



CANCER  
RESEARCH  
UK



# EVENT GUIDE 2019



SUNDAY 3RD FEB 2019

# INTRODUCTION

**We are into year five of the wonderful Cancer Research UK London Winter Run: the only running event that starts in Trafalgar Square, setting you off onto a majestic route through central London; the only running event where you get a hug or a high five from a polar bear at the finish line; London's largest 10km run.**

Each year we've developed the event to improve your experience on event day, as well as increase the amount of support we put back into the community. For 2019, we have worked closely with the Mayor of London's Office and London Sport to create our inaugural London Winter Wander - an event to provide a positive experience for lonely people across London through the power of walking together and getting a medal at the end. Medals can be powerful things and we hope this can be the beginning of inspiring more people across London to get out, get active and do it together. Our finishers of the Wander will be celebrated into Trafalgar Square with a party, stage and music - come and join them in Trafalgar Square to take photos and cherish your own medals together.

As ever, a great number of you are also choosing to run and support Cancer Research UK. This year should see us go over **£2.5 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 is inspiring for us and your efforts will all be part of this quest.

Events of this scale are huge team efforts, and we work hard behind the scenes with many stakeholder groups. We'd like to thank them and the fantastically 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, Camden, 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 2019 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

- 1 BAG DROP:**  
Trafalgar Square.
- 2 WELCOME AREA**  
(or you can go straight into the starting area): Trafalgar Square.
- 3 START:**  
North Terrace of Trafalgar Square (accessed only via the start access point on Cockspur Street & Pall Mall).
- 4 FINISH:**  
Whitehall (southern end - near Downing Street). A site map will be available on the official website.
- 5 START TIMES**  
The start will take place between 09.30 - 10.42.

Each start wave will have a particular colour, indicated by your running (race) number.

You will be given one of ten 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 & 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 start wave.**

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 Friday 25th January. A final entry and start time list will be posted on [www.londonwinterrun.co.uk](http://www.londonwinterrun.co.uk) on **Wednesday 30th 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).



# TRAVEL

## PLEASE USE PUBLIC TRANSPORT TO GET TO THE EVENT

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 (recommended - HOWEVER use the exit for Trafalgar Square otherwise you will need to cross the run route)
- Westminster (recommended to use)
- Embankment
- Leicester Square
- Piccadilly St James Park
- Waterloo

## BY CAR

If you have to drive, please car share where possible and research a couple of different parking locations before setting off. The road closures in place 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.

## 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 run route.

## PLEASE NOTE:

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.



# 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 wind breaker.

## 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.

**PLEASE 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 other belongings 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 you have finished. Due to the crowds that will be there on the day it will make it difficult to find people so remember to make this away from the finish area itself and also to make it specific, e.g. a specific lamppost or tree, rather than just a general 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.**

If your pack does not arrive for any reason, please visit the **'Event Pack Pick Up'** on **Saturday 2nd February** at The Radisson Blue Edwardian Hampshire (in Leicester Square) to collect a replacement pack.

For any international entries, please collect your event packs from the **'Event Pack Pick Up'** situated in The Radisson Blue Edwardian Hampshire on **Saturday 2nd 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 will be at full capacity, we will not be taking entries on the day. If you are no longer able to attend the event, you are not able to transfer your place after **Thursday January 3rd 2019**.

## **YOUR RUNNING NUMBER**

In your race pack you will receive a 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 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!

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

## **OFFICIAL REUSABLE 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.

**Please remember to keep and re-use your bag after the event!**

## **EVENT PACK PICK UP:**

**EVENT PACK PICK UP**  
(International and lost packs)

**WHERE:** Radisson Blu Edwardian Hampshire,  
31-36 Leicester Square, London, WC2H 7LH

**WHEN:** Saturday 2nd February 10:00am -  
3:00pm. Please bring photo ID with you  
in order to pick up your Event Pack.

**CLOSEST STATIONS:** Leicester Square  
Underground, Piccadilly Underground, Charing  
Cross Underground, Charing Cross Station.

## **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.

# 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. Due to additional building work this year they will also be split into different locations.

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 until after the start process has finished (note they also require a fee to be paid to use them - please do not attempt to jump the barriers).

**PLEASE NOTE:** Do not use side streets or St James Park / Green Park as a substitute.



# THE ROUTE

The Cancer Research UK London Winter Run has become one of the most eagerly anticipated events on the running calendar, combining closed roads with stunning scenery in London!

A big thank you to City of Westminster, City of London, Camden and TfL for the use of their roads.

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

**You can view our interactive map [here](#)!**

There will be one Water Station on the route - this will be at Guildhall Yard (at approximately 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 responsibly** and where possible use appropriate 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** anywhere on the course.



# 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 remember to fill in any medical details or allergies on the back of your running number.



# SAFETY

**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, please also 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 them pass if asked.

It is 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!

Whilst running you can expect to hear live music from some sensational choirs, as well as other musical acts, who will provide the beat to keep moving. Plus no Cancer Research UK Winter Run would be complete without an unforgettable Penguin Party near Bank, and Huskies offering High 5s on the Strand.

Our iconic team of friendly Polar Bears have once again been in training for months! These cuddly creatures love a hug or a high five, so make sure you look out for them after you cross the finish line.

To celebrate our 5th year please join us in Trafalgar Square once you have finished for a special Après Ski Party, featuring live music performances from some top acts.

# 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-winter-run/event-info/volunteer/](http://www.londonwinterrun.co.uk/london-winter-run/event-info/volunteer/) for more information and to sign up!

Let us give you just 5 reasons to pass onto them why signing up to volunteer at the Cancer Research UK London Winter Run will be the best thing they will do to kick start their year!

- 1** 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.
- 2** In 2019 we are aiming to **raise £750,000** for Cancer Research UK, which is only possible thanks to our dedicated team of volunteers.
- 3** You will experience **working** at a major central London sporting event.
- 4** You will provide **invaluable support**, improving the experience of participants and spectators.
- 5** 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 **Cancer Research UK Winter Run family!**

Want to be a volunteer?  
**SIGN UP TODAY.**

# 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 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**

5 Minutes at around 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

**Cool down 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. In the 1970s, less than a quarter of people with cancer survived. But over the last 40 years, survival has doubled - today half will survive. Cancer Research UK aims to accelerate progress so that three quarters of people will survive the disease by 2034 - but this will only be possible if enough people support fundraising events like Winter Run.

Together with Human Race, Cancer Research UK hopes that the capital's coolest running concept will encourage folk to stay active this winter and embrace a New Year challenge while raising money to help beat cancer. It's not too late to support Cancer Research UK, the official charity of the London Winter Run. Run to beat cancer 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. Together we will beat cancer.**

## CLICK HERE TO START FUNDRAISING:

[www.justgiving.com/campaigns/charity/cancerresearchuk/winterrun2019](http://www.justgiving.com/campaigns/charity/cancerresearchuk/winterrun2019).

## JOIN US TO CELEBRATE WORLD CANCER DAY

The London Winter Run is part of Cancer Research UK's celebration of World Cancer Day, taking place on **Monday 4th February 2019**, the day after the race. The campaign sees researchers, scientists, patients, the general public, fundraisers, politicians and many more, across the globe unite to raise awareness of the disease and its impact in society.

By taking part in the Cancer Research UK London Winter Run, you'll join this global demonstration of support for all those affected by cancer. Make sure you stop by the World Cancer Day stand in Trafalgar Square on the event day. You'll find out the impact fundraising has had on our research globally so far and you can pick up this year's must-have accessory for beating cancer - our #UnityBand!

## ARE YOU ONE OF OUR VIPS?

If you selected the "Cancer Research UK VIP Fundraiser" Entry and have raised **£150** by event day then you are eligible for some exclusive experiences include:

- VIP collection location
- VIP wristband
- Refreshments
- Entertainment
- Goody bag
- Ultimate Fundraiser Medal



# OFFICIAL EVENT MERCHANDISE

## DRESS FOR SUCCESS!

You can pre-order your official event merchandise from Scimitar Sports on our official Event Shop.

Scimitar Sport will also be situated in the heart of the event village in Trafalgar Square so don't forget to stop by on the day to check out our 2019 range.



# 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](http://nuffieldhealth.com). From treatment and recovery to fitness and wellbeing, Nuffield Health are Specialists in you.

## RUNNING TIPS BROUGHT TO YOU BY NUFFIELD HEALTH:

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.

# OPTIMUM NUTRITION

## WINTER TRAINING TO BATTLE THE COLD

TIPS FROM **ON** ATHLETE & PHYSIOTHERAPIST LILLY SABRI



### 1. GET OUT THERE!

We all know how good it is to get fresh air, but did you know that training in cooler conditions can be better to help de-stress and set you up for the day ahead?

### 2. PREPARATION IS KEY

The correct gear for working out in the colder months is paramount and plays a major role in not only your comfort, but also your performance. The recommendation for outdoor workouts is an insulating base layer, and a wind-breaking layer on top. The moisture from sweat can also cool, which increases the risk of hypothermia. Try using kit with moisture-wicking technology to prevent this. Your hands and feet are two of the most important areas to keep warm and dry, so invest in quality gloves, socks and shoes too.

### 3. WARM-UP IS CRUCIAL

The risk of injury can be higher in the cold. The colder it gets, the longer the warm-up should be too. As a general rule, for every 10°F drop below 30°F, you should extend your warm-up by five minutes. To prevent injuries, gently warm-up and stretch your muscles before setting off.

### 4. WANT SPEEDIER RECOVERY? WIND DOWN YOUR WORKOUT

Your recovery process is accelerated by increasing your post workout stretch/cool-down. Bear in mind that in colder conditions your capillaries will have vaso-constricted (decreased) in aim of keeping the blood flow to your vital organs, thus it is important to keep your body moving post workout, however at a lower intensity while your heart rate decreases back to its resting state.

### 5. DON'T BE SCARED OF PROTEIN

Runners still have a tendency to think only about carbohydrate intake. Research recommends an increased intake of protein of between 1.2-1.8g per kilogram of body weight for anyone who takes part in endurance exercise. This equates to 135g of protein for an average 75kg person (75 x 1.8). Gold Standard 100% Whey Protein delivers 24g of high quality, fast digesting whey protein to kick-start the repair of trained muscles.

# PARTNERS

## 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.



**Soreen**

## 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.



**VITA  
COCO**



# 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 nearly 30 years now, having started with the **Royal Windsor Triathlon** and an extremely tough duathlon called the **BallBuster** around Box Hill back in 1991.

We are part of the **Amuary Sport Organisation**, the French company behind le Tour de France, and also many mass participation events such as Etape du Tour.

We are a team of around **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 across the UK, including the **ASICS Greater Manchester Marathon** and **Manchester Half**.

Our events range across running, triathlons, and cycling, as well as 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.

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 3rd February!**

## WHAT'S YOUR NEXT CHALLENGE?

**ASICS Greater Manchester Marathon**  
| Sunday 7th 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!

Or if you fancy adding a swim and cycle to your next run....

**Eton Sprints Weekend** | Saturday 18th and Sunday 19th 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.

