

RUNNING HEALTHY BODY HEALTHY MIND



29% of the UK population have run at least once in the last 3 months = **16 million**¹



They are running **5x** a month on average = **7.7 million** run at least weekly¹



KEY MOTIVATORS

- Physical health (62%)
- Mental health (34%)
- Weight loss (34%)
- Enjoy outdoors (24%)
- Encouraged by friends/others (17%)¹



UNLOCKING A NATION'S RUNNING POTENTIAL



44% of non-runners would consider running in the future = **17.2 million**¹

I'D RUN IF...

- I was encouraged by a doctor (4.8m)
- I had someone to run with (4.3m)
- I was encouraged by others (3.2m)
- I had a running plan (2.9m)
- I had a coach (1.5m)
- I could afford the right gear (1.3m)¹

SOURCES

1. England Athletics participation tracker 2024, YouGov.
2. *The Big Mental Health Report 2024*, Mind.
3. The Department of Health and Social Care, December 2024.
4. *Children and Young People's Mental Health and Physical Activity An Independent Evidence Review* Commissioned by Sport England, September 2024.
5. Haake S, Quirk H, Bullas A (2024) *The impact of parkrun on life satisfaction and its cost-effectiveness: A six-month study of parkrunners in the United Kingdom.*



ENGLAND ATHLETICS



Investment in **running** can help tackle the increasing prevalence of **mental health problems**, rising demand for mental health services, and lengthening waiting times.



1 in 4 people will experience a **mental health problem** of some kind each year in England.²



Research shows that adults and young people alike **feel their wellbeing is getting worse.**²

7.8% of adults in the UK **felt lonely** 'always or often' in 2024.²



The **cost** of **poor mental health** is calculated at **£300 billion** a year in England.²



Regular running has been shown to **reduce the risk** of long-term illnesses, such as

- ♥ Heart disease
- ♥ Type 2 diabetes
- ♥ Stroke



It also helps maintain a **healthier weight** and to improve your **your mood.**³

Physical activity of moderate-to-high intensity is effective in **treating depression** in adolescents.⁴



Running increases **life satisfaction** and is worth about **£700 million** a year to the UK economy.⁵



EXAMPLE:

Every £1 spent on **parkrun** returns **£16.70** in benefits, including £10 in healthcare benefits, making it around **3X more valuable** than other initiatives designed to increase physical activity.⁵