

## APPENDIX 1 – Core Event Programme for 2021

EVENT	DAY & DATE	TIMES	ORGANISER	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
Royal Parks Half Marathon	11 April	9am-midday	Limelight Sport	Charitable event for Royal Parks Foundation.	15,000	Postponed from 2020	Victoria Embankment west of Blackfriars.
London Landmarks Half Marathon	23 May	7 am – 6 pm	Tommy's (with Human Race Ltd)	Community & Charitable Event	10,000	New date. Previously held in March	Iconic sites within the City
Westminster City Mile & Vitality 10K	30 May & 31 May	10am-12.30pm	London Marathon	Westminster / City of London	15,000	Community Event.	Westminster Holborn, Holborn Viaduct, Embankment
Asics 10K	11 July	7 am – 7 pm	Limelight Sports	Charity Run	15,000	Formerly British 10K	Westminster, Strand, Embankment, Puddle Dock
Adidas City Run	18 July	8 am – 2 pm	Active Sport	Fun run and community event	5,000	New date for 2021. Previously held in April	City Streets
Standard Chartered Great City Race	July TBC Tuesday evening	6.30pm-8.30pm	London Marathon Ltd	Popular with City firms & promotes sporting initiatives to City's residents & workforce	6,000	More than 10 years	City Road, London Wall, Bank area & Cheapside.

Cart Marking	July TBC	7 am – 2 pm	Worshipful Company of Carmen	Historical City event to mark trade vehicles	1,000	Annual event	London Wall, Gresham St, Guildhall area
London Triathlon	8 Aug Sunday	7 am – 5 pm	Limelight Sports	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)
London Winter (Autumn) Run	5 September	8 am – 2 pm	Human Race Ltd	Community event raising money for charity	16,000	New date 2021. Previously held in March.	City Streets, and Westminster (WCC)
Car Free Day	TBC September (Sunday)	7 am – 7 pm	Greater London Authority	Promotion of air quality agenda & transport strategy	150,000	2 <sup>nd</sup> year	Central CoL, bridges & Tooley St
Bloomberg Square Mile	September TBC (Thur evening)	5 pm – 8.30 pm	Square Mile Sport	Fun Run raising money for charity	1,200	More than 10 years	Gresham Street & environs
London Marathon	3 October Sunday	7am-8.30pm	London Marathon Limited	Significant charity fund raising, plus surplus used to support specific sporting projects.	40,000	New date for 2021. Previously held in April	Embankment & Upper / Lower Thames St
Royal Parks Half Marathon	10 October Sunday	9am-midday	Limelight Sport	Charitable event for Royal Parks Foundation.	15,000	More than 10 years	Victoria Embankment west of Blackfriars.

Lord Mayor's Show	13 Nov Saturday	7am-7pm	City of London	Procession to facilitate the Lord Mayor's obligations to the Sovereign.	6,000	Ceremonial event	City area west of Bishopsgate.
New Year's Eve Fireworks	31 December Thursday	From b/w 2-10pm until after midnight	GLA	Focus of the UK's End of Year celebrations	120,000	Annual celebratory event	Blackfriars area & Westminster near London Eye



### APPENDIX 3 – Summary Event Assessment for 2021

An Event Assessment Matrix is applied to each event to determine its benefits and dis-benefits, and it remains a highly useful tool to determine the merits (or otherwise) of any proposed event. Members approved the framework for the assessment matrix, which is summarised below:

Disbenefit		Benefit	
Disruption & Impact	Past / Likely Complaints	Policy Aims & Objectives	Charitable / Community Support
Daytime major road closures / Major impact (-5)	Serious, numerous & political (-5)	City heritage / cultural 'difference' / Corporate Plan (inc visitor & cultural strategies) (5)	Not for Profit' / Large charitable contribution / Overwhelming stakeholder support (5)
Evening major road closures (-4)	Numerous & political (-4)	London / National / International significance (4)	Charitable contribution (4)
Extensive weekend road closures / Medium impact (-3)	Numerous non-political (-3)	CoL Partner / City stakeholder (3)	Significant City community non-charitable benefit (3)
Limited weekend road closures (-2)	Some political (-2)	CoL Community Strategy (2)	Small charitable contribution (2)
Traffic holds / bubble / minor road closures (-1)	Small number (-1)	Member-only support (1)	Small community benefit (1)
No road closures No impact (0)	None (0)	No policy objective / No Member support (0)	Fully commercial (0)

Using these criteria, the relative assessment for the planned known events from last year is represented as follows:

## CORE EVENT ASSESSMENT (2020)

