

**Nottingham urban recreational running routes**

Nottingham City Council, working closely with England Athletics and Sport England, plan to bid for investment to enable the creation of new and exciting urban running routes within the city. The installation of the new running routes will compliment the city's outstanding transport infrastructure and will fit into the Run! Nottingham brand. Through investment, it is hoped that city running routes will enable citizens to walk, jog or run along side cycle and other commuter routes. This will not only provide opportunities for recreational runners to access running, but also offer a healthier, greener and more sustainable way for people to travel to and from their place of work or choice of attractions. Nottingham has tremendous potential, largely in part due to the partnership recently created between England Athletics and Nottingham City Council and Nottingham has the opportunity to lead the way and be the first city to have these routes set up. The partnership, still in its infancy, has had two productive Run! Nottingham steering group meetings and Nottingham are fortunate to be one of the only cities outside London to have its own Run! City Activator. The partnership and the City Activator work to one simple goal, getting more people running more often, and the installation of the new running routes will significantly help to achieve their goal.

**Nottingham's Plans and Outcomes**

Walking and jogging are extremely popular and low cost forms of physical activity that carry many potential health and wellbeing benefits

In theory you can walk-jog anywhere. However, people living in urban towns and cities such as Nottingham can face problems finding suitable routes near to their homes, particularly during darker winter months.

Working with Nottingham City Council's Transport and Highways team, the Sport & Leisure team will enable the installation embedded routes along popular cycle and walking networks, tourist hotspots, business districts and within local communities. Working with the existing, sustainable transport infrastructure, we can ensure routes provided are accessible, safe and sustainable for all, particularly for those new recreational runners.

Nottingham's plans include creating an 'Urban-Civic' route designed to target Nottingham workplaces, people staying in hotels and tourists to Nottingham. As well as create an 'Urban-Community' route to engage community groups in urban areas through the Nottingham City Homes project and also utilise the parks that we have in the city.

Careful consideration into the location of the running routes will be given. The use of Nottingham insight data and Sport England market segmentation data will determine which areas are key points to target.

With a potential investment upwards of twenty thousand pounds, Nottingham City urban recreational running routes will be much more comprehensive than just a series of markers along a set route of up to 2 kilometres. The Green Line model is an England Athletics product and this will be adapted so that each route will be strongly identifiable as Nottingham City brand with high-quality markers and signage educating runners of distance, direction and local information.

The investment could also create designated spots along the routes to encourage a host of activities as well as just running. Signage displaying Nottingham City information on an array of well-being activity and other promotions across the city would aim to encourage increased participation and awareness among those usually turned off by the idea of sport and exercise. QR coded links to social media along the routes will enable an online community of new recreational runners to upload experiences, pictures, share tips and advice and potentially find running partners.

Motivation and support from like minded individuals would be key to sustaining participation of new recreational runners.

Nottingham's embedded running routes fit in with the England Athletics Run! Nottingham Activation Plan and their key outcomes of 'more people, better health and better access to running'. England Athletics have a target of 960 new runners doing 1x30 minutes of running in Nottingham and the new routes will help to hit this target and add a lot of value to the plan. The routes will also be used by the city Run! Activator to deliver group beginners running sessions.

