

RUN KING'S CROSS RUN

COMMUNITY IMPACT AT THE
HEART OF KING'S CROSS

IMPACT REPORT 2025





Mobilising a Borough for Children's Education

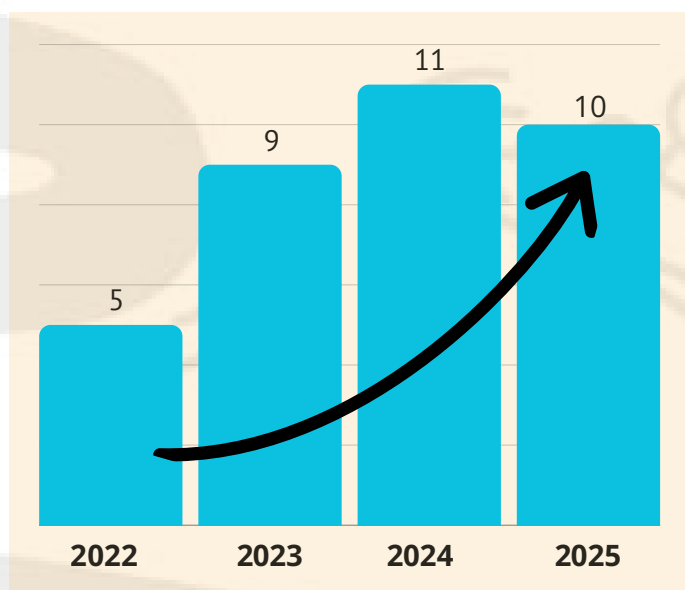
Since 2020, Run Kids Run has connected corporate sponsors with their local under-funded state schools, raising over **£1.1 MILLION** to enhance the education of primary school children across London.

Through our annual community fun run events, we help strengthen local partnerships and promote fitness and wellbeing.

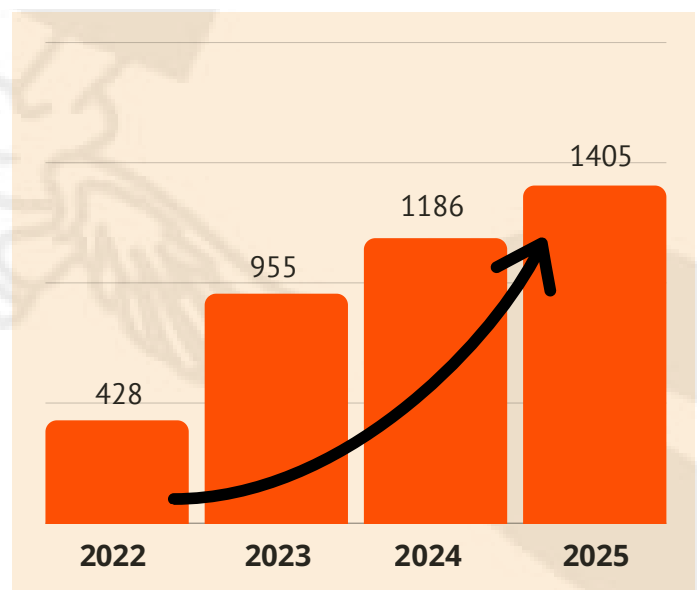
The Blueprint for Community Impact

The initiative which started in Islington in 2018 with one school has since expanded across London to support schools in Camden, Newham, Hackney, Southwark, Lambeth, Wandsworth and Westminster.

King's Cross School Participation



King's Cross Runner Participation





Built with the Community

Run King's Cross Run is delivered in partnership with local state primary schools and powered by volunteers from schools, families, the wider community and our corporate sponsors. Together, we create an event that belongs to the borough.

Run Kids Run manages all event logistics, including venue hire, insurance, safeguarding, risk assessments, equipment, medals and volunteer coordination, ensuring a professional and secure experience for every school.



Accessible and Inclusive for All

- Held on Sunday morning in Lewis Cubitt Square
- 2hr format to maximise participation
- Free and open to all participating families
- Welcoming, safe and inclusive



Community in Action

- 40 parents, teachers and sponsor teams volunteer together
- Roles include marshalling, registration, first aid and running alongside pupils
- Families gather to cheer, celebrate and connect



Age Appropriate & Confidence Building

- Nursery & Reception: 1km run
- Years 1–6: 2km run
- Children can run, jog, skip, walk ...
- Dynamic group warm-ups led by sports coaches
- Encouraging, non-competitive format



Empowering Children

- Children are encouraged to seek sponsorship from friends and family
- Every participant receives a sustainable wooden medal
- Healthy snacks provided at the finish line

Running Together for King's Cross' Children

Our mission is to empower disadvantaged children who face barriers to educational achievement and personal growth due to economic hardship, limited access to enriching opportunities, and under-resourced school environments.

Schools, families, and sponsors unite for a day of fitness and fundraising, directly supporting the education and wellbeing of local children.

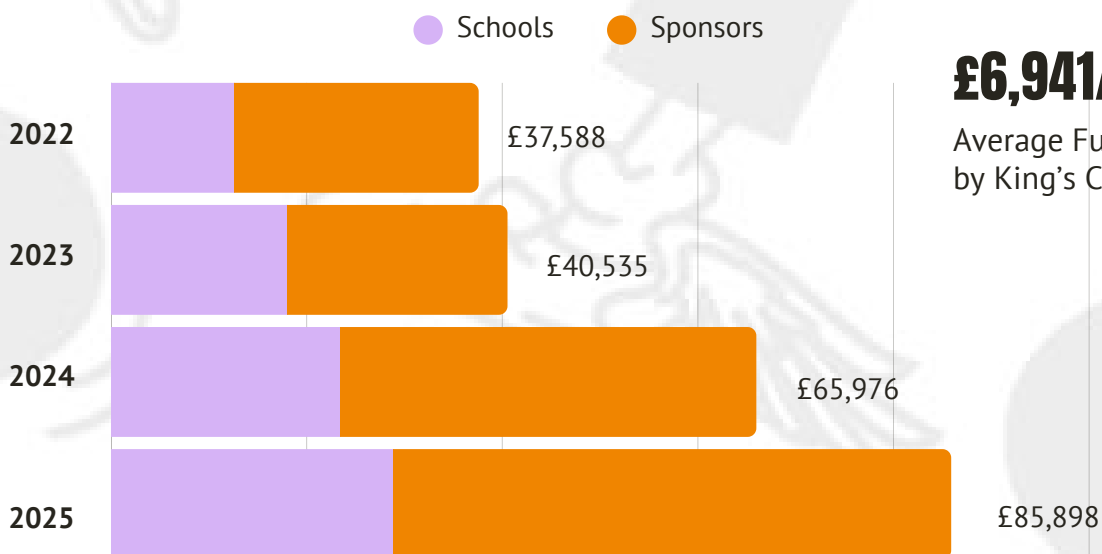
£229,997

Raised for schools since 2022

Sponsors and schools have mobilised to raise much-needed funds to support enrichment programs, improve facilities, and provide critical educational resources.



King's Cross Fundraising 2022-2025



£6,941/yr

Average Funds Received
by King's Cross Schools

Grant Funding Allocation

Schools and PTAs are best placed to understand their pupils' needs. Senior Leadership Teams or PTA Trustees allocate funds at their discretion, directing them to the improvement projects that will deliver the greatest impact. These projects span across: Learning & Play, Building Infrastructure, Enrichment.



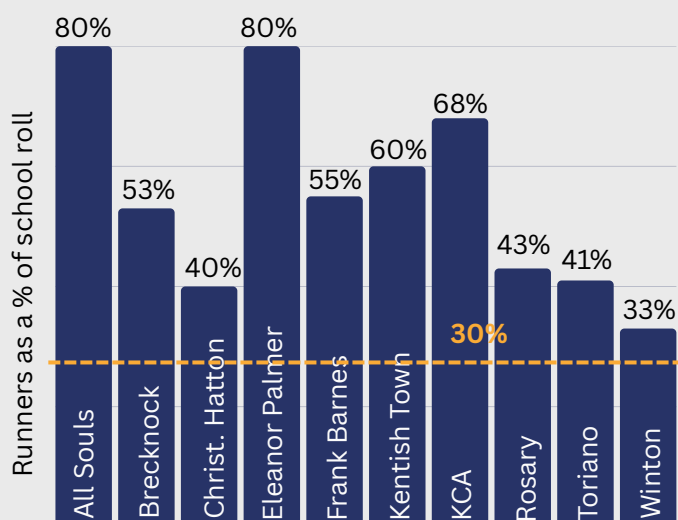
Participation based Pay-out Model

To be eligible for the full £5,000 grant, schools have to achieve a minimum 30% participation rate (based on school roll).

55% Participation Rate in 2025

In 2025, all ten schools met the 30% threshold. The participation rate averaged 55%, the highest of any Run Kids Run event.

School Participation Rates 2025



Investment Project Guidelines

01. Project Approval and Impact Tracking

Each project proposal and quotes are reviewed and approved prior to disbursing the funds. RKR follows up after funding is invested to assess outcomes.

02. Curriculum enriching projects

All funded projects must enhance the curriculum and be accessible to all pupils, specifically Pupil Premium and SEND children.

03. Timeframes

Funds can be used to meet immediate needs or allocated toward longer-term initiatives such as building works or refurbishments (maximum duration of 1 year).

04. Non-Maintenance Expenditure

Funds may not be used for regular maintenance or operational costs.



2025 SNAPSHOT

Participation

1424 Runners

10 Schools

3 Boroughs

Beneficiaries

2,341

Primary School Pupils

45%

Free School Meals Pupils

Funds Raised

£57,045

Sponsorship disbursed

£28,853

Raised by the schools

INVESTMENT IN EDUCATIONAL PILLARS

Enrichment



10% projects

Extra-curricular arts, music, sports clubs, school trips and residential.

Learning & Play



60% projects

Curriculum support tools, books, software, IT and PE equipment.

Building Infrastructure



30% projects

Refurbishing playgrounds, sensory rooms and green spaces.

2025 School Projects

School	2025 Grant Awarded	Project Type	2025 Project	Total Cost of Projects	Completion date
Westminster					
All Souls	£5,000	Learning & Play Resources	PE & Play Equipment	£5,084	Oct 2025
Camden					
Brecknock	£5,000	Learning & Play Resources	Litteracy resources	£5,070	Apr 2026
Christopher Hatton	£5,000	Enrichment	Art & music workshops	£7,755	Jul 2026
Eleanor Palmer	£5,000	Building Infrastructure	Refurbishment of wellbeing space	£5,179	Apr 2026
Frank Barnes	not claimed	Learning & Play Resources	BSL at home programme - family to learn sign language	£7,500	Dec 2025
King's Cross Academy	£5,000	Learning & Play Resources	OPAL playground enhancements	£6,166	Nov 2025
Kentish Town	£5,000	Building Infrastructure	Sensory room refurbishment	£30,267	Oct 2025
Rosary	£5,000	Building Infrastructure	Phase 2 of Discovery Den: multi-purpose learning area	£30,511	Apr 2026
Torriano	£5,000	Learning & Play Resources	Balance bikes, pedal bikes and shed.	£5,500	Mar 2026
Islington					
Winton	£4,000	Learning & Play Resources	Playground markings for sports and games	£3,800	Oct 2025
TOTAL	£44,000			£106,632	

2024 Completed Projects

School	Type	2024 Project	Beneficiaries	FSM*	SEND ⁽¹⁾ Pupils
All Souls Primary	Learning & Play Resources	30x Samsung tablets and charging cabinet	175	63	40
Brecknock Primary	Building Infrastructure	Rooftop Playground Equipment	290	218	81
Christopher Hatton Primary	Enrichment	Weekly Guitar Lessons Yrs4-6	190	72	48
Eleanor Palmer	Enrichment	Art Therapy 2x terms	236	49	n/a
Frank Barnes School for Deaf Children	Learning & Play Resources	BSL Signing Skills	35	14	35
Kentish Town School	Learning & Play Resources	PE Equipment	40	97	31
King's Cross Academy	Building Infrastructure	EYFS Playground Redesign	389	90	156
Rosary Catholic Primary	Building Infrastructure	Phase 1 of Discovery Den: multi-purpose learning area	302	125	51
Torriano Primary	Learning & Play Resources	Sports equipment and pitch repairs	450	180	11
Winton Primary	Learning & Play Resources	Playground and Sports Equipment	234	145	n/a
TOTAL			2,341	1,053	453

(*) FSM - Free school meals: pupils registered in state-funded education who are legally entitled to receive school lunches without charge. This status is determined by specific household benefit criteria or universal government policies, and it is often used as a key indicator of social disadvantage in educational data.

(1) SEND - Special Educational Needs and Disabilities: pupils with a learning difficulty and/or a disability that means they need special health and education support.

Educational Impact

01. Raising attainment and closing learning gaps

- New tablets at **All Souls School** improved times tables fluency across KS1 and KS2.
- Year 6 pupils achieved stronger arithmetic performance using *SMASH Maths* in preparation for SATs.
- Tablets enabled after-school revision for pupils without access to technology at home, helping to reduce digital inequality.

02. Inspiring creativity and early learning

- The redesigned early years playground at **King's Cross Academy** provides richer opportunities for imaginative play-based learning.
- Pupils benefit from the role-play areas that encourage communication, collaboration and problem solving.

03. Spaces that inspire learning

- Creation of a library and Discovery Zone at **Rosary School** will support literacy, STEAM and cross-curricular learning.
- The new hall will become a flexible learning hub used by every child throughout their school journey.

04. Enriching the curriculum with specialist teaching

- Guitar lessons has expanded the music curriculum for Years 4-6 at **Christopher Hatton School**.
- Small-group tuition supported SEND pupils and children with fine motor difficulties.



“

The tablets really help because, during lessons, we can research information, that we cannot access from books quickly.”

Year 6 pupil, All Souls Primary

“

The spaces at our school are now in line with the EYFS learning goals. Children enjoy having the fun small spaces to role play in.”

Head, King's Cross Academy



Wellbeing Impact

01. Supporting emotional wellbeing and inclusion

- Art therapy sessions at **Eleanor Palmer School** supported children with social, emotional and mental health needs.
- The school reported reduced anxiety, improved emotional regulation and greater readiness to learn.

02. Creating calming environments for SEND pupils

- **Kentish Town School's** new sensory room offers 40 pupils with Education, Health and Care Plans, many of whom are autistic or have physical disabilities, a space to improve sensory regulation.

03. More inclusive and positive playtimes

- New play equipment at **Brecknock School**, with a dedicated quiet area, has created more inclusive, stimulating and accessible play opportunities.
- The improvements have led to greater engagement during playtimes, fewer playground incidents and stronger relationships between pupils.

04. Promoting active lifestyles

- New sports equipment at **Winton School**, including static bikes, tricycles and sports nets has increased opportunities and engagement for physical activity throughout the day.



“

The static bikes are great, especially for those who need to burn off extra energy”.
Staff at Winton Primary School

“

I like that we have more things to do now. It's more fun and I don't feel left out.”

“It's nice to have a quiet place when I need a break. I can calm down and then go back to play.”
Pupils at Brecknock Primary School





Legacy Impact

01. Investment in life long skills

- Thanks to the guitar lessons at **Christopher Hatton**, children have developed musical skills for later life.
- The new instruments will benefit future cohorts of children.

02. Sustainable improvements to learning environments

- At **King's Cross Academy**, the rebuilt playground provides a lasting outdoor learning environment.
- At **Rosary School**, the Discovery Zone and library will become a permanent centre for reading, creativity and innovation.
- The redesigned space will enhance the school's appeal to prospective families, supporting future pupil recruitment.

03. Resources that benefit future cohorts

- At **All Souls School**, the tablets will continue to support high-quality maths teaching, intervention groups and digital learning across the school for years to come.
- The **Kentish Town** sensory room provides a permanent therapeutic resource that will support SEND pupils and future cohorts requiring additional emotional or sensory support.

“

Hearing my child play guitar at home in the evenings is such a joy.”

Parent at Christopher Hatton Primary

“

The Year 6 children's standard of playing is excellent, they have really mastered a good repertoire of songs.”

Staff at Christopher Hatton Primary School

“

Even long after we have left school, we will still have a legacy here because we designed part of our school!”

Year 6 Pupil Rosary Primary School



Sustaining Impact in King's Cross

Since its launch in 2022, Run King's Cross Run has supported 14 schools, raising over £312,000. With your support, we can continue to transform opportunities for the borough's children.

Growing Demand from Schools

Demand from King's Cross schools continues to rise and each year, more schools seek to participate, reflecting both funding pressures and the proven impact of the event. Our ambition is to maintain support for 10 schools annually while deepening the level of impact within each.

Long-Term Funding Matters

While we are proud of the strong sponsor base supporting King's Cross, continued partnership is essential to maintain current reach. Securing early commitments enables us to confirm school places allows schools to plan with confidence, embed programmes and create lasting change rather than one-off improvements.



Our Vision 2026- 2028

Over the next three years, we aim to:

- Sustain funding for 10 primary schools in Camden, Westminster and Islington.
- Increase corporate volunteer engagement to deepen school-business partnerships

With Thanks to Our 2025 Sponsors

KING'S CROSS

The Standard



The
Langhar
Estate



SONY MUSIC



HAMMERSON

BC CAP

Blue Coast Capital

VISION HALL

GPE.





RUN KIDS RUN

Registered Charity No. 1196761

Run Kids Run is committed to safeguarding and promoting the wellbeing and welfare of children.



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