

Committee(s)	Dated:
Culture, Heritage and Libraries	14/05/2018
Subject: London Landmarks Half Marathon: monitoring and evaluation headlines	Public
Report of: Peter Lisley, Assistant Town Clerk and Culture Mile Director	For Information
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Summary

On Sunday 25 March 2018, the London Landmarks Half Marathon (LLHM) saw just under 10,000 runners complete a 13-mile route across the City of London and Westminster. The race was watched by approximately 40,000 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 and/or by hosting special programmes to draw crowds) have reported disappointing numbers, 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 42m and 78% of spectators perceiving the City to be a more cultural place as a consequence of watching it; in addition, 70% of spectators assert that they are more likely to come to other cultural events in the City as a result of their time here.

All in all, the event was a significant success, with over £4.46m raised for 102 charities, 779 volunteers engaged from City communities and educational establishments, and significant exposure achieved for our cultural offer.

Recommendation(s)

Members are asked to:

- Note the report

Main Report

Background

1. The London Landmarks Half Marathon took place on Sunday 25 March 2018. The race sought to raise over £4m for charities (principally for Tommy's, the

charity organising the event), to engage City communities and to shine a light on the City's cultural offer.

2. Your Culture, Heritage and Libraries Committee received a presentation from Tommy's at your meeting in January 2018 and endorsed the events' ambitions, particularly in respect to showcasing City attractions and programmes.
3. Since the City Corporation was first approached by Tommy's with the race proposal, your Cultural and Visitor Development team have worked with the race organisers to develop animations and activities at key points of interest on-street and at City visitor attractions to realise this ambition.

Current Position

4. While, ultimately, this did not bear fruit – the Billingsgate Roman House and Baths saw only seven visitors during race day and the Guildhall Art Gallery (with Roman activations in Guildhall Yard) only saw a modest 73 additional visitors – the main route of the race through the City was well populated with spectators.
5. Furthermore, a PR reach of approximately 42m was achieved, with 78% of the 40,000 spectators (c. 31,200) perceiving the City to be a more cultural place because of watching the race and 70% of spectators (c. 28,000) asserting that they are more likely to come to other cultural events in the City as a result of their time here.
6. These and other headline findings are detailed in the London Landmarks Half Marathon 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.

Proposals

7. In a debrief with the race organisers post-event, the low turnout at City attractions was acknowledged and it was agreed that this was probably to be expected given that spectators would – on the day – want to stay on the race route to cheer on their families and loved ones. It was also acknowledged that the City route was less well-populated with spectators than Westminster where the start and finish lines attracted crowds of thousands.
8. To help promote the City's attractions at future London Landmarks Half Marathons (these will be subject to the approval of your Streets and Walkways Committee) and noting that 80% of race participants were from outside of London, staying in the capital for the weekend – many with their families – it was proposed that City promotions and discounts be mailed to runners ahead of their visits so that they and those accompanying them may enjoy the City's offer on the Saturday before the race. This will also be easy to track.
9. Similarly, it was agreed that one of the race's most popular activations which attracted very large crowds in Westminster, would be relocated in the City, should

the race be approved for 2019, so rebalancing, to some small extent, the number of spectators across the two areas.

10. The debrief also acknowledged that clearer instructions around the location of activation sites may help to swell attendance in future years and the race organisers undertook to ensure this happens in mapping and on their website if the 2019 race is approved.

Corporate & Strategic Implications

11. 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.

Conclusion

12. All in all, the London Landmarks Marathon was a significant success, with over £4.49m raised for 102 charities and 779 volunteers engaged from City communities and educational establishments.
13. A PR reach for the race of over 42m and that 78% of spectators perceived the City to be a more cultural place as a consequence of visiting while 70% 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.
14. The low attendance at City attractions during the race is likely a result of spectators wishing to cheer on those they have come to support, and this has been noted as a key learning, with proposals already in place for next year as detailed above.

Appendices

- Appendix 1 - London Landmarks Half Marathon Evaluation report

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/Documents/london-landmarks-half-marathon-spectator-survey-results.pdf>

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