

London Marathon Events Limited

Vitality Westminster Mile and Vitality London 10,000

2019 Event Management Plan

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Event Introduction

Event Management

The Vitality Westminster Mile and Vitality London 10,000 are managed by London Marathon Events Limited (LMEL), a wholly owned subsidiary of the London Marathon Charitable Trust. The LMEL contracts experienced professionals in event management to assist with the management of the events on the ground on the day.

The Vitality Westminster Mile route is wholly contained within St James's Park, starting on The Mall and finishing on Spur Road close to Buckingham Palace. Runner assembly pre and post event is in The Green Park.

The Vitality London 10,000 takes place on closed roads within the City of Westminster, London Borough of Camden, City of London and St James's Park where the Start and Finish are located. The route is divided into nine sectors each with a Sector Manager. This mirrors the recognised event management strategy employed by the emergency services, with sector managers as "Bronzes", an event "Silver" (one on the ground and one in the event control room empowered to make quick time decisions) and a "Gold" who makes strategic decisions and is the nominated media spokesperson.

Event Overviews

- The Vitality Westminster Mile Venue Overview can be found in Appendix 001.
- The Vitality London 10,000 Start & Finish Venue Overview can be found in Appendix 002.
- The Vitality London 10,000 Course Overview can be found in <u>Appendix 003</u>.

Layout Plan

• The Vitality London 10,000 route barrier plan and schematic plans of the route can be found in Appendix 004.

Sector Plan

• The sector plans for Vitality London 10,000 can be found in Appendix 005.

Build Schedule

• The build schedule can be found in <u>Appendix 006</u>.

Media Strategy

Background

The Vitality London 10,000 is Britain's best quality 10k race and generates significant coverage in national media as well as enjoying very considerable support on the streets from the public. The race is organised by LMEL. The race is part of a weekend that includes, the Vitality Westminster Mile. The LMEL team aims to deliver media services to achieve a variety of aims including:

- To drive interest in the event;
- To improve the quality of coverage;
- To create long lasting partnerships with the media;
- To help deliver sponsor awareness;
- To inspire people to take part in the event or to support those taking part in the event.

For the Vitality Westminster Mile, the aim is especially to encourage new people to take part in running and to help foster a healthy lifestyle.

The Vitality London 10,000 Celebrate You campaign has involved a partnership with a group of influencers

to encourage participants to celebrate their own bodies whatever shape, size or race they are rather than being body conscious.

To help achieve these aims the LMEL communications team develop stories around elite athletes, human interest (especially charity and triumph over adversity), fun elements and celebrities.

Audience

There are a number of different audiences for these messages and essentially there should not be a person in the UK who LMEL are not trying to reach. For these reasons it is important that LMEL work with as wide a range of media outlets as possible and use all media tools available.

TV and Radio

London Marathon Events have issued a tender for the broadcast delivery of both events with the intention to stream both events via their own social media channels. The weekend does not currently have an official media partner that will be broadcasting the footage live on the day. However, LMEL expects that there will be considerable interest in the event from news organisations. In the past the race has featured in national and local news broadcasts and been covered on BBC London Radio and BBC Five Live. LMEL expects coverage from these outlets and will provide facilities at the Finish for news organisations. This will be further enhanced by the participation of Sir Mo Farah once again in 2019.

Written Media and Photography

LMEL accredits media personnel through its online system. The Media Centre is in operation on the days of the events from a temporary facility at the Finish Line. Work space, power and refreshments are made available to accredited media. A media guide is provided to all accredited media.

Accredited photographers are provided with a working area at the Finish. They all must wear LMEL media bibs. LMEL staff also manage access to celebrities at the Start and Finish. All accredited media areas are staffed by experienced paid media professionals. Media accreditation terms and conditions are agreed with the NPA.

Press Conferences

The winners will have an informal press conference at the post-race interview point at the Finish Line. Celebrities are also expected to attend interviews after the event.

Social Media

LMEL will use Facebook, Twitter and Instagram to actively communicate. These channels are regularly updated to an agreed plan and have a dedicated full time resource to maintain and update social media streams. In addition, LMEL sends out regular e-newsletters to its extensive database and solus emails pre and post event.

Other

In addition to the dedicated LMEL communications team, Vitality also undertakes media activities and LMEL will work with them to coordinate efforts. LMEL also works with media teams from other sponsors.

Communication

Chain of command on the day

 See <u>Appendix 007</u> for chain of command for the Vitality Westminster Mile and Vitality London 10,000.

Contact list

 The key contact list for the Vitality Westminster Mile and Vitality London 10,000 will be uploaded as part of Appendix 008 a minimum of one week before the event.

Contractor Guide

• See <u>Appendix 009</u> for the list of contractors working across the event weekend. As above, this will be finalised and shared a minimum of one week before the event.

Command & Control

Vitality Westminster Mile - Sunday 26 May 2019

The Event Control Room (ECR)/Event Liaison Team (ELT) on Sunday is located within the venue in The Green Park. A porta cabin is provided and equipped with landlines, desks and chairs. Key personnel are on an event wide command channel working back to back with a radio operator ready to take control should any significant incident occur. In addition, event staff work on localised back to back channels as necessary. Regular meetings with stakeholders will take place throughout the day. An event sign off meeting with The Royal Parks will take place at 08:15 and the first ELT catch up at 09:30

Vitality London 10,000 - Monday 27 May 2019

The Event Control Room will be located at Palestra. LMEL's Event Control Manager has two assistants/loggists who monitor landline, mobile phone and radio. The independent radio communication system uses nine channels across the event. Key personnel are on the event wide "command channel", with others working on localised back to back channels as necessary. There is also an event wide back up channel should the command channel fail.

• See Appendix 010 for the Event Control Room Seating Plan.

One stewarding company (SFM) implements and removes road closures across the whole route. Representatives from the stewarding company are co-located in the Event Control Room with their own base stations and independent radio channels to communicate with their stewards on the ground.

Event Liaison Team

Vitality Westminster Mile – Sunday 26 May 2019

The Event Liaison Team is on the ground and has the facility of a portacabin in The Green Park equipped with a landline. Medical Control is located in The Green Park next to the Information Point with a radio link to the Event Control Room.

Vitality London 10,000 - Monday 27 May 2019

The Event Liaison Team is co-located within the Event Control Room as are Medical Control.

Health and Safety

Event Risk Assessment

ACT are the appointed Risk Assessors and the Event Risk Assessment is available in Appendix 012.

Fire safety

A full health and safety assessment will be completed by our event health and safety consultants who will be present on both event days. The entire event footprint remains accessible to all the emergency services for the duration of the event. Oak Valley — Event Fire and Medical Services will be undertaking an assessment of the fire safety requirements within the Assembly, Start & Finish areas and providing/installing the necessary equipment.

First Aid

First Aid Cover are the appointed first aid provider for both events, with St John Ambulance assisting at the finish for the Vitality London 10,000.

Oak Valley will provide first aid provision during build and de-rig of the venue.

For the Vitality Westminster Mile, First Aid Cover will provide a small stand-alone facility which is located next to the event information marquee in The Green Park. They also provide cycle responders around the route and a small team at the Start and Finish.

For the Vitality London 10,000, there are four first aid points on the route: at 3km, 5km, 8km and 9km. Each have qualified first aid personnel from First Aid Cover. There is a large fixed medical tent at the top of The Mall between the Start and Finish lines managed by St John Ambulance. LMEL also provide a number of doctors supplied by LMEL Medical Director.

- See <u>Appendix 013</u> for the Finish Medical Plan from St John Ambulance for the Vitality London 10,000.
- See <u>Appendix 014</u> for the MOP Vitality London 10,000.
- See Appendix 015 for the MOP Vitality Westminster Mile.

Health and Safety Management Statement

A full statement can be found in the Risk Assessment in <u>Appendix 012</u>.

Incident planning and response

A course wide review by LMEL staff has been completed. All agencies are represented in the Event Control Room.

Contingency Planning Overview

The following assumes that the assembly/repatriation areas are available

Incidents at or near the assembly area or Start/Finish

In the event of an unforeseen occurrence causing the loss of any part of the start/finish area or route after the race has started, the following plans would allow for participants to return to the repatriation area in safety.

A large unused section at the western end of The Green Park is to be designated as the Evacuation assembly point should a serious incident at the Assemble or Start / Finish area occur necessitating the affected area be evacuated.

• A copy of the Evacuation Plan can be found in <u>Appendix 034</u>, the Diversion Route.

Incidents at or near sections of the route

Should the race be in progress, the race will be stopped at the most appropriate point determined by the Event Safety Officer based within the Event Control Room. Participants will be informed of the reason for the stop and actions to be taken. They will be informed by stewards along the route by voice or if available loudhailers/PA and by staff in the lead vehicles.

The decision to stop the race will be communicated via radio to the Race Director and all course managers. The ELT will be convened to consider and agree the most appropriate route back to The Green Park.

The Race Director will go to the Media Centre in Spur Road to be co-located with the Communications Director and Social Media Manager. The Race Director will receive appropriate agreed messages from the joint ELT for communication using all appropriate methods.

Suggestions for return routes are shown below but a full assessment of options available at the time taking account of existing factors off the route will be considered by the ELT.

The following three routes will be used to facilitate participants returning to the Assembly Area and their personal belongings to facilitate egress from the event should the route become compromised and impassable in race conditions. The race will be stopped, participants advised of what is to happen and walk under controlled condition led by pilot bikes assisted by all available stewards.

	Loss of	Use
1	City of London	U Turn or The Aldwych
2	Gresham Street Guildhall	Continue along Cheapside
3	Whitehall	Admiralty Arch, Horse Guards Road

In the later stages of the race the race route around Bridge Street and Parliament Square including the Square will be used as a holding area to allow time to identify the safest route to the assembly/ repatriation area and/or onward dispersal away from the event area.

All responses will be controlled from the Event Control Room using the event command structure.

These diversion routes can be found in Appendix 034.

Contingency Communications Plan

Objectives

The communications action plan has the following objectives:

- To provide the public, runners and volunteers with information relating to the incident or threat;
- To support and communicate with employees, contractors, sponsors and partners;
- To communicate up to date advice and guidance;
- To ensure that the media (i) are regularly updated on the evolving situation and (ii) receive regular, up to date guidance on key aspects of the incident and/or threat; and
- To provide suitable re-assurance to the public and runners.

Principles

Communications must be:

- Proactive LMEL must take the lead in providing information to reduce media speculation and reduce worry and fears among the general public and runners;
- Accessible information should be provided in simple language in a range of ways and targeted at the different groups;
- Timely information must be up to date and time sensitive;
- Accurate inaccurate reporting should be speedily rebutted;
- Coordinated the provision of information must be co coordinated between the sponsors, partners and the emergency services to reduce confusion and ensure that everyone is "on message"; and
- Frequent to ensure that messages are getting through particularly to those attending or intending to attend the event.

Communication approaches

The approach to communications depends on what the prevailing situation is and the audience for whom the communications are intended.

Range of approaches to be used:

Range of methods to be used when communicating with the general public:

- Use of the media including press conferences, radio and TV interviews, press release; and
- Website, Twitter, Instagram & Facebook.

Range of methods to be used when communicating with runners:

- All of the above; and
- Emails/SMS messages sent to their registered email addresses/mobiles.

Range of methods to be used when communicating with employees/volunteers/contractors:

- All of the above;
- Personal phone calls and if necessary, meetings; and
- SMS and email

Range of Methods to be used when communicating with sponsors/partners etc.:

• Personal phone calls and if necessary, meetings.

Communications Actions

- Regular contact with sponsors, partners and emergency services;
- Dedicated team in press office (with support from social media department) and in regular contact with press officers from sponsors, partners and emergency services;
- Use one media spokesperson (CEO (Gold));
- Intensive monitoring of news media (especially social media) issue rebuttals/corrections/further information as necessary;
- Regular press conferences/briefings;
- Proactive interview situations with main media outlets; and
- Try to control rumors by regular updates/situation reports speed and responsiveness is essential.

Lost Children and Vulnerable Persons Policy

• Details of the policy, procedures and sample report form can be found in <u>Appendix 017a</u> and <u>Appendix 017b</u>.

Safety Coordinator

The Event Control Room Manager is the Event Safety Officer, with Health and Safety consultants present at the Start and Finish areas. The Safety Officer will make quick time decisions on behalf of the Race Director in line with the written protocol.

Crowd Management and Stewarding

Crowd Management Strategy

The Crowd Management Strategy is incorporated into the final Risk Assessment.

Stewarding Arrangements

The event works with a mix of volunteer marshals and paid stewards as follows:

Paid stewards are from three suppliers:

- Stewards from SFM Ltd are primarily involved with the implementation of road closures. Some SIA accredited stewards are also involved with crowd management. All are located on the race route; and
- Stewards from Provide SESS are responsible for the security of The Mall venue (including The Green Park) during the build, event and breakdown. They will work closely with The Royal Park's Green Park Bronze to ensure only runners have access to the secure baggage facility within The Green Park.
- Stewards from CTM are responsible for traffic management in The Green Park during the build and de-rig phases. They will work closely with Provide SESS who will still be responsible for security in the area.

Volunteer marshals are from known and experienced "tier 1" groups who work at all of our events including the Virgin Money London Marathon. They perform the following functions on pedestrian crossing points within St James's Park (for both event days):

The roles of volunteers on crossing points is as follows:

- Customer care duties including directing runners and spectators to toilet and first aid facilities;
- Providing safety advice and assistance to spectators as required;
- Providing guidance and direction to spectators, including the management of roadway crossings to ensure the safe passage of spectators over the roads;
- Ensuring gangways and exit/evacuation routes are kept clear for health and safety purposes;
- Providing assistance in the carrying out of evacuation procedures in the event of danger, including liaising with representatives of the emergency services;
- To be responsible for the health and safety and comfort of spectators within a designated area;
- Monitoring and maintaining the pedestrian flow at key locations e.g. entry and exit points;
- Report to a supervisor or safety officer any damage or defect which is likely to pose a threat to spectator or runner health and safety e.g. a damaged barrier; and
- Deploy personnel on the route of the Vitality London 10,000 to provide information to passersby, residents and spectators as well as encourage and assist runners where needed.

According to the "Security at events - Guidance on the Private Security Industry Act 2001" issued by the Home Office, none of these are licensable activities under the Act.

Marshals are biased towards areas with high spectator/passer by density, or where people are likely to want to cross the route, or where the route may narrow or turn sharply so runners can be warned. All volunteer marshal team leaders are briefed on their roles and responsibilities.

Feedback from team leaders is a valuable part of the debrief process and their comments are considered in the following year's event planning.

• See Appendix 018 for the Venue Stewarding Plan.

Licensing and Environmental Health

Music

There is a stage & screen in The Green Park which is used to announce event messaging and play background music. The relevant licenses are applied for with Westminster City Council.

Please see Course Entertainment Schedule in <u>Appendix 019</u>.

Noise

The stage volume is monitored on the day. All other music and entertainment arranged by LMEL is in agreement with The Royal Parks. A sound test to agree noise levels will take place on Friday afternoon in The Green Park and Saturday afternoon at the start with The Royal Parks.

Contractors will not work outside normal working hours, eg the build for Vitality Westminster Mile Finish gantry is scheduled for the afternoon of Saturday 25 May. Barrier contractors will not work during the night.

Street collections

There are no planned street collections by LMEL. If a charity contacts LMEL wishing to carry out a street collection they are always referred to the relevant local authority to apply for a license.

Infrastructure, power and cabling

Barriers

There are two barrier contractors across the event: Event Solutions in The Green Park and Live along the route and in St James's Park.

- See Build Schedule in Appendix 006 for proposed install and derig days and times.
- See barrier plan in <u>Appendix 004</u> for locations of the barriers and cones.

Electricity and lighting generators, lighting, power and cabling

NSR (The Green Park) and ARB (Start and Finish) are the contractors providing, installing and removing generators and cabling in line with regulations for the events. Their activities are supervised at all times by the Event Safety Officer from ACT. There are no generators, lighting, power or cabling outside St James's Park and The Green Park.

Technical data for temporary structures and installations

The Start and Finish gantries are built by LMEL contractor, Impact. They install a Start gantry on The Mall and Finish gantry on Spur Road. A license from WCC Building Control is applied for by LMEL and the relevant technical data is provided.

• Once received the Temporary Structure Licence can be found in <u>Appendix 020</u>.

Publicity

Advertising, Publicity, Media Management and PR Plan

See the Media Strategy section on page 4.

Banners

On course advertising for sponsors is achieved through the use of scrim type banners on barriers and also by "Toblerones" at strategic locations. The Toblerones are located at KM points and drink stations.

Banner roll is attached to crowd control barriers as shown in Appendix 004.

Leafleting

Approximately 21 days before the event, every resident and business along the route of the Vitality London 10,000 receive a road closure leaflet. This details road closure times and prospective road reopening times, the event timings and a map of the whole route.

A copy of the road closure leaflet can be found in Appendix 023 and linked here.

Approximately 14 days before the event, residents around St James's Park receive a letter explaining the closures around the Park roads in more detail than the first leaflet.

Traffic Management, Accreditation, Vehicle Access and Parking

Road Closures

LMEL apply for a TMO from the City of Westminster.

Copies of the Road Closure Leaflets can be found in <u>Appendix 023</u> and linked <u>here</u>.

Traffic Management Plan

The traffic management plan for the Vitality Westminster Mile and the Vitality London 10,000 is produced separately to this document.

• The Traffic Management Plan can be seen in Appendix 024.

Parking and Vehicle Access

All parking bays on the route are suspended and are supported by the TMO.

 A list of the required parking bay suspensions are in <u>Appendix 025</u> (Parking Suspensions Schedule) and <u>Appendix 026</u> (Vitality London 10,000 Course Parking).

Accreditation

Accreditation requests will be processed internally by LMEL Accreditation. The Functional Area Accreditation Liaison Officers (FA ALOs) will be required to provide LMEL Accreditation with a list of their Responsible Organisations (ROs) staff for the event, including casual staff by 17 May.

LMEL Accreditation will then send each of these RO ALOs a link to complete the online accreditation request form. LMEL Accreditation will then facilitate an approval process with the relevant FA ALO allowing passes to be issued. LMEL prefer passes to be collected from Marathon House or on site.

The distribution of media passes will be managed by the media team and the distribution of volunteer passes by the volunteer team.

There are four types of event Accreditation pass:

- Staff
- Volunteer
- Contractor
- Media

Accreditations designs can be found in Appendix 027.

On the build & de-rig days any staff entering site will be required to complete and online site induction before their build & break passes will be issued.

Vehicle Passes

There are three types of vehicle pass for the event:

- St James's Park (Sunday 26 Monday 27 May)
- Route Access (Monday 27 May only)
- Green Park (Friday 24 Tuesday 28 May)

FA ALO's will provide LMEL Accreditation with a list of ROs that require vehicle passes by 17th May. Vehicle pass requests will also be collated via an online form to be completed by the RO ALO. Approval requests will be managed by LMEL Accreditation. Approved requests for vehicle passes will be posted or made available for collection from Marathon House.

 Samples of the official vehicle passes produced by LMEL to allow operational vehicles to move around the route during the event closure and into parks can be found in <u>Appendix 027</u>.

Signage

LMEL install Advance Warning Signage on street furniture along the route no more than 10 days before the event.

Advanced Warning Signage designs can be seen in <u>Appendix 028</u>.

Event timings

Schedules have been produced that shows the passage of runners around the course, per km/mile, fastest to slowest for both the Vitality Westminster Mile & London 10,000.

- The Vitality Westminster Mile Race Schedule can be seen in Appendix 030.
- The Vitality London 10,000 Pace Guide can be seen in <u>Appendix 031</u>.

Runner Numbers

For each event participants, depending on their wave in the Vitality Westminster Mile or London 10,000, will be issued with different styles/colours of runner numbers.

- An example of the runner numbers for the Vitality Westminster Mile can be seen in <u>Appendix 021</u>.
- An example of the runner numbers for the Vitality London 10,000 can be seen in <u>Appendix 022</u>.

Other

Business, resident and community associations' agreements

LMEL engage with various businesses and communities around the route. Any access issues are dealt with on a one to one basis, any individual resident access queries should contact the LMEL helpdesk.

Cleansing

Since the event began in 2008, pre and post event cleansing has been carried out by the City of London and City of Westminster's appointed contractors. LMEL appoint a dedicated contractor to cleanse The Green Park and St James's Park roads.

Disabled persons/wheelchair access

This is a publicly accessible event; the only restricted areas are around the Finish on Spur Road. LMEL have the facility to accommodate a number of wheelchairs in the Finish area if requested.

Toilet facilities

For runners, there are toilets on the route at 3km, 5km and 7km. There are toilet facilities close to the start on The Mall and in The Green Park, 300 toilets are available to both runners and public.

Volunteers

Volunteer marshal locations and roles are highlighted in the Stewarding Arrangements section on page 18.

Other event volunteers are at the following locations:

- Water Station located on the Holborn viaduct, serving runners in both directions;
- In The Green Park at the runner assembly area, taking and returning runners' belongings, marshalling runners towards the start zones and handing out water;
- At the start, marshalling runners into their start zones; and
- At the finish, removing timing chips from runners' shoes, handing out finisher bags, handing out medals and guiding runners back to the assembly area in The Green Park.

Waste management

Discarded bottles are the main source of waste on the route and City of London and WCC cleansing teams remove these. Buxton, one of the event partners, will be collecting empty bottles throughout The Green Park in order to recycle their waste. LMEL will not be handing out bottles of Buxton Water within The Green Park, participants will instead be encouraged to bring their own bottles to re-fill. Water & Lucozade will only be available on route and in the participants' finisher bag.

Dry, Wet & Food waste will be collected separately within The Green Park to encourage participants & spectators to recycle their waste responsibly. At the end of the event the waste will removed by LMEL waste contractor and data will be produced on the amount of waste recycled from the event.

Scrim is removed and collected by LMEL event crew and returned to their Depot where it is separated from any other waste and sent for recycling through a designated Waste Management Contractor

All Correx cladding on mile, KM markers and Toblerones are removed and stored for future use at subsequent events

Charities are asked to take any waste that they produce with them.