

COVENT GARDEN IS THE ULTIMATE PLAYGROUND FOR PERFORMANCE BEFORE, DURING & BEYOND THE LONDON MARATHON



April 2026

As the city gears up for London's biggest race, Covent Garden is the ultimate destination for runners and supporters alike - before, during and beyond the race day. From preparing your activewear wardrobe and community run clubs, to post-run refuelling and exclusive medal-holder rewards, the neighbourhood offers everything needed to support every stage of the marathon journey whether you're taking part or cheering from the sidelines.

Performance Meets Style

From personalised running shoes to technical apparel, Covent Garden seamlessly blends performance with style for every level. If you're gearing up for race day or resetting post-run, discover a curated mix of leading active lifestyle brands to elevate your sportswear kit.

Explore apparel, footwear and accessories from brands including **Arc'teryx**, **Peak Performance** and **Salomon**, alongside elevated activewear from **alo**, **Lululemon**, **Peloton Studios London** and **Vuori**. Runners can also tap into a growing programme of community activity throughout the neighbourhood, from the **Oakley** Covent Garden Run Club, hosting bi-monthly runs for all levels, to ongoing run clubs from **HOKA** and **Saucony**.

Ahead of the main event, on 12th April, **Peloton Studios London** are running a Pilates Class in their Floral Street studio, followed by a ten-minute wellness ritual hosted by **ELEMIS**, where an expert will guide you through a nervous system reset, including breathing exercises, lymphatic drainage demos, and self-massage using their Body Cleansing Balm.

At **Vivobarefoot**, marathon participants can enjoy an exclusive 30% discount on full-priced footwear on Sunday 26th and Monday 27th April by presenting their medal or bib in-store on Neal Street, plus VivoRewards members can also earn additional points by linking their Garmin and tracking their run.

Fuel, Refuel, Repeat

From carb-loading ahead of race day to well-earned indulgence afterwards, Covent Garden's dining scene delivers at every stage. Runners can refuel with fresh pasta at **Notto**, enjoy elevated Italian dining



at newly opened **Burro**, celebrate in style at **Ave Mario**, or opt for relaxed favourites at **Seven Dials Market**.

For finish line rewards on 26th April, **Doughnation** will be offering buy one get one free pizza to marathon participants, while **JENKI** Matcha Bar will be serving £3 Flat Greens via its app and offering a free matcha for those showing their medal. For something more casual on race day, **Cô Thành** is offering a bánh mì (Vietnamese sandwich) and iced Vietnamese coffee for £15, the ultimate pick-me-up after a long day, while **NANA Café** is providing 20% off for marathon participants looking to relax and recharge on their Piazza terrace.

For those looking to continue celebrations, raise a glass al fresco at **La Compagnie** in Neal's Yard, or head to **STEREO** for late-night music and dancing.

Celebrate the Finish Line

From preparation to celebration, Covent Garden's brands are marking marathon season in style. **Happy Socks** are gifting runners a free pair of socks (while stocks last), while **EDiT** is offering 50% off framing when purchasing full-priced artwork, perfect for preserving your marathon moment.

At **Creed**, visitors can enjoy complimentary champagne in-store alongside its personalised gifting services, while **Diptyque** is offering a free gift with purchases over £140.

Recovery & Reset

Recovery continues well beyond race day, and Covent Garden offers a range of wellness and lifestyle experiences to support runners post-marathon. At **ELEMIS**, until the end of April, marathon participants can enjoy a complimentary hand and arm massage alongside product samples to takeaway, while **Peloton Studios London** offers free immersive fitness and recovery-focused classes every Sunday.

The neighbourhood also offers a range of premium beauty and wellness destinations. Skincare specialists such as **Kiehl's** and **DECIEM** focus on hydration and skin health, while **Aesop** is known for its luxurious face and body products designed for calm and relaxation. For a more indulgent reset, treat yourself at **Charlotte Tilbury's** Skin Spa for treatments including The Brighten + Smooth Oxy-Revival Facial and The Ultimate Magic Facial, or visit **Neal's Yard Remedies** for restorative treatments designed to soothe tired muscles.

More Than Race Day

Covent Garden isn't just a race-day destination, it's a hub for year-round performance, wellness and lifestyle. With over 200 retailers and 200 dining destinations with a growing calendar of fitness-led experiences, there's activity and energy that extends far beyond the finish line.

For more information on offers in Covent Garden, visit the official Covent Garden website or email coventgarden@thebeaconuk.com

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Notes to Editors

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.4 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line. Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About Covent Garden

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as 200 restaurants, bars and cafes.

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