



RunTogether

Agenda.

1. Welcome
2. Run Leader Mentor insights and top tips
 - a. Dani – Engaging Beginners
 - b. Natalie – Supporting Returners
 - c. Rob – Helping runners to achieve a goal
3. Q & A
4. Support available this year

Dani Guy

Run Leader & Run Leader Mentor

'How to engage beginners'



Dani Guy - Run Leader & Run Leader Mentor

Let's Run Girls – Friendly women's running group in Cambridge
<https://letsrungirlscambridge.uk/>

Engaging Beginners

Potential challenges

1. Promoting sessions
2. Getting the right people there
3. Overcoming the 'I want to but...'
4. Creating and nurturing the community
5. Setting them up to succeed

Challenge #1: Promoting Sessions

- Social media is your friend
- Sharing is caring
- Use real and relatable images
- Tap into existing local communities
- Be really clear about who your group is for



Challenge #2 - Getting the right people there

- What does 'beginners' mean?
- Is your session **really** beginners friendly?
- Make your expectations clear
- Manage their expectations



Example:


We don't expect you to already be able to run for any length of time

We do expect you to complete 2 runs independently between weekly sessions


In week 1, we will run for 60 seconds then walk for 90 seconds

Challenge #3 – Overcoming the ‘I want to but...’


- Identify potential barriers
- Answer ‘silly’ questions before they need to be asked
- Make yourself available
- Be human
- Listen!




I don't want to be left behind



I don't want to look stupid



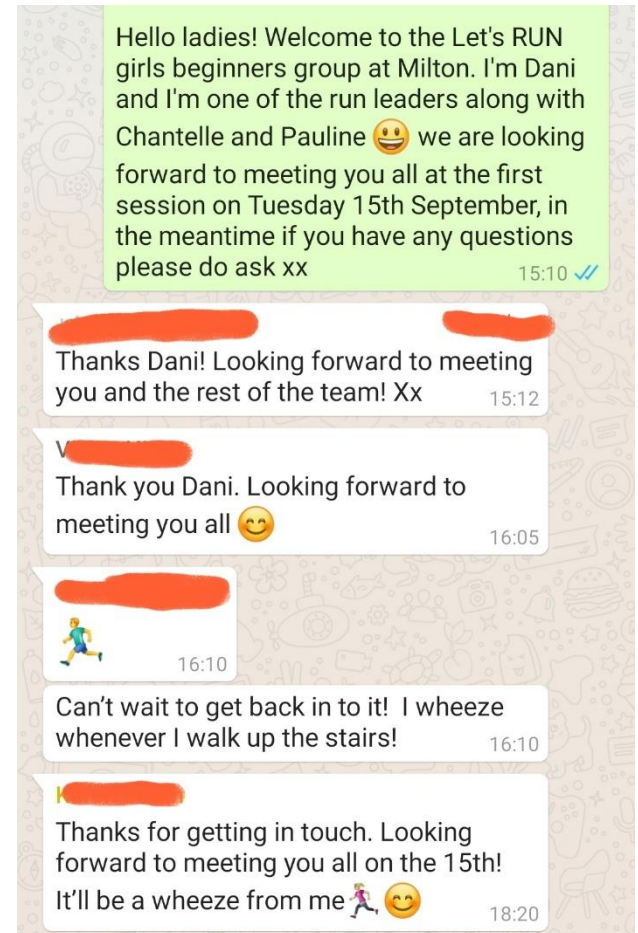
I won't know anyone there



I don't have the right clothes

Challenge #4 – Creating & nurturing the community

- Create a safe space
- Encourage interaction
- Whatsapp groups



Challenge #5 – Setting your beginners up to succeed

- Homework
- Goal setting
- Exit routes/progression



Natalie Sampson

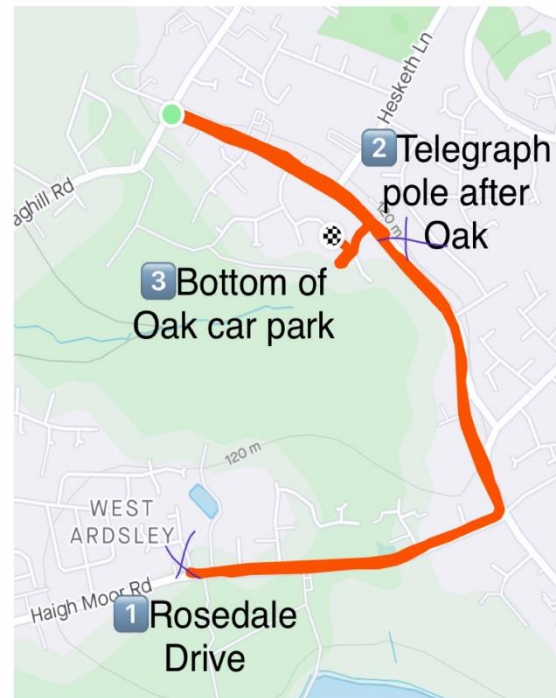
Run Leader & Run Leader Mentor

'Insights into supporting Returning Runners'

Returning Runners

- Check in before the session, almost as a new runner
- Consider what they've done in the last year (or not!)
- Sessions based on time, not just distance
- Set some benchmarks
- Keep it social

TRF Time Trial



5km route

Start at end of Westerton Road

Run to point **1**

Back to start

Run to point **2**

To the start

Run to point **3**

Done



RunTogether
TINGLEY RUNFIT

Rob Beers

Run Leader & Run Leader Mentor

‘Helping runners to achieve a goal’

What is already there?



parkrun



Run for a cause!

(Charity, CV of life,
PB, distance,
comfort zone)



How do I get there?



How to get there?

- Training plan
- SMART goals
- Keep training relevant and fresh(tempo, trail, LSR, HIT/Structures, point2point)
- If it does not challenge us it does not change us (The comfort zone)
- Remember why you started
- Positive reflection-“Don’t look back in anger”

Central support available

Support available to Run Leaders this year

- Monthly Webinars
- Run Leader Mentors
- <https://runtogether.co.uk/get-involved/become-a-run-leader-mentor/>
- RunTogether website (lots of resources)
- <https://runtogether.co.uk/support/tips-and-advice/>
- EA customer support team



Any questions?

support@runtogether.co.uk



RunTogether



Contact us.

For all questions, queries, comments please contact our support team @...

support@runtogether.co.uk

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