**KEEP ON RUNNING – TIPS FOR OFFERING VIRTUAL SESSIONS**

If your club has not restarted training or does not have capacity to take in new members, you could provide a virtual service to keep potential new members engaged. The flexibility this offers may also be perfect for runners who cannot attend on traditional training nights.

You could extend your virtual offering to people across Scotland if you have capacity to do so. This may accommodate some runners that don’t have provision locally.

Through lockdown and as restrictions have started to be lifted many clubs and groups nationally have already engaged with their runners virtually. The case studies at the following links provide some examples of how they have done this.

[Garscube Harriers](https://www.scottishathletics.org.uk/58315-2/)

[Springburn Harriers](https://www.scottishathletics.org.uk/spring-in-their-steps-springburn-harriers-still-growing/)

[Harmeny AC](https://www.scottishathletics.org.uk/57285-2/)

**TIPS FOR ESTABLISHING YOUR VIRTUAL SESSIONS:**

* Decide who you’re trying to attract – adults, families, children etc.
* Decide what you want to offer them. It could be one or more of the following:
  + Virtual challenges – fun events like photo scavenger hunts, or more competitive ones like 5K time trials.
  + Virtual training plans targeted at their ability level
  + Online 1-1 programme support
  + A set block of sessions, posted session-by-session
  + Online chat group with other new and existing members
  + Buddy system to support new virtual members
* Consider which of these you already have available. If you want to devise new training plans, does the club have the time and resources to do this? (jog**scotland** groups should not devise their own training plans, but use the pre-set jog**scotland** plans which you can download at <https://jogscotland.org.uk/joggers/learn-to-run-or-walk-for-fitness/> (clubs are also welcome to use these).
* Identify someone who will be responsible for coordinating the virtual service. Make sure they are supported by others.
* Decide whether there will be any cost. Perhaps you could offer a free trial period following by charged sessions.
* Decide how you will engage with the new participants virtually:
  + Set up a chat group e.g. through WhatsApp
  + Hold a video meeting online linking people with other virtual members
  + Set up 1-1 calls or meetings with coaches or buddies for the new members
  + Send out an online newsletter to the virtual participants
  + Link them into club/group social media platforms
  + Provide video demonstrations to go with sessions
* Promotion – see the tips in the main Keep on Running info pack.
* Consider what the next steps will be for the participants you engage virtually. Is it a temporary service or is this something you will continue? How and when will virtual participants be integrated into physical sessions once they are able to?
* Consider how you will monitor the success of your participation in Keep on Running.