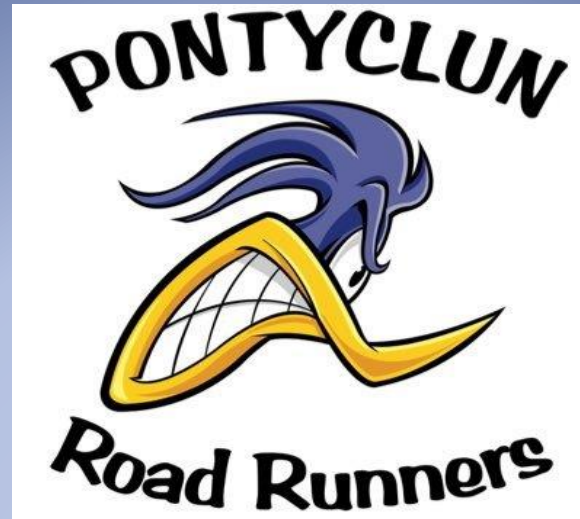




WELSH ATHLETICS
ATHLETAU CYMRU



Case Study: The journey from Run Wales
to Welsh Athletics....& back again

Kerry Rockey

Cheese



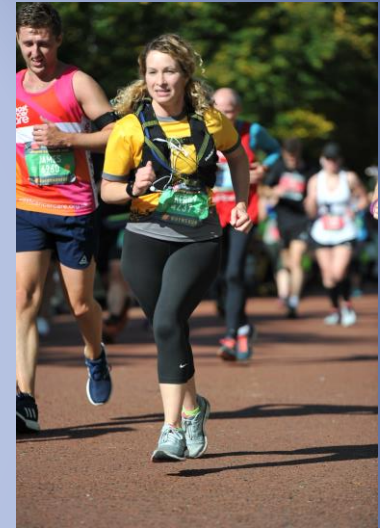
Cake



Cheesecake



Bio



Instarunnerswales team

Nurse



Runner, LiRF & Pacer

Pick n Mix





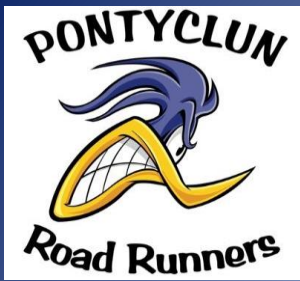
Social running - benefits

- Epitome of flexibility
- Inclusive – all shapes/sizes/ages/genders/ethnicities/abilities
- No pressure
- parkrun community – a run not a race
- Travel
- Social life/ network
- Bonding through running

My club – Pontyclun Road Runners



- Formed was in 2016 with 6/7 runners
- Founder is Jonathan Mead
- Started as a social running club & has gone from strength to strength
- We now have over 200 members & 16 run leaders
- We made our journey to Welsh Athletics affiliation last year
- All members voted
- Choice & remain inclusive
- First ever C25K program in January 2019 – over 122 runners - successful
- Free – Fundraising throughout the year & grants, to help buy equipment needed (first aid kits/shelter)
- We will always be free for those runners that need it
- Embraced affiliation because of the benefits its & it doesn't threaten the ethos of the club.
- Caters for all abilities
- 50% social members and 50% affiliated



Members asked to describe our club
Pontyclun Road Runners in 1 word

Encouragement Inclusive Incredible Welcoming Release
Social Friendship Team Supportive Belief
Camaraderie Laughter Achievement Chat Goals
Fun Community Inspirational Adventure
Enjoyment Awesome Mental wellbeing
Confidence Commitment Beer Family





Social media for runners



Positives	Challenges
<ul style="list-style-type: none">• Power for good	<ul style="list-style-type: none">• Perfect life – Perfect Run
<ul style="list-style-type: none">• Social platform – Runners supporting, inspiring & motivating each other	<ul style="list-style-type: none">• Potential to create isolation/low mood/loss of running mojo/skewed self-image
<ul style="list-style-type: none">• Highlights running goals, achievements & dreams	<ul style="list-style-type: none">• Trolling/horrible comments/criticisms/Cyber bullying
<ul style="list-style-type: none">• Information/communication resource (upcoming events, local clubs, parkrun, Lirf meetings etc.)	<ul style="list-style-type: none">• Likes = Popularity
<ul style="list-style-type: none">• Learning resource – running form/tips/	<ul style="list-style-type: none">• Pressure to post
<ul style="list-style-type: none">• Boosts knowledge of running	<ul style="list-style-type: none">• Who is your audience?
<ul style="list-style-type: none">• Technology is part of life	<ul style="list-style-type: none">• Flooded by brand marketing/influencers



Take home points

- Social media can benefit any club – It provides a platform for direct communication between the club's current & prospective members
- Opportunities & choices for running are bigger now than ever before
- Affiliation isn't a threat to your social running clubs
- Cheese cake – no need for boxes
- We are all connected by our passion for running