



## **Fit4Life Ireland**

Recreational Running in a club environment  
6-8 November 2015

# 1. Beginning (2006)

- c. 20,000 members
- 200+ clubs
- Competition sole focus in clubs
- Clubs underdeveloped & under-resourced
- Limited capacity and capability
- “Elite Only” perception
- Limited awareness among community



## 2. Beginning (2006)

- **Running Boom**
- **Female recreational / fitness running**
- **Reinvigoration required**
- **Opportunity to engage and recruit**
- **Awareness of missed opportunity 1980s**



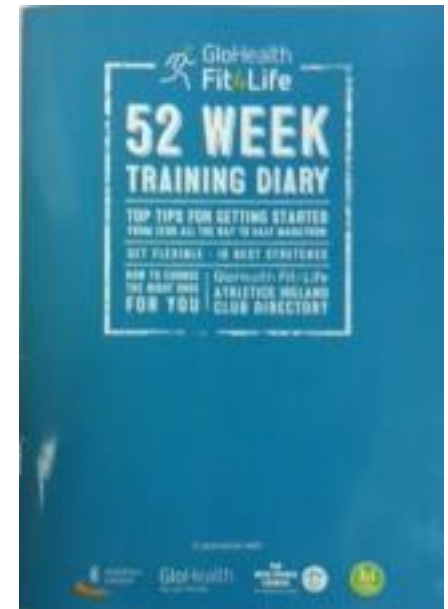
## 3. Preparation

- **Situation analysis**
- **Devised template**
- **Prepared start-up pack**
- **Invited expressions of interest / publicity**
- **Launch / Information meeting**
- **Training workshops**
- **Promotional visits to clubs**



## 4. Programme

- **Meet & Train model**
- **Fitness at your own pace**
- **Trained leaders – not coaches**
- **Levels of progression – walk, walk / jog, jog**
- **Safety**
- **Social, Fun, variety**
- **Identity**



## 5. Challenges

- Reluctance to change
- Inability to see potential
- “Athletes only”
- Who will take charge?
- Dilute the club.
- Loss of control



## 6. Overcoming Challenges

- Evidence
- Word of mouth
- Testimonials
- Promotion



## 7. Benefits to club

- Increased membership (55,000+)
- Revenue & resources
- Human capital
- Skills & capabilities
- Greater social interaction & awareness in community
- Variety of members
- Local authorities







## 8. Evolution

- 2006 – 14 groups 2015 – 140+ groups
- c.15,000 members
- Facebook: 7,300+ “Likes”
- Diaries / Hi viz / Water bottles
- Self-sustaining
- On-going leader training
- Sponsorship



## 9. The Future

- Continued growth
- Opportunity to further build brand
- Revenue opportunities
- Sponsorship
- Engage further with recreational running population



## 10. Questions

- ?????????????



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