

# Pitreavie AAC Endurance



Find your own PAACE

Ready Steady Go Pitreavie!

# Introduction



- **Nicola Moriarty**
  - PAAC Running Coach/RSGP Jog Leader
- **Campbell Blair**
  - PAACE Team Manager/Jog Leader



# Background: PRR - A group in decline



- **Long established club, but focus on T&F; limited engagement with Road Runners.**
- **Losing members and struggling to attract new runners; 60 members down to 30.**
- **Low training attendance, with runners isolated on long runs.**
- **Lack of training plan or structure.**
- **Limited promotion or member engagement.**
- **Increased competition in the local area; 2 main running clubs (Carnegie and PH) and 2 jogscotland groups (JS Dunfermline and RSGP)**
- **Group at a crossroads – do we carry on?**



# Background: RSGP – From small acorns



- Founded in Spring 2016
- Two newly qualified jogleaders
- Vision to be friendly and inclusive
- Kick-start the pathway from beginner to club runner, and break down the barriers in between
- C2K program (READY) with transition to STEADIES
- Focus on promoting good mental health

But...members not transitioning to PRR as hoped; risk that another sizeable club was being created.



[#getfifefitonejoggeratotime](https://twitter.com/getfifefitonejoggeratotime)

# Time for a plan...integrate to grow



- **Integrate:** Nicola and I hatched a plan to bring the groups together under one banner.
- **Vision & objectives:** we created our vision and objectives ([PAACE Vision](#))
- **PAACE pathway:** we outlined a high level training pathway ([PAACE pathway](#))
- **Training plan:** we created a new training plan; built around the ethos that all abilities should be able to train together – tailoring sessions accordingly.
- **New routes/sessions:** long training routes were replaced by shorter loops, out and back runs, intervals, hill reps etc. to keep the group together.
- **Sought ideas:** we asked members of both groups what they'd like to see.
- **Rebrand:** we decided a new name could support out 'relaunch' and canvassed members for ideas; **Pitreavie AAC Endurance was formed!**



# Promote, Engage, Deliver...and repeat



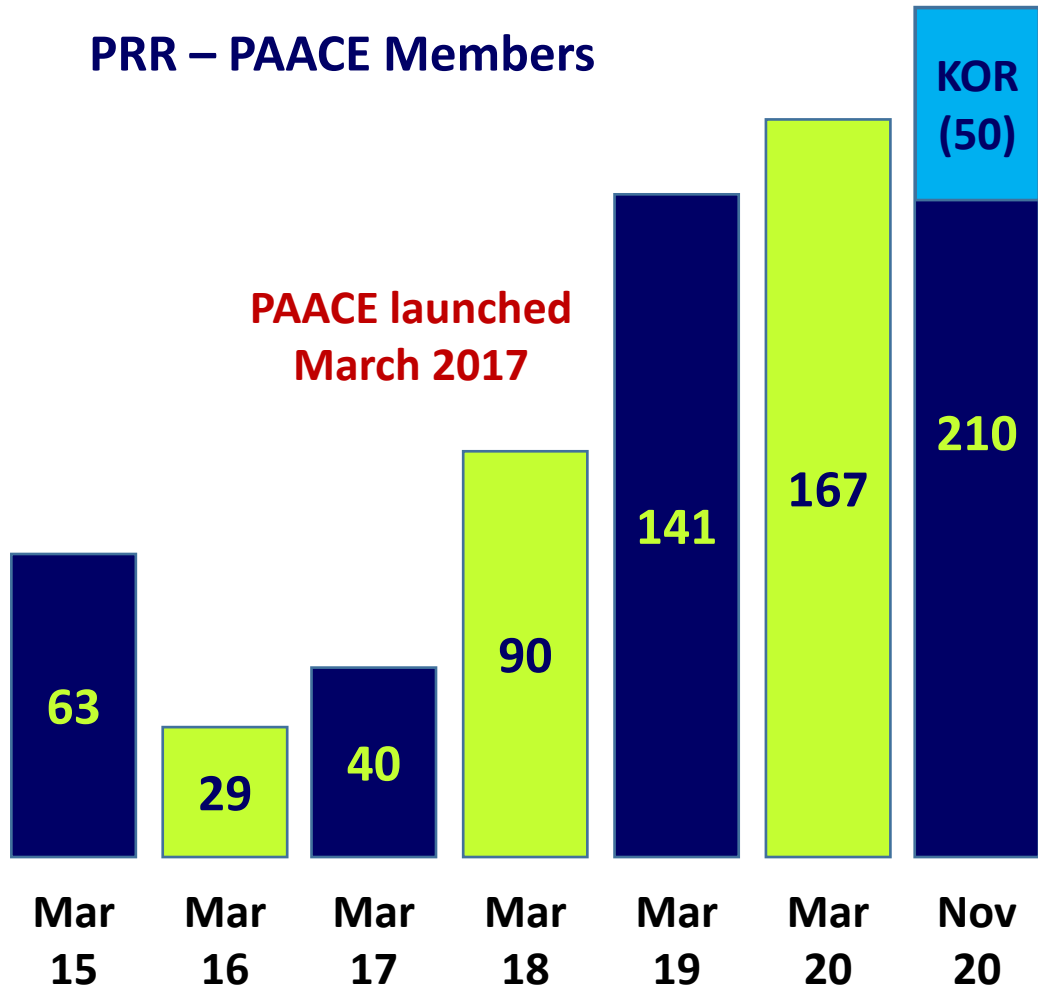
- **Relaunch:** the new name and new structure gave us something to promote to raise our profile...increased local press coverage.
- **Social Media:** we enhanced our Facebook presence, regularly promoting the club, our training plan and our achievements.
- **Enquiries:** new prospects were treated as a priority, provided with info on the club and encouraged to try us out.
- **Training:** the new training plan started to receive positive feedback from members (old and new)
- **Inclusive:** we started to demonstrate that all abilities could train together...a really positive atmosphere was being created.
- **Events:** we altered our championship series to encourage more participation in events...the club became more and more visible.
- **#TeamPAACE:** we launched training kit to create more of an identity and team culture...Team PAACE was formed!
- **Promotion:** as we grew, we promoted our growth creating more interest and momentum



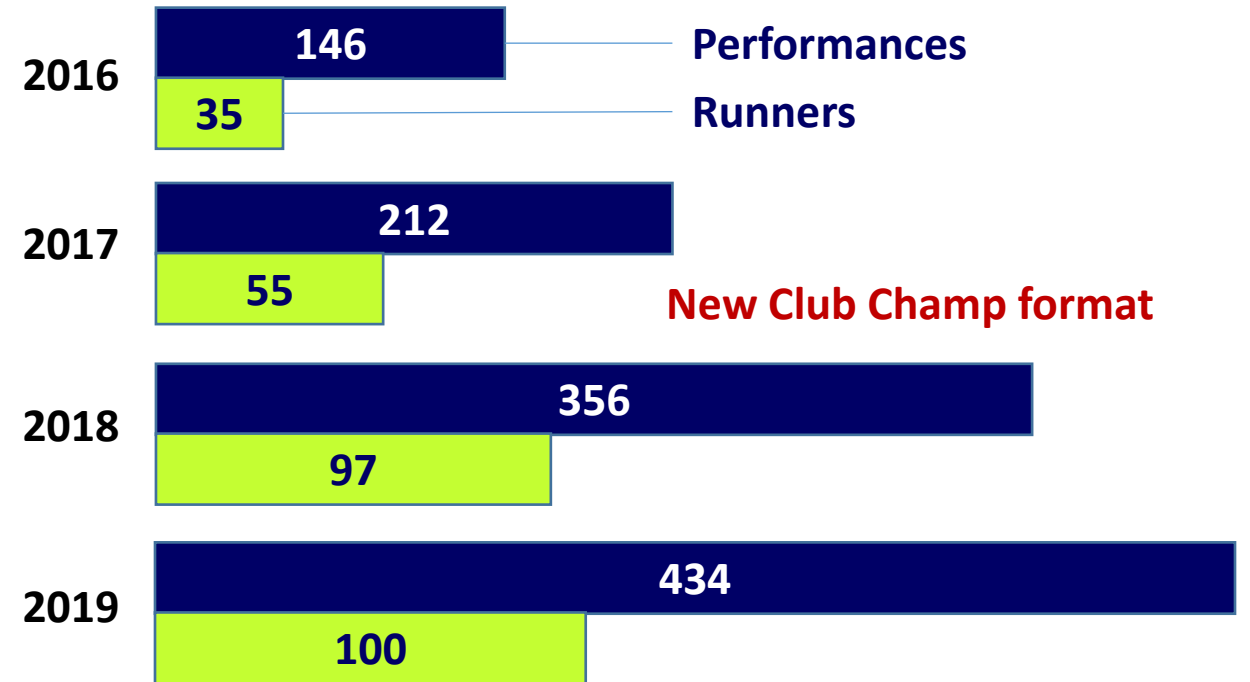
# So far, so good!



## PRR – PAACE Members



## PAACE Club Champs Participation



Promoting participation in events & generating more prize winners

# Responding to COVID...keeping members engaged



**Challenge – how do you maintain a club feel/culture and keep members engaged and motivated in unprecedented circumstances?**

- **PAACE Training & Positivity Hub – a new private FB page**
- **Encouraged members to share runs, post updates and positive posts**
- **Training – continued to follow training plan & promote sessions**
- **Time Trial Series – run over 4 months; medals/chocolate rewards**
  - 105 participants / 699 performances / 81 improved on benchmark
- **Lands End to John O’Groats (LEJOG) – weekend challenge**
  - 111 participants / 1390 miles logged / LE to JOG + NC 500 + back to Pitreavie! 😊
- **Walnut Whip Virtual Challenge (fundraiser) – 110 entrants**
- **Launch and expansion of training bubbles (in line with SA guidance)**
  - 190 runners now accommodated across 17 bubbles (existing and new members)
- **Regular Press Reports – promoting activity and recognising achievement**
- **Keep On Running – support of SA initiative; 50 new members**



**Rising to the COVID challenge has shown a club can be much more than 2 training sessions a week...it just needs a bit more planning and effort; however it’s worth it!**



# PAACE Takeaways



- **Have a plan and some structure** - look professional and approachable
- **Be visible** - regular promotion (website, social media, local press etc.)
- **#TeamPAACE: Create an identity and team culture** – make people feel part of something
- **Be inclusive** - try to cater for as many people as possible; breakdown the ‘elite’ barrier
- **Keep the group together (where possible)** – all abilities training together creates a great atmosphere
- **Don’t be too technical** – talk a common language and encourage tailoring of sessions
- **Keep members engaged and ask for feedback** - it’s their club, how would they improve it?
- **Recognise all achievements** not just the winners/personal bests
- **Encourage socialising outside of training nights** – help build friendships (social runs, nights out etc.)
- **Get people involved** (jog leading, volunteering, utilise skills, fundraising initiatives, training idea etc.)
- **Have fun! Running and being part of a club should be enjoyable**

# The End...or the beginning of the next chapter!



## Thanks for listening!



# PAACE: A new name and a new vision



**“As an integral part of Pitreavie AAC we will help runners of all abilities to achieve their personal running goals in a friendly and supportive environment”**

- **INCLUSIVE:** We will be welcoming to all and ensure all abilities are catered for
- **STRUCTURED:** Training will be designed around set objectives/goals; train together, develop together
- **COMPETITIVE:** We will encourage participation in events and promote healthy competition
- **ENJOYABLE:** We will foster a ‘Team PAACE’ spirit through running and socialising
- **SUPPORTIVE:** We will create a supportive environment with a focus on Health & Mental Wellbeing

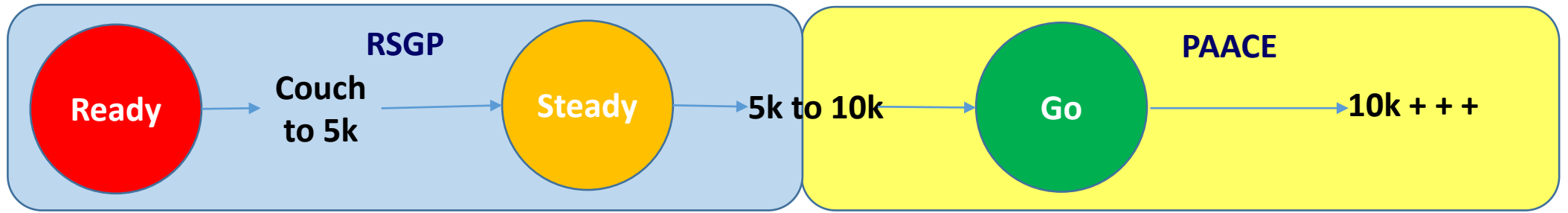
# The PAACE pathway...a program for all



Overarching  
Running Club

## Pitreavie AAC Endurance

Sub-Groups



Training  
Programs



Events &  
Competition

- Parkrun Series
  - Covid Time Trial Series
    - Speed/Short Race Series
      - 5 mile handicap series
      - XC Series
    - Endurance Series