



Dear Headteacher

VIRGIN MONEY LONDON MARATHON: 'INSPIRING ACTIVITY' AT THE 40TH RACE

WIN A PLACE FOR YOUR SCHOOL IN THE 2020 VIRGIN MONEY LONDON MARATHON

The Virgin Money London Marathon is the **world's greatest marathon** watched by more than 750,000 spectators on the streets on London and many millions more on TV both on the BBC and worldwide. The 2020 Virgin Money London Marathon will be the **40th race** since the first London Marathon in 1981. It is the most popular marathon on the planet, inspiring a world record of 457,861 people applying in the ballot for a place in the 2020 race.

London Marathon Events (LME), the organisers of the Virgin Money London Marathon, is committed to **inspiring activity** in primary schools across London. We are encouraging every primary school across London to participate in **The Daily Mile™** – 15 minutes of jogging or running for all children, at their own pace. Evidence shows that regular physical activity improves physical health and fitness; mental health and well-being; and improves learning in the classroom by improving focus and concentration.

We would like to celebrate the 40th race by offering every school that has signed up to The Daily Mile the chance to win one of **40 guaranteed 'Inspiring Activity' places in the 2020 Virgin Money London Marathon** for a member of their teaching staff. One place will be allocated to each London Borough with the additional eight places available for particularly inspiring applicants from across London. This guaranteed place should be used to inspire activity in your school, which should include The Daily Mile as well as other physical activity. We will also be producing **school resources** for the 2020 Virgin Money London Marathon and The Daily Mile – make sure your school is registered for this at thedailymile.co.uk.

We are inviting you to **share this opportunity** with your staff and consider how the guaranteed place in the 2020 Virgin Money London Marathon will **inspire the children, staff and community in your school to become more active**.

If a member of your team is interested in applying, then you will need to complete **a short application by 17:00 on Thursday 5 December**. Successful applicants will be notified by **Friday 13 December**. Further information about this offer is contained in the attached FAQs. To receive the questionnaire or if you want to ask anything else, please email Ben Cooper: thedailymile@londonmarathonevents.co.uk. You can also visit our website for more information: virginmoneylondonmarathon.com.

I very much hope that someone from your school will be able to inspire activity by lining up at the start of the 2020 Virgin Money London Marathon.

Best wishes,

A handwritten signature in black ink that reads 'Hugh Brasher'. Below the signature is a horizontal line.

Hugh Brasher
Event Director
Virgin Money London Marathon



Virgin Money London Marathon: The 40th Race

Information on how to apply for a guaranteed 'Inspiring Activity' place for London primary schools

What do I do first?

Please share this opportunity with staff and see who is interested.

The nominated person doesn't need to be an expert runner or have done a marathon before, but they must be willing to commit to train for the event and have a full understanding of what this entails. Most people start training from early January (if not before) in order to be ready for the event on 26 April 2020.

Training plans are available for all abilities at: virginmoneylondonmarathon.com/en-gb/training/

Who can apply for a place?

The chosen participant will need to have the full support of the school – the Headteacher will need to complete the questionnaire.

The nominee can be any member of the school teaching staff (teachers, teaching assistant, learning mentors or school leaders. If the Headteacher wishes to apply themselves then the Chair of Governors will need to complete the form). The nominee must work in a state funded primary school in London and the school must be registered with The Daily Mile: thedailymile.co.uk

Only one application can be made per school.

How many places are available?

There are 40 places available for the 40th Race. One place will be allocated per London Borough with an additional eight places available for particularly inspiring applicants from across London.

I have someone who is interested – what now?

Please decide how the place could be used to inspire your school to be more active – think about how you could get the children, school staff and wider community involved in the lead up to the Virgin Money London Marathon (and beyond). The Daily Mile will need to form part of what you do.

How do I apply for the place?

The Headteacher will need to complete a short questionnaire to explain why the nominee would like the guaranteed place and how they will use the place to inspire activity. To receive the survey, please email: thedailymile@londonmarathonevents.co.uk

How much does the place cost?

The place will cost the standard entry fee of £39. However, we do not want the entry fee to be a barrier to someone taking part – if the applicant is unable to pay £39 then please indicate this on the survey form and, if successful, we will be in contact to discuss this with you.

Does the applicant need to fundraise?

There is no requirement to fundraise. However, most runners use their Virgin Money London Marathon place to raise money for good causes – a world record total of £66.4 million was raised at the 2019 Virgin Money London Marathon and the total raised since the race began in 1981 stands at more than £1 billion. If they wish to, we would encourage participants to raise funds for a registered charity, particularly if this

can be used to inspire activity in your local community. If the participant does choose to fundraise, there is no minimum amount required.

Further details about fundraising can be found here: virginmoneylondonmarathon.com/en-gb/charity/

How will LME decide who gets the place?

All applicants will need to demonstrate how they will inspire activity in their school. This is the main criteria and nominations must show how the school will do this. Schools must also be registered with The Daily Mile in order to be eligible – schools can register at: thedailymile.co.uk/school-signup/

Preference will be given to:

- Applicants from schools who can show they regularly participate in The Daily Mile (eg by completing The Daily Mile challenges put together by LME) or who are going to use the place to 'kickstart' The Daily Mile in their school
- Applicants who are new to running or who haven't completed a marathon before

We would like the 40 runners to reflect London's diversity, as well as ensuring successful applicants are drawn from different schools including those from disadvantaged areas.

All applicants may be asked to participate in publicity linked to the event, arranged and organised by LME. There will be no expectation that the nominee will be required to attend any event (publicity or otherwise) during school hours.