

LONDON LANDMARKS HALF MARATHON (LLHM) REPORT **FOR THE CITY OF LONDON CORPORATION**

LLHM OBJECTIVES

- 1) Raise £4m for 50 charities
- 2) Celebrate the history of the City and shine a spotlight on its' quirky and hidden secrets
- 3) Engage the City community
- 4) Create valuable volunteer opportunities
- 5) Encourage people to get fit and healthy and stay healthy
- 6) Bring positive economic benefit
- 7) Showcase the City and inspire thousands to enjoy it
- 8) Deliver a well organised run that becomes an annual event in the City's calendar

OBJECTIVE 1: RAISE £4M FOR 50 CHARITIES

The 2018 LLHM managed to secure 102 charity partners and has raised £4.49m for charity to date.

	TARGET	ACTUAL RECEIVED TO DATE
TOMMY'S	£1.48m	£2.014m*
OTHER CHARITIES	£2.52	£2.48m*
GRAND TOTAL	£4m	£4.49m*

* These figures are expected to rise once 'offline income' (money received through paper sponsor forms and matched giving) is accounted for.

OBJECTIVE 2: CELEBRATE THE HISTORY OF THE CITY AND SHINE A SPOTLIGHT ON ITS QUIRKY AND HIDDEN SECRETS

QUIRKY & HIDDEN ROUTE SIGNS



LLHM quirky and hidden route signs drew runners and spectators' attention to the following sites in the City along the route:




- London's Largest Grass Hopper
- Roman Temple of Mithras
- Pudding Lane
- Dick Whittington's House
- Shakespeare's House
- Chancery Lane Air Raid Shelter
- Great Bell of Bow



HISTORICAL ACTIVATIONS






The LLHM staged five historical activations in the City along the LLHM route

ACTIVATION	PARTNER(S):	DESCRIPTION	
Dr Johnson's Party	Dr Johnson's House	Celebrating the life and work of Dr Johnson, creator of the English dictionary.	
Postal Past Celebration	Postal Museum Post Office Vehicle Owners Club.	The Post Office Vehicle Owners Club and the Postal Museum helped reveal the fascinating stories behind postal history.	

Roman Reception	Museum of London Guildhall Art Gallery LEG II AVG Roman Living History Society	At the Guildhall Yard a Roman Reception brought Londinium to life.	
Bow Bells	St Mary-le-Bow Guild of Ringers	The Bow Bells rang a very special 'Date touch' celebrating 2018 and showcasing St Mary-Le-Bow Church.	
Billingsgate Bath House Experience	City of London Corporation	Visitors to the bath house were offered an insight in to ancient life in the City	

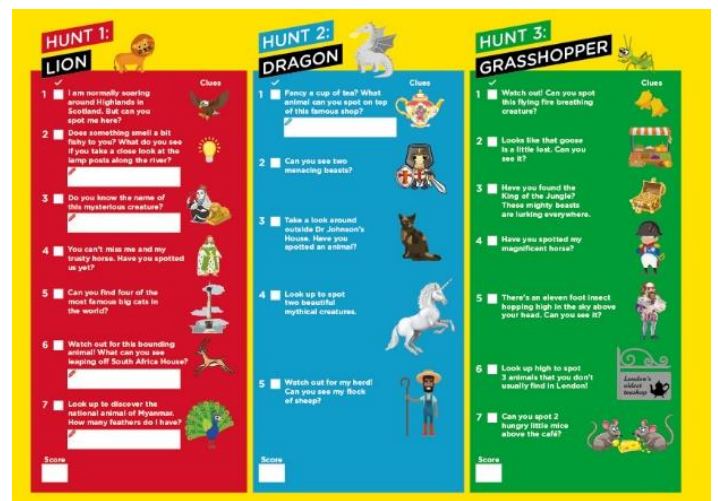
THEMED CHARITY CHEER STATIONS

Our charity partners staged themed charity cheer stations along the LLHM route which brought to life part of London's history. Examples in the City include the below.

CHARITY	THEME	
Make-a-Wish	London's transport system.	
The Royal British Legion	Commemorating the end of the First World War the Royal British Legion's band performed outside St Paul's Cathedral.	
Alzheimer's Research UK	Based in Cheapside and celebrating London's markets throughout the ages with colourful stalls and classic barrow boy antics.	
Prostate Cancer UK	Prostate Cancer UK championed London's old and hidden pubs.	
Macmillan Cancer Support	Brought to life London's first coffee house. Spectators enjoyed a cuppa whilst playing games and marvelling at a London skyline created in biscuits!	

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. This is still being distributed by the City Information Centre as it is not time limited.



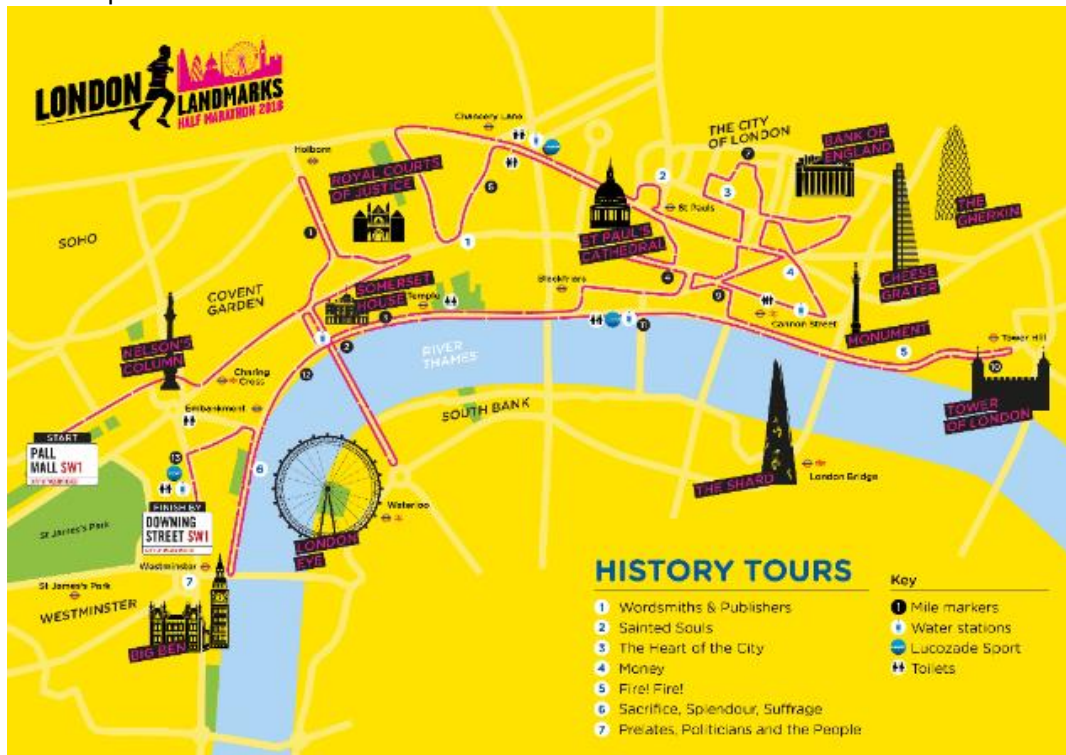
GUIDED HISTORY TOURS

7 guided history tours were created for the LLHM. Five of these were in the City and led by the City Guides with whom we partnered.

The short tours (c15 minutes each) were titled:

- Wordsmiths & Publishers
- Sainted Souls
- The Heart of the City
- Money
- Fire! Fire!

The map below shows the tours:



OBJECTIVE 3: ENGAGE THE CITY COMMUNITY

YOUNG PEOPLE

- **The City of London Academy Islington**
 - *Provided Young Ambassadors:* the children worked with the history guides and introduced the public to the event, the area and the history tours themselves.
 - Students were provided with a training session and learning resources to enable this.
 - *Staged a school choir performance:* the choir performed a 15-minute set on our performance stage.
- **The Guildhall School of Music and Drama**
 - The Guildhall School Brass Band performed at the Tommy's cheer station at Bank junction. They entertained the crowds by playing everything from the Rocky theme tune to the Jurassic Park soundtrack and in doing so received high praise from runners, spectators and event staff alike.



CULTURAL GROUPS

- **The Pearly Kings and Queens** gave out medals at our finish line which was well received by runners.
- **The Welcome People** provided volunteers who helped with the Bowler Hat Send Off at the start line. We were introduced to the Welcome People by Cheapside Business Alliance.



DIGNITARIES

- **The Sherriff of the City of London** (Neil Redcliffe) **and the Chief Commoner** (Wendy Mead) attended the Roman Reception in Guildhall Yard.

CITY CORPORATES

- **Grange Hotels:** Official Hotel Partner of the LLHM providing a 15% discount to LLHM participants and entered a team of runners into the event
- **Bloomberg:** Manned a water station with volunteers and entered a team of runners into the event
- **ING:** Provided volunteers for the Postman's Park activation and made good luck calls to Tommy's runners.
- **TPP:** Made good luck calls to Tommy's runners
- **The City of London Corporation, Cannacord & M&G:** Entered a team of runners
- **The Cheapside Business Alliance:** Helped to recruit volunteers and promote the event to their networks.
- **Vinoteca's restaurant in the Bloomberg Arcade:** Offered 25% discount on food

OBJECTIVE 4: CREATE VALUABLE VOLUNTEER OPPORTUNITIES

- **Total volunteers:** 679
- **Young Volunteers** 120

Volunteers were recruited from various City organisations including Bloomberg, ING, The Welcome People, The Pearly Kings & Queens and City of London Academy Islington as well as national membership groups (such as the Police Cadets and the Soroptimists), sporting organisations (such as Reading Roadrunners and Fulham Running Club) and London specific groups such as the Chelsea Pensioners.

OBJECTIVE 5: ENCOURAGE PEOPLE TO GET FIT AND HEALTHY AND STAY HEALTHY

PARTICIPANT SURVEY RESULTS

- **General health & wellbeing:** 91% of participants agreed or strongly agreed that participation in the LLHM had helped improve their general health & wellbeing.
- **Diet:** 76% of participants agreed that they would continue with the positive lifestyle changes they had made to their diet.
- **Alcohol consumption:** 52% of participants agreed that they would continue with the positive lifestyle changes they had made to their alcohol consumption.
- **Smoking:** 38% of participants agreed that they would continue with the positive lifestyle changes they had made to how much they smoke.

VOLUNTEER SURVEY RESULTS

- **64%** of **volunteers** were inspired to take part in an organised running event in the future.

OBJECTIVE 6: BRING POSITIVE ECONOMIC BENEFIT TO OUR CAPITAL CITY

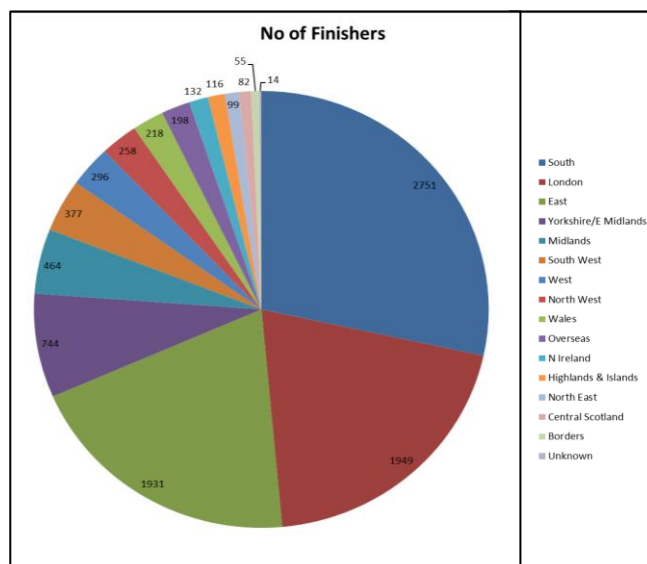
LLHM PARTICIPANT DEMOGRAPHIC

Number of participants	9684
Female	5892 (61%)
Male	3792 (39%)
Average age	39.3
Youngest runner	17
Oldest runner	81

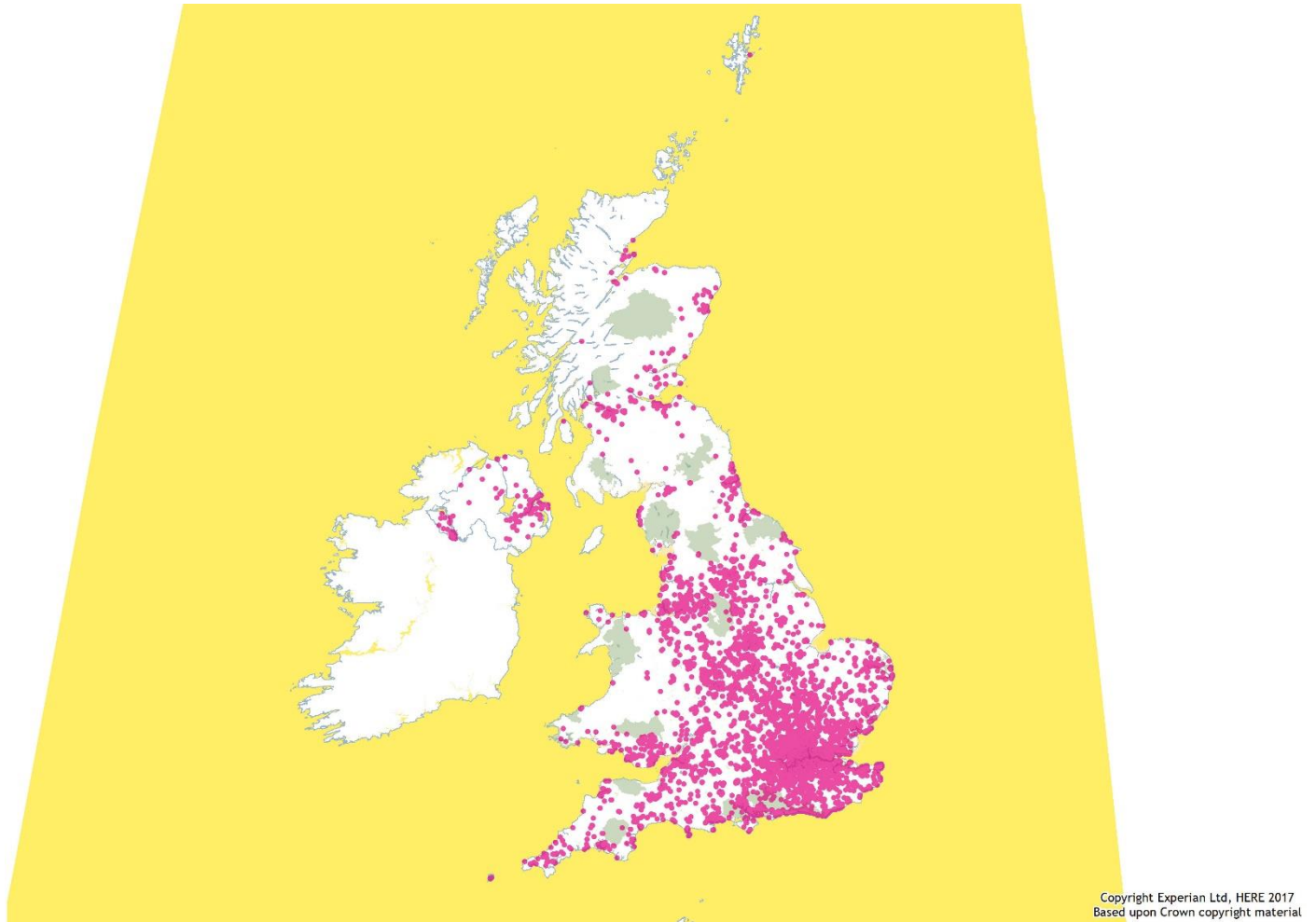
LLHM LOCATION DEMOGRAPHIC

- 80% of LLHM participants came from outside of London.

Region	No of Finishers	%
South	2751	28.41%
London	1949	20.13%
East	1931	19.94%
Yorkshire/E Midlands	744	7.68%
Midlands	464	4.79%
South West	377	3.89%
West	296	3.06%
North West	258	2.66%
Wales	218	2.25%
Overseas	198	2.04%

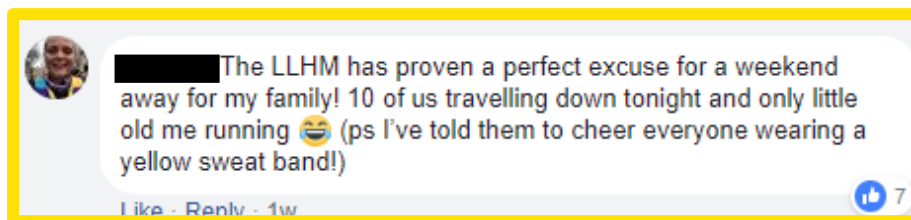


N Ireland	132	1.36%
Highlands & Islands	116	1.20%
North East	99	1.02%
Central Scotland	82	0.85%
Borders	55	0.57%
Unknown	14	0.14%
Grand Total	9684	100.00%



OVERNIGHT STAYS

- The LLHM participant survey revealed that 44% of LLHM participants arranged an overnight stay in London for them and their supporters.



VISITING HISTORICAL OR CULTURAL LANDMARKS

- The LLHM participant survey revealed that 23% of LLHM participants visited a historical or cultural landmark over race weekend



ESTIMATED SPECTATOR NUMBERS

- The LLHM participant survey revealed that 10,000 participants brought approximately 30,000 supporters with them.
- Given that 74% of spectators were at the event to support a participant, this suggests the remaining 26% of spectators total approximately 10,000, giving an estimated total spectator figure of 40,000.

ESTIMATED SPECTATOR SPEND

- Spectators spent on average £20 in the area during or after the event. Based on 40,000 spectators, this suggests a total spectator spend of approximately £800,000.
- As 82% were in the area for the LLHM, it's reasonable to estimate that approximately £650,000 was spent across the Cities of London and Westminster which would not have been spent were it not for the LLHM taking place.

OBJECTIVE 7: SHOWCASE THE CITY AND INSPIRE THOUSANDS TO ENJOY IT

PR COVERAGE

- **105 pieces of coverage were secured** between Dec 17 – April 18 spanning regional, London, national and international titles across news, sport, health & fitness, lifestyle, diary, what's-on & charity
 - 89 appeared Online
 - 8 in Print
 - 3 aired on TV
 - 3 broadcast on Radio
 - 2 were included in external database e-shots
- **Potential reach of over 42,261,633**



FACEBOOK LIVE BROADCAST

- The LLHM was broadcast live through the LLHM and Standard Sport Facebook pages with the following results
 - **LLHM page reach:** 344,493
 - **Standard Sport page reach:** 93,991
 - **Total reach:** 438,484



OUTDOOR BILLBOARD ADVERTISING

- Five billboard screens were donated to the LLHM over race weekend in prime locations across London
- Total OTS: 996,349
 - OTS: The average number of times an individual notices an outdoor advertising message during a defined period of time



SPECTATOR SURVEY RESULTS KEY FINDINGS

VISITING LONDON

- 96% of spectators lived in the UK, the majority in London (52% of all spectators).
- The London Landmarks Half marathon was the reason the majority of respondents were in the area – 82% would not have been in the area otherwise. Of the remainder, half lived in the area and half stumbled across it.

AWARENESS AND MOTIVATION

- 88% of spectators knew about the London Landmarks Half Marathon before arriving in the area.
- Of those who had previous knowledge of The London Landmarks Half Marathon, the majority had heard about it from someone taking part in the event (76%).
- The main motivation for attendance was to support someone taking part in the Half Marathon (74%).

ENTERTAINMENT

- Half of respondents (50%) knew in advance that there were events and entertainment running alongside the Half Marathon. 29% of the remaining respondents were unaware that there were events and entertainment available.
- Live music and Charity Cheers Station(s) were the most popular events and entertainment at the Half Marathon, with 33% and 26% of respondents either having seen and/or planning to see them. However, a large proportion of respondents (30%) were not aware of the entertainment on offer.
- The majority of respondents described having a positive experience at The London Landmarks Half Marathon, with 'Fun' and 'Exciting' being the most commonly used words (with 51% saying one or both of these words).
- The need for more publicity about the entertainment emerged as a theme, as 50% of respondents had no prior knowledge, and around a quarter of respondents who provided a comment felt that more publicity was needed.

PERCEPTION AND FUTURE VISITS – CITY OF LONDON SPECIFIC

- Unprompted, a quarter of spectators referred to the area in which they were watching the London Landmarks Half Marathon as 'The City' or 'The City of London'.
 - Two thirds did not refer to the area by this name, but were aware they were in the City, and 9% did not know they were in the City.
- The majority of spectators had a positive (62%) or neutral (32%) impression of the City of London before visiting.
 - After visiting, 29% said their perception had changed 'A lot' or 'To some extent'.
- The event had a positive impact on spectators' perceptions of the City of London as a cultural place – 78% thought the city was a more cultural place 'A lot' or 'To some extent' as a result of visiting the LLHM (78%).
- 70% of spectators were either 'Much more likely' or 'A bit more likely' to come to other cultural events in the City of London in the future.

It is my favourite Half Marathon I've done and I'll be back next year. It certainly helped me look at London in a totally different light. Loved every minute of it, thank you.

FEEDBACK

Best Half Marathon ever!

Brilliant to see London and especially the City of London used in such a positive way.

The vibe and atmosphere on the day were excellent and I'm sure this event will prove extremely popular next year.

