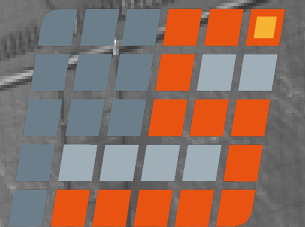




**PARTICIPATION
SPORT**





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The Power of Community





The Rise of the Extremists





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SPORT

Has swimming been left in
the SLOW Lane?





**SPORT INDUSTRY
AWARDS 2018**
OFFICIAL SHORTLIST

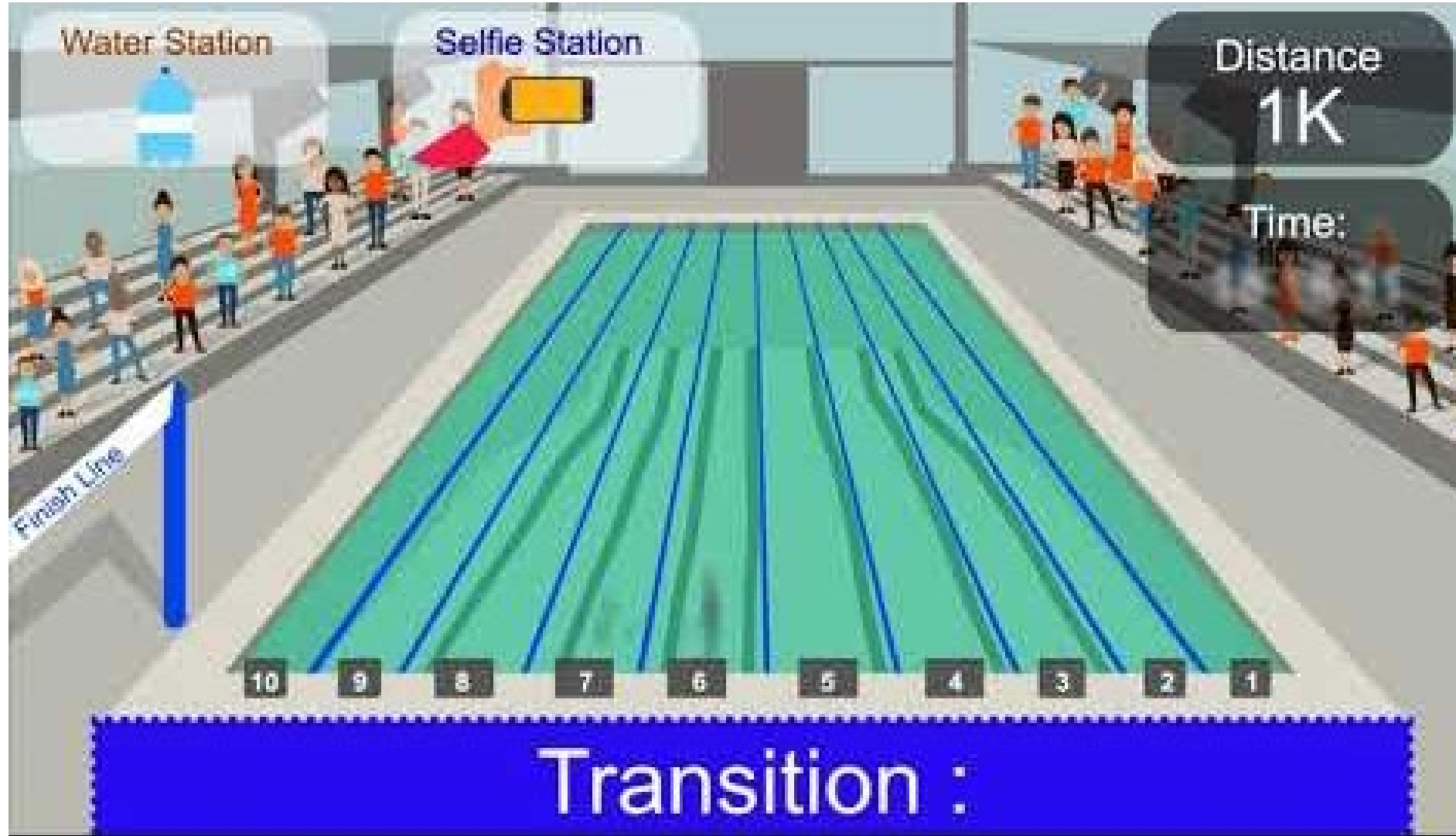


**AWARDS
2018
FINALIST**

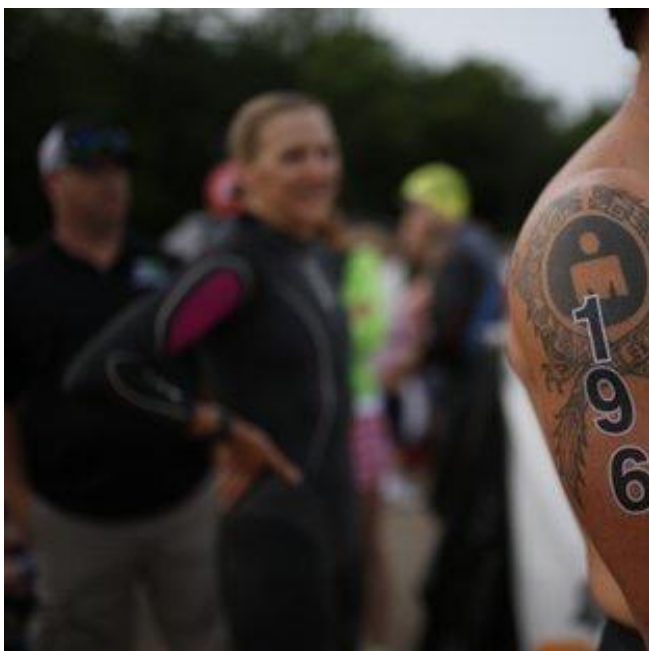


**MARATHON
SWIMS**

Swimovation



Job to be done:



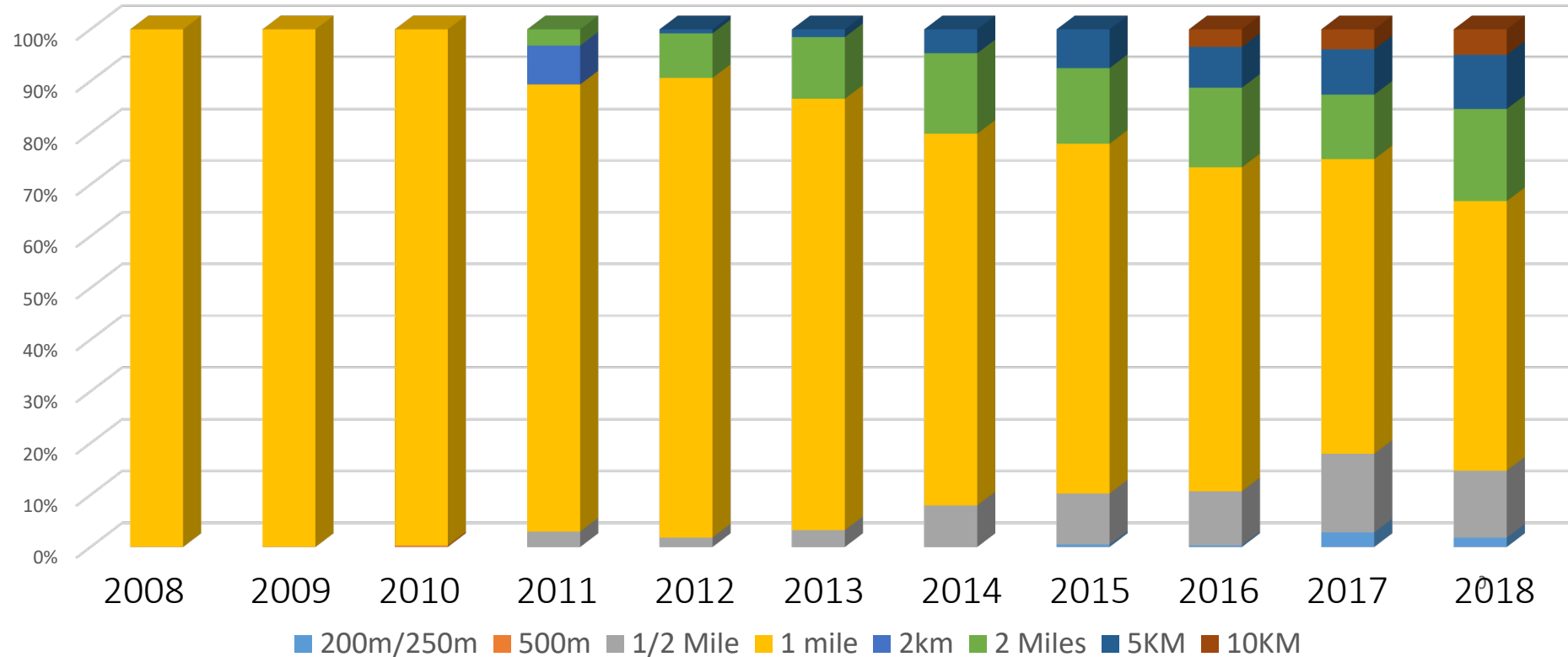




Market Analysis

Distances 2 miles+ now accounts for 38% of swimmers

Great Swim Series - Growth of longer Distance



Rise to 50%+ by 2021?



Major Events:

Virgin
Money
London
Marathon

TCS New
York City
Marathon

Kona
Ironman
World
Champs

Marathon
Swims

Launch
year

6,255
(1981)

55
(1970)

15
(1978)

522
(2017)

2018

1,000

2019

40,000

50,000

2,300

1,500

MARATHION SWIMS

UK-wide and International Series?







**PARTICIPATION
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The Power of Community



parkrun





MAY 6 (SAT)

SOUTH

MIDDLESEX

BUSHY PARK TIME TRIAL 5K

Venue: Diana Fountain car park, Bushy Park, Hampton, 9am

Contact: Paul Sinton-Hewitt, paul@bptf.net; www.bptf.net

Cost: Free **E/D ONLY '05 entry:** average 50

Ranelagh Harriers

Inaugural Event—2nd October 2004



BUSHY PARK TIME TRIAL

Ranelagh introduce a new regular event for all runners in the Richmond & Kingston area. This weekly event is for all runners of every discipline who want to measure their performance improvements over a period of time. A fun event open to all runners.

Why not consider this as an integral part of your Saturday training session. Tack it on at the start, middle or end of your training run. Run it hard, compete with your mates or even use it to monitor your progress over a period of time.

The course is designed to be fast and flat. Plenty of parking is available and there is no waiting around as you should be able to arrive just before the start and leave as soon as you are finished.

Course Details:

Start from the car park closest to Hampton Court Palace entrance. Leaving the car park we make a left turn on the grass, staying alongside the road, and head towards Hampton Court Palace. Just before the Hampton Palace gate, turn left onto a track and head towards the children's playground. Turn sharp left across the stream and follow the path back to the road. Turn right onto the road at the boundary of the children's playground. Tarmac road becomes a gravel path. Follow the gravel path all the way round, past the cricket ground until you approach the Teddington Gate. Turn left on the grass again staying close to the road, towards the Hampton Court Palace. On approaching the entrance to the car park, turn left towards the finish area.



Bushy Park Time Trial
Every Saturday
09:00

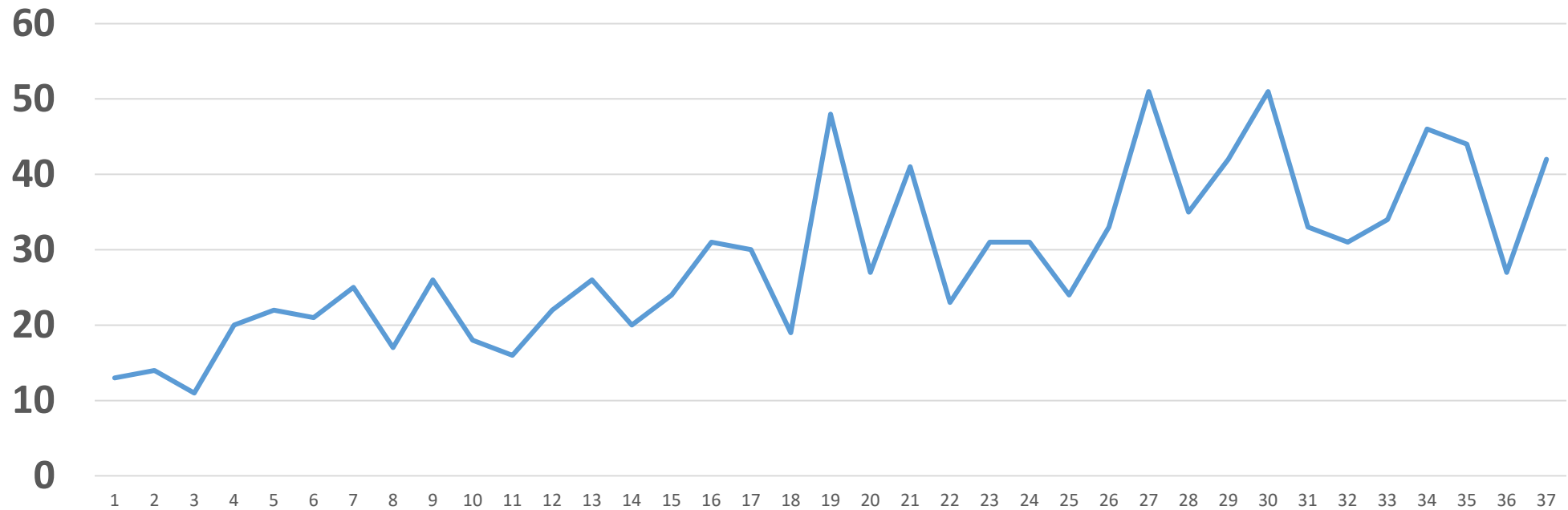
Phone: +44 (20) 889 1
Mobile: +44 (7785)
Email: p.sintonhewitt@

Bushy Park Time Trial Details

Venue: Bushy Park, car park closest to Hampton Court entrance.
Start: 09:00 every Saturday.
Arrive: 15 minutes before start.
Course: One lap, flat, fast 5km.
Surface: Grass, tarmac and gravel.
Entries: Entries taken on the day.
Cost: No charge.
Ranelagh Website: <http://www.ranelagh-harriers.com/>

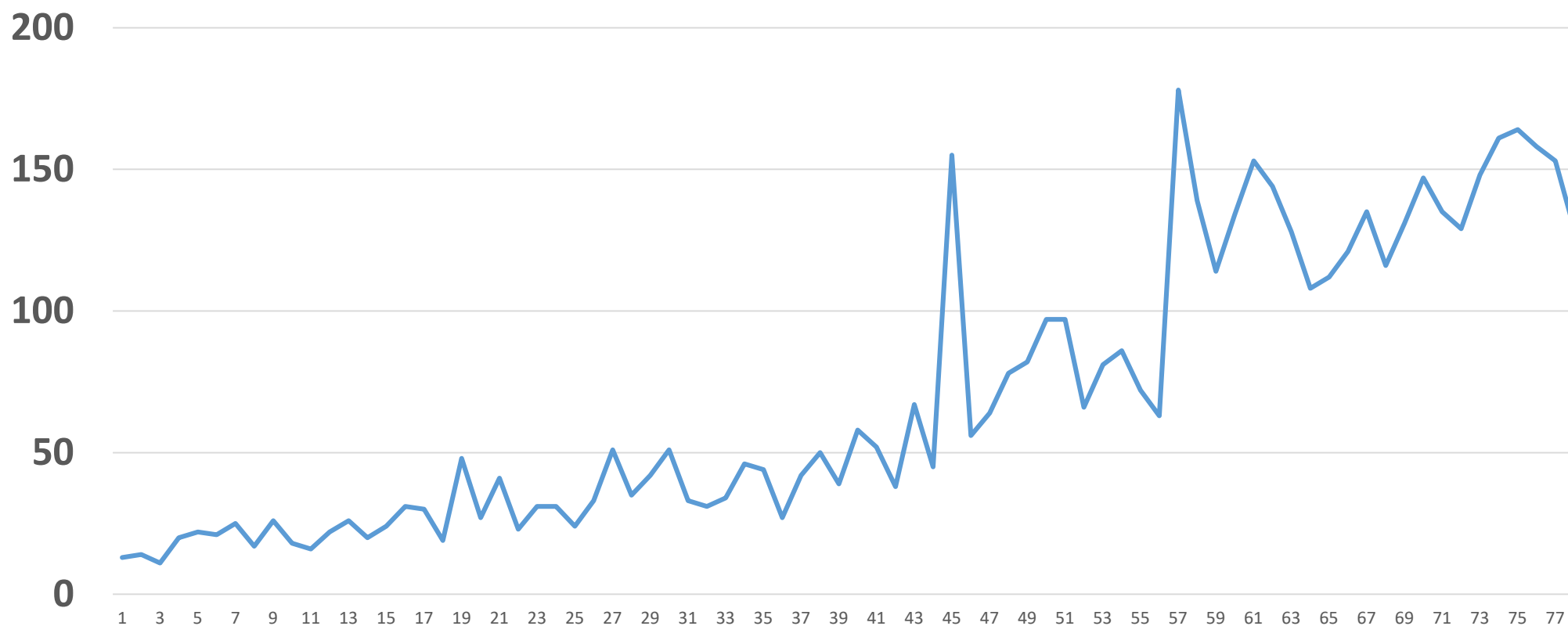


parkrun participation - first few months



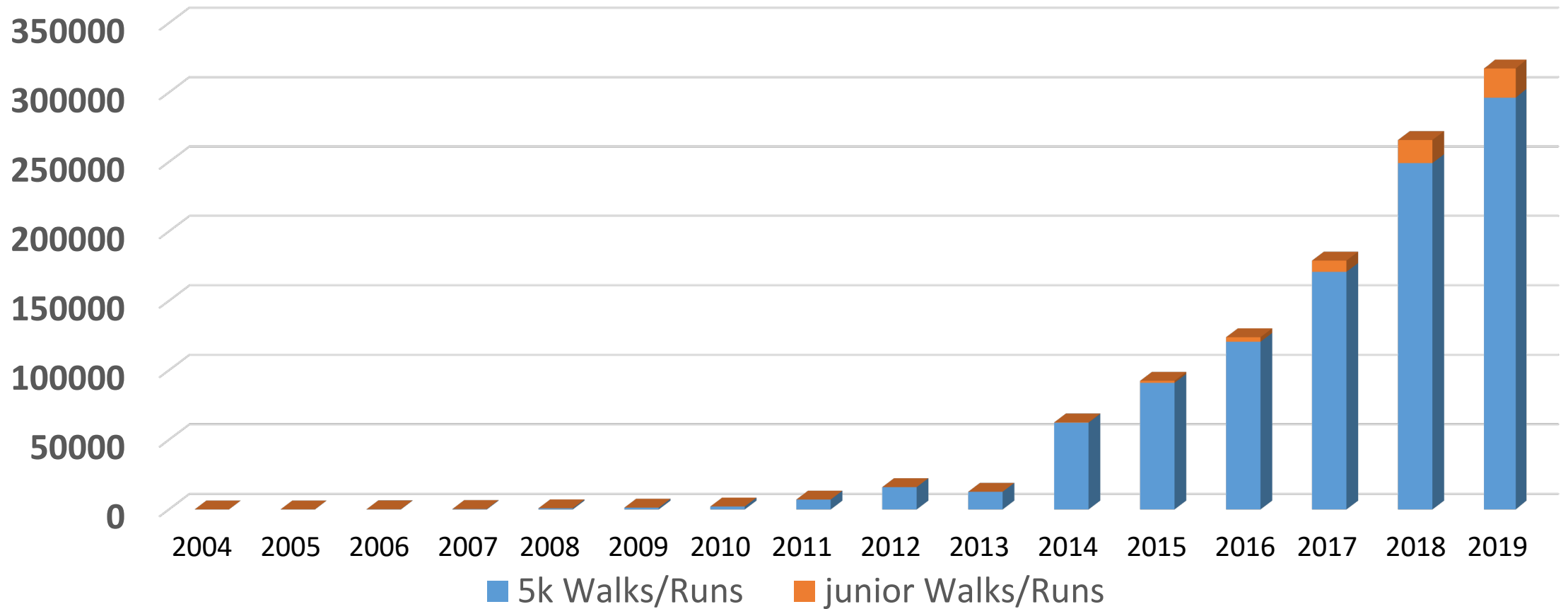


parkrun participation - first year



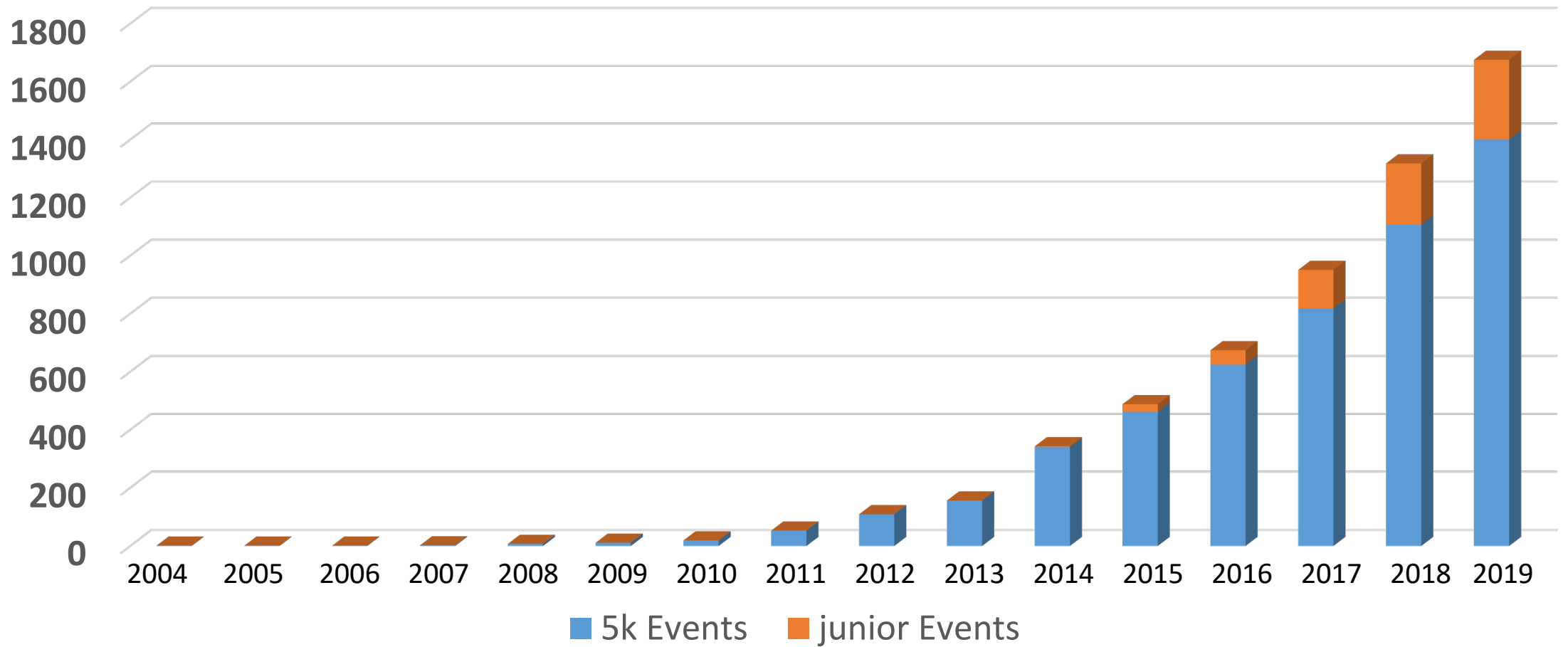


parkrun – weekly participation





parkrun - events per week





'Everyone finished and took a lot of pride': prisoners on the parkrun

Prisoners in one Cumbrian prison are getting active by joining the international Saturday morning phenomenon of parkrun



▲ Andrew Graham, from parkrun north-west (l), with Shane Spencer, a PE supervisor at HMP Haverigg.
Photograph: HMP Haverigg

At 9am on a Saturday, parks all over the UK are full of people limbering up for a **free 5km run**. What started in 2004 as a group of 13 friends in London's Bushy Park has grown into an international, grassroots phenomenon. In November, **parkrun** added a group of prisoners at HMP Haverigg in Cumbria to its ranks - the first jail in the world to hold the event within its grounds.

Council condemned for charging runners to use park

Marathon record holder Paula Radcliffe calls charge on Stoke Gifford parkrun 'short-sighted', as Saturday event cancelled due to volume of supporters



▲ Runners take part in a 5km parkrun in Hyde park in Leeds. Photograph: Gareth Copley/PA Archive

Olympic champions are standing shoulder to shoulder with part-time athletes who take half an hour to huff and puff around a three-mile course to condemn a parish council that has decided to charge the hugely popular “parkrun” movement for use of its open space.

Stoke Gifford parish council found itself pitted against heroes including marathon world record holder Paula Radcliffe, double gold medalist Kelly

Government wants parkrun to be free for all and criticises Stoke Gifford council for charging joggers to use park

Little Stoke parkrun closed last year after the council said they had to pay

NEWS

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Ban on council park fun run fees proposed in England

15 April 2017

f m t Share



Councils in England will be banned from charging people to take part in weekend fun runs under rules being proposed by the government.

Free events, organised by the Parkrun group to encourage fitness, attract thousands of runners on 5km courses (3 miles) in parks across the country.

parkrun

Old attitude to volunteers:

- Get as many running as possible
- Operate with as few volunteers as possible
- Volunteering – “necessary evil”
- “Giving up their time”



parkrun

Volunteers:

- Health benefits of volunteering greater than running!
- Volunteering – is parkrun
- “Giving their time”
- Reward t shirts for number of volunteering



GO
goodgym[®]



LONDON
CITY RUNNERS





The Rise of the Extremists





UTMB[®]
MONTI - RELANCE

OFFICIAL PARTNER OF
Columbia



UTMB[®]



19 COMMUNES
3 PAYS TRAVEL



Columbia

UK Race participation 2017

5k +15%

10k +7%

Half Marathon -1%

Marathon +1%

Ultra Marathon +10%

Overall +8%



US Race Participation 2017

5k +4%

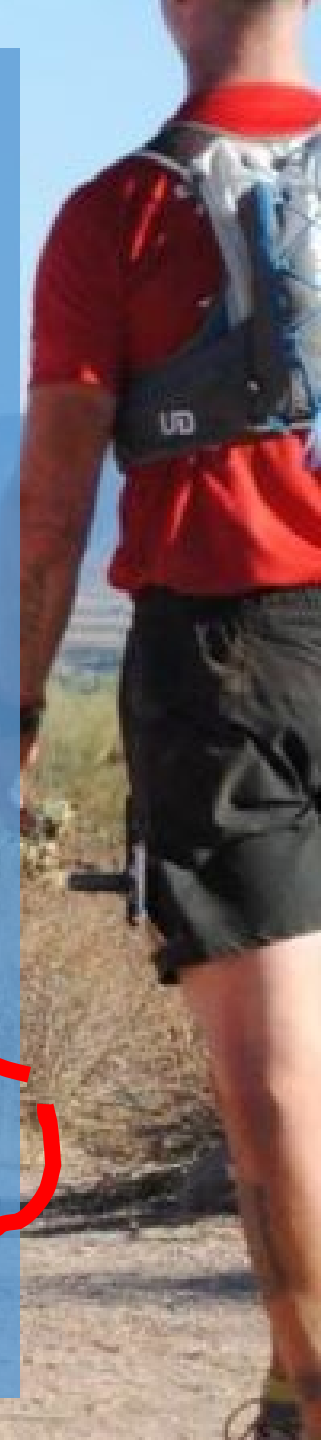
10k +0%

Half Marathon -5%

Marathon -1%

Ultra Marathon +6%

Overall +0%





founded	1921	1970	1986	2003
Distance	89km	56km	251km	171km
Pax: Year 1	48	26	23	700
Pax: Ultra finishers 2018	12,000	11,000	1,360	1,779
Cost (Euro)	€238	€110	€4,912	€258

The New Extreme





Diccon Loy

Twitter @SportingLoy

Info@participationsport.com



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