

# CARDIFF & VALE HEALTH CHARITY HIGHLIGHTS

6-7 OCTOBER 2018



Registered Charity No. 1056544





# OVERVIEW

The 2018 Cardiff University/Cardiff Half Marathon threw open the window to Wales as top athletes from all corners of the Commonwealth created history alongside a bumper 15th birthday celebration.

Formed in 2003 and now one of the UK's biggest and best running events, the race hosted the inaugural Commonwealth Half Marathon Championships in a year that also marked the 15th anniversary of Wales' largest mass participation event.

All 25,000 entries sold out in record time, six months ahead of race day.





## OVERVIEW

As well as the 15th anniversary of the race, 2018 marked 60 years since the British Empire and Commonwealth Games were hosted in Cardiff.



- **63 athletes** represented **14 Commonwealth nations** in the elite race including Kenya, Uganda, Australia, Mauritius, Botswana, Fiji, New Zealand, Wales, Scotland, England and Northern Ireland.

- Australia's **Jack Rayner** took the men's Commonwealth title in 61:01, beating 2017 champion John Lotiang of Kenya and showing his fast-finish to out-pace Uganda's Fred Musobo. In the women's race, Uganda's **Juliet Chekwel** took the title in 69:45 with Australia's Celia Sullohern runner-up in a big PB of 71:04.

- A record year for fundraising, with 33% of the field running for a number of good causes and in excess of **£3 million raised**.

- The race continues to be a major sporting event in the Welsh calendar, attracting tens of thousands of spectators and comprehensive **live BBC television and radio coverage**.

- The momentum from such a successful weekend has created unprecedented interest in the 2019 event; with **7,500 entries sold within 24 hours of launch**.

- The race was once again awarded a **Silver Road Race Label** by the IAAF – the world's governing body for athletics, confirming its position as one of the world's best half marathon's.





# THE COMMONWEALTH HALF MARATHON CHAMPIONSHIPS



The 2018 race hosted the inaugural Commonwealth Half Marathon Championships - a new CGF sanctioned event, which coincided with the 60th anniversary of the British Empire and Commonwealth Games coming to Cardiff.

It attracted press coverage and some of the world's top athletes from Commonwealth nations including Kenya, Uganda, Australia, New Zealand, Mauritius, Botswana, Fiji, New Zealand, Wales, Scotland, England and N Ireland.

61:01

Jack Rayner of Australia took the men's Commonwealth title in 61:01

69:45

Uganda's Juliet Chekwel took the women's title in 69:45



A welcome event for athletes and team officials was held at Cardiff University



Uganda' took Gold in both the male and female team element





# THE MASS RACE

Runners from across Wales, the UK and the world came together to follow in the footsteps of champions and participate – opting to run 13.1 miles for a whole variety of reasons, be it a personal challenge, to raise money for a good cause or as an excuse for a weekend visit to the Welsh capital.

The race sold out in record time, with all 25,000 entries snapped up by April.



51%

Male



49%

Female



46 celebrated a birthday on race day



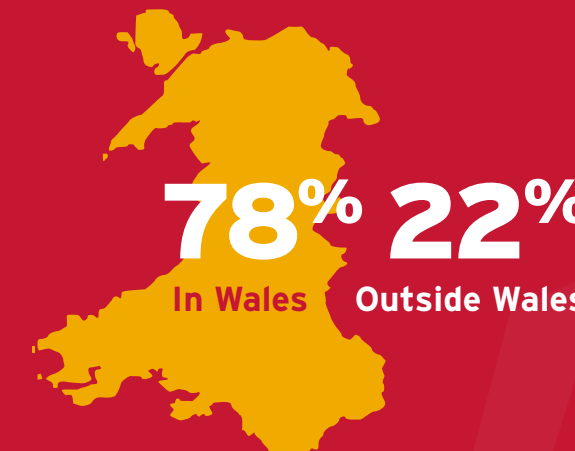
48%

Ran Cardiff Half for the first time



13%

Were part of an athletics club

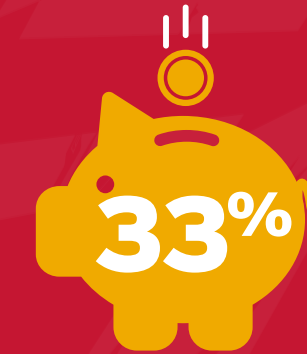


78% In Wales 22% Outside Wales



60%

Consider running their primary activity



33%

Ran for a charity



38

Average age



# THE GREAT AND THE GOOD

- The packed-out **Event Village** hosted live entertainment, street food, promotional stands and a range of sports activities for the whole family across the entire weekend.
- Designed by new sportswear partner and global brand **HOKA ONE ONE**, the finishers t-shirt was emblazoned with the flags of competing Commonwealth nations.
- Every finisher received a **medal and goody bag** at the finish line. The medal design celebrated the 15th anniversary of the race and featured the iconic Principality Stadium and Castle Bridge, which runners cross during the first mile of the race.
- A number of **celebrities** were involved - including Radio 1 DJ Scott Mills, Presenter Gabby Logan, Welsh Paralympian Oliva Breen, Actor Mark Lewis-Jones, Welsh Paralympian Dame Tanni Grey-Thompson, Presenter Lowri Morgan, Commentator Rob Walker, Welsh rugby's JJ Williams and Lord Dafydd Elis Thomas - the Welsh Government Minister for Culture, Tourism and Sport.



- Fourteen **entertainment points** around the route provided musical encouragement with choirs, brass bands, rock groups and samba drummers bringing the noise.
- **Only Men Aloud**, winners of TV's Last Choir Standing sang the national anthem at the start.
- Merywen Gin were crowned the winners in the **Corporate Challenge**. 729 runners from 45 companies went head-to-head including GE, Principality, Olympus, Zurich, PwC and Airbus.
- Over 120 people attended **Official Hospitality** at the start and finish - it was attended by Welsh Government, Sport Wales, sponsors, celebrities and famous sporting faces.
- A PR campaign celebrated a number of **'All-Timers'** who had ran all or nearly every race since 2003. Runner Michael Harry, who has run every race and has all the medals to prove it unveiled the design of the 2018 medal before being awarded a lifetime pass.
- A **Training Run Series** took place in the lead up, open to all and free to attend with four, six and eight-mile runs taking place in various locations across South Wales.



# THE RUNNERS VIEW

The fantastic event experience on offer is what makes the race so loved by the running community. Cardiff University researchers designed the post-event survey, which received over **4,800 responses**.

Feedback was overwhelmingly positive:



Rated the medal as good or excellent



93%

Would run again



99%

Approved of the route



86%

Rated course entertainment as good or excellent



95%

Thought the race was good value for money



99%

Gave a positive rating of the overall experience

The Cardiff University School of Geography & Planning will be using survey findings to conduct research into the travel impact and sustainability of the race, and improve future planning.





CARDIFF UNIVERSITY / PRIFYSGOL CAERDYDD

# Festival of Running

## Gwyl Rhedeg

The Cardiff University/Cardiff Half Marathon weekend is more than just 13.1 miles on a Sunday morning, kicking off with Saturday's Festival of Running.

It offers something for everyone with a programme of events for all ages, with a focus on family and community. Thousands took part in events including...

Wales' Largest Family Fun Run

Toddler Dash

3K Club Races

Mascot Races

Games

Give-aways





# SOCIAL IMPACT

## Recycling & Sustainability

A focus was placed upon recycling and sustainability by event organisers to improve recycling rates and reduce the event's carbon footprint. Water sponsor Brecon Carreg and Recycle 4 Wales once again lent their support with the collaborative 'Run, Refuel, Recycle' campaign. Pre-event instructions, on-course drop zones, improved signage, branded bins and recycling champion volunteers helped direct people towards recycling bins with discarded items.



A record 96% of waste thrown away at the event was recycled.



97% of runners said they recycled an item at the event or took rubbish home.



## Volunteering

Dubbed the "Extra Milers", and coming from all sections of the community - an **800 strong team** of volunteers were vital in the staging of the event.

Many volunteers come back every year, and find it a great way to have fun, make friends, gain experience and enjoy the electric atmosphere of race day.



# SOCIAL IMPACT

## Fundraising

The race, which is Wales' largest single day of fundraising appeals to runners of all abilities; from top elite athletes to those attempting their very first half marathon in support of a special cause.

The fundraising element has grown significantly in recent years, with a record **33% of 25,000 entrants running for a good cause** and in excess of £3 million raised in 2018.



## Economic Impact

With 25,000 half marathon entrants and tens of thousands of spectators attending events over the weekend, the race continues to provide a significant boost to the local economy.

A Cardiff University research study found that **runners spent £2.5m** during their visit to Wales for the event in 2017, with similar numbers expected in 2018.





# MEDIA REACH

## Online & Television

Event day coverage from...



**£2M**  
Advertising  
Value



## Print

- **South Wales Echo** - Front page news with 12-page souvenir pull out
- **Regional press** - Western Mail, South Wales Argus, South Wales Evening Post
- **National press** - Daily Mail, Metro, Sun, Express, Guardian
- **Sporting press** - Athletics Weekly, Fast Running
- **International press** - elite race coverage from across the Commonwealth
- **Local media outlets** across the UK

## Radio

- **Live coverage** from BBC Radio Wales and BBC Radio Cymru
- **Coverage** on Heart FM and Capital South Wales



# MEDIA REACH

## Event Week Press Events

- **Medal Reveal** - All-timer Michael Harry showed off 15 years of Cardiff Half medals as he revealed the design for 2018. His interview featured on BBC Wales news.
- **Economic Impact** - Cardiff University research into the economic impact of the race was covered on BBC Wales news, with interviews from businesses throughout the city.
- **T-Shirt Reveal** - Cardiff Blues players Willis Halaholo and Rey Lee-Lo unveiled the design of the 2018 finishers t-shirt as new sportswear partner HOKA ONE ONE was announced.
- **England v Wales** - Team Wales' Dewi Griffiths and England's Matt Clowes went head to head in our Commonwealth Challenge at Cardiff Castle.
- **Race Director Interview** - Double Olympic Marathoner and Race Director Steve Brace previewed the Commonwealth Championships elite race at Roath Lake.
- **Commonwealth Welcome** - athletes from across the Commonwealth were welcomed to Wales at an official function at Cardiff University, attended by media and the BBC.





# OFFLINE REACH



## Advertising

Advertising in key UK cities with focus around South Wales and the South West and presence at other races throughout the UK



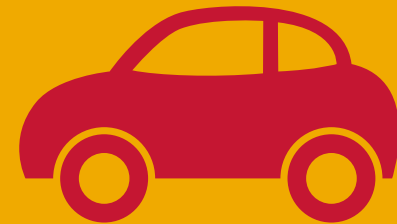
## Publications

In local, national and sports publications - including Runner's World, Athletics Weekly, Men & Women's Running, South Wales Echo and the Western Mail



## Radio Campaigns

Radio campaigns on Capital FM, the official radio station of the event



## Branding

Pop ups and banners, stationary, and a branded promotional car

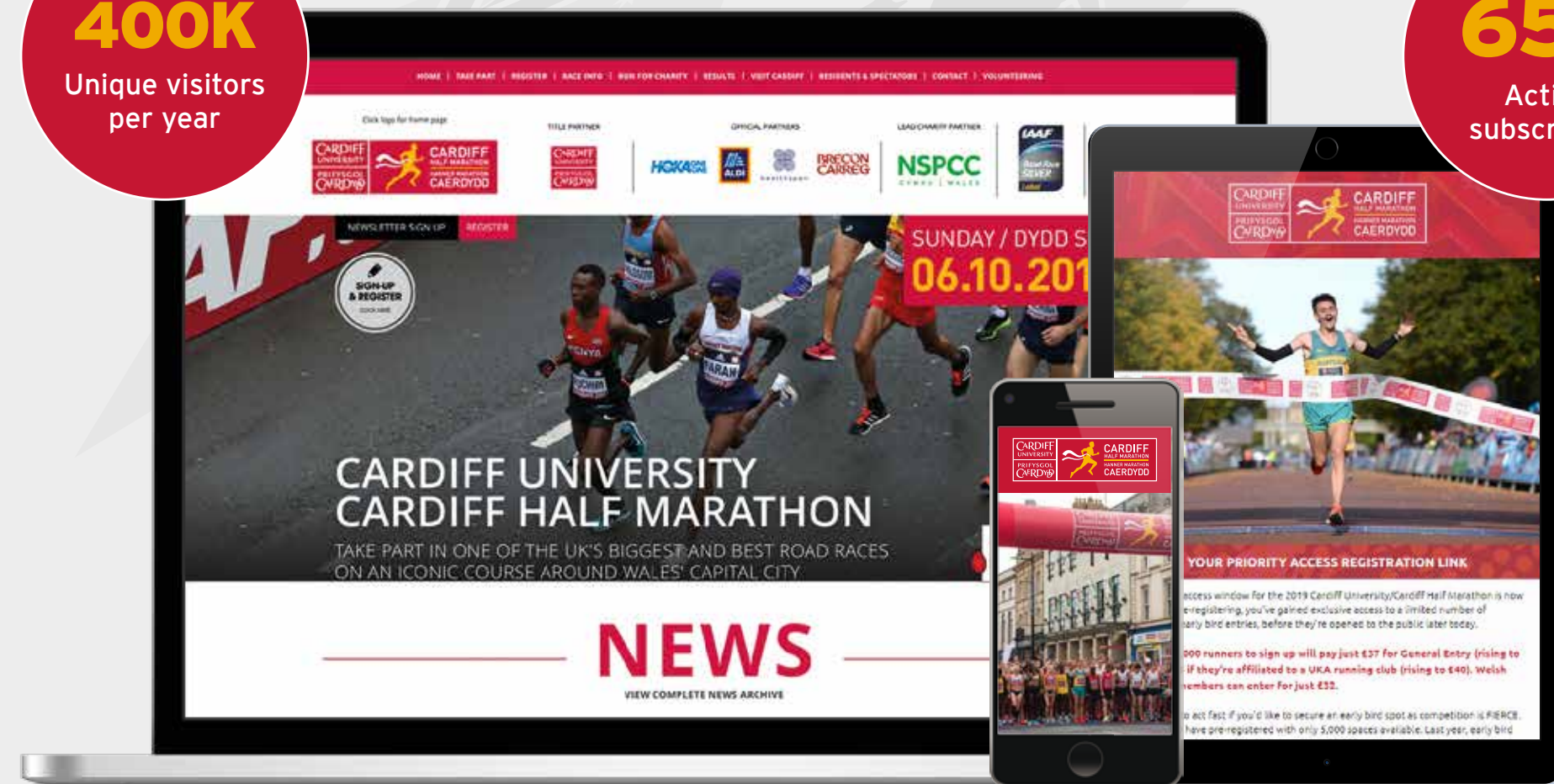




# ONLINE REACH - DIGITAL

**400K**

Unique visitors  
per year



**65K**

Active  
subscribers

## Website

The Cardiff Half website is an engaging and informative online platform used by participants and spectators to gather race day information, training support, advice and to explore sponsor content.

- 1 million+ **page views** a year
- 400,000+ **unique visitors** a year
- 43,475 **unique visitors** on race day
- 581,755 **race day website hits**

## Live Tracker

The Run 4 Wales app allows runners and spectators to engage with the event and its sponsors during the build-up, and track their loved ones around the route on race day.

- **69,838 unique visitors**
- **3,366 people** shared their results to social media
- **2,975** event branded result badges downloaded
- Users from **111 countries** with a **25 minute** average visit
- **8548 click through's** and **433,254 impressions** for sponsor adverts within app

## Newsletters

From registration until race day, the Cardiff Half e-newsletter supports runners through their training journey with engaging and value-adding content. Runners receive the latest event news and announcements, training hints and tips alongside sponsor adverts and offers.

- **65,000 active subscribers** (subscribing at point of entry, via the website or other events)
- **Monthly and special announcement newsletters** (30 sent throughout the year)
- **Average open rate of 36%** (12% above the industry average)
- **Click through rate of 13%** (9% higher than the industry average)



## ONLINE REACH - DIGITAL



- **27,553 likes**
- **16% increase** on 2017
- **483,288 reach** during race week



- **15,300 followers**
- **7% increase** on 2017
- **866,000 impressions** during race month
- **56,700 profile visits** in 28 days around event



- **4,426 followers**
- **40% increase** on 2017
- **2250 likes** and a reach of 24,726 across just 10 race month photos
- 38% of followers in the 25-34 age bracket



- Official CHM Strava Club launched during race week
- **Attracted 1,884 members** within 3 weeks of launch



- 43 promotional, sponsor and event weekend videos shared throughout the year
- **677,910 video views** via Facebook, Twitter, Vimeo and YouTube



- Content pushed out via BBC Wales, Sport & News social media accounts on Facebook & Twitter
- Images, video and good news stories shared online to an **audience of over 1.3 million** via the BBC





## TV COVERAGE

# 169K+ Viewers

In depth, two-and-a-half-hour live coverage was broadcast on BBC One Wales to an audience of 96,000 - a **26% audience share** and **10% higher than network BBC**. A highlights programme was broadcast on BBC Two Wales to an audience of 55,000.

More people than ever watched the race online, with over **18,000 catching up on the day's events on the BBC iPlayer**. The programme was available to stream worldwide allowing viewers in countries like **Australia** and **Uganda** to support their teams in the Commonwealth Championships.





# CARDIFF & VALE HEALTH CHARITY HIGHLIGHTS

- Associate Charity Partner to one of the UK's leading running events - with over 450 fundraisers running to raise vital funds for the official charity of the Cardiff & Vale University Health Board.
- Fundraiser offer **prominently featured** on general entry and run for charity sections of website.
- Prominent **branding** across event weekend - seen on live BBC TV broadcast and highlights, official highlights movie, press, social media, event photography and by runners and spectators.
- A **feature length case study** of Team Health Charity runner Roshan Kahn was included in the live BBC broadcast.
- Race vests and t-shirts featured in **BBC live broadcast and highlights** programme.
- The story of Team Health Charity runner Kristian Speake attracted **national press coverage**.
- Strong **digital exposure** - with logo incorporated into website, e-newsletters and social media campaigns.
- **Offline exposure** - with advert in event brochure (distributed to all 25,000 entrants), logo in spectator guide and adverts on event weekend big screens.
- Prominent position in **Event Village** - showcasing charity and providing runner hospitality.
- Case studies shared on Cardiff Half Marathon website and via social media campaigns.
- Charity mascot ran in the **mascot race** during Saturday's Festival of Running.
- Chair of the Health Board **Maria Battle**, led a group of walkers called "Maria's Marvels" and Chief Executive **Len Richards** finished just under 3 and a half hours. Director of Communications, Arts, Health Charity and Engagement **Joanne Brandon** also ran in the race.







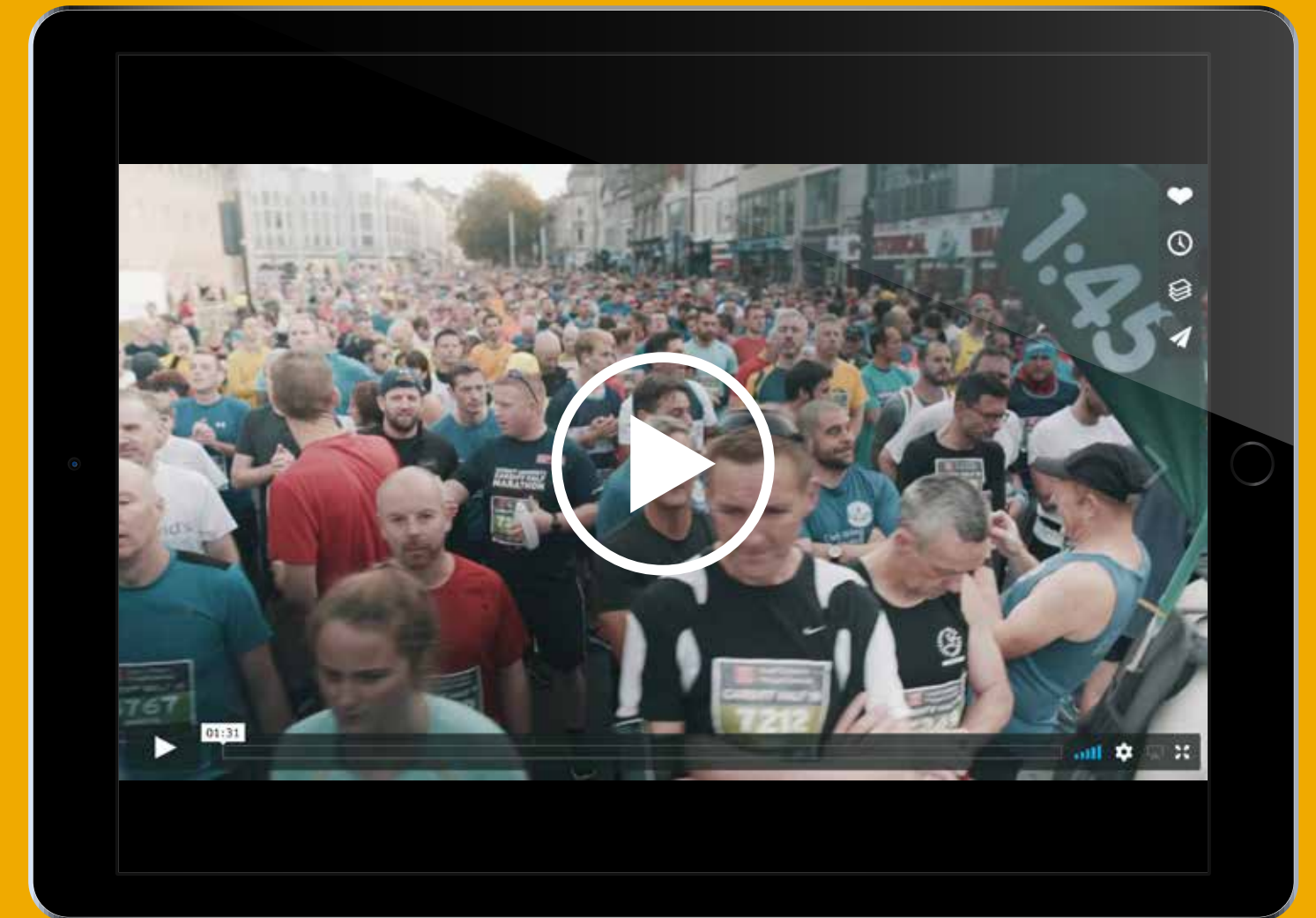




## HIGHLIGHTS MOVIE

Set to the sounds of Welsh language group Sŵnami, the official highlights movie recaps an incredible day at the 2018 Cardiff University/Cardiff Half Marathon.

To date, it's been viewed over 31,000 times online.







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[www.run4wales.org](http://www.run4wales.org)