

LONDON

100

ULTRA MARATHON

Runner Guide



2025

SATURDAY 10TH MAY





Welcome to Central London's First 100KM Ultramarathon.

April 2025

Welcome to London 100 – London's Longest Run!

Thank you for joining us for the inaugural London 100, the first-ever ultramarathon through the heart of the capital. This Runner's Guide has everything you need to conquer the course.

Get ready for an unforgettable urban ultra experience. The route covers 100+ iconic London landmarks across a clover-leaf course of four 25km loops. With distances of 100km, 50km, and 25km, and generous cut-off times (17hrs, 10hrs, 5hrs respectively), there's a challenge here for everyone—from the ultra-curious to the seasoned pro.

Staged right in the centre of one of the world's most vibrant cities, London 100 is as accessible as it is exciting. For overseas runners, giving you the chance to combine running with sightseeing—Big Ben, Tower Bridge, Oxo tower, and so much more, all from your running shoes.

Hosting the event in London also means fewer travel and accommodation costs for UK runners—and more friends and family on the course to cheer you on, thanks to the city's ample transport links.

Our mission? To create an iconic annual event that inspires, motivates, and raises thousands for charity. We're proud to support Aspire, and we'd love for you to run with purpose by donating or fundraising.

You're about to become one of the first people ever to complete an ultramarathon through central London. Your Strava feed is going to look epic.

Thanks again for being part of this historic run. We'll see you on the start line, Saturday 10 May!

Let's go make history.

Warm regards,

The London 100 Team

- Event Date:** Sat 10th May
- Arrival Time:** From **06:00AM** (recommended arrival time is 60 minutes prior to your start time)
- 100km Start Time:** First pace group start **07:00**, final pace group start **07:30AM**
Ends **00:00 (Midnight)**
- 50km Start Time:** First pace group start **09:00**, final pace group start **09:30AM**
Ends **19:00**
- 25km Start Time:** First pace group start **09:00**, final pace group start **09:30AM**
Ends **14:00**
- Number of runners:** 200 (max)
- Start & Finish:** Queen Mother Sports Centre (QMSC), 223 Vauxhall Bridge Rd, Pimlico, London SW1V 1EL (or <https://what3words.com/breed.bounty.nerve>). Enter via the rear entrance of the QMSC - Longmoore Street
- Checkpoint 1:** (100KM only) Knees Up (Hackney Road) - [What3Words](#) Gave.Date.Giving
- Checkpoint 2:** (25KM, 50KM & 100KM) South - Brown & Green cafe (Crystal Palace) - [What3Words](#) Double.Swift.Nearly
- Checkpoint 3:** (50KM & 100KM) North – [Duke of St Albans](#) (pub) – [What3Words](#) Rinse.Names.Lied
- When exiting Hampstead Heath go across zebra crossing. Duke of St Alban pub is directly in front of you. Aid Station has an outdoor and indoor section which is around the right furthest away from you - look for the London 100 flag. Toilets are located here. Snacks and Precision Hydration electrolytes and fuelling
- Checkpoint 4:** (100KM only) West - Helios Circle/BBC Television Centre - (White City) - [What3Words](#) Cage.Fishery.Moved
- Terrain:** Mostly pavement (see the Route section below).
The route is not step free and some steps and curbs will need to be navigated
- Route:** The route is NOT closed-road. As an urban-ultra, the roads and pavements used for London 100 are all open to traffic and other pavement users. Please yield to other pavement users and take care when crossing roads and on busy sections of the route.
- Event control:** **07446 900622** (please save this phone number into your phone)
- Route:**
- (East Route 100KM only)** Victoria, Parliament Square, Southbank, St Pauls, Clerkenwell, London Fields.
 - (South Route 25KM, 50KM, 100KM)** Vauxhall Bridge, Stockwell, Brixton, Dulwich, Sydenham, Crystal Palace
 - (North Route 50KM, 100KM)** Marylebone, Fitzrovia, Regent's Park, Belsize Park, Gospel Park, Hampstead, Kentish Town, Camden, Westminster
 - (West Route 100KM only)** Pimlico, Chelsea, Knightsbridge, Kensington, North Kensington, White City

What to Bring - Checklist

We recommend you bring the following items:



- Mobile phone (fully charged) _____
- Money/debit/Oyster cards to run with _____
- Running kit and running shoes _____
- Drop Bag for RunHQ (maybe more running tops to change into mid-run) _____
- Drink for before, during and after event _____
- Food/energy bars/gels that you're used to _____
- Warm up top for post-run _____
- Collapsible cup to run with _____
- Save the Event Control phone no (07446 900622) into your phone _____

- Download the London 100 GPX file (a separate file is available for each for the 25KM, 50KM and 100KM routes) _____
- Download What3Words app on your phone _____
- Plan your journey to/from the event _____
- Arrange with friends/family where you might see them on the route and at the finish _____
- Tell everyone about London 100 and your challenge on social media _____



Travel:

We recommend that you plan your travel to/from the event. London is one of the most accessible cities in the world and the tube system runs 24.7 on most tube lines over race weekend. With new lines like the Elizabeth Line you can travel East-West in London very easily.

The event starts in London Victoria - Queen Mother Sports Centre. It is a 5 minute walk from the famous Victoria Station and on the Victoria, Circle, District Tube lines as well as National Rail. There is a bustling Theatreland around Victoria, so you'll need to consider how you get to the start and from the finish.

We don't recommend driving but you could do so if you are staying at one of the local hotels (with parking) or if near London and then using a taxi or public transport to complete your journey.

Tubes to London Victoria: These run early Saturday morning - so consider connecting to the Victoria from where you are travelling from. Walk down Wilton Road which is a 5 minute walk to Event HQ at Queen Mother Sports Centre (QMSC) - our entrance is on Longmoore St. Enter the building from here

The London 100 Route:

- 100KM route is East, South, North and finally West
- 50KM route is South and then North
- 25KM route is South

The route must be followed in the prescribed order. The route is waymarked with coloured tape and some A6 pink arrows.

It is mandatory that you download the GPX file of the route and upload on your favoured app and that you run with your mobile phone. This will enable you to navigate using the GPX file, if necessary. It will also enable you to call Event Control, if required. A Google Map is also provided to aid you, if lost or unsure of how to get back onto the route.

We also recommend you download the What3Words app. W3W locates you to within a 3m squared area and will be very useful if you need to call into Event Control to share with them your exact location. From this information, Event Control should be able to guide you back onto the route.

Each L100 leg starts and finishes at our RunHQ (QMSC).

The route is 'open road' and not 'closed road'. There are no road closures. Runners run on pavements and will need to yield to other pavement users and crossroads, often at pedestrian crossings.

EAST: (100KM only)

Immediately you will pass by Westminster Cathedral, Westminster Abbey, Houses of Parliament, Big Ben, Parliament Square and cross Westminster Bridge with great views of the London skyline along the River Thames including the London Eye. Run past the Golden Jubilee Bridges, Waterloo Bridge, past the Tate Modern and crossing back over the river at the Millennium Bridge. Run past St Paul's Cathedral and through Smithfield, the ancient meat market. You will run through cool Clerkenwell and past a world-famous market on Exmouth Street. A loop through beautiful London Fields before retracing your routes back to RunHQ before the crowds of tourists build up too much.

SOUTH: (25KM, 50KM, 100KM)

Heading straight to south of the river over Vauxhall Bridge with a great view of Thames House (home of MI5 and the backdrop to some James Bond film scenes). Run past Vauxhall Park, through Stockwell and on towards Brixton and Brockwell Park. Run past Dulwich College (alumni one Nigel Farage), then past Dulwich Common and on towards Crystal Palace Park and one of the highest locations in London. Run past the dinosaurs and the Crystal Palace Stadium (which has hosted major events from FA Cup finals, athletics to Formula 1) before heading past the old site of the 'Crystal Palace' (which was originally placed in Hyde Park for the Great Exhibition of 1851 before being moved to the newly named Crystal Palace Park). Back to Dulwich Common and then retrace your steps back to Run HQ (with a different route around Brockwell Park).

NORTH: (50KM, 100KM)

Run north past Victoria Station, past the back garden of Buckingham Palace to Hyde Park Corner and the impressive Wellington Arch. Run along Park Lane, do not stop, do not collect £200. With Hyde Park to your left and an imposing sight of Marble Arch (with its macabre past as in the same location of previous public hangings until the late 18th Century). Cross Oxford Street and through Mayfair/Marylebone before reaching Regent's Park and passing mansions, the London Mosque and the US Ambassador's residence. Run past London Zoo, over Regent's Canal before climbing to one of the best views of London at Primrose Hill. Continue through Belsize Park, Gospel Oak and Hampstead to reach Parliament Hill (the famed location cross country running). Head back south through Kentish

Town and cool Camden (with Banksy street art), before passing Euston and entering Fitzrovia. Cross Oxford Street once again, through Soho Square, Leicester Square and Trafalgar Square (just too many sights to mention here!). Run down Whitehall, past the Cenotaph and give Kier a wave as we pass Downing Street. Continue along Millbank, past the Houses of Parliament until reaching Lambeth Bridge where we turn right towards RunHQ once again.

WEST: (100KM only)

Run through Pimlico and hit the River Thames once again. Great view of Battersea Power Station, Chelsea Bridge and Albert Bridge (London's most beautiful bridge). Battersea Park on your left with the stunning Peace Pagoda halfway along. Turn into Chelsea, onto Sloane Street and into Sloane Square, which is at the end of the King's Road. Run past hundreds of handbag shops, until reaching Harrod's. Run along Knightsbridge, past Kensington Gardens and Kensington Palace, before reaching High Street Kensington. Run through Holland Park, North Kensington, on to Wood Lane. Run past the site of the White City Stadium (home of the London 1908 Olympic Games) and then turn around at the Helios Circle – the famous location just outside of the old BBC Television Centre. Retrace the route back to RunHQ and the finish of the London 100 (100KM).



Arrival Time

You should aim to arrive at the event at least 60 minutes before your start time. This should give you enough time to arrive, drop you bag off with the BAG TEAM, orientate yourself with the large Queen Mother Sport Centre (toilets and recovery zone) and check in with the registration team.

Any 100KM runner not able to start before 07:30AM will not be permitted to start. Any 50KM and 25KM runner not able to start before 10:00AM will not be permitted to start.

Bib Number & Chip:

Your bib number and chip will be allocated on arrival. The number sequences of your Bob Number are as follows:

- Numbers starting with a 1 – e.g. 1001 are the 100km
- Numbers starting with a 5 – e.g. 5001 are the 50km
- Numbers starting with a 2 – e.g. 2001 are the 25km

▪ The 50km bib number has two colours: green



Colour coded bibs correspond to route ribbons



Bib Number & Chip:

The colours of your bib number indicate the colour of the ribbons you will be following. For example:

- a 100KM bib number is colour pink (East), green (South), orange (North), pink (West) - meaning the colours of ribbons to follow on the route will be in that order.
- 50km – will follow green (South) and orange (North). The 50km bib number has two colours; green (South) and orange (North).
- 25km – will follow green (South). The 25km bib number has just the one colour (green)

Baggage

One medium bag per runner may be used for this event. We appreciate that some of you have travelled far to be here but we cannot accommodate large suitcases.

We will place a tag on your bag, with the same number as you are running with. We recommend that you do not include any items of value in your bags and all bags are left at owner's risk. Bags are left in a separate area, which may not be attended at all times.

When you are 'in race' a team member will spot you coming back and call out the Bag team to get your bag ready - with a chair and we will be on-call to help you recover what you need for the next leg.

Registration

Registration is all inside the Queen Mother Sports Centre via the Longmoore St entrance.

On arrival at Registration, please check in with our team. They will give you your bib, any pre-purchased merchandise and be on hand for any questions you may have. Your wave start time will be confirmed.

Please check that the back of your runner bib is completed with your details etc. Attach your runner bib to the front of your vest/t shirt with safety pins.

If available, you can also purchase some London 100 merchandise at Registration (subject to availability). We only have limited stock, so the only way to ensure you get your desired merchandise, in the size you want is to pre-order (via the registration system). Please see our FAQ's for help to log in and purchase merch.

Toilets

Queen Mother Sports Centre has plenty of toilets and showers for you to access throughout the day.

All the Checkpoints are positioned at places that have toilets close by.

We always recommend that you use the event staff - ask them questions so that you prepare yourself. You may say 'I don't need the toilet now but is there one in the next few miles'.

As this is a Central London urban event there are toilets everywhere. All major UK supermarkets have toilets. Almost all of the big coffee chains have toilets and they are all legally bound to refill your water bottles.

Female Runners - the event team will ensure that we are fully stocked with all the products that you might need and we will have female volunteers ready to help you with everything. Our Checkpoints teams are trained to look out for you and to consider things that you might need help with.

London 100 Angels

We recognise that for many of you this may be the first time that you have run any of the three distances or it may be a significant jump up in distance for you. We therefore know that navigation (and getting lost) is often a number one concern. To help you we have engaged runners on each of the four routes - we are calling these our London 100 Angels.

Some of them will be positioned at the QMSC, some at the Checkpoints and some will be on the course 'looking for you'. If you are getting tired and navigation is becoming a difficulty then just ask if there are any London 100 Angels free to join you on a section or if they offer themselves to help then please consider 'saying yes' as we believe it will enhance your experience.



Waymarking:

The route is waymarked using some arrows (see below), coloured ribbon and in some places chalk markings on the road. If you get lost, we suggest you first retrace your steps back to the last way marking tape or arrow that you saw and try to navigate from there.

The colour of the ribbon shows which route to follow. This is particularly needed as all four routes come together to start and finish at RunHQ, so we want to ensure everyone follows the correct route:

- **100km – East leg** (PINK ribbons), **South leg** (GREEN ribbons), **North leg** (ORANGE ribbons) and **West leg** (PINK ribbons)
- **50km - South leg** (GREEN ribbons) and **North leg** (ORANGE ribbons)
- **25km – South leg** (GREEN ribbons)

All routes will have some pink arrow signs to waymark as well. These are placed at key junctions as additional signage.

You can use your GPX file to navigate, use the Google Map, or, if these actions have not helped, you can call Event Control to assist you. We recommend that you download the What3Words (W3W) app on to your phone prior to the run, and when talking to Event Control give them your W3W location which will be in the form of 3 words to pinpoint any 3m x 3m square in the world. This location will help our Event Control to assist you back onto the route.



Route arrows:



Runner briefing

The runner briefing will take place at QMSC - inside the hall - , ahead of the first wave. Attending the briefing is very important for the safety of all participants, therefore it is mandatory to attend. The Runner Briefing will be held 20 minutes before each start

06:40 – 100KM

08:40 – 50KM and 25KM

Medics

Qualified medical professionals will be at the start and able to travel around the route, if required.

The Start

The starts will be in small groups of runners, so to avoid congestion on the route. We strongly recommend that you run with your phone, money/credit/debit and Oyster cards in case you need to retire from the event and continue your journey on public transport. The London Transport For London system and use of UBER and the famous Black Cab service will be close to you wherever you are on the London 100 course.

Checkpoints

There is a Key Check Point on each of the four legs.

Water and Precision Fuel & Hydration electrolytes, gels and their chews plus ultramarathon based snacks are provided at each of the Checkpoints. You do not have to stop at the Checkpoints, however when approaching the Checkpoints, please make sure your bib number is clearly visible to the Checkpoint team. They will be recording the numbers of every runner. If the Checkpoint team are dealing with other runners, you can shout out your number to them as you pass.

Timing

The event is chip timed. The timing mats are located at RunHQ. Please do not walk or go near the timing mats unless you are about to start your run or a section of the run.

The Runners are placed in start waves of similar paced runners and each individual start wave is given its own gun start time for timing purposes. Every finisher will be given a finish time.

Retiring from the event

A key feature of London 100 will be the professional care and attention that you will receive both in the QMSC and also at the Checkpoints. These are two main places to have the conversation with the event staff if you are considering retirement. Pulling out here makes it clear that you exited the event and also ensure we help you best with collecting your items. If you have an injury and need to retire out on the course then please phone the Event Controller (07446 900622) they will help you decide the best route back to HQ.

Cut off time

The cut of time for the London 100KM is 17 Hours.

If you have notified us on your registration that you might need 17 Hours then you must be in the first start Wave at 07:00. It would help you to consider that to achieve this ultimate cut off you should be back at HQ after the first two routes inside 8 Hours (15:00).

Checkpoint 3 is a short walk to Euston and an easy transfer back to Victoria HQ. 100KM runners must finish CP3 by 17:00PM and have left QMSC for the WEST route by 19:00PM.

The cut off time for the 50KM is 10 hours. The cut off time for the 25KM is 5 hours.





Finish

The finish line is positioned 'outside the QMSC' but inside the gate off Longmoore St. You will be shown how this will operate as part on the race briefing.

Please ensure that you cross the finish line matt itself and not enter the QMSC hall any other way (or your finish time may not be recorded properly)

CONGRATULATIONS! – You are an ultramarathoner! And one of the first London 100 finishers! Claim your medal, take that all important selfie and cheer on your fellow runners crossing the line.

Results

Results from the event will be presented in time order. A live leaderboard will be operational throughout the event and the final, confirmed results will be available by Monday 12 May. On completion of the London 100 you will be sent your time/result by text message.

> [Results found here](#)

Post-Event

London is one of the greatest cities in the world and Victoria has many of the most iconic pubs and restaurants within a few minutes walk of the QMSC. Naturally you are only a very short distance from all the major landmarks and places to celebrate your run with friends and family.

We do hope that many of you will stay with us in the QMSC after your run. You can help us create a unique ultramarathon experience by supporting runners who may still have one final leg to complete or may appreciate a friendly conversation with another runner in the hall. We have many overseas runners and your London knowledge could be invaluable.

Stay with us for a massage, have some food or a coffee, do some post run yoga with our partners from More Yoga.

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100

ULTRA MARATHON

Social Media:

Please do share your experiences and photos on social media.

Use #london100km and mention us @london100km

To find out more about Camino Ultra [click here](#)'



More Great Events:

Finally, if you'd like to find out more about the awesome events that Participation Sport run, [register your interest here](#).

