

# VI Congresso Internacional de Corrida- 2015

jogscotland



PROGRAMA NACIONAL  
DE MARCHA E CORRIDA



DESPORTO  
PARATÓDOS  
PROGRAMA NACIONAL



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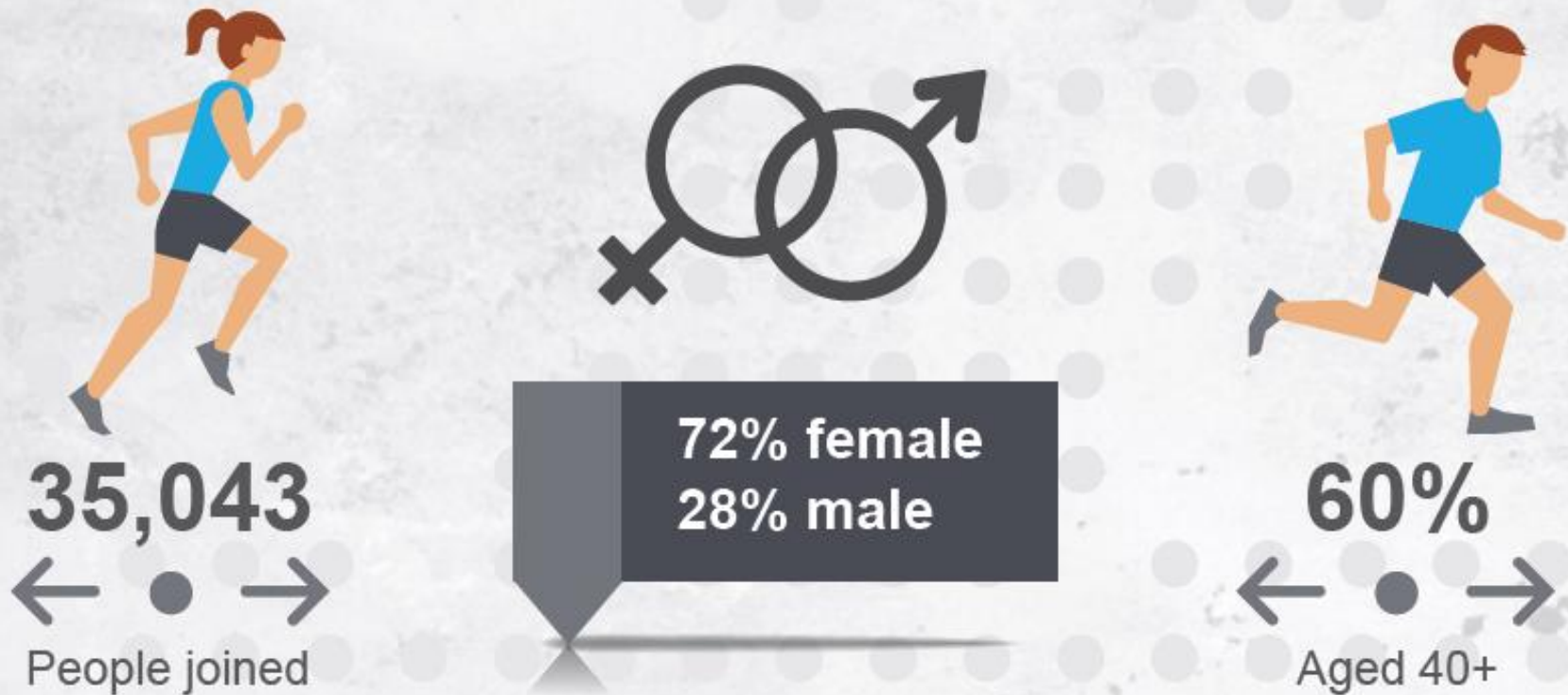
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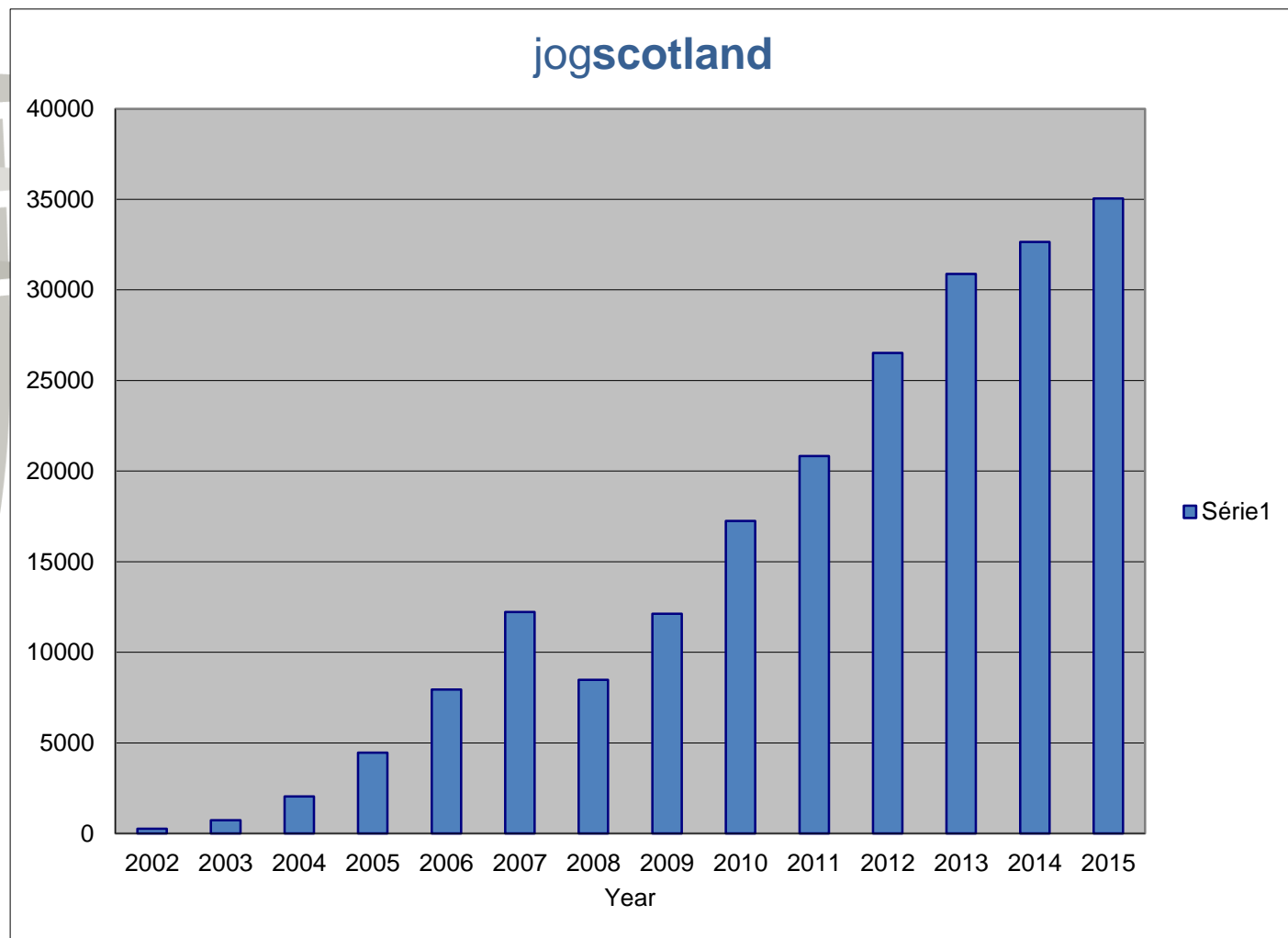
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# jogscotland: Growth

**3,628 New members to date in 2015**



...Clubs need the new participants generated by the growth of recreational running, just as much as successful delivery of recreational running is dependant on participants and volunteers for athletics and running clubs.

....Organisations that support recreational running will be well placed to capture and sustain any increase in demand for athletics participation.

*Sport Industry Research Centre (Commissioned by England Athletics) 2015*

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Running



3,024



Leaders trained

504



Jog groups

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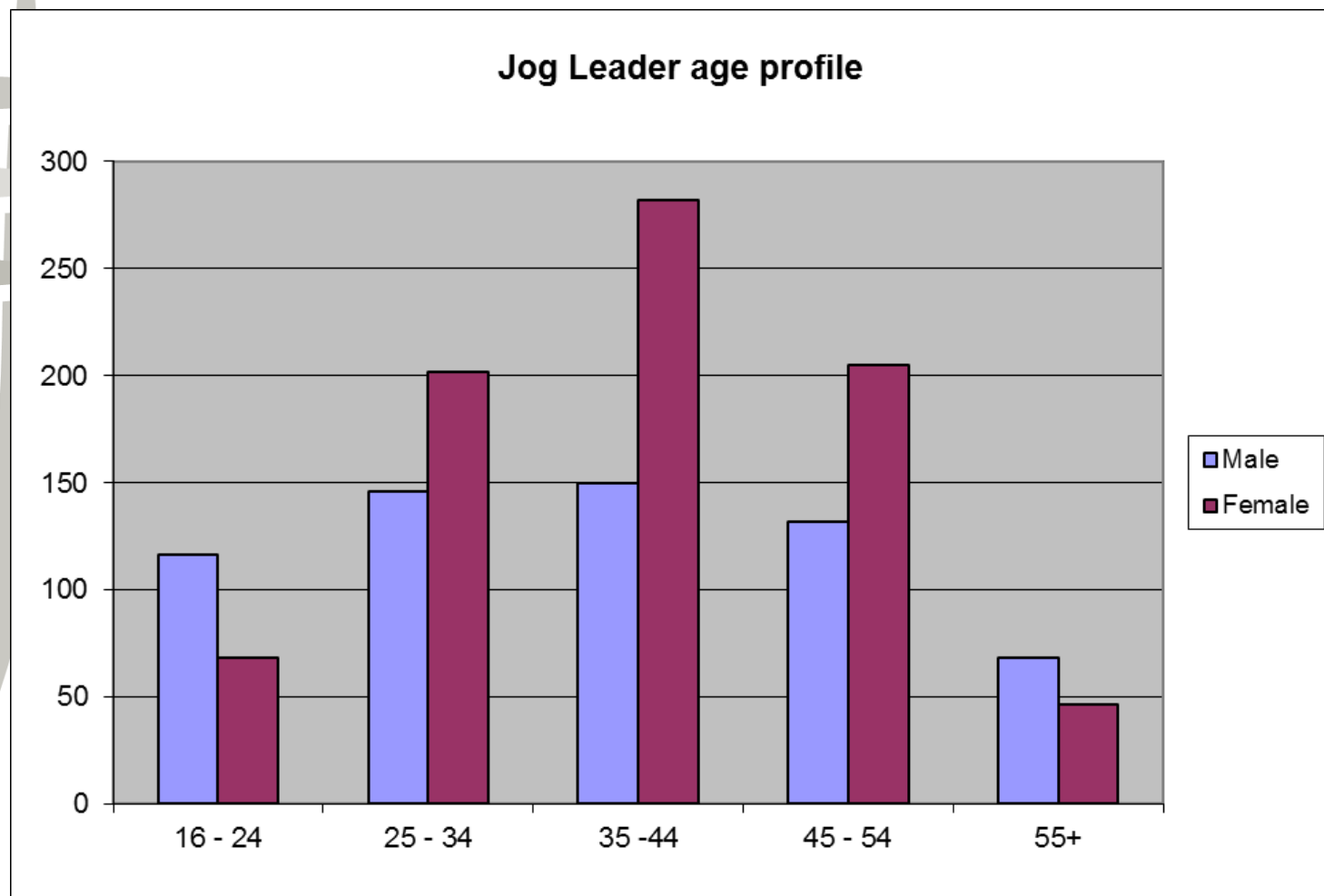
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**57**



Challenge events

**Featuring**



**26,037**



Participants

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# jogscotland: Activation example



## Challenge Series 2015

5,000 participants

11 events

8 partners

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# jogscotland: Strategy



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# jogscotland: Programmes and Delivery



**jogscotland**  
**Mums on the Run**  
**(buggy walks)**  
**Junior jogscotland**  
**(primary and secondary)**  
**Jogworks**

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Online survey  
Jog Leader updates  
Jog Leader Facebook  
Jog Tutor Facebook  
Jog Group Facebook

# jogscotland: Communication



**Social Media**  
**Stride Magazine**  
(hard copy and online)  
**Event attendance (28...)**  
**Jog Leader updates**

# jogscotland: What do the members think?

[What do Jog Leaders say?](#)

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# jogscotland: The future



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Thank you / Obrigado



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