capital



Amanda Holden leads the stars as she takes part in the London Landmarks half marathon

Amanda Holden led the masses as she posed for a snap ahead of the [London Landmarks half marathon](#) on Saturday.

The star, 48, was geared up for the big race as she excitedly warmed up by the start line.

The *Britain's Got Talent* judge was suitably dressed for the sporting occasion, dressed in a black and white zip up top and black sports leggings, as she joined fellow celebs and keen runners for the charity event.



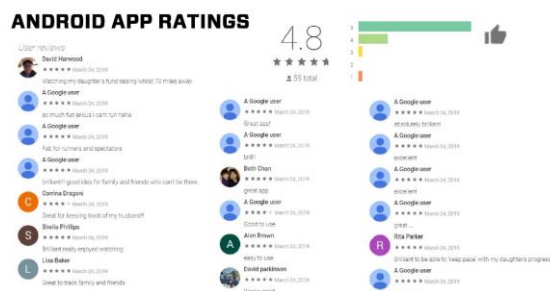
MEDIA RUNNERS

- **39** people from the media industry signed up to take part in the event
- **34** of them started the race
- They represented **24** different media organisations who delivered **17** pieces of coverage for the event (alongside their own social media posts.)
- At least **5** more pieces of coverage following the event are expected.
- A whole range of media runners took part in the LLHM including editors, writers & bloggers from:
 - Runners World
 - The Evening Standard
 - Closer/Bella
 - Coach Magazine
 - Talk Sport
 - Heart
 - Women's Health
 - The Daily Star
 - The Guardian

- Running Channel
- Running Works
- Sports Industry Group
- Outdoor Fitness
- London Unattached
- G-A-Y
- The Express
- This is London
- Absolutely London

LLHM APP

- 22,349 downloads
- 4.8 star rating
- MYLAPS who produce the app are using our app as a best case reference APP for their other timers around the world.



FACEBOOK LIVE BROADCAST

- The LLHM was broadcast live through the LLHM, London Evening Standard and Tommy's Facebook pages with a total reach of $\sim 800,000$

<ul style="list-style-type: none"> • Distribution channels 	<ul style="list-style-type: none"> • LLHM Facebook page • London Evening Standard Facebook page • Tommy's Facebook page
<ul style="list-style-type: none"> • Total reach 	<ul style="list-style-type: none"> • 800,300
<ul style="list-style-type: none"> • Production Partner 	<ul style="list-style-type: none"> • FilmNova
<ul style="list-style-type: none"> • Duration 	<ul style="list-style-type: none"> • 3 hours 37 (09.15 -12:52)
<ul style="list-style-type: none"> • Live Broadcast Presenter 	<ul style="list-style-type: none"> • Radzi Chinyanganya: Blue Peter Presenter
<ul style="list-style-type: none"> • Live Broadcast Commentator 	<ul style="list-style-type: none"> • Rob Walker: British Sports Commentator • Rachel Stringer: TV Presenter



CELEBRITY SUPPORT

- Amanda Holden was our lead celebrity
- 20 other celebrities from Bucks Fizz, Love Island, Master Chef, Blue Peter, This Morning, Emmerdale, The Great British Bake Off, Call the Midwife, Liberty Ex, Towie and Eastenders also ran



CHARITY PARTNERS

- **2018 Charity Partners:** 102
- **2019 Charity Partners:** 180
- **2020 Waiting List:** 105 extra charities seeking places

CHARITY MASCOT RELAY

- 17 charity mascots took part in the first ever charity mascot race including the brand new Tommy's mascot, 'The Tommy's Rainbow'



DIGNITARY SUPPORT

- LLHM 2019 was started by the City Sherriff and the Lord Mayor of Westminster and both also handed out medals at the finish line



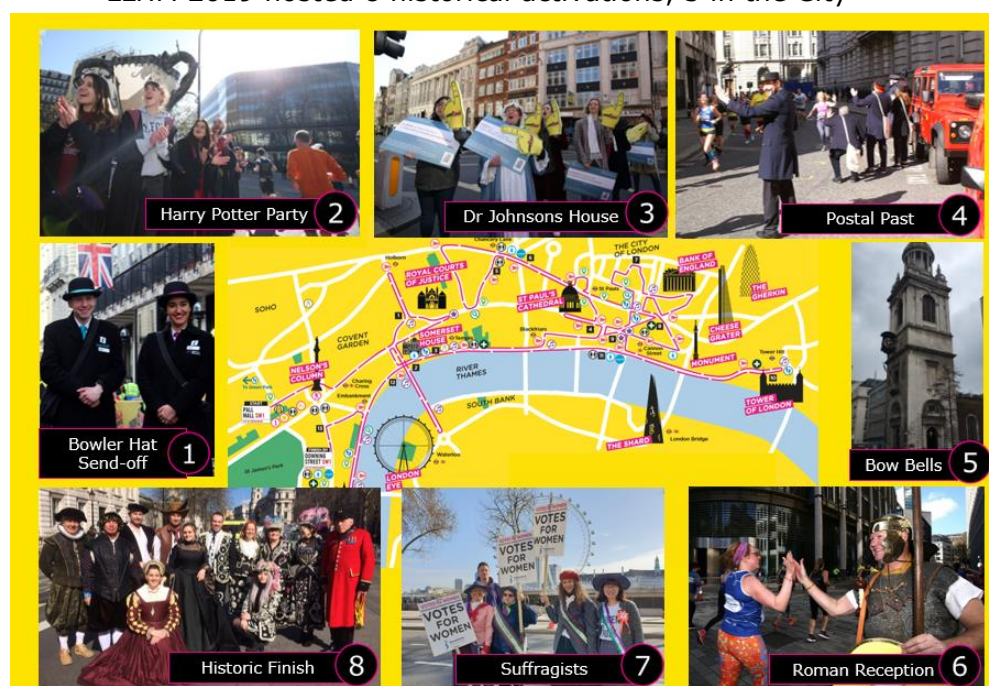
RACE DAY ACTIVATIONS

Our number of race day activations increased from 190 to 271

Activation	Number
LLHM historical activations	8 (5 in the City)
Large themed cheer stations	17 (11 in the City)
Smaller themed cheer stations	181
Community cheer stations	2
Music, DJ's and dance groups	37
Musical acts supplied by charities	11
Performance stages	3 (2 in the City)
History Tours	7 (3 in the City)
Treasure hunts	3 (2 in the City)
Photo challenge	1 (in the City)
Relay races	1
TOTAL	271

HISTORICAL ACTIVATIONS

- LLHM 2019 hosted 8 historical activations, 5 in the City



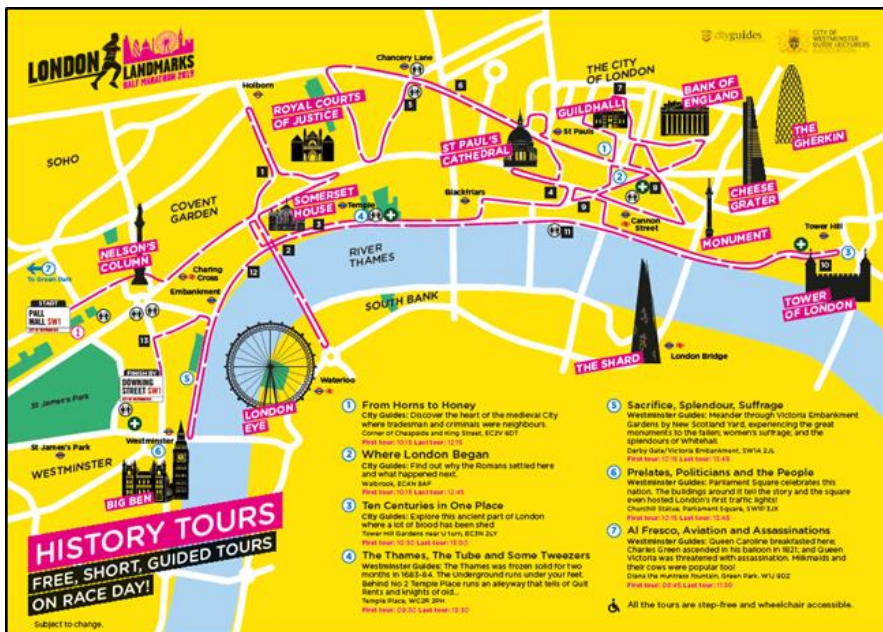
THEMED CHARITY CHEER STATIONS

- Our charity cheer stations this year included themes from Mary Poppins, Monopoly and Charles Dickens!



HISTORY TOURS

- 7 Free guided history tours took place encouraging spectators to explore the area whilst they waited for the loved ones to approach.
- City titles this year included: From Horns to Honey, Ten Centuries In One Place and Where London Began.



THE CITY SELFIE CHALLENGE

- We organised a family photo challenge encouraging spectators to solve clues, explore sites and attractions to be in with a chance of winning a prize at the Apex Hotel City of London and dinner at Bread Street Kitchen.

THE LLHM CITY 'SELFIE' CHALLENGE

WIN AN OVERNIGHT STAY IN LONDON!

THE CHALLENGE!

Between 9am on Friday 22 March 2019 and 5pm on Monday 25 March 2019:

1. Solve the clues and visit the answer locations
2. Take a selfie or photo **at all 5 locations**
3. Go to our Facebook page facebook.com/londonlandmarkshalf
4. Post your photos using the tag **#LLHMCityChallenge**

THE PRIZE!

An over night stay at **Apex City of London Hotel** PLUS bottomless pizza for four at **Bread Street Kitchen***

THE CLUES!

1. This **medieval hall** is the heart of the City of London, the home of giants, and witnessed the trial of a Queen.
2. The only place in London where you can admire pre-Raphaelite **art** and pretend to be Russell Crowe in Gladiator.
3. Ello, ello, ello, move along, nothing for you to see in this **museum**.
4. In 1952 Albert Gunter jumped his number 78 bus across this **bridge** as it opened.
5. This **column** is a commemoration of the Great Fire and was used by Robert Hooke to conduct experiments.

*Competition T&CS can be found at llhm.co.uk/city-challenge

COMMUNITY & CULTURAL ENGAGEMENT

- The LLHM engaged schools, university, choirs, dance groups, community organisations, businesses and Youth Groups with the event.
- Example include: Spitalfields Music Acts, Volunteer Police Cadets, Drum Works Barbican, Queen Mary University, SOAS World Choir, Cheapside Business Alliance, Bloomberg, ING & Bread Street Kitchen.



LITTLE SPOTTERS TREASURE HUNT

- The LLHM developed free family-friendly treasure hunts that brought to life London's hidden animals. There were three trails with 2 starting in the City.



ROUTE SIGNAGE

- LLHM worked with the City Guides to create route signage pointing out quirky and hidden facts and to also celebrate a number of City location anniversaries.



150th Anniversary of the Opening of Blackfriars Bridge (1869)

Originally named William Pitt Bridge, after Prime Minister William Pitt the Elder.



150th Anniversary of the Opening of Holborn Viaduct (1869)

In 1882 Holborn Viaduct became home to the world's first coal-fired power station, the Edison Electric Light Station.



200th Anniversary of the birth of Horace Jones, designer of Tower Bridge and Old Billingsgate.



125th Anniversary of Tower Bridge Completion (1894)

In 1952 Tower Bridge opened while a double-decker bus was crossing. The driver put his foot down and cleared a 3 foot gap in the bridge, landing safely on the other side!





London Stone

A landmark since the late 1100's but originally on the other side of the road!





The Mithraeum

Go beneath the streets of London's financial district to discover the Roman temple of Mithras



The Monument Built by Christopher Wren and Robert Hooke as a giant stone telescope



DISCOVERING THE CITY

- We dedicated two pages in our Race Day Guide to City must see sights.

48 HOURS IN LONDON

Staying in London for the whole weekend? Our friends in the City of London Corporation and the Westminster Guides have suggested some must see sights!



TOWER BRIDGE

Ascend to the high-level walk ways of Tower Bridge for panoramic views of the London skyline and take photos of your feet as you look down on London life through the glass floor.

towerbridge.org.uk

ONE NEW CHANGE

Pop into One New Change Shopping Centre and take the lift to the top floor where you can enjoy the view of St Paul's Cathedral dome and perhaps treat yourself to a fortifying cocktail in one of the roof top bars.

onenewchange.com

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ST PAUL'S CATHEDRAL

Visit St Paul's Cathedral and explore the crypt and the famous Whispering Gallery in the dome. Multimedia guides and free guided tours will bring the history to life. Pause on the steps outside to admire the setting – and remember the iconic 'Feed the Birds' scene from Mary Poppins.

stpauls.co.uk



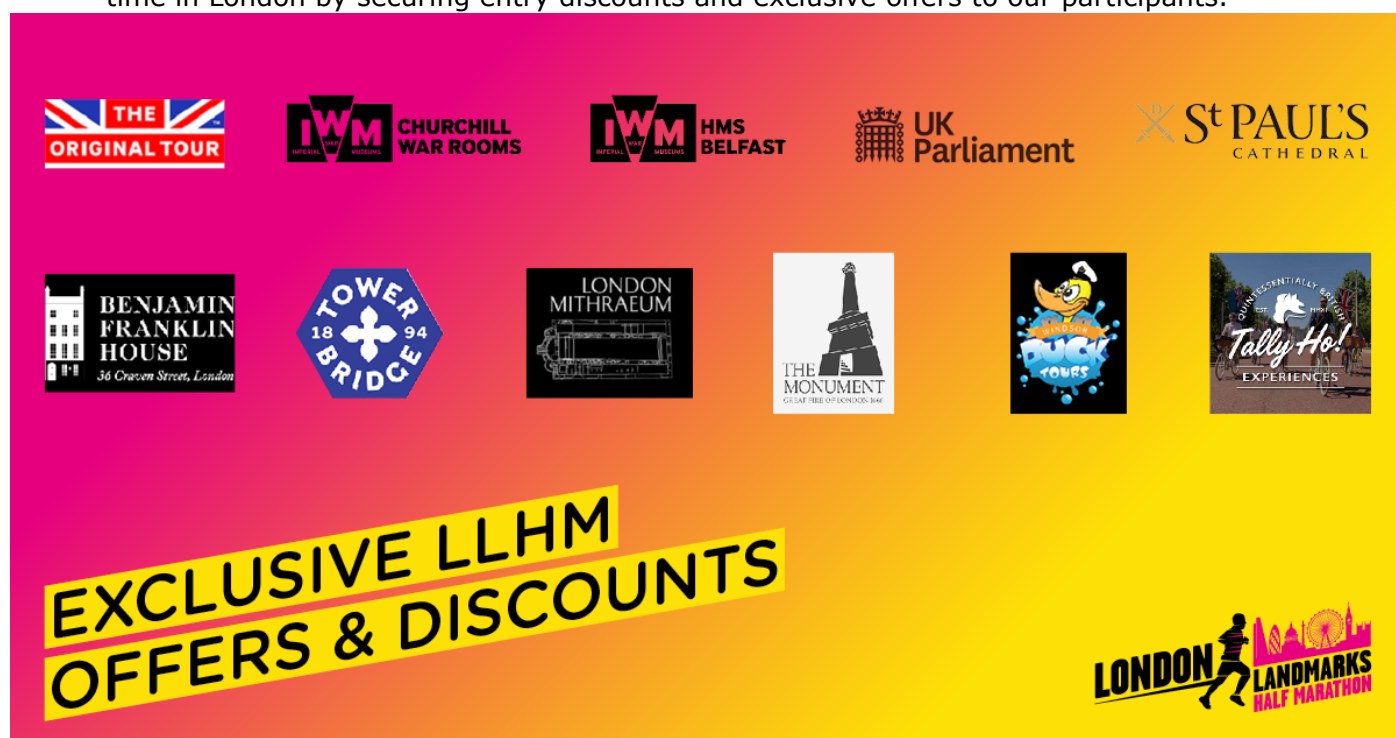
GUILDHALL GALLERIES

Visit eight attractions in one place at Guildhall Galleries. See a stunning collection of pre-Raphaelite paintings at Guildhall Art Gallery. Imagine what life was like for gladiators in London's Roman Amphitheatre. Find the City of London's giants, Gog and Magog in the medieval Great Hall. Discover 175 years of policing the Square Mile at the City of London Police Museum. Guildhall Galleries is also home to Guildhall Library, City of London Heritage Gallery, The City Centre and St Lawrence Jewry.

cityoflondon.gov.uk/guildhallgalleries

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- We also encouraged runners and their families to explore the City and make the most of their time in London by securing entry discounts and exclusive offers to our participants.



LIVERY COMPANIES

- LLHM approached all livery companies with the following opportunities:
 - Attend the LLHM in company robes
 - Display company colours and coat of arms
 - Demonstrate trade
 - Open hall to the public
 - Volunteer for event day roles
 - Run the LLHM
- The Chartered Accountants had 3 members running and held a cheer stand
- We hope to increase Livery Company involvement for LLHM 2020.



HEALTH AND WELL-BEING

- **General health & wellbeing:** 94% of participants agreed or strongly agreed that participation in the LLHM had helped improve their general health & wellbeing.
- **Diet:** 78% of participants agreed that they would continue with the positive lifestyle changes they had made to their diet.
- **Alcohol consumption:** 57% of participants agreed that they would continue with the positive lifestyle changes they had made to their alcohol consumption.
- **Smoking:** 43% of participants agreed that they would continue with the positive lifestyle changes they had made to how much they smoke.

Each of these have increased at least 2% from last year.

AWARDS

AWARDS WON

Third Sector Awards: Fundraising Event of the Year

The Running Bible: March 2018 Medal of the Month

The Running Bible: Medal of the Year 2018

The Running Bible: March 2019 Medal of the Month

BT Sports Industry Awards 2019: Active Award

The 2019 Running Awards: Best Half Marathon with 5000+ participants

AWARDS SHORTLISTED FOR

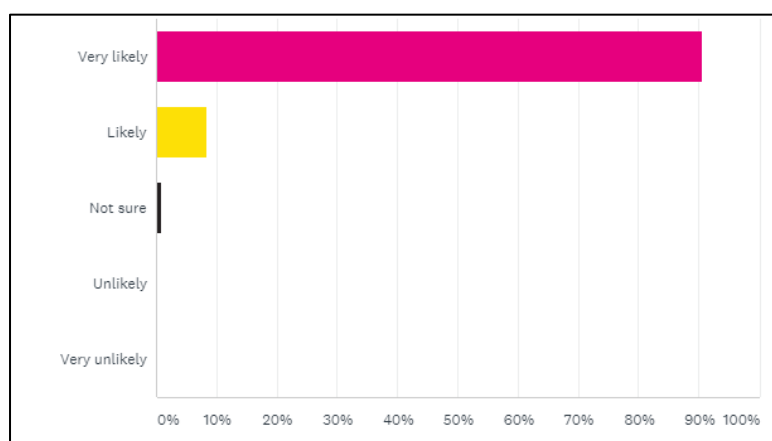
The 2019 Charity Event Awards: Best New Charity Event (Will find out on 17/05/19)

The Running Bible: Medal of the Year 2019 (Will find out in Jan 2020)



PARTICIPANT FEEDBACK

HOW LIKELY ARE YOU TO RECOMMEND THE LLHM TO SOMEONE ELSE? (1560 responses)



Gareth Jones Absolutely brilliant, Could not have picked any better event for my very first half marathon.



Kjurste Whittingham The Bow Bells peaking at the halfway mark - it felt as though they were ringing just for me xx

Like · Reply · Message · 2w



McAndrew McLintock How awesome was that! Just when it started to feel really tough there was something there on in the course that made me smile and forget about how tough it was. A stranger on the side shouting your name, a family giving high 5s, the drummers, the bubble machine. Talking to other runners. Just ace.

Like · Reply · Message · 2w



Charlie Bland Great day Thankyou so much. Brilliant organisation, helpful and happy marshalls and mind-blowing, tear jerking support all the way round. Very efficient bag drop and return too. Thankyou! Well done everyone x

Like · Reply · Message · 2w



Wilf Marshall A very special event. Lucky to have done both last year & today hopefully get the hat trick next year. Atmosphere is second to none.



Daz Edwardsward Such an amazing organised race well done loved everything , atmosphere . Entertainment route ... bring in next year guys I'm in



Like · Reply · Message · 2w



Natasha Lewis Catching a glimpse of my son Thomas Lewis on the live coverage 🥳
Loved watching it.
Well done all involved x



Sarah Lysaght Getting my medal from a Chelsea pensioner after running my first ever half marathon at 54 years of age after beating high grade non hodkins lymphoma 5 years ago and doing it with my daughter Vicki Jane and my brother Alan Ritchings. Love them both so much xxx



Like · Reply · Message · 2w



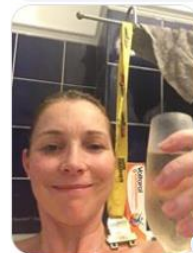
Tomos Horbury The drummers on Waterloo bridge! Really made me smile! Also rave tunnel was great, as was the supporters all
Over London! Infact, just all of it...from start to finish it was just amazing.

Like · Reply · Message · 2w



Genette White Fantastic first half for me. Loved every second. Well done team LLHM. Superbly organised.

Thank you Guide Dogs for amazing hospitality afterwards. 🐕🐕🐕



Like · Reply · Message · 2w

↳ 1 reply



Jo Sweeney Amazing day! We loved it thank you.

Like · Reply · Message · 2w



Emma Richman What an amazing event ... thank you 💜💜 great lot of awareness raised today for many charities and a huge amount of money ...thank you London Town 🙏🙏



Lisa Clarke Great day. Such amazing support on the route. Thank you everyone 🍌



Like · Reply · Message · 2w



Michele Mather Fantastic event, very well organised. The support and entertainment was incredible. Although the last 2 miles seemed to take forever I thoroughly enjoyed it. Big thanks to all the volunteers!

Like · Reply · Message · 2w

↳ 2 replies



Holly Vinas-Bennett The volunteers, singers, choirs, bands and supporters who gave up their time and cheered us on so amazingly! Couldn't have done it without them all! 🍌🍌

Like · Reply · Message · 2w



Jenny Jeffreys Great day! The support was phenomenal and London was glorious in the sunshine. Loved it 🍌🍌🍌🍌

Like · Reply · Message · 2w



Kay Griffin Amazing day. My first half marathon and it was brilliant. My body isn't happy with me but will get over it once the aches have gone!! Looking forward to next year 🍌🍌



Jo Olagboyega Definitely the Dj on the embankment, the sound system in the tunnel and then emerging to all the crowds...unforgettable. Amazing day

Like · Reply · Message · 2w



Carly Vine St Paul's Cathedral bells chiming at 11:00 when we were passing

Like · Reply · Message · 2w · Edited

↳ 3 replies



Corrine Marie The view from the bridge blew me away - stopped for a picture - awesome day #LLHM thank you to all who made it special as start to finish was fantastic 🍌🍌🍌



Shelley Taylor What a fabulous race!! Atmosphere was amazing as was the entertainment...loved every minute



Like · Reply · Message · 2w



Anna Robson Love this run! Was even better than last year 🍌



Denise Litster We came all the way from Scotland 🇬🇧 loved it great atmosphere will see you next year 🍌🍌



Like · Reply · Message · 2w

↳ 2 replies



Adam McCalden Absolutely loved it, 2nd time. Sitting by the Thames before flight home to Belfast. Well done everyone



Jacqui Keeley Fabulous, great organisation, thank you to all the Marshall's 🍌

Like · Reply · Message · 2w



Melanie Hedges Moss Amazing experience. Huge thank you to everybody involved but especially the marshals, bands, singers and charity supporters on the course.

Like · Reply · Message · 2w

↳ 2 replies



Catrina Church Thank you great event , the en route entertainment was fantastic



Nicky Stone Raising awareness of Pseudomyxoma (appendix cancer) and the whole experience! Best day ever!

LLHM 2019 MEDAL

- The LLHM 2019 medal featured St Paul's Cathedral and has recently won the 'Medal of the Month' Award for March
- This means it will qualify for the 'Medal of the Year' Award which will be awarded in January 2020
- LLHM consulted with Steven Donald, Director of Visitor Engagement from St Paul's Cathedral who confirmed he was delighted for us to use the Cathedral as our medal design

