



TRAVEL WELL

**Travel Well | Supplier Quarterly
Meeting | Runspire Nottingham**

Update Presentation

January 2026

www.runspiretogether.com



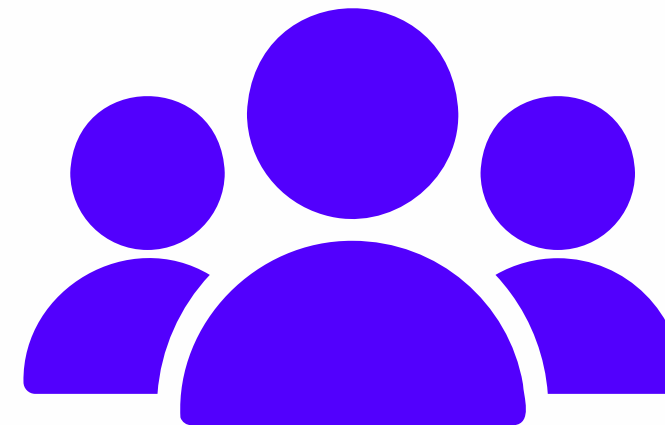
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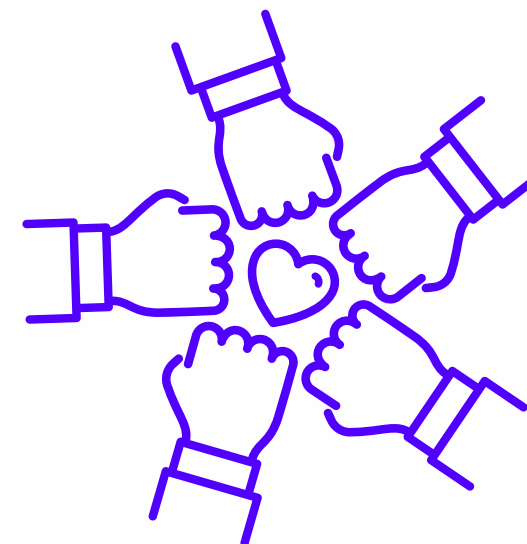
TRAVEL WELL

Milestone and highlights

Runspire Nottingham recorded a significant total attendances between September and December 2025. These sessions delivered vital Nordic Walking and Wellness Walks across the city, fostering a vibrant and active local community



Total Reach: A combined total of 589 attendances were recorded from 1st September to 18th December 2025



Weekly Consistency: The programme successfully engaged **between 36 and 40 people every week on average**, demonstrating strong retention and community interest



Milestone and highlights



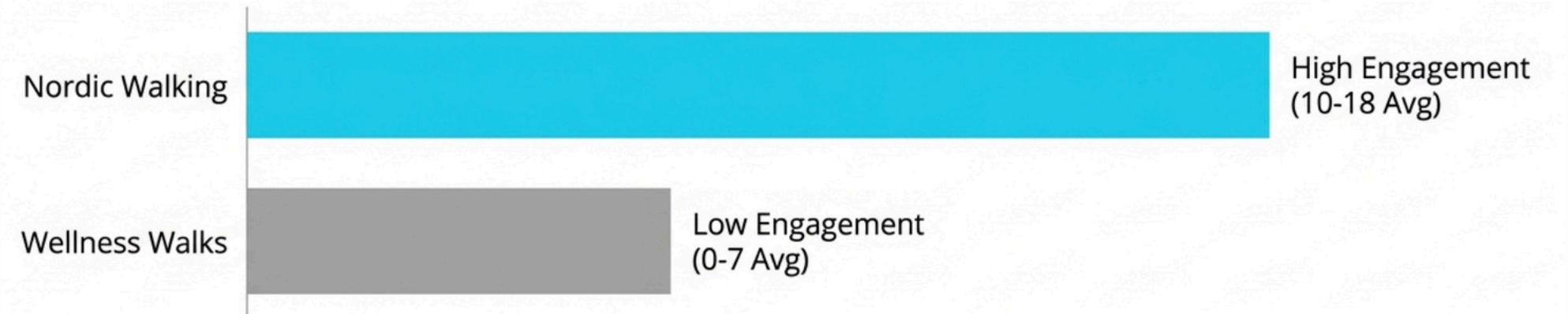
Single Session Peak: The most successful individual session occurred on 4th September 2025 at the **Ken Martin Leisure Centre**, which saw **18 participants** for **Nordic Walking**



Peak Attendance: The highest recorded attendance for a single **Wellness Walk** was **7 participants**, achieved on four separate occasions: 1st September, 17th November, 8th December, and 15th December



Milestone and highlights



Observation: Participation data indicates a strong demand for the higher intensity of Nordic Walking over the passive format of Wellness Walks.



Location Highlights



Ken Martin Leisure Centre (Bulwell): The highest-performing location, frequently hosting groups of **11 to 18 participants** for Nordic Walking



Colwick Park: A versatile site offering Nordic Walking (**peaking at 13 people**)



Location Highlights



Broad Oak Pub (Strelley):
Maintained steady Nordic Walking attendance, reaching a high of **11 participants** on 29th October



Bulwell Riverside: Focused on Wellness Walks, providing a consistent service for smaller groups of up to 7 people

Average Attendances Per Weeks



TRAVEL WELL



Broad Oak Pub (Nordic Walking) The Strelley-based Nordic walks averaged **7.8 participants**



Bulwell Riverside hosts Monday Wellness Walks, averaging **5.3 attendees** and fostering a dedicated local group.



Ken Martin Leisure Centre (Nordic Walking): Averaging **13.1 weekly participants**, these Nordic Walking sessions were the most popular



Colwick Park (Nordic Walking) These Tuesday sessions saw a strong average of **10.8 walkers**, maintaining consistent community interest throughout the late 2025 season





TRAVEL WELL

First Steps to Fitness: What Our Participants Say



A Welcoming Start for Beginners



Made to Feel Instantly Welcome

Newcomers consistently report that groups and leaders are friendly and welcoming.

Overcoming "First-Session Nerves"

The supportive atmosphere helps nervous beginners feel confident and at ease.



A Boost to Confidence & Motivation

Participants feel encouraged to continue their journey to get fitter and healthier.



What Makes Our Sessions Great

Friendly & Encouraging Leaders

Instructors are praised for being patient, positive, and providing great guidance.



Perfectly Paced for All Levels

The session structure is "just the right amount" for beginners to succeed.



The Power of the Group

The social aspect of walking and running with others is a key enjoyment factor.



Why I Joined a Nordic Walking Group: A Personal Story



Annes Story | Strelley



Step into Wellness: The Power of Community Nordic Walking

Holistic benefits of joining a community Nordic walking group, as told by its members.

Why We Joined



Seeking Social Connection

A desire to enjoy the outdoors, socialize, and meet new people.



A Better Way to Walk

Nordic walking offers a full-body workout, unlike a regular walk.

"It's nice being outside, isn't it?"

The simple pleasure of exercising in the fresh air was a key motivator.

The Rewards of Every Step



Physical Boost: Feel Energized

It's a great workout that complements other activities like swimming and cycling.



Mental Lift: "It gives you that buzz"

Getting out of the house and talking with others boosts mental health.



Social Bond: A Welcoming Community

The group is incredibly friendly, making it easy to make new friends.

"That hour... is for me."

Members feel the activity is a dedicated time for their personal well-being.

NotebookLM

Rosey & Lindas Story | Bulwell



Step into Wellbeing: The Holistic Benefits of Nordic Walking



THE FIRST STEP:
MOTIVATIONS
FOR JOINING



To Manage Personal Health

Members were motivated by specific health goals, such as managing osteoporosis and improving balance.



For Social Connection

The desire to join a friendly group and meet interesting people was a key driver.



For Practical Convenience

A convenient local time and place made it easy to start and stick with.



THE REWARDS:
MORE THAN
JUST A WALK



Boosted Physical & Mental Health

Members feel stronger, enjoy the fresh air, and have something positive to anticipate weekly.



A Welcoming & Inclusive Atmosphere

It's not a race; the group is supportive and ensures no one is left behind.



“It has almost
like walking with
a purpose.”

Nordic walking adds structure and intention to members' weekly routines and exercise.

Roslyn & Sues Story | Strelley





Impact of sessions:

- **Bone Health and Impact:** For those diagnosed with osteoporosis, Nordic walking is highly recommended because of the gentle impact it has on the legs and arms. It provides a proactive way to "help guard against" the risks associated with the condition, such as bone fractures.
- **Balance and Coordination:** Participants who have never tried the activity before find it particularly "good for my balance".
- **Building Strength:** Regular sessions help walkers feel "a little bit stronger" physically. Some members even come from a background of powerlifting and resistance training, noting that Nordic walking complements their physical base





Combating Isolation through Routine

For many participants, especially those transitioning into retirement, the sessions prevent the feeling of "**drifting**" through the week.

- **Structure:** The Wednesday lunchtime slot provides a necessary "**structure to the week**," giving members a specific event to look forward to.
- **Purposeful Activity:** Members describe the sessions as "**walking with a purpose**," noting that it encourages them to leave the house for an activity they otherwise "**wouldn't have done**" alone.
- **Filling the Day:** For those whose lives have become more "**curtailed**" due to **health** or age, the group helps to "**fill my days up**" with positive social interaction





The Power of Shared Connection

The social impact of the group is as significant as the physical exercise, transforming a simple walk into a communal experience.

- The "Social Fix": Sessions often extend beyond walking to include tea and cake, cementing the "Wednesday social fix" as a highlight of the participants' week.
- Natural Conversation: Members find that "conversation flows quite well" as they "talk about all sorts" while outdoors.
- Inclusive Environment: The group is described as "lovely [and] friendly," where the focus is on supporting the slowest walkers rather than racing, ensuring no one feels left behind or isolated



Impact of Weather and Illness on Attendance and Project Delivery

- Cold, wet, and rainy weather leads to reduced session attendance
- Lower attendance impacts the consistency and effectiveness of programme delivery
- New participants are more likely to disengage during periods of poor weather
- Seasonal illness reduces both participant and volunteer availability
- Last-minute cancellations create challenges for session planning and staffing



Future Plans to Improve Colwick Wellness Walks Attendance:



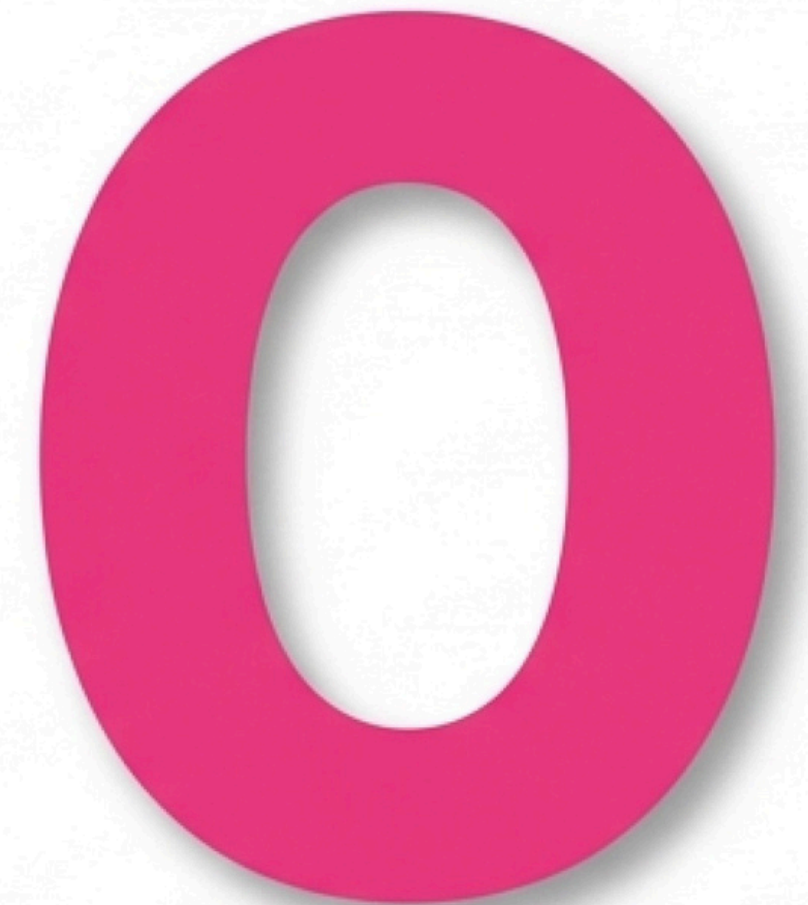
Tuesday (Nordic Walk)



Consistent
Success.

Thursday (Wellness Walk)

**ZERO
ATTENDEES.**



Recorded attendance for every
Thursday session (Sept 4 - Dec 18).

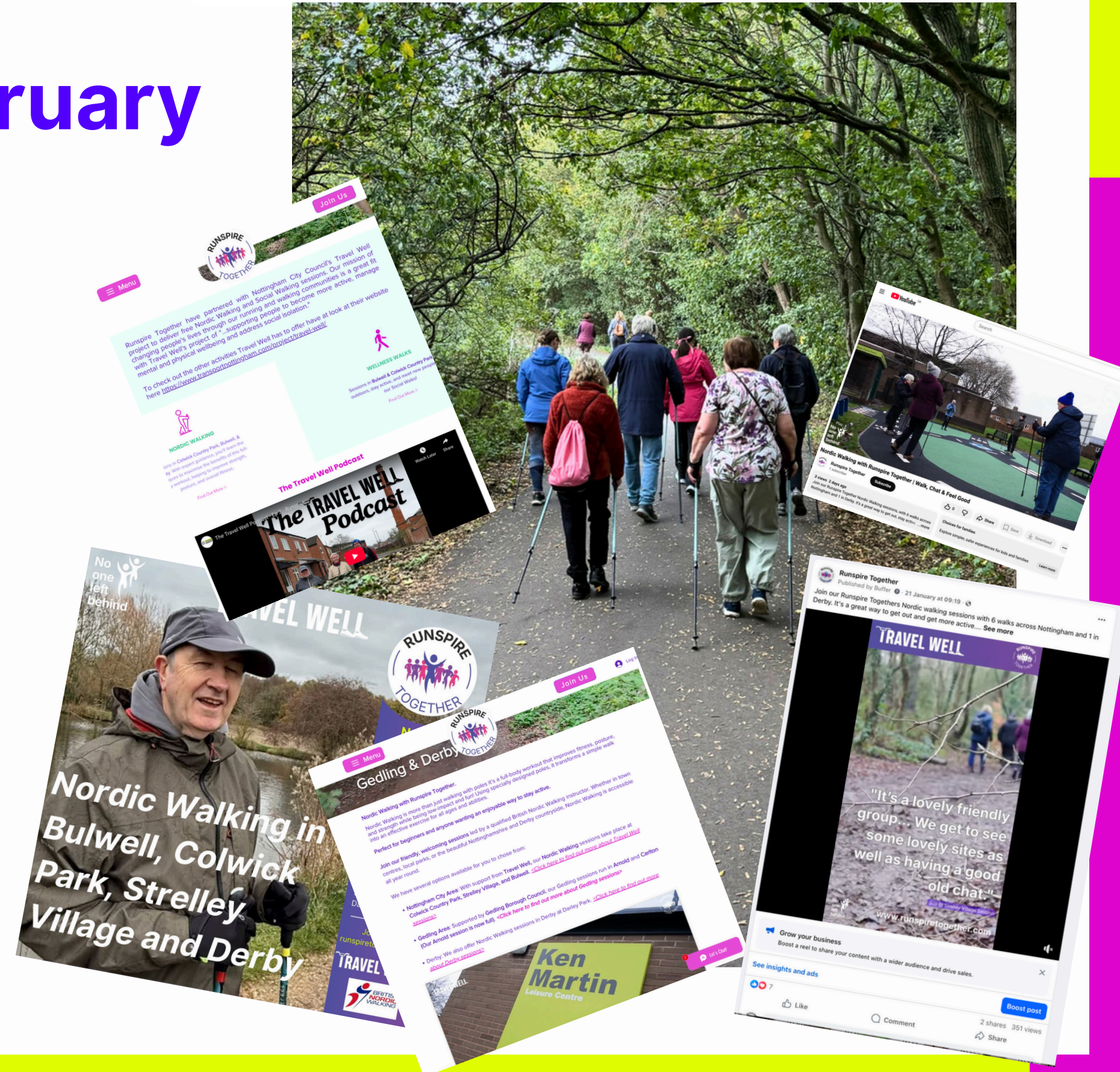
The location is viable, but the Wellness Walk format is failing to convert interest. Resources for Thursdays session have zero attendees. Nordic walking would be a good alternative.



Going Forward into February

Facebook marketing for 10 week beginner sessions starting in 16th February 2026. We hope we can engage 30 - 40 new participants.

Day	Activity	Location
Monday 11am	Wellness Walk	Bulwell Riverside Centre
Tuesday @ 11am Thursday @1pm	Nordic Walking	Colwick Country Park
Wednesday 1pm	Nordic Walking	Strelley
Thursday 11am	Nordic Walking	Bulwell Ken Martin



Thank You



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