

Ealing
HALF MARATHON



START



Ealing
HALF MARATHON



FAMILY MILE | MINI MILE | 10K |
HALF MARATHON | EALING MILE

Ealing Half Marathon



Our Mission

We aim to inspire and develop communities to regularly run and/or volunteer as part of their everyday lives

Your Mission

EHM entries	35,000+
Volunteers	2,800+
Kids Mini Mile	
2013	300
2019	1,700



Our Impact



Ealing Half Marathon Survey

Which of the following statements do you most agree with?

Answer Options	Response %
Ealing Half marathon has inspired me to run more often	49.5%
Ealing Half Marathon has inspired me to continue to run	27.1%

Half of the people that have taken part in our event have been inspired to run more often*

* From a survey conducted on **22,000** EHM runners and volunteers, conducted by London Sport in May 2017



Priority Create and sustain an urban environment that helps people to make healthy choices



Our Impact

Delivering events in safe environments

- Organised by EHM Legacy Community Interest Company
- Established an annual road closed Ealing Half Marathon through different wards in the borough
- Established a successful and growing mini mile event
- Introduction of a Family Mile in 2018
- Creation of over 2,800 volunteering opportunities
- Established organised training runs
- Established monthly Ealing Mile events via EHM Legacy CIC
- 100m painted tracks in 2 parks in Ealing
- Coach weekly junior Athletic sessions



Partnership



- We are looking for partners to grow with as we continue our success as West London's multi award winning Half Marathon
- Partners that share our values and help us to grow our community work
- The next Ealing Half Marathon is on 27th September 2020



Ealing Half Marathon



- Event in its 9th year
- Organised by EHM Legacy Community Interest Company – More than just a race once a year
- Multi award winning UK No1 Half Marathon
- West London's only fully road closed Half Marathon
- 7,000+ entrants expected in 2020
- £2.5m raised by runners for charity
- All year round community engagement
- Over 700 volunteers recruited each year

2019 Runner Demographic

- Average Age of runner 36
- Average Male age 37
- Average Female age 35
- % of Male runners 61%
- % of Female runners 39%
- % of runners from London 64%
- A third of our runners come from outside of London. 2019 saw 107 International visitors from places such as Mexico, Italy, Israel, USA, South Africa, Australia, Brazil, Malaysia, Switzerland.



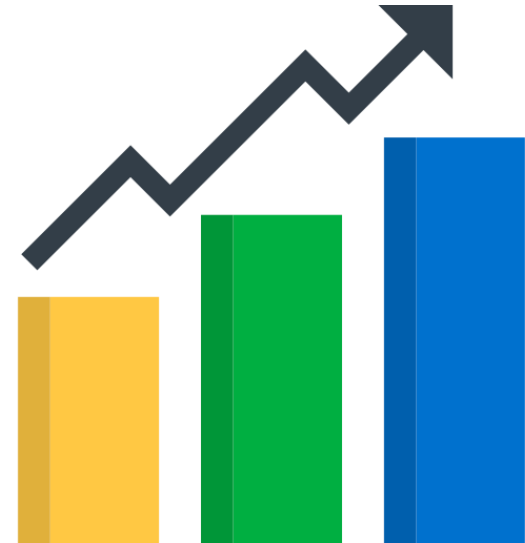


Our Reach

- Entrant database of 26,000+
- Predominantly London based
- 6,328 Twitter followers
- 9,433 Facebook likes
- 2,516 Instagram followers
(data as of February 2020)

Google Analytics

- 172,315 page views Jan 2019 to Dec 2019 by 35,051 users (76% new users)
- 36.3% viewers aged between 25 and 34
- 28.4% viewers aged between 35 and 44
- Male viewers 55%
- Female viewers 44%
- 67% viewers based in London



Awards



- 2018 Silver in Best UK Half Marathon of the Year
- 2017 Mayor of London Team London Volunteers Awards
- 2017 Silver in Best UK Half Marathon of the Year
- 2016 Gold Best UK Half Marathon of the Year
- 2015 Gold Best UK Half Marathon of the Year
- 2014 Gold Best UK Half Marathon of the Year
- 2013 Number 1 for Atmosphere
- 2012 Top 10 Half Marathons
- 2020 Shortlisted for Best UK Half Marathon of the Year
- 2019 Shortlisted for Best UK Half Marathon of the Year
- 2016 Shortlisted BT Sport Industry Awards



GET THE #EALINGFEELING

EalingTM HALF MARATHON

