



**Name: Jamie**

**Age: 47**

**Location: Sandwell**

**Group: RUN247365**

Jamie is the leader of RUN247365. The Black Country Consortium subsidised 100% of Jamie's LiRF in order for Jamie to set up the group. The group meet outside of Oldbury Council house on Wednesday Evenings at 6pm—humans and dogs welcome. At the end of the project there were 8 people attending, **3 more people have recently joined.**

Jamie's reason for becoming a run leader was because he had ran/exercised for all of his life and used it as a tool for fitness, therapy and to be more social. He decided that it was time to give **something back to the sport.** He is a solo runner by choice and felt a leaders course would give him the insight needed to set up a group for beginners. His reason for choosing to work with beginners was to provide people who have never tried running **"a chance to fall in love with it"**.

Jamie felt the Leaders in Running Fitness course gave **necessary insight into the setting up of a group** and dealing with issues.

Support with **advertising and promotion** of the group was the main benefit of the support from Sport Structures.

Moving forward Jamie would like to progress his training further by **attending the England Athletics Coaching in Running Fitness award.**

## Top 3 tips for runners to keep motivated?

**1. Get them to turn up by making them feel at home and not to be self conscious**

**2. Target setting is essential so they can make small but significant gains.**

**3. Start off very, very slow and allow the group to develop at different speeds as needed. Use walk - run-walk as the basis for starting them off.**

# Case Study - Run Leader



Name: Tammy

Age: 38

Location: Sandwell

Group: Wednesbury &  
Race for Life prep

Tammy leads 2 groups—Wednesbury beginners and Race for Life monthly sessions. Tammy had **16 new to running participants** to her sessions with steady numbers and enthusiastic participants. The members are **all ladies** and the Wednesbury group meet every Thursday at 6:15pm. All are currently **training for 5k and 10k races**. The Black Country Consortium subsidised 100% of Tammy's LiRF training.

Tammy became a run leader to **inspire others around her** to run, and to do it safely. Many people had asked Tammy to start a group so qualifying as a Leader in Running Fitness was a great way to start.

The main benefits of the course to Tammy was the **understanding of how to lead groups with differing abilities** and the parts of a session. She has recommended the course to others and commented on how the backing of Run England and the **promotion via the website was very helpful**.

With support from Sport Structures setting up a group was simple for Tammy.

Tammy would like to complete her Coaching in Running Fitness qualification to assist with the growing ability of the group members.

## Top 3 tips for runners to keep motivated?

1. Varying the route to include inclines, downhill's and flats.

2. Encouraging beginners to aim towards either Parkrun, Race for Life or enter a charity running event.

3. Running at different speeds to challenge the body.

# Case Study - Run Group



**Name: Dudley Kingswinford Running Club**

**Location: Dudley**

**Leaders: John & Ingrid**

**Participants: 111**

Dudley Kingswinford Running Club was established in 1984 and is based at Dudley Kingswinford Rugby Club. Their yearly 10 week beginners course started at the end of March and had **111 new to running participants attend**. The group is led by John Glover, highly regarded member of the club and the founder of the beginner sessions, and Ingrid Cain, a new member but very experienced leader with an impressive sports therapy background. There are also 8+ volunteers that assist the beginners every Tuesday and Thursday.

The course has been praised with many people attending yearly or becoming members after the course. One beginner commented that throughout the beginner course "**John breaks us, Ingrid fixes us**" - a perfect combination! A registration night is held before the start of the sessions to explain the logistics of the sessions and for participants to ask questions.

The beginners work towards completing the **Gavin Tipper 5k race** hosted by the club, with a 100% pass rate. They also **receive a free t-shirt**.

The social side of the club and the support from the leaders was highlighted by beginners as crucial to them returning every week.

## Key Good Practice

- 1. Having friendly, supportive leaders with years of experience.**
- 2. Setting a time scale with an end goal.**
- 3. Hosting a registration night before the start of the course.**



# Case Study - Run Group



Name: West Park Beginners  
(3)

Location: Wolverhampton

Leader: Jessica

Participants: 21

West Park 4 week beginner sessions started at the end of February 2015. The group leader received 100% funding for their LiRF in order to set up the group. The sessions started with only 1 participant, with the group **growing to 21 by the end of the 4 weeks**. The group was for females only. The group met for 45 minutes every Tuesday at 6:45pm. The first sessions were very basic **focusing on walk-jog-walk**, with more confident runners encouraged to go ahead but to loop back to join the group. Keeping the group together was crucial for the leader who initially **found it difficult to keep the differing abilities together**.

The leader Jessica states that **word of mouth** was the main factor for the weekly increase in size of the group, with participants positively reviewing the sessions and bringing friends and colleagues with them. The group has been described by participants as “**refreshing and revitalising**”, with the group environment, target setting and the session being free as the main factors encouraging participants to return.

As the group grew in size the leader has **continued the sessions after the 4 weeks to train the ladies for the Race for Life** in June 2015. Since the end of the project **26 new to running participants have attended**, with numbers growing weekly.

## Key Good Practice

1. **Setting a goal of 4 weeks, and the Race for Life to encourage participants to return.**
2. **Being aware of the demographics of the participants when planning cost and targets.**



# Case Study - Run Group



Name: Kinver Fitness Collective

Location: Dudley

Leaders: Sally, Jane, Phil, Dave

Participants: 44

Kinver Fitness Collective was established in 2014 by a Community officer and a resident. The Black Country Consortium have funded 3 of the group leaders' LiRF courses. When the sessions first started there were only a few eager members. Since October 2014 there has been an **increase of over 30 people attending the free weekly sessions**. T-shirts with the group logo have also been created with the group's brand well established in the local community. The group meet every Wednesday and Sunday, and have a Facebook page where members can arrange for informal sessions throughout the rest of the week.

Sally, leader and co-founder of KFC credits the success of the group to its participants: "some runners loop back to the last group saying hello as they run past, and then back again ... It's also **great to share key milestones in the group** ... seeing someone run a loop all the way without stopping **makes you feel very proud**".

Participants of the run groups found that running in a group makes them feel safer, "It allows runners of **different ages and abilities to get out into the fresh air and exercise safely** along dark country lanes which **can be quite scary if you are on your own**". Not only this but the group has been seen to boost community spirit: "**it's a great way to meet and get to know folks in the Community** that you would ordinarily just pass in the street".

## Key Good Practice

1. **Having a strong presence within the community (e.g. t-shirts, posters, positive word of mouth, etc)**
2. **Setting milestones for participants to achieve.**

# Case Study - Participant

**Name: Ferdy**

**Age: 34**

**Group: West Park  
Beginners (3)**

## Why did you first decide to join a running group?

"I wanted to get back into doing some fitness and doing something outdoors is more appealing than being stuck indoors."

## Did you join alone or with a friend?

"I joined with a friend to help motivate each other—they are a colleague as well so makes it easier after work"

## What is it about the group that you enjoy?

"The group leader is friendly as well as the other members in the group—everyone is helping one another."

## What is your goal for the future and how will the group help you achieve this?

"My goal for the future is to build on running for longer and getting my fitness back on track. The group motivation and support from the leader will help me achieve this over time."

## How do you feel you have benefitted from joining a Run England group?

"I have had a new experience of exercising outdoors—it feels refreshing and has revitalised fitness. I also feel more confident to trial running on my own outdoors"

## Top 3 tips to give other beginner runners?

1. Stay focused!
2. Set a goal—but be realistic
3. Don't have high expectations after your first sessions —take small steps and you will achieve your goals.