

# LHC PRESENTS THE LONDON WALK

Friday 14th March. 7pm. The Connection at St Martin's. Trafalgar Square.



## **The London Homeless Collective:**

The London Homeless Collective (LHC) is a movement of more than 25 charities that help people experiencing homelessness in London. Together, each of the member charities reflect the needs and diversity of the city.

Some member charities are committed to campaigning for housing rights, while others focus on outreach in local communities, or supporting individuals with specific needs. Collectively, the group shares ideas, experience, and opportunities, and work together to ensure that nobody is left behind.

The LHC is small but mighty with just three members of the team, working part time and on freelance contracts to keep costs low and flexibility high. Homeless Link is the designated Administrator of The LHC and it trades using the Administrator's charity number 1089173.

## **The London Walk: introduction**

The London Walk launched in 2021 as a result of consultation with our members. Providing an affordable way for charities to take part in a fundraising event that would highlight the cause and simplify the 'brand soup' that befuddled potential supporters. The event brings homelessness not-for-profits together to share costs and raise money for their valuable work. We aim to help all charities in and adjacent to the issue of homelessness – which are often small and community based – raise vital funds for their work.

Importantly the London Walk presents a united front of organisations that work together, tirelessly, for their beneficiaries rather than competing for donations from the public. We know that services work closely together when it comes to supporting people, but this isn't well known to donors.

The 3<sup>rd</sup> edition of the London Walk, in 2024, helped raise over £100,000 for 18 organisations from 230 walkers. For 2025, we are aiming for 500 walkers raising £200,000.

## The London Walk: the event

Starting and finishing in an iconic venue adjoining Trafalgar Square there are three routes taking you North, South over the river, East and West. Making three different lengths for supporters to choose from: 10k, half marathon and a marathon.

We work with leading homeless charity The Connection at St Martin's who open up their day centre. This offers an opportunity for your fundraisers to see inside a service for people experiencing rough sleeping. The event logistics are overseen by Adventure Café who plan the routes, liaise with London Boroughs, Metropolitan Police, TfL, and other relevant bodies to approve the event and also ensure the appropriate insurance etc. are in place.



The three routes comprise four loops emanating from our base in The Connection at St Martins each returning to the centre so walkers can use the facilities and grab some refreshments.

The routes are designed to take in sights such as St Paul's Cathedral, the Gherkin, and The London Eye. It also provides insight to a side of London most people will otherwise never witness.



Walkers are provided with maps, plenty of signage and supported by the Adventure Cafe team with a pace markers and marshals on bikes.



1. **Blue route =10k.** This goes through Holborn and into the City of London going by The Barbican, The Gherkin and up Aldgate East then back round past Leadenhall Market and St Paul's Cathedral.

**Estimated time: 2 hours**

2. **Red route = half marathon.** The route goes through Leicester Square, Chinatown, by Regent's Park and all the way through Camden Town and up to Chalk Farm, then back to base via Euston.

**Estimated time: 2 hours**

3. **Green route = loop 3.** For those doing the full marathon they would go onto the third loop which takes them West. Going up Oxford Street, around Hyde Park via Kensington, past The Royal Albert Hall and Green Park, through Piccadilly Circus and back to base again.

**Estimated time: 2 hours**

4. **Orange route = full marathon.** The final loop goes South, over the River Thames, along the Southbank, the London Eye, down to Vauxhall, back across the Thames to Chelsea. The final part of the route goes by the House of Parliament before returning to The Connection at-St Martin's.

**Estimated time: 2 hours**

[These routes are provisional and based on the 2024 event.]

## Benefits for charities:

- The average Return on Investment for a participating charity is better than £5.80 for every £1 spent (Average fundraising in 2024 was £379 per person).
- Unlike other events we offer a Pay As You Go option.<sup>1</sup>
- The LHC is not-for-profit; the more walkers you recruit the cheaper the price next year.
- We manage the event communication with your walkers leaving you to focus on their fundraising.
- It is an opportunity for your supporters to witness the realities of rough sleeping and the experiences of especially vulnerable groups like women and young people who keep moving through the night rather than sleep rough

## Benefits for walkers:

- Witnessing a usually hidden perspective of life in our capital
- Joining a movement of like-minded people who support different charities
- Free London Walk merchandise
- Map and marshals supporting people through the night
- Refreshments
- Breakfast for marathon walkers
- Training plans

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<sup>1</sup> We will calculate an initial PAYG option depending on your previous engagement in the walk. PAYG is only available after you have committed to places; which is either the amount you initially bought last year or the number of walkers you had, whichever is lower. Once these are filled you can then remain on the website and only pay for walkers as they register. If you are taking part in the walk for the first time we will also require a minimum of places to be bought – this will depend on your organisations size.

## The London Walk: Pricing

Please note, to-date the London Walk has been subsidised by the London Homeless Collective which is unsustainable. In 2025 we aim to get closer to breaking even. The bigger the event, the most cost-effective it becomes. Our ambition is to grow the event sufficiently to be sustainable while reducing the cost of participation and significantly increase the flow of funds to services.

Distance	Up front cost to charity	Walker Registration Fee	Cost refunded after registration	Standard Minimum sponsorship	Potential income per place
10k	100	30	25	200	125
Half Marathon	100	30	25	300	225
Marathon	100	30	25	400	325

To secure your places please register via our online form at [www.londonhomelesscollective.org](http://www.londonhomelesscollective.org)

Pay As You Go is calculated based on your previous engagement in the walk.

To discuss this please email Stephanie Harvey on [stephanie.harvey@homelesslink.org.uk](mailto:stephanie.harvey@homelesslink.org.uk).

## **The London Walk: Partners**

### **The Connection at St Martin's**

The Connection at St Martin's is one of London's leading homeless charities and works with people who are rough sleeping to move away from, and stay off, the streets of London. What they do focuses on working alongside people as they recover from life on the streets and move towards a meaningful, fulfilling future.

They allow us to use their day centre, just opposite Charing Cross station for The London Walk. Although rough sleeping is only one aspect of homelessness, it allows your fundraisers to get an insight into the services that are provided for people.

### **St Martin's-in-the Fields Church**

St Martin-in-the-Fields is a landmark. Its fine architecture and prominent location place it at the heart of the nation. Its work has valued historic tradition, but St Martin's has always been innovative in response to changing needs. From London's first free lending library to the first religious broadcast, St Martin's has broken new ground in defining what it means to be a church.

The church support The London Walk by allowing us to use their grounds.

### **Homeless Link**

Homeless Link is the national membership charity for organisations working directly with people who become homeless in England. They work to make services better and campaign for policy change that will help end homelessness. They support the LHC by, amongst other things, managing our finances for us and promoting the walk to their members.

## The London Walk: Testimonials



*"I really enjoyed participating in the night walk up London. I am so glad to hear you raised a good amount towards homelessness."*

*"We had a wonderful evening on the London Walk. It was quite eye opening to see the sheer number of homeless sleeping rough in London (especially around Oxford Street) and gave us a tiny glimpse into how challenging it must be to battle through the elements each night. We found it to be a truly humbling experience. We'd love to take part again next year."*



*"I wanted you to know pass on my thanks to you and everyone who helped ensure the walk went smoothly on the night. I was really impressed by the organisation throughout the evening. The marshals on bikes were amazing: clear, helpful and encouraging. It was reassuring to know they were never too far away. Having not taken part in the event before, I didn't know what to expect, but it was a very positive experience and one I am proud to have been part of."*



## **The London Walk: On the night**

Registration starts at 7pm and the walk starts at 8pm. This year we have access to the outside space between The Connection and St Martin's in the Fields Church and would like to invite charities to have a presence where they can meet their walkers beforehand. We are also working with charities on ways in which we can highlight the skills and creativity of the people who use their services in order to provide some pre-event entertainment. Before the walk sets off there will be a Welcome speech and a Health & Safety briefing. The walk will set off in waves according to length.

All charities will be designated an area outside where they can have a banner or flag and space to meet their walkers. You can arrive from 6.30pm but we need to have the area clear by 8.15pm. We are not able to have you on site through the night. Walkers are fully supported by the Events Management team and the volunteers on the night with warm welcomes, hot drinks and rounds of applause. Marathon walkers are greeted with a breakfast when they return.

If you want to see your walkers through the night, then you will need to join the volunteering team and work to support the wider event.

### **Registration and fundraising:**

We have improved our website this year in order to provide a central point for you to direct your walkers to. More detailed information about the event will be there along with the link to registration and information about the charities who are taking part.

LHC will communicate key info to walkers about the event, but you will be responsible for ensuring they reach their sponsorship targets. We will ask you to provide some core information about your charity and a link to a preferred fundraising website for the welcome email walkers receive after registration.

You will receive the information about your fundraisers within 1 working day of them signing up.

## The London Walk: Time scales

1. June 2024 - Sales open to charities.



2. After you complete your form you will be put on the registration website and receive access to the assets etc within 2 working days.



3. June 2024 - Registration website for walkers goes live



4. Within 2 working days when fundraisers sign up they get a welcome email from us including a training plan and you will be sent their data in a secure folder.



5. December 2024 - Final numbers confirmed with Adventure Café



6. February 2025 - Route is confirmed



7. February 2025 - Sales close to charities



8. 2 weeks before the walk joining instructions are shared with walkers.



9. 1 week before the walk – Registration closes to walkers and participant information shared with Adventure Café.



10. After the walk refunds for places are given on receipt of invoices

## The London Walk: Previous Participants:

- The 999 Club
- akt
- Barons Court Project
- Beyond Food
- Centrepont
- Crisis
- EveryYouth
- Evolve
- Glass Door
- Healthy Living Projects
- Homeless Link
- Kingston Churches Action on Homelessness
- London Homeless Collective
- Look Ahead
- Marylebone Project
- Micro Rainbow
- Mildmay Hospital
- Missing People
- New Horizons Youth Centre
- Providence Row
- Queens Nursing Institute
- SHP
- SPEAR
- Spires
- Spitalfields Crypt Trust
- St Martins in the Field Trust
- Streetwise Opera
- Thames Reach
- The Connection
- The Margins Project
- The Passage



**Homeless Link**



London Homeless Collective (LHC) is a movement to end homelessness in the City. Homeless Link is the designated Administrator of London Homeless Collective and trades using the Administrator's charity number 1089173.

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