

Vitality London 10,000 fact sheet

About the Vitality London 10,000 at Hatfield Park

Background

In 2019 the Vitality London 10,000, **voted Britain's best 10K for two successive years**, sold out for the first time in its 11-year history, with more than 19,000 people taking on the central London route, starting on The Mall and finishing in front of Buckingham Palace

Going virtual in 2020

However, in 2020 the Covid-19 pandemic meant we couldn't stage the event in its usual format – so, determined to make sure participants and charities didn't miss out, we created the first-ever virtual Vitality London 10,000.

It proved to be a great way for people to set themselves a challenge, have fun and get active while enjoying the physical and mental health benefits of running – in fact, it was such a success that we decided to do it all again this year, in partnership with **Mental Health Mates**.

More than 18,500 people signed up to run, jog or walk the 2021 virtual Vitality London 10,000 anywhere, at any time, from Saturday 29 May to Sunday 13 June.

The central London event

Meanwhile, the central London event, which was scheduled to take place on Bank Holiday Monday 31 May 2021, had to be postponed due to the impacts of the pandemic. Knowing how important mass events are to our charity partners, we worked hard to find a new date and venue and, on 26 May, were delighted to announce that we had found an excellent alternative!

Vitality London 10,000 at Hatfield Park

The 2021 Vitality London 10,000 will now take place on **Sunday 11 July**, at Hatfield Park in Hertfordshire – a location that offers a fun and varied course in a beautiful parkland setting.

Crucially, it also provides our participants with a chance to celebrate being able to do what they love again, while raising vital funds for good causes.

Finding a new date and venue also meant we could offer everyone who had entered the central London event a priority window to transfer their entry to the Vitality London 10,000 at Hatfield Park, defer their entry to 2022, or receive a full refund of the entry fee they paid.

If your charity had participants registered to run in the central London event, we contacted you at the end of May with details of how you can register them for the rescheduled event at Hatfield Park on Sunday 11 July.

Space to feel safe and comfortable

We understand that many of your supporters haven't taken part in a mass event for a while and may be feeling a little apprehensive (as well as excited!) – which is why we're offering participants a choice of two races at Hatfield Park: one with a socially distanced start and one without.

At the non-socially distanced race at 09:00, there will be a mass start with no social distancing measures in place – just as it used to be pre-pandemic.

At the socially distanced race at 10:45, runners will start in pairs at two-second intervals, which will create more space throughout the race route.

Please note that the Vitality London 10,000 at Hatfield Park is fully compliant with UK Athletics' recently published guidelines for running events during Covid-19 restrictions.

About Hatfield Park

You might want to let your participants know a little bit more about our venue (or may be curious yourself!). You can find out more on the **Hatfield Park website** and our **Runner Info page**, but here are some key facts:

- 207-acre country estate, 21 miles north of central London
- easily accessible by car, bike or public transport
- course terrain is varied and undulating, with some stretches on tree-lined road

Once your participants have finished their 10K, they are welcome to stay and explore the park, have a picnic, or enjoy our family fun area, which will be open from 12:30. They will also be able to check out the action at the **Vitality Mile at Hatfield Park**, which is taking place in the afternoon on Sunday 11 July, from 14:00.

Spread the word

We'll be encouraging participants to use the Vitality London 10,000 at Hatfield Park as an opportunity to raise much-needed funds for charity. If you have any participants who are doing something extraordinary – or just really fun! – for the event, please get in touch via our **Story Hub** as we'd love to help shout about their efforts!

Finally, when posting about the Vitality London 10,000 at Hatfield Park on social channels please remember to use #London10000 and #CelebrateYou – and take a look at the social post within this toolkit to help you publicise the event further!

