



CANCER
RESEARCH
UK



EVENT GUIDE 2020



SUNDAY 9TH FEBRUARY

WWW.LONDONWINTERRUN.CO.UK

HELLO RUNNERS

For some of you, this event has become an annual tradition to kick start the year, for some it's marathon training to set the path for April, for some (over 20%) it's your first ever running event.

For Human Race and many other partners (Councils, Transport for London, The Mayor's Office and of course Cancer Research UK) it's a 12 month body of work that will culminate on 9th February 2020. We truly love delivering the event for so many of you who are braving the winter conditions, to get outside your front doors, and continuing to keep running and active. I've got no doubt you are an inspiration to many of your friends and family.

For all of us, I wanted to say a big thank you to London and the powers behind the scenes for having such a positive attitude towards this event to support the community in London and provide such an inspiring platform to help keep people fit and active through the winter, and raise so much money for Cancer Research UK every year (now over £3 million from this event alone). It's never too late to donate or set up a JustGiving page to support their live-saving work, every pound helps towards beating cancer.

Our amazing route takes in the best of the City of Westminster, The City of London, Camden as well as Trafalgar Square which is managed by the GLA and the Mayor's Office. We are blessed with some of London's greatest sights which should help ensure the KMs fly by on event day. To keep you warm, we also provide winter entertainment throughout the route (Penguin DJs, Polar Bear Hugs at the finish, Après Run Party in Trafalgar Square and more).

Another big thank you is to the volunteers, without whom we couldn't deliver this event - and without whom none of these events would

happen. Hundreds of volunteers are ready at 7am (some earlier) and leave long after you have a medal around your neck. They travel from far and wide to help be part of your big day. If you get the chance, please thank them too.

A few specifics that we are excited about

We will have our second London Winter Wander alongside the run. This is helping isolated and inactive people across all 33 London Boroughs to share in the same big event experience as you. They will be walking in from four start points for 60-90 minutes and finish in Trafalgar Square with a well-deserved medal. If you know anyone who would like to be part of this special event, please send them to the Wander website.

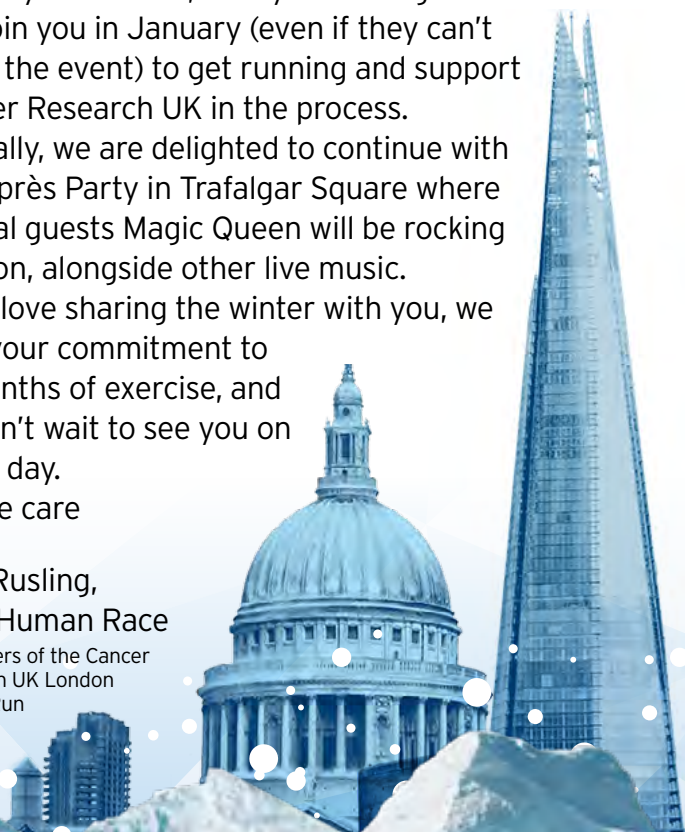
We introduced a Virtual Winter Run also which means your friends, family or colleagues can join you in January (even if they can't make the event) to get running and support Cancer Research UK in the process.

Finally, we are delighted to continue with the Après Party in Trafalgar Square where special guests Magic Queen will be rocking London, alongside other live music.

We love sharing the winter with you, we love your commitment to 12 months of exercise, and we can't wait to see you on event day.

Take care

Nick Rusling,
CEO, Human Race
Organisers of the Cancer
Research UK London
Winter Run



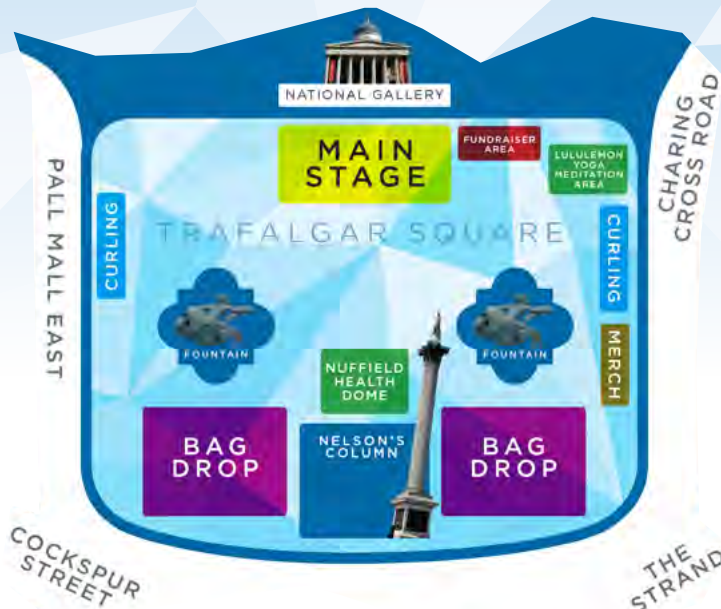
LOCATIONS

BAG DROP

Trafalgar Square

START

North Terrace of Trafalgar Square (accessed only via the start access point on Cockspur Street & Pall Mall)



WELCOME AREA

Trafalgar Square

FINISH

Whitehall (southern end - near Downing Street). A site map will be available on the official website

START TIMES 09.30 – 10.50

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

You will be given one of eleven 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 Thursday 6th February. A final entry and start time list will be posted on www.londonwinterrun.co.uk on Wednesday 5th February.

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 quite 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 AND TRAIN STATIONS

- CHARING CROSS** Recommended HOWEVER use the exit for 'Trafalgar Square' otherwise you will need to wait to cross the run route
- WESTMINSTER** Recommended
- 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 which is off of the main roads so that you don't hold up the traffic.

BY BIKE

Bicycle 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

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.

FRIENDS AND 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 place somewhere away from the finish area itself, and also make it specific e.g. a specific lamppost or tree, rather than just a general area!

YOUR 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!

MOBILE PHONE, TRAVEL CARD AND MONEY

Don't forget them!



YOUR EVENT PACK



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 reuse your bag after the event!

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.

YOUR 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 you registered for the event after 25th November, your number will not 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 or lose it!



YOUR EVENT PACK (CONTINUED)

YOU WILL NOT BE ABLE TO PICK UP YOUR EVENT PACK ON THE DAY OF THE EVENT

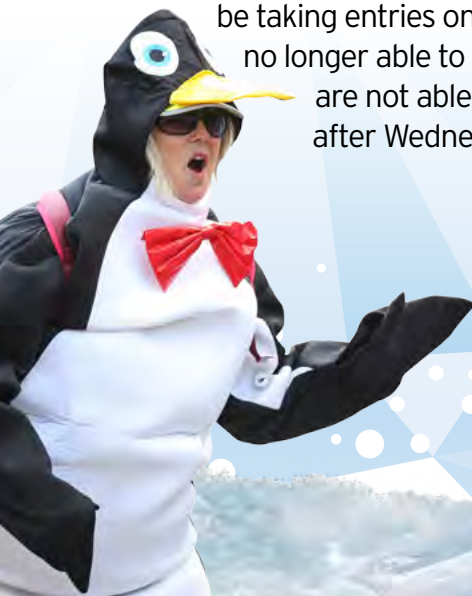
All UK registered event packs will be posted out prior to the event. If your pack does not arrive for any reason, please visit the 'event pack pick up' on Friday 7th or Saturday 8th February at the lululemon Regent Street store to collect a replacement pack. Packs CANNOT be picked up on event day.

For any international entries, please collect your event packs from the 'event pack pick up' on Friday 7th or Saturday 8th February at the lululemon Regent Street store. 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 Wednesday 1st January 2020.



PICK UP

INTERNATIONAL AND LOST PACKS

WHERE: lululemon, 187-191 Regent St, Mayfair, London W1B 4JP.

WHEN: Friday 7th February 12noon - 7pm
Saturday 8th February 10:00am - 3:00pm
Please bring photo ID with you in order to pick up your event pack.

CLOSEST STATIONS

- Oxford Circus Underground **5min**
- Piccadilly Circus Underground **7min**
- Bond Street Underground **9min**
- Tottenham Court Road Underground **13min**



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, and building works taking place, there will be a limited amount of toilets available. Due to the additional building works the toilets will also be split into different locations, some of which will be along the arrival routes from the closest tube stations. Please follow the event signage and listen to the marshals who will direct you to the most suitable location.

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!

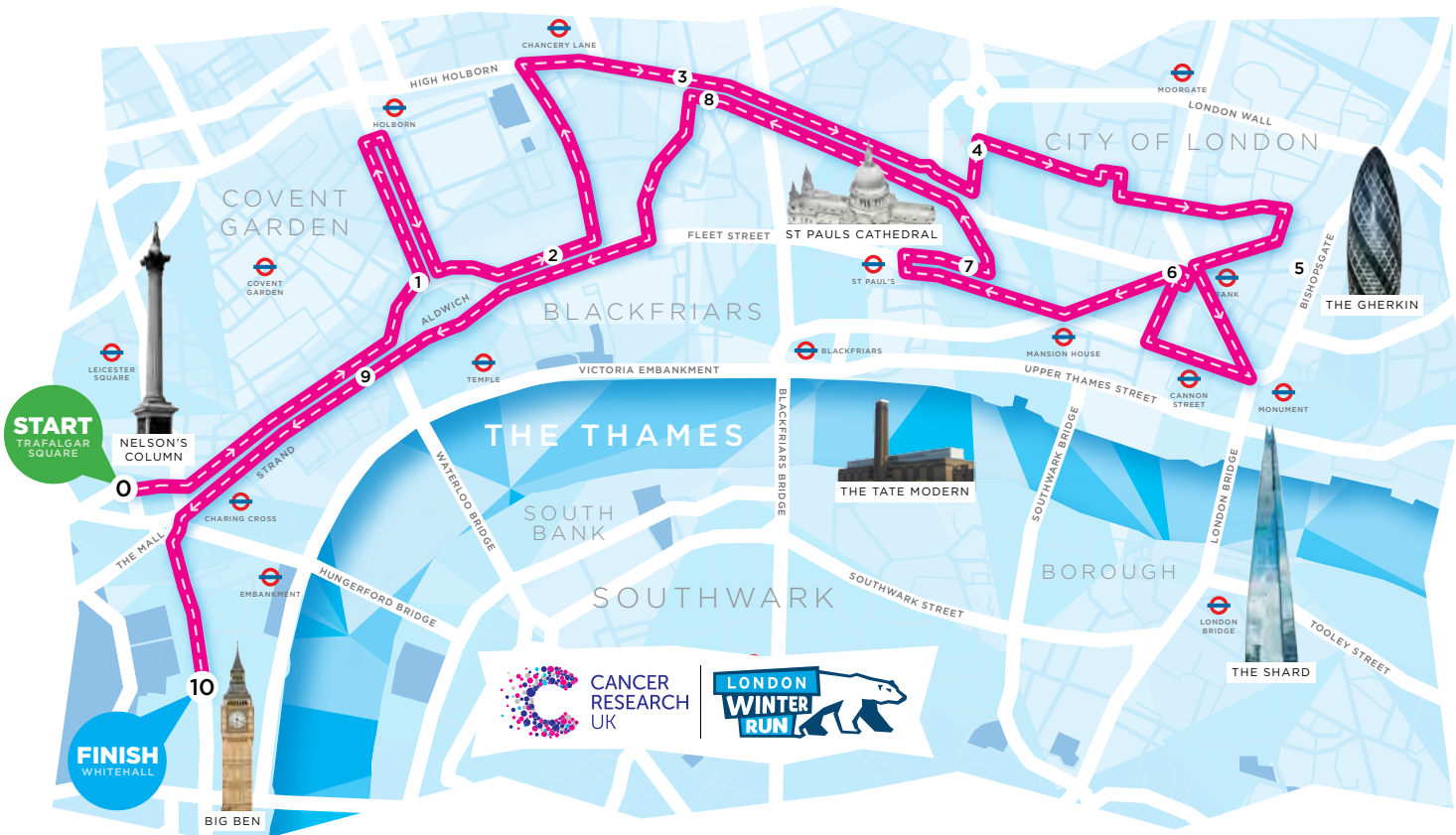
Please always be respectful of all property and to those around you by

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, however, public toilets are now free at Charing Cross station). 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 or 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/near the 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 any leftovers responsibly and where possible use appropriate bins provided.

If not possible please throw items to the sides of the road

rather than just dropping them so people don't slip on them.

Please do not drop any unnecessary litter anywhere on the course.

We are working hard to reduce the amount of plastic used at the event. Whilst as much as possible will be recycled, we are recommending that as many people as possible bring their own pre-filled reusable bottle, rather than use the Water Station.

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



SAFETY



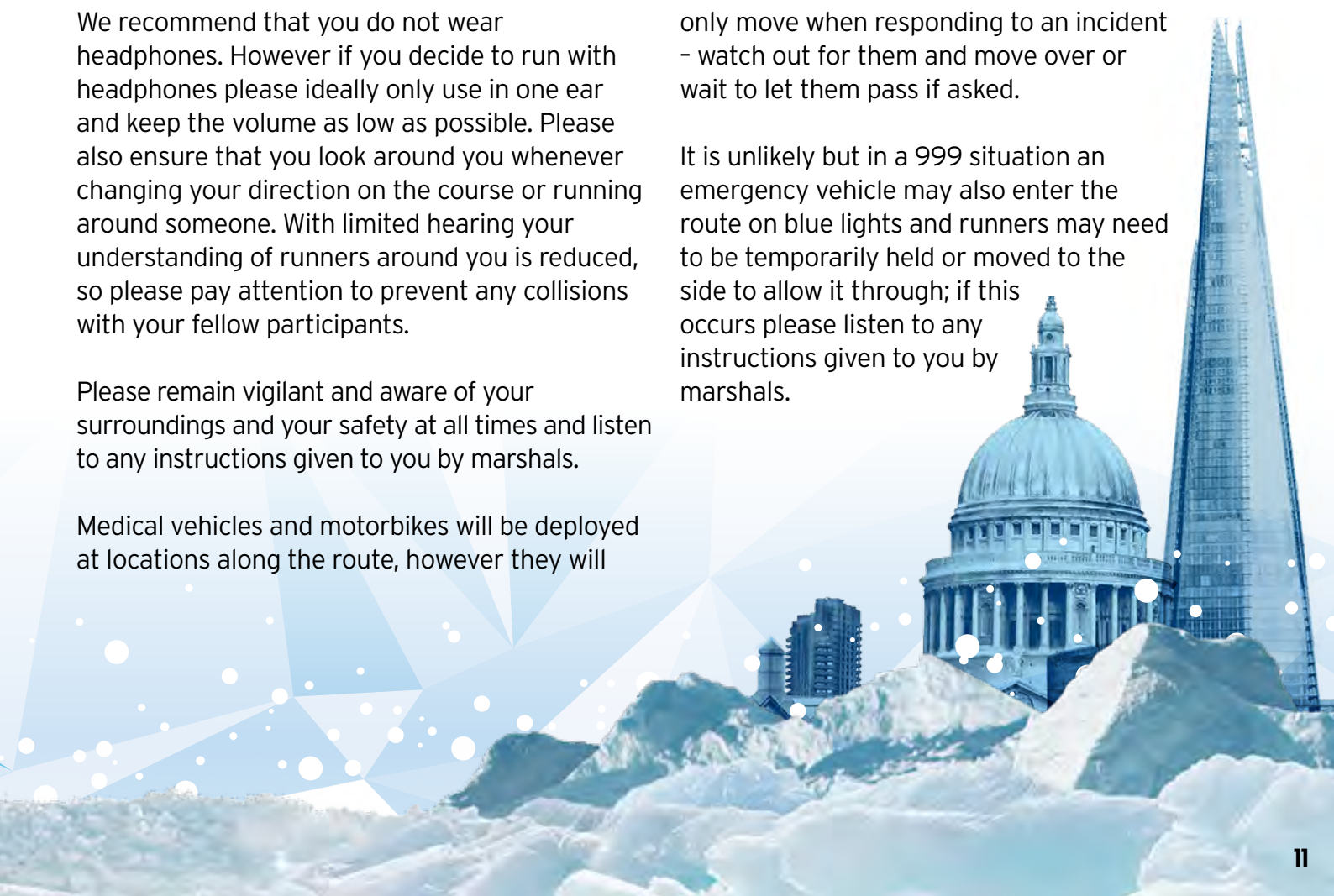
We recommend that you do not wear headphones. However if you decide to run with headphones please ideally only use in one ear and keep the volume as low as possible. Please also ensure that you look around you whenever changing your direction on the course or running around someone. With limited hearing 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 and 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.



FUNDRAISING MAKES A DIFFERENCE

LET'S BEAT CANCER

Thank you for signing up! At [Cancer Research UK](#), we're delighted to be the official charity partner of London's Winter Run. It's thanks to the generosity of incredible runners like you, that this partnership has raised more than £3 million towards life-saving research. We know that 1 in 2 people get cancer in their lifetime. Our research saves lives and has helped double cancer survival in the UK over the last 40 years. We can't stop here. By 2034, we want to see 3 in 4 people surviving all cancers.

WE CAN'T DO THIS WITHOUT YOU

We don't receive any government funding for our vital research so, every step we make towards beating cancer relies on every pound raised. This is where we need you.

TOGETHER WE WILL BEAT CANCER

With every kilometre you run and every pound you raise, you're a huge part of our team. With you on our side, we will accelerate progress and save more lives. Together, with you and other winter runners, we're shooting for the stars to hit our target of raising £700,000. This could help fund the Add-Aspirin trial for two years, to find out whether aspirin could be used to stop cancer coming back after treatment.

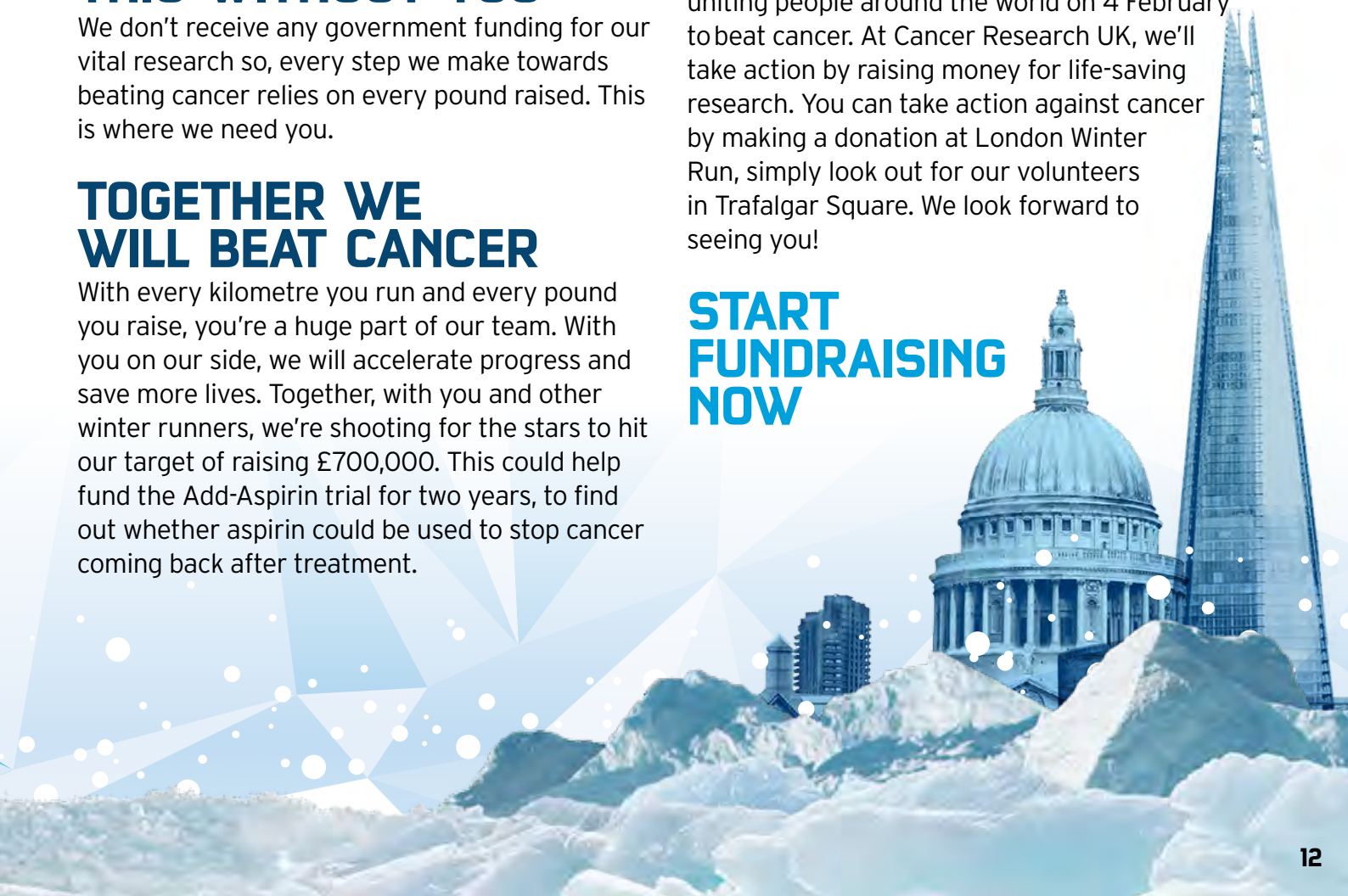
Are you one of our exclusive fundraisers? If you selected the "Cancer Research UK's Exclusive Charity Place" entry and have raised £150 or more, you're entitled to our exclusive offering, in Trafalgar Square, after the race:

- Access to the exclusive fundraiser marquee
- Unique fundraiser medal
- Hot drinks and pastries
- A selection of free goodies

SUPPORT US THIS WORLD CANCER DAY

[World Cancer Day](#) is an international movement, uniting people around the world on 4 February to beat cancer. At Cancer Research UK, we'll take action by raising money for life-saving research. You can take action against cancer by making a donation at London Winter Run, simply look out for our volunteers in Trafalgar Square. We look forward to seeing you!

START FUNDRAISING NOW



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-Five's 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.

Please join us in Trafalgar Square once you have finished for a special *Après Party*, featuring the music of Queen performed live, the chance to try out curling, and lululemon led cool downs.



HAVE 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 [visit our volunteer section of the website](#) for more information and to sign up!

FIVE REASONS TO VOLUNTEER

Let's give you just five reasons to pass onto them about why signing up to volunteer at the Cancer Research UK London Winter Run will be the best thing they will do to kick start the 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 Cancer Research UK's life-saving research.

2 In 2020 we are aiming to raise £700,000 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 - and on the biggest 10K run in the UK!

4 You will provide invaluable support, improving the experience of participants and spectators.

5 You will get to 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.



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.

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.

Begin with a 5 minute progressive warm up, build your speed from 2 RPE to 7RPE.	5 minutes at around 6RPE	→	1 minute easy recovery	Cool down stretch for 5 minutes
	4 minutes at around 7RPE	→	1 minute easy recovery	
	3 minutes at around 8RPE	→	1 minute easy recovery	
	2 minutes at around 8RPE	→	1 minute easy recovery	
	2 minutes at near maximum effort (9RPE)	→	1 minute easy recovery	

DRESS FOR SUCCESS!

You can pre-order your official event merchandise from Scimitar Sports on our [OFFICIAL EVENT SHOP](#). Scimitar Sport will be at our International Pack Pick Up on Saturday 8th February, and 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 2020 range.



TECH TOP
£25



NECK BUFF
£10



BOBBLE HAT
£18



DENIM HOODIE
£40



NAVY HOODIE
£40

Make your finish medal even more special with an engraved [iTAB medal insert](#)! If you ordered your iTAB whilst entering the event, you don't need to do anything, your iTAB will arrive in the post shortly after event day. If you still need to personalise your medal just click [HERE](#) to log in to your MyEvents portal and select 'purchase merchandise'

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
- 3 day gym pass

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.

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 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.

5 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.

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





**Why you run
is why we
make our gear.**



#thesweatlife

THE TEAM BEHIND THE EVENT

The team behind the scenes is a company called Human Race 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 & the Paris Marathon.

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 18 different mass participation events during the year across the UK, including the 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.

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 9th February!

WHAT'S YOUR NEXT CHALLENGE?



MANCHESTER MARATHON

MANCHESTER MARATHON

SUNDAY 5TH APRIL

26.2 MILES

The UK's flattest major marathon, and the 4th largest in Europe, this event is organised by the same team as the Cancer Research UK London Winter Run. Known for the unbeatable Mancunian atmosphere throughout, this run has limited places remaining at the time of writing.

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

ETON SPRINTS WEEKEND

SATURDAY 16TH

AND SUNDAY 17TH 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.



OFFICIAL PHOTOS HALF PRICE WHEN YOU PRE-ORDER!



CANCER
RESEARCH
UK



Your Digital Photos for just £15.00

- Min. 3 photos **GUARANTEED** or your money back*
- Bundle price rises to £30 after the event.
- Buy **BEFORE** Race Day to get the deal.



Here's the Deal:

- You will get **ALL** of your Tagged Digital Images from the event (a minimum of **3** - guaranteed or your money back, no questions asked).
- You must complete the race to qualify for the refund.
- This offer is only available before the race. On race day, the bundle price increases to £30, and single images will be £10 each, so we recommend you get in early and save - this is the best deal you'll get, full stop.

Buy now: awoladventure.com

LONDON WINTER WANDER



SUNDAY 9TH FEBRUARY

Four different start locations;
**BATTERSEA, WEST HAMPSTEAD,
WHITECHAPEL AND BERMONDSEY**

- 5 mile walking route (approx. 60-90 mins)
 - 1,500 walkers
- Cross the finish line in Trafalgar Square
- Receive a commemorative bespoke medal
 - Just £10 (or FREE for over 55's)



LIMITED SPOTS AVAILABLE, VISIT LONDONWINTERWANDER.CO.UK