



## 2021 Virgin Money London Marathon

### London Marathon Charitable Trust Anniversary Places

#### FAQs

#### **What are the London Marathon Charitable Trust's 40 Anniversary Places in the 2021 Virgin Money London Marathon?**

As part of The London Marathon Charitable Trust's [#LMCT40 campaign](#) to celebrate the 40<sup>th</sup> Anniversary, The Trust has 40 guaranteed entry places (The Trust's Anniversary Places) in the 2021 Virgin Money London Marathon – set to be the world's biggest ever marathon with 100,000 participants. 50,000 will take part in the traditional Virgin Money London Marathon and 50,000 in the virtual event.

The places are available for most organisations that have received funding from The Trust over the past four decades, and will be awarded to applicants that demonstrate how the nominated runner and/or organisation will use the place to **inspire activity** in their community.

The Trust has funded more than 1,400 projects since 1981 so demand for the places is expected to be high.

#### **When is the 2021 Virgin Money London Marathon?**

Sunday 3 October 2021

#### **What is a guaranteed entry for the 2021 Virgin Money London Marathon?**

A guaranteed entry is a reserved place in the 2021 Virgin Money London Marathon on Sunday 3 October.

There is no entry fee for The Trust's 40 Anniversary Places. Any other costs incurred, such as travel or accommodation for the event, will need to be covered by your organisation/the participant.

#### **Is this a place in the traditional mass-participation Virgin Money London Marathon or the virtual event?**

This is a place in the traditional, world-famous mass-participation event that starts in Blackheath and finishes on The Mall.

### **Which organisations can apply for a place?**

Any organisation that has received a grant from The Trust at any time during the past 40 years, with the exception of local authorities and parish councils.

The Trust's 40 Anniversary Places are intended for organisations working directly with beneficiaries to inspire activity, so local authorities and parish councils are therefore not eligible to apply. If a local authority was the named recipient of a grant from The Trust but a partner organisation was involved with and benefits from the grant (such as a community organisation or 'Friends Of' group), then the partner organisation is eligible to apply for a place.

### **Who can we nominate to run?**

The nominated participant can be anyone directly related to your organisation (such as a part-time or full-time member of staff, a volunteer or trustee). It could also be a beneficiary who participates in your organisation's activities.

The nominee must have the full support of your organisation. You will need to provide the name and contact email address for your organisations' CEO or Chair and confirm s/he supports the application (see application form). You will need to decide the nominated runner before you complete the application form, and once submitted these details cannot be changed.

The nominated participant must be aged 18 years or older on Sunday 3 October 2021.

### **Does the nominated participant need to be an experienced runner?**

No. The nominated person does not need to be an expert runner or have participated in a marathon before, but they must be willing to commit to training for the event and have a full understanding of what running 26.2 miles entails! Most people will start training from early June (if not before) in order to be ready for Sunday 3 October 2021.

Training plans are available for all abilities [here](#).

### **Can we make more than one application?**

No - only **one** application can be made per organisation.

### **What do you mean by inspiring activity and how can we demonstrate it?**

The Trust's vision is *a society in which everyone is physically active, contributing to their health and wellbeing* and its objective is to *inspire activity*.

You can be as creative as you like in using the place to inspire activity and promote the work of your organisation. Perhaps your nominated participant has never run a marathon before, or your organisation will set up training sessions for all your users to take part in and support your nominee in their training. We are looking to see how you would use the place to inspire activity for your nominated participant, organisation and/or local community.

### **How will The Trust decide which applicants are successful?**

All applications will be judged on how they demonstrate the place will be used to *inspire activity* in their communities.

### **Does the nominated participant need to fundraise?**

No - if your organisation is also able to use the place to fundraise for a particular project or cause then that would be fantastic, but it is not a requirement and will not be part of the assessment process.

The Virgin Money London Marathon is the world's largest annual one day fundraising event which has raised more than £1 billion for good causes since 1981. Being awarded one of The Trust's 40 Anniversary Places could be a valuable opportunity for your organisation, for example, to fundraise for new equipment; contribute towards an existing project your organisation is currently fundraising for, or to raise money for a registered charity.

### **How do I apply for the place?**

You will need to complete a short application form (which should take around 15 minutes), explaining why the nominated participant would like the guaranteed place and how it will be used to inspire activity. The application form is available on our website and can also be accessed by [clicking here](#).

### **When will applications close?**

Applications will close at 17:00 on Friday 16 April 2021.

### **When will grantees find out if they have been successful?**

Monday 17 May 2021

### **Will unsuccessful applicants be told?**

Yes – successful and unsuccessful applicants will be contacted to confirm the outcome.

### **If my organisation is successful, can the place be deferred or transferred?**

No - the place for the in-person Virgin Money London Marathon on Sunday 3 October 2021 is only for your nominated participant. The place cannot be transferred to another person in your organisation or deferred to another year.

### **Are there any publicity requirements?**

The Trust's 40 Anniversary Places runners may be asked to participate in publicity linked to the event, arranged by the event organisers (London Marathon Events Ltd). The Trust will also be holding four virtual group meetings to support the selected participants and their organisations in maximising this opportunity. It is expected that the participant or a representative from your organisation will attend each meeting.

### **Where can I find our more information about the event?**

Please visit the Virgin Money London Marathon website for further information about the event: [virginmoneylondonmarathon.com/](http://virginmoneylondonmarathon.com/).

### **Contact Us**

If you have any questions about The Trust's 40 Anniversary Places, please get in touch with us at [info@lmct.org.uk](mailto:info@lmct.org.uk) and we'll be happy to help.