

# EVENT INFO

SUNDAY 4 FEBRUARY 2018



CANCER  
RESEARCH  
UK



# DEAR WINTER RUNNER

Sunday 4<sup>th</sup> February will mark our fourth Cancer Research UK London Winter Run and we've been overwhelmed by the numbers of you keen not to be beaten by the winter. You will be part of the UK's largest mass participation winter event and the largest 10k in London. Places sold out just after New Year, taking us to 20,500 of you getting excited to be on the start line.

Keeping motivated through 12 months of the year is tough and we are delighted that so many of you are using this event to keep a focus on your fitness and health during the colder months, especially the 20% of you taking part in your first ever running event.

A great number of you are also choosing to run and support Cancer Research UK. This year should see us go over £2 million raised since 2015. It's not too late even for small levels of support so please give this a final push (get onto [JustGiving](#) and send the link to your friends). The thought of helping to beat cancer sooner is inspiring for us and your efforts will all be part of this quest.

We need to thank the many stakeholders and supportive public sector staff who share our passion. From Trafalgar Square to St Paul's Cathedral, none of these sights would be available if it wasn't for the commitment in London to support people's health and fitness and provide great events for Londoners and its visitors. This includes the Mayor's Office, Westminster, City of London, TfL, London Buses and many more.

A final thank you goes to our amazing volunteers. When you are running on the day, please take the time to consider that they have been awake well before you and will stay at the event until long after you have gone. They do it to help us put on this event for you. They do it because they love the feel good factor of seeing you cross the finish line, supporting Cancer Research UK, and putting something back into the world. Please thank them if you get the chance.

Starting the year with the Cancer Research UK London Winter Run is the best way to kick off 2018 and we can't wait!

Good luck and see you on the start line.

**NICK RUSLING, CEO, HUMAN RACE (ORGANISERS OF THE CANCER RESEARCH UK LONDON WINTER RUN)**



# KEY LOCATIONS

**BAG DROP:** Trafalgar Square

**WELCOME AREA (or you can go straight into the start line up!):** Trafalgar Square

**START:** North Terrace of Trafalgar Square (accessed only via start line up on Cockspur Street & Pall Mall)

**FINISH:** Whitehall (southern end - near Downing Street)

A map of the event site will shortly be available online.

# START TIMES

The start will take place between 09.30 – 10.34. Each start wave will have a particular colour, indicated by your event front number.

You will be given one of nine start times in order to stagger arrivals to reduce the pressure on the local transport hubs and on event services such as the Bag Drop area and toilets (which will be busy), as well as to reduce queuing/waiting times in cold weather. Please arrive in plenty of time for your allocated time. If you turn up early, (polar) bear with us, and where possible we'll endeavour to set you off earlier so you are not hanging around in the cold.

Your individual start time will be sent to you via email on **Tuesday 23<sup>rd</sup> January**. A final entry and start time list will be posted [here](#) on **Wednesday 31<sup>st</sup> January**.

If you would like to run with friends but have different start times, please drop back to the latest start time allocated within your group (please do not move to an earlier time).

Start Wave No.	Start Wave Bib Colour	Start Time
1	Purple	09:30
2	Orange	09:38
3	White	09:46
4	Pink	09:54
5	Silver	10:02
6	Green	10:10
7	Yellow	10:18
8	Light Blue	10:26
9	Dark Blue	10:34

# GETTING THERE



**TRANSPORT  
FOR LONDON**  

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**EVERY JOURNEY MATTERS**

## **PLEASE USE PUBLIC TRANSPORT TO GET TO THE EVENT IF POSSIBLE**

Please plan your route well in advance, and plan plenty of time for your journey, including the time it will take to walk from your arrival station or stop to the Bag Drop (bearing in mind you may need to wait a while to cross over the barriered run route at a crossing point to get to the Start Area depending on which station you use).

A few days beforehand, please also check the [Transport for London website](#) for any planned engineering works which may affect your journey.

## **THE NEAREST TUBE/TRAIN STATIONS ARE:**

**Charing Cross** (best to use – HOWEVER use the exit for Trafalgar Square otherwise you will need to cross the route)

**Westminster** (best to use)

**Embankment**

**Leicester Square**

**Piccadilly**

**St James Park**

**Waterloo**



# BY CAR

PLEASE NOTE THAT THERE IS NO EVENT PARKING OR DROP OFF ZONE.

WE RECOMMEND THAT YOU USE PUBLIC TRANSPORT AS THE AREA IS WELL SERVED BY TUBES, TRAINS & BUSES.

If you have to drive, please car share where possible and research a couple of different parking locations before setting off. **The road closures for the event may cause delays or diversions** – please ensure that you leave plenty of time for your journey. If you are arriving by taxi or being dropped off, please find a suitable and safe place to stop off of the main roads so that you don't hold up the traffic.

**Q-Park** is offering a special 20% discount on pre-booked parking at the nearest car parks to the event for Cancer Research UK London Winter Run participants and volunteers. You'll need to book online in advance [here](#) and enter “**WINTER**” as the discount code on checkout. The discount is available at Leicester Square, Chinatown and Trafalgar Square (please note, due to the event road closures, **there will be no vehicle access to Trafalgar Square from 05:00-13:45**).

# BY BIKE

Cycle parking facilities will not be provided. Anyone arriving by bike should use local public facilities for bike storage. Please do not use unofficial locations / railings or block entrances or walkways etc with your bike. All bikes are left at your own risk.

A couple of TFL Bike Hire stands will be suspended during the event, however these will mostly be the ones located directly on the course route.



# WHAT YOU NEED TO BRING

**APPROPRIATE CLOTHING:** Conditions may be (or turn!) very cold and wet so please dress appropriately for the weather. We particularly recommend running gloves and a good hat / beanie.

**AN OLD TOP &/OR BLACK BIN BAG:** It is highly recommended to wear an old top to the start to keep you warm and dry. You can leave it in a pen just before the start line. The tops will then be given to Cancer Research UK who will either sell them in their shops or recycle them to raise funds! If you don't have anything then a black bin bag is highly recommended; punch holes in it for your head and arms and it will keep you dry and act as a windbreaker!

**YOUR RUNNING NUMBER + SAFETY PINS** (to securely pin it to the front of your top)

Please source your own safety pins, they will not be available on the day.

**NOTE:** the running number doubles up as your timing chip so don't forget this!

**FRIENDS/FAMILY:** Why not invite them to cheer you on? It would also be a really great idea if they look after your bag and coat etc. whilst you run to prevent you having to queue at the Bag Drop.

Don't forget to identify a place to meet up with them or any fellow runners after the finish. Due to the crowds that will be there on the day it will make it difficult to find people so remember to make this very specific, e.g. a specific lamppost or tree, rather than just an area.

**MOBILE PHONE / OYSTER CARD / MONEY** – don't forget them!



# YOUR EVENT PACK

## **PLEASE NOTE: YOU WILL NOT BE ABLE TO PICK UP YOUR EVENT PACK ON THE DAY OF THE EVENT**

All UK registered Event Packs will be posted out prior to the event (team packs will be sent to the team captains).

If your pack does not arrive for any reason, please visit the 'Event Pack Pick Up' on Saturday 3<sup>rd</sup> February at The Strand Palace Hotel to collect a replacement pack.

For any **international entries**, please collect your event packs from the 'Event Pack Pick Up' situated in [The Strand Palace Hotel](#) on Saturday 3<sup>rd</sup> February **10:00am – 3:00pm**. Packs **CANNOT** be picked up on Event Day.

### **Can't collect your race pack?**

In the event you are unable to collect your race pack, someone can collect it on your behalf with a signed note providing permission from the original registrant. The original registrant must still run in the event. This is only a solution for pack collection and not a transfer model.

**As this event is now sold out, we will not be taking entries on the day. If you are no longer able to attend the event, we are no longer able to transfer your place to another participant.**

### **Event Pack Pick Up:**

**Where:** The Strand Palace Hotel - 372 Strand, London, WC2R 0JJ

**When:** Saturday 3<sup>rd</sup> February 10:00am - 3:00pm

Please bring photo ID with you in order to pick up your Event Pack.

**Closest Train Stations:** Charing Cross Underground, Charing Cross Station



Within your pack, you will receive:

## **RUNNING NUMBER:**

This must be attached to your outside garment on your front with safety pins (we do not supply the safety pins so don't forget them!). This must be visible at all times. On the reverse of your number please complete the required medical details.

You might see your name on the front of your Running Number for cheering purposes! If yours doesn't have your name on it, please feel free to write your name on the front of it so we can cheer you around the course.

**NOTE:** this Running Number also contains your timing chip so don't forget / lose it!

## **CANCER RESEARCH UK BACK SIGN:**

We love our back signs and encourage you to wear yours with pride on event day. Use your sign to show everyone the reasons why you are running and supporting us.

## **OFFICIAL CANCER RESEARCH UK LONDON WINTER RUN BAG-DROP BAG**

(the blue drawstring plastic bag in your pack):

**This is the ONLY bag that will be accepted at the Bag Drop – please do not bring any others.**

Please put all your items including your coat etc into this bag before you reach the front of the queue to keep the process as speedy as possible for all.

**IMPORTANT: where possible it is recommended that you leave your kit with friends/family as an alternative in order to avoid any queues at the Bag Drop.**



# HOW THE BAG DROP AREA WORKS

We encourage you to bring a friend or loved one with you to cheer you on and we'd recommend they also look after your things whilst you run meaning that you will not have to queue at the Bag Drop and will get your belongings back much quicker! You can also run with your bag.

If you are planning to leave a bag in the Bag Drop area, remember the blue drawstring bag included in your participant pack is the **ONLY** one that will be accepted at the Bag Drop. **Other bags - for example (but not limited to) satchels, back packs, suitcases etc - will NOT be accepted.**

Please allow plenty of time to find the Bag Drop location and then to queue - e.g. please aim to arrive at the Bag Drop marquee **AT LEAST 30** minutes before your allocated start time.

Upon arrival at the Bag Drop Area please join the shortest queue at either of the 2 marquees (or the one that a crew member or steward directs you to). You will be given a bag number & a corresponding wristband to put on your wrist immediately. The number given to you will be different to your Running Number.

Please make sure that you put all your items in your blue drawstring bag – due to space restrictions **only 1 official bag** is allowed per participant.

Please be ready with everything in your bag before you reach the front of the queue to allow for a speedy handover which will keep the queuing in this area to a minimum for everyone.



# TOILETS

## VERY IMPORTANT INFORMATION!

Not the most glamorous of topics we know but an important one all the same!

Given space restrictions in Central London there will be a limited amount of toilets available.

If you think that you will need to use the toilet before you start please do build in additional time for queuing as with over 20,000 runners this could take some time!

Please always be respectful of all property and to those around you by only using the provided temporary toilet units or other public toilets (e.g. where available at train stations prior to arrival - remember some need 20p or 30p to use them. Please note that the public toilets in Trafalgar Square will be closed).

Please do not use side streets or St James Park / Green Park as a substitute.



# THE ROUTE

The Cancer Research UK London Winter Run is fast becoming one of the most eagerly anticipated events on the running calendar, combining closed roads with stunning scenery in London! A big thanks to City of Westminster, City of London, Camden and TfL for the use of their roads.

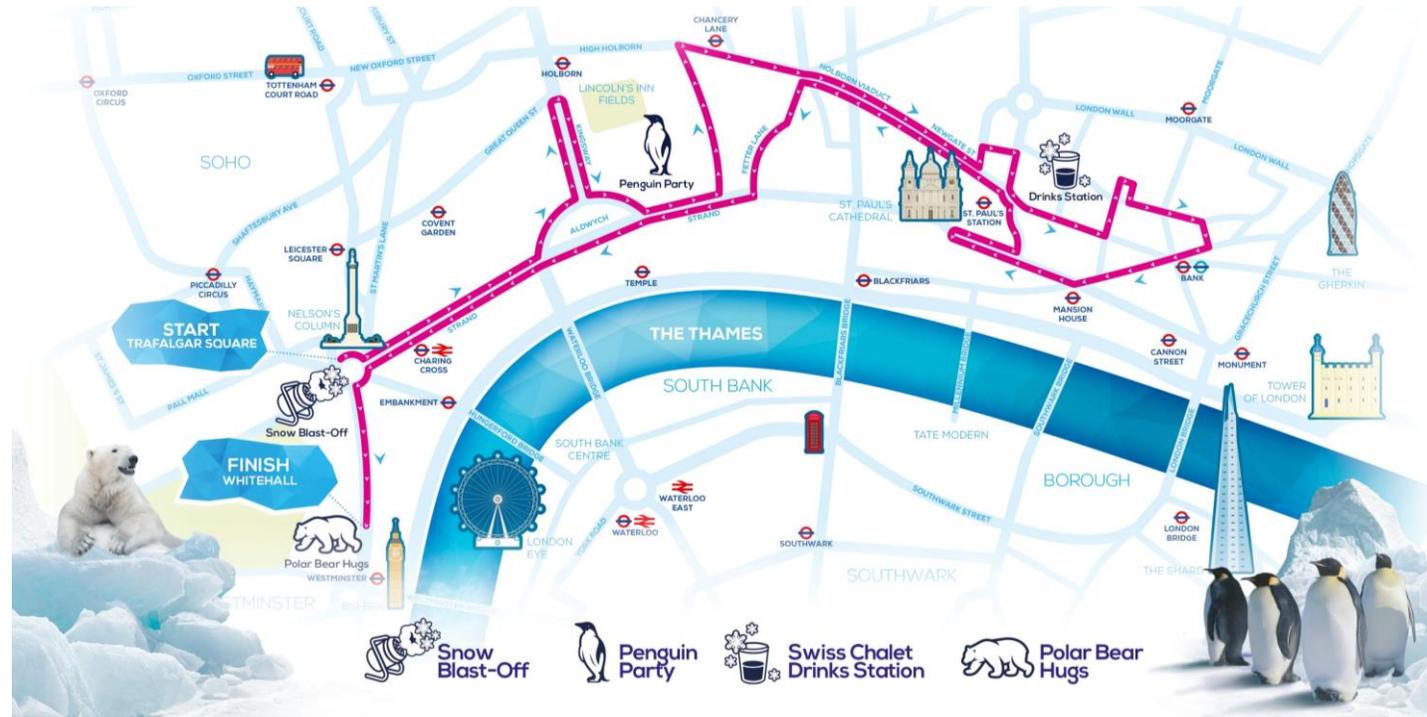
A bigger route map can be found [here](#).

**NEW FOR 2018:** you can view our interactive map [here!](#)

There will be 1 Water Station on the route – this will be at Guildhall Yard (at approx. 5km).

When taking a drink please be aware of those behind you, and to prevent any collisions please gradually move over to the side.

Please dispose of your bottle in the bins provided. If not possible please throw it to the sides of the road rather than just dropping it so people don't slip on it. Please do not drop any unnecessary litter.





## MEDICAL INFORMATION

Whilst running please remain aware of your surroundings at all times and take care of yourself and others. If you feel unwell beforehand please do not take part. If you become unwell during the run please tell a marshal. There will be medical cover at the event provided by British Red Cross. Please fill in any medical details or allergies on the back of your running number.

## HEADPHONES

We recommend that you do not wear headphones. However if you decide to run with headphones please ideally only use in one ear and keep the volume as low as possible and please ensure that you look around you whenever changing your direction on the course or running around someone. With limited hearing your understanding of runners around you is reduced, so please pay attention to prevent any collisions with your fellow participants.

**Please remain vigilant and aware of your surroundings and your safety at all times, and listen to any instructions given to you by marshals.**

Medical vehicles / motorbikes will be deployed at locations along the route, however they will only move when responding to an incident – watch out for them and move over or wait to let it pass if asked.

It is highly unlikely but in a 999 situation an emergency vehicle may also enter the route on blue lights and runners may need to be temporarily held or moved to the side to allow it through; if this occurs please listen to any instructions given to you by marshals.



# FUN ON THE COURSE



Thanks to Nuffield Health, the fun will begin before you step over the start line with the Warm-Up. This specially created routine performed to classic tunes is sure to get you geared up for the miles ahead. Getting yourself prepared for a run has never been so enjoyable!

Look out for the Penguin Party & Husky High Five Zones on the route.

Finally, our team of friendly Polar Bears have been in training for months! These cuddly creatures love a hug or a high five, so make sure you look out for them as you cross the finish line. We will have a team of bears on duty to congratulate you as you pick up your hard earned medal after completing 10k.

There will be a photo podium in Trafalgar Square where you can hold your medal up high for that perfect post-run shot!

# MAKE SURE YOU'RE RACE DAY FIT: NUFFIELD HEALTH'S TREADMILL 10K TRAINING SESSION



Throughout the workout we'll refer to the [RPE \(Rated Perceived Exertion\) scale](#). This is a scale of one to ten, one being the lowest intensity, ten being your maximum effort. Using this RPE scale in each section of the workout will help you to work to your personal limits. You should find that if you do this workout twice a week in conjunction with a continuous run you will have improved aerobic fitness and in a couple of months you'll be ready for your 10k winter run.

Begin with a 5 minute progressive warm up, build your speed from 2 RPE to 7 RPE.

## Main Workout

5 minutes at around a 6 RPE	1 minute easy recovery
4 minutes at around 7 RPE	1 minute easy recovery
3 minutes at around 8 RPE	1 minute easy recovery
2 minutes at around 8 RPE	1 minute easy recovery
2 minute at near maximum effort (9 RPE)	1 minute easy recovery

## Cooldown

Stretch for 5 minutes

## Training tips

One of the most common reasons people fail to finish a 10k run is pushing themselves too hard at the start of the race, leaving their bodies too exhausted to continue to the end. Use tempo and trial runs to gain an understanding of the paces you can maintain. This should help you to focus on finding a comfortable starting pace that you can maintain throughout the run.

Ensuring you get at least seven hours of sleep every night, drinking at least two litres of water on rest days and more on training days will also help you to stay and feel healthy in the lead in to the run.



# FUNDRAISING

It's time to freeze cancer in its tracks!

Thanks to the support of people like you, Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. We've made huge progress and cancer survival rates have doubled in the past 40 years, but we can't stop there.

It's not too late to support Cancer Research UK, the official charity of the London Winter Run, in February. Run to beat cancer sooner by [setting up a JustGiving page](#). It's quick and easy, and you only have to share your page and give your friends and family a nudge, to support your challenge.

Cancer Research UK are hoping to raise a huge £750,000 from this event alone, so while you're busy conquering the cold this winter, you can be warm in the knowledge that the money you raise will fund life-saving research. Thank you for your support.



 Start fundraising  
with JustGiving

# OFFICIAL EVENT MERCHANDISE

Dress for success! You can pre-order your official event merchandise from Scimitar Sports on our new [Event Shop](#). Scimitar Sport will also be situated in the heart of the event village so don't forget to stop by on the day to check out our new 2018 range.



Official Cancer Research UK Winter Run Series Fleece Lined Beanie - £15.50



VISIT THE  
2018 SHOP





# NUFFIELD HEALTH

Nuffield Health will be out on event day to help you warm up and stay warm! Be on the lookout for:

- PT-led warm ups
- Exclusive giveaways
- Heated dome
- Complimentary coffee

## FREE 3-DAY PASS

If you can't wait, get your hands on 3 FREE days to your nearest Nuffield Health gym. Try classes, swim in the pool, break a sweat on the gym floor or just relax in the sauna. Register for your no-strings 3-day pass today by clicking [here](#).

Good luck with your training in the countdown to the event. For expert tips and advice visit [nuffieldhealth.com](https://nuffieldhealth.com).

From treatment and recovery to fitness and wellbeing, Nuffield Health are Specialists in you.



# OPTIMUM NUTRITION



Our Official Sports Nutrition Partner, [Optimum Nutrition](#), will be there to support you from start to finish to help you reach the Gold Standard Zone!

- Sample some AMIN.O ENERGY to get you moving before the race.
- Try a delicious GOLD STANDARD 100% WHEY PROTEIN shake to help repair those sore muscles.
- We'll see you on the finish line to give you a well-deserved Protein Whipped Bite chocolate bar.
- Visit the Optimum Nutrition Recovery Zone in Trafalgar Square complete with ice baths – where you can meet the experts – the first 250 back to the stand will be able to pick up a limited edition shaker and full shake!

Recovery is the ultimate preparation. Get Back in the Gold Standard Zone.



# SOREEN



Soreen, the bakers of the Original Malt Loaf, will be awarding handy, on-the-go Malt Loaf Bars at the finish line to help refuel you with a well-deserved, squidgy energy boost.

# VITA COCO



The UK's leading coconut water brand Vita Coco will be bringing a ray of sunshine to proceedings to keep you naturally hydrated after you cross the finish line.



# GOT A FRIEND WHO MIGHT WANT TO VOLUNTEER?



We could not put on this event without the fantastic support that we get from the huge team of volunteers that support us. We have a great bunch signed up but could always do with more to join the team!

If you know of anybody who might be interested in volunteering at the event then please do tell them to go to [www.londonwinterrun.co.uk/london/event-info/volunteer/](http://www.londonwinterrun.co.uk/london/event-info/volunteer/) for more information and to sign up!

Let us give you **5 reasons** to pass onto them why signing up to volunteer at the London Winter Run will be the best thing they do to kick start 2018!

- Working at the event will give you the satisfaction of knowing that you are making a valuable contribution to raising vital funds to support the life-saving work done by Cancer Research UK
- In 2018 we are aiming to raise £750,000 for Cancer Research UK, which is only possible thanks to our dedicated team of volunteers
- You will experience working at a major central London sporting event
- You will provide invaluable support, improving the experience of participants and spectators
- You will enjoy meeting new people and being part of a great team – we are still in close contact with some of our volunteers who return year on year, and they have truly become part of the Winter Run Series family!

# RUNNING TIPS BROUGHT TO YOU BY NUFFIELD HEALTH: HOW TO WARM UP AND COOL DOWN PROPERLY



Preparing your body for a running session is important to prevent injury.

Warm ups and cool downs for running are almost as important as the running itself. A good warm up helps dilate the blood vessels ensuring that your muscles are well supplied with oxygen and raises your body and muscle temperature for increased flexibility and efficiency. It also raises your heart rate to bring it up to your starting training rate which minimises stress on your heart when you start.

Just as critically, the cool down after training keeps blood and oxygen flowing to muscles for optimal recovery. So here are five tips:

## 1. Active warm up

This phase aims to elevate body temperature, heart rate, respiration rate, blood flow and joint fluid viscosity via low intensity activities. For example, jogging and star jumps elevate your heart rate.

## 2. Mobility drills

Include these in your active warm ups to get a full range of motion to reduce the risk of injury. These include skipping drill, high knees and side step drills.

## 3. Heart rate increase

To get your heart rate close to training/race speed, jog for a minute or two and slowly increase your speed to around your training or race speed.

## 4. Walk/jog cool down

Walk five to ten minutes once you have finished to slowly start bringing your heart rate down to resting and keep your muscles moving so they don't seize up.

## 5. Post-training stretching

Focus on the key muscle groups i.e. quads, hamstrings and calves. Stretch each one for around 30 seconds and repeat two or three times. Listen to your body. If there's something that's niggling, twinging, or just not feeling right, get it checked out with your [local Nuffield Health Physiotherapy Clinic](#).



# THE TEAM BEHIND THE EVENT

The team behind the scenes is a company called Human Race ([www.humanrace.co.uk](http://www.humanrace.co.uk)). We've been delivering mass participation events for 27 years now, having started with the Windsor Triathlon and an extremely tough duathlon called the BallBuster around Box Hill back in 1991.

We are a team of 25 people in the office, and together with hundreds of others who help on event days, we deliver around 20 different mass participation events during the year. They range from running events, triathlons, cycling, open water swims, and events for companies to get their staff fit and healthy. Within these events we also organise events for kids to get the bug for fitness and nurture stars of the future.

Our strap line is 'Crossing the finish line together' as we work really hard to put the events together and seeing you cross the finish line is what motivates us. It's a great feeling to know that we've helped you on your journey. Each finish line you cross can be the step forward into another challenge in life and we love being a small part of that!



If you have any questions that haven't been answered please check out the [website](#) or contact us at [info@winterrunseries.co.uk](mailto:info@winterrunseries.co.uk).

*We wish you the best of luck for a safe and successful run! Good luck with your final preparations and we look forward to seeing you on Sunday 4<sup>th</sup> February!*

## WHAT'S YOUR NEXT CHALLENGE?

### **ASICS GREATER MANCHESTER MARATHON**

**SUNDAY 8<sup>TH</sup> APRIL**

26.2 Miles

Voted the UK's best marathon by runners, this event is fast, flat and extremely friendly. Build on your 10k training and push on to your next glory at the ASICS Greater Manchester Marathon. Find out more and enter [here!](#)



**GREATER  
MANCHESTER  
MARATHON**



### **ETON SPRINTS WEEKEND**

**SATURDAY 19<sup>TH</sup> AND SUNDAY 20<sup>TH</sup> MAY**

Various Distances

Why not take on a multi-sport challenge next, by adding a swim and cycle to your run? The Eton Sprints are the perfect place to begin your triathlon journey, with clean and clear waters at Dorney Lake, and a pancake flat cycle/run section. Find out more and enter [here!](#)

