



# **PARTNERSHIP APPROACH RECREATIONAL RUNNING IN CO DURHAM**

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Engage, support, inspire  
through Sport & Physical Activity

## BACKGROUND

County Durham Sport have been working alongside England Athletics and Durham County Council over the last few years to engage, support and inspire more people into recreational running in Co Durham.

To do this we developed an outcome pathway to: -

- Understand the local landscape
- Identify strengths and weakness across the county
- Engage relevant partners
- Secure resources
- Engage and develop motivational leaders
- Develop groups/clubs/events to plug gaps
- Strengthen pathways to increase and improve ongoing running opportunities
- Increase awareness about running opportunities in the county
- Inspire communities to see running as 'something for me'.

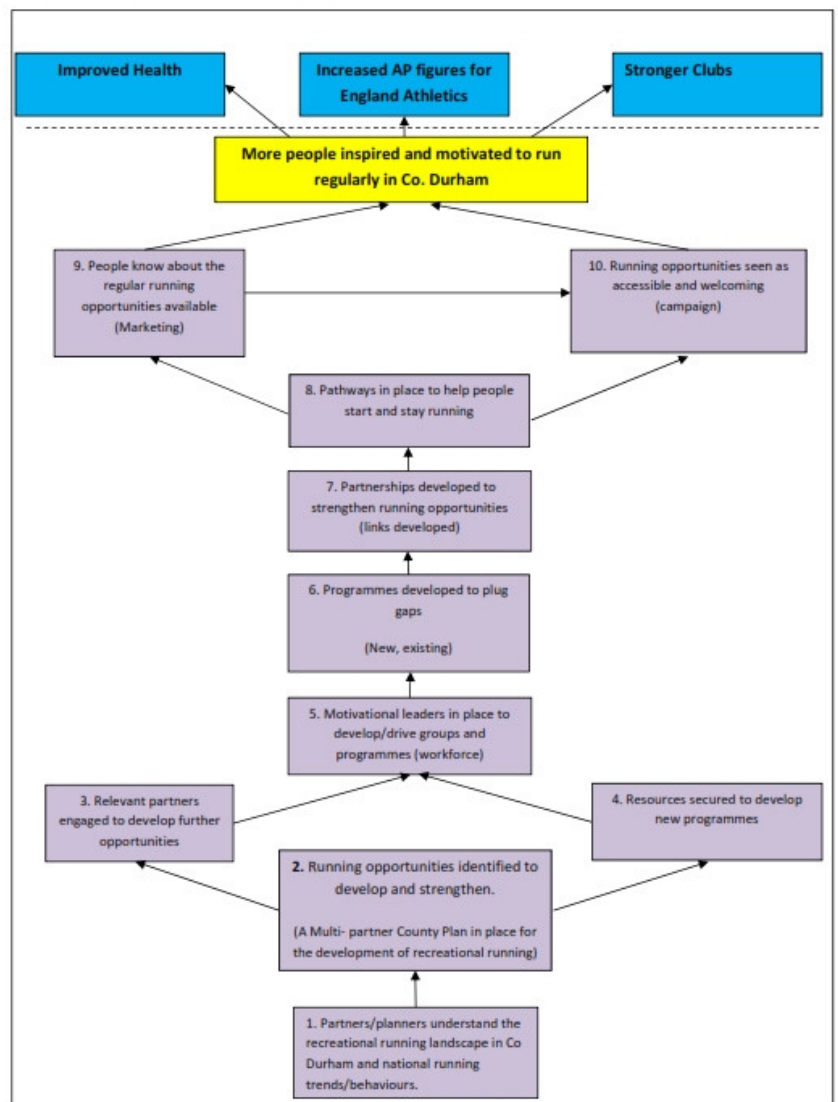
## ACTION

The partnership between CDS Workplace & Community support programme, England Athletics RunTogether's Recreational Running Offer and DCC Wellbeing Run Programme has enabled us to offer a variety of support to help workplaces, community groups and clubs to set up and sustain new running groups. The support available includes: -

- A workplace offer to support the development of run groups in the workplace
- The provision of experienced run leaders to deliver C25K courses within the community
- Access to Mentors to support the development of new leaders.
- Support to access England Athletics RunTogether programme which provides a Run Leaders Toolkit, access to good practice guidance, marketing and promotional support and access to a website and Run Leader app.
- Funding and access to England Athletics 'Leadership in Running Fitness'

An Outcome Pathway for the development of Recreational Running in Co. Durham.

Partners: England Athletics / Durham County Council / County Durham Sport / Clubs / Park Runs



## IMPACT

As a result of this work and the strength of our approach developed; England Athletics chose County Durham Sport to work in partnership with to pilot their new **RunTogether Mentorship programme** and aim to use the learning from the evaluation of this programme to roll out the scheme on a national level.



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## Passport Office Running Group

"I did a lot of sport when I was younger but it was a case of life, work, family being in the way but running has given me some space and because I feel great, it has beneficial effects on those other areas of my life. I have been inspired back into sport by Kay (the Run Leader) the course and the great feeling after a run is complete so thanks."

"I saw the advert for Kay's C25K running group shortly after I'd had a health check at work. I'd been advised during the check to try and start some weekly exercise. So I signed up. After the first couple of weeks I came close to quitting, finding it much harder than I expected. However with Kay's encouragement and the support of the others, I kept going and it got easier. Now the course is finished, I feel much fitter and have surprised myself by continuing with the running. Even running on holiday. My goal is to continue to improve my times and maybe the distance and to enter some parkruns."

"The team kept me motivated, encouraged me to keep going when my legs had had enough and have listened to me moan and groan all the way to the end...the support has been brilliant. I am now running regularly and as a result I am fitter, I am healthier in both body and mind and I am setting a positive example to my young daughter. Already I've joined the Parkrun site and am planning to run in the race for life. I'm sticking to 5k for now but I feel the challenge of 10k looming... Not quite ready for marathons. But there's time....this girl can and it's thanks to Kay and the team at work!"

## UHND Maternity Department

It was really important for us as a team to bring staff together to do some new and different. The RCM Campaign recognises the importance of improving staff health and well-being to enable them to care for the women and families they look after every day "caring for the carers".

"Our runners have amazed themselves, they have shown great strength and commitment and some have been bitten by the running bug completely. There is a positive feeling about the group which is spreading back into the clinical teams with the desire to keep the bi-weekly runs going and more staff wanting to join in."

"we have all gained confidence in our abilities to achieve what we feared may not be possible, and as a result of that, have all taken a massive leap towards a healthier us!!"

## County Hall Workplace Running Group

"It was fantastic, most of the girls came and what a performance, everyone did great and they were buzzing afterwards! One lady said that it was one of the most successful things she had ever done. She was looking into joining the Chester-le-Street running group after she left DCC employ, she was determined to keep going though, so I really hope she has!"

"I would encourage anyone who fancies running and thinks 'no, I can't run, I can't do that' to give it a go, it's very do-able and gradual, warm ups and cool downs means no pulls or strains (very safe!) – Our group of ladies are now running and guess what – they never thought they could! We have a great sense of camaraderie and fun amongst us all and support each other."



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