SPORT MAKERS CO CASE STUDY

This “grossly overweight” Sport Maker fell in love with running several years ago. She was amazed how quickly she managed to run a mile by building gradually. The amazing feeling of achievement after her first 3 mile run or beating her personal best time was brilliant and addictive.

She completed the Exeter half marathon in 2005, a 5K across Gwithian Beach and several 10K’s for Cancer Research UK. In 2010 she did the Great Ethiopian Run in Addis Ababa and has also done two 250 mile bike rides across Europe for the Royal British Legion.

In her view there are plenty of groups around for people that want to clock up the serious miles; she wanted to set something up just for beginners. She wanted to find a way of encouraging, enthusing and supporting other people to start, benefit from and feel great about running – just as she did.

She particularly wanted to start a beginners group because she knew what it was like to start running from scratch. In particular, she wanted others to go from feeling they couldn’t do it to being amazed at what they could do.

After attending a Sport Makers workshop in Penzance, during the spring 2012, this Sport Maker was inspired to get a LiRF qualification and set up a running club. When she took the group for their first mile run she didn’t tell them! But when they found out how far they’d run they were amazed.

By June 2013 she had led two sessions of 12 weeks each and hoped to start the next one soon. She has inspired people to fall in love with running. Members of the group go out running in the week (but, not on the running club night), have got their gaits analysed and have bought new trainers. Their questions about running, timings and mileage are getting more serious too.

And all because Sport Makers provided the impetus she needed to start a running club so that she could encourage and support others to be active.