

Hugh Brasher

Event Director

LONDON MARATHON
EVENTS



“To believe this story you must believe that the human race can be one joyous family working together, laughing together, achieving the impossible. But do we have the heart and hospitality to welcome the world?”

Chris Brasher, The Observer, 28 October 1979



KEEP
GOING



ITALIA
56713

KIDS
MATT

KIDS
1451

SAM
1429

CHILDREN with CANCER UK
DEBBIE
5498

CHILDREN with CANCER UK
DAVE
37787



#ThanksABillion

28TH APRIL

414,168
Record ballot entries

75,653
VISITORS TO THE
VIRGIN MONEY LONDON
MARATHON RUNNING SHOW

Broadcast to
198
Countries

4.0M
Peak BBC TV
audience

Peaked at **43%** of the
watching population

| | |
|---|--|
|  ELIUD KIPCHOGE (KEN) 2:02:37 |  BRIGID KOSGEI (KEN) 2:18:20 |
| COURSE RECORD FOR KIPCHOGE ON HISTORIC FOURTH WIN | |
|  DANIEL ROMANCHUK (USA) 1:33:38 |  MANUELA SCHÄR (SUI) 1:44:09 |

42,570
Record finishers

460,000 World record
downloads of
the official App

 **#1 trending world wide**
from 8:30am - 4:15pm

£1 billion+
fundraised since 1981

6,000 Volunteers

38 **GUINNESS
WORLD
RECORDS** **14,000**
Accredited Staff & Suppliers

1,383 PARTICIPANTS

BBC

TELEVISION

COVERAGE

BBC SPORT

Live coverage had a

4 million

peak audience on BBC 1

Youngest marathon audience to date with **28% of viewers under the age of 45.**

9% of the share in the **16-24 age bracket**, more than double 2018.

43%

of the watching population

BBC red button had an average audience of **23,000 viewers**

56%

of viewers were female



additional viewers watched the event on iPlayer and online combined

Highlights programme peaked at **1.1 million** viewers

Event Objectives

- Have a minimum £24 million of economic benefit to London and a positive economic benefit to Surrey by 2017
- Annually to increase cycling participation by 30,000 lapsed or new cyclists a year as measured by approved metrics
- Make enough profit each year to ensure longevity
- To annually generate over £10 million for charity and produce a good return for charities

PRUDENTIAL RIDE LONDON

MAJOR OF LONDON **17:02:07** *Sunday*
UCI *London to Open*



AMS
@online
SK
SILVER
CA



Buxton

SKODA

SKODA

Buxton

BROMPTON

REGISTRATION SURNAMES A-F

REGISTRATION SURNAMES G-O

REGISTRATION SURNAMES P-Z

PRUDENTIAL RIDE LONDON

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CYCLING SHOW

80+ EXHIBITORS

40+ EXPERT TALKS & INTERVIEWS

40,000+ VISITORS

3000 STEWARDS

1500 VOLUNTEERS

100 MILES OF TRAFFIC FREE ROAD

2.4M+ MILES CYCLED

LONDON-SURREY **100** FINISHERS

LONDON-SURREY **FORTY SIX** FINISHERS

LONDON-SURREY **nineteen** FINISHERS



62,000+ DOWNLOADS OF THE OFFICIAL APP

3,700+ DOWNLOADS OF THE FESTIVAL GUIDE

485,000+ WEBSITE VISITORS



35,000+ TWITTER FOLLOWERS



31,000+ FACEBOOK FOLLOWERS



7,800+ INSTAGRAM FOLLOWERS

FREECYCLE

10 MILES OF TRAFFIC FREE ROADS



70,000 CYCLISTS

7 FESTIVAL ZONES

CLASSIQUE

19 TEAMS
€100,000 PRIZE

114 RIDERS

5.4KM CIRCUIT

HANDCYCLE
GRAND PRIX
2.15KM CIRCUIT



DEDICATED EVENT
FOR H3 TO H5 PARA-CYCLISTS

LONDON-SURREY CLASSIC

20 TEAMS
€100,000 PRIZE

140 COMPETITORS

183KM

“

BIGGEST & BEST

CYCLING FESTIVAL
IN THE WORLD

Will Norman - Walking & Cycling Commissioner of London

”



Truly global, uniquely local

The Vitality bigHalf



GRANTMAKING HIGHLIGHTS

FROM THE 2017/18 FINANCIAL YEAR

For the 2017/2018 financial year 70 facilities grants worth a total of

£5,147,371

The Trust also launched its strategic Partnership Programme

£2,919,000



10

Strategic Partners
across the UK

50,000
PEOPLE MORE ACTIVE



The Trust awarded grants to **12 projects** totalling £1.1 million in boroughs along the **Virgin Money London Marathon route**.

The Trust funded projects covering over **30 different sports**



The Trust awarded the highest amount of funding 4 years



27 grants totalling more than

£2.5 MILLION

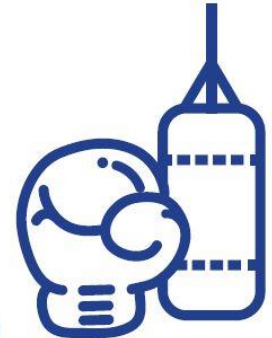
were awarded to charities.



2

Grants totalling **£650,000**

were awarded to Barking and Dagenham, which is the most physically inactive London borough



(Sourced from The Active Lives Survey, November 2017, available at <https://activelives.sportengland.org/>)

LONDON MARATHON CHARITABLE TRUST

INSPIRING ACTIVITY

Any questions?

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