STRIDE ATHLETICS

"INSPIRING ATHLETES ONE STRIDE AT A TIME"

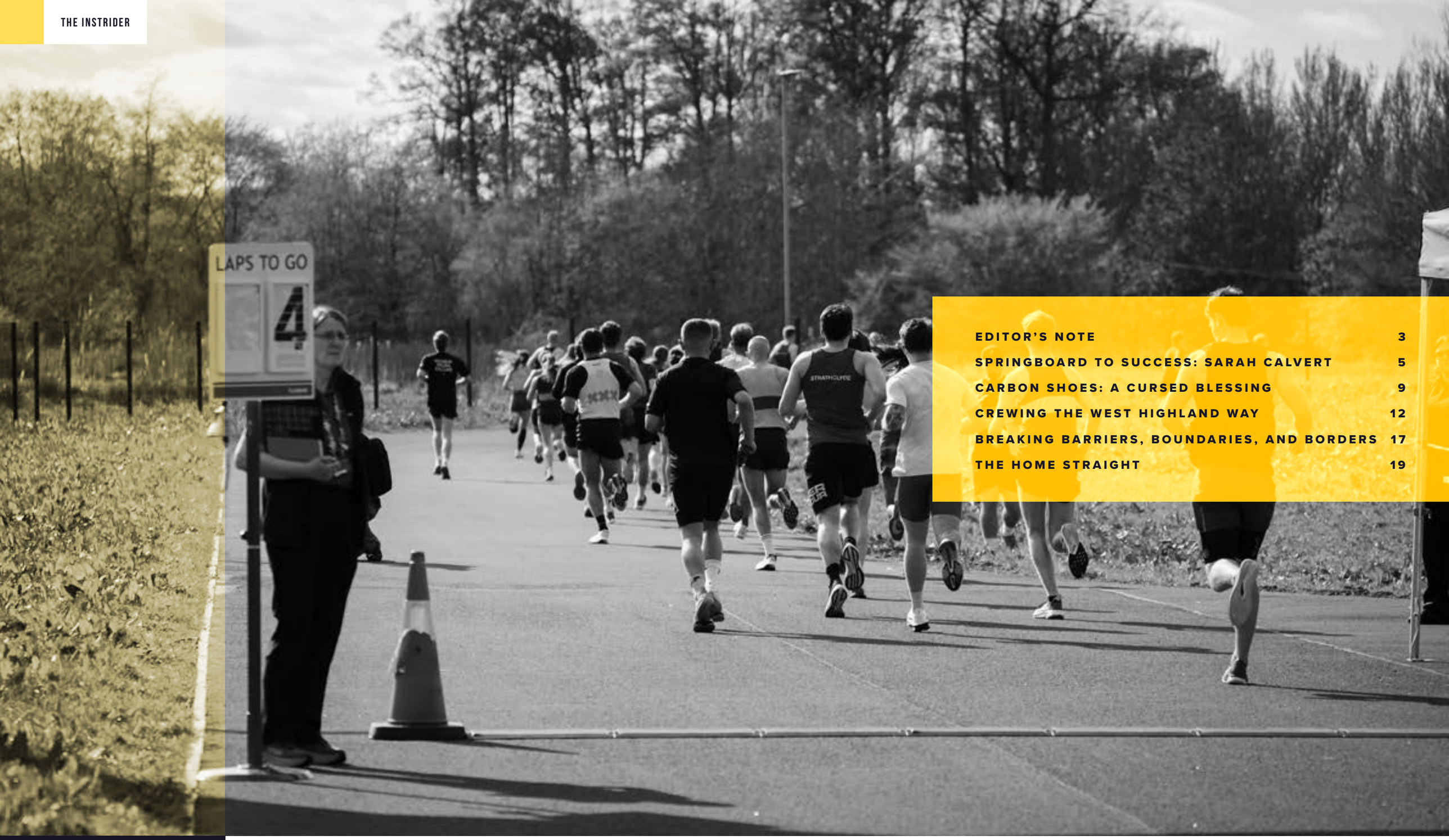
INSTRIDER

MAGAZINE

EXCLUSIVE

SARAH CALVERT
THE JOURNEY

ISSUE NO. 003 SEPTEMBER 2025



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EDITOR'S NOTE

DEAR READERS

In July, Stride Athletics celebrated its second birthday. Toddlers when they turn two, have not long taken off the metaphorical training wheels – now able to walk unaided and explore the world with a little more freedom.

Not to one-up the weans, but at two years old, Stride feels like it's running at full speed, the envy of the other parents. It feels like an eternity since our group came together to make this little dream become an astounding reality, but relatively speaking, it's been a lot of success in an incredibly short amount of time.

We've seen success from those on the Athlete Springboard – including another addition in Scottish long jumper Alessandro Schenini – over the track season, including a Commonwealth Games standard by Sarah Calvert at the time of writing.

Well, eerily that was how my foreword was going to read when I typed this out the week before the UK Athletics Championships. I had no idea that, when revising my opening message, I had casually mentioned two newly-crowned British champions. Two British champions in our ranks is mind boggling. Alessandro was involved in an incredibly tight long jump final which saw all six competitors separated by just 13 centimetres. However, this was not dumb luck, he had the three best jumps of the competition – all over 7.82m.

Sarah emerged victorious in what was looking like a blanket finish in the women's 1500m, defeating fellow Scots Erin Wallace and one of our country's greatest-ever athletes, Laura Muir. She is deservedly getting coverage as the shock winner of the Championships, and we're confident this is only the start for her. We spent some time speaking to Sarah in March in an unpublished interview. Now feels like the best time to show her thoughts coming into the season and reflect on it, now that we see what she has achieved.

Our Urban Orienteering events continue to thrive after launching last season and we are increasingly becoming a known presence at live events. The black and yellow is being recognised by athletes who our Head of Media, Theo, used to fanboy over.

But it's all about our roots, and that goes back to Flat 'N Fast. Flat 'N Fast 5 is around the corner. Every time we host another event, it is so easy to look back at what it had been previously and what it is now. Surreal is the word I use in every post-race debrief – along with "absolutely knackered".

The third edition of the Instrider focuses on athlete profiles, women's athletics, the discussion around carbon shoes and a first-person account on the West Highland Way race from our writer, Emma Padner.

Enjoy the writing and we will see you again for Christmas.

Michael Houston
Instrider Editor

Below: Urban Orienteering – Photo by John MacMillan.

SPRINGBOARD ATHLETE PROFILE

SPRINGBOARD TO SUCCESS **SARAH CALVERT**

*Sarah Calvert joined the Athlete Springboard at the start of 2025. By August, she was the British champion over 1500 metres. Writer **Emma Padner** spoke to Calvert at the start of the track season, unbeknownst what would unfold by August.*

Sarah Calvert always knew she was a runner. Growing up, she competed in gymnastics and swimming, but she counted down the days until she was old enough to join a running club. At age nine, Sarah went to her first Livingston AC practice and never looked back.

MARCH 2025

When I said I wanted to go to a running club, what I meant was I want to go and I want to train for middle distance," she said. "I wasn't really interested in field events or anything."

Sarah is now a powerhouse in Scottish Athletics, winning both the 800m and 1500m at Scottish Championships and placing eighth at British Championships in the 1500m in 2024. This year, she is a member of the inaugural Athlete Springboard programme with Stride Athletics and Achilles Heel.

"I feel like we [Athlete Springboard] have a good environment," she said, "I feel like we could all be really good friends, everyone seems very ambitious and they all have their goals and a good focus towards them."

Sarah, a fourth-year medical student at the University of Edinburgh said since going to university, she shifted her training focus towards endurance, and implemented more cross training into her weekly schedule.

"I think people will say I was like the first person to start using the elliptical," she laughed. "I remember being in school and I'd be on the elliptical in the gym just because I couldn't run that much."

In our conversation, Sarah spoke openly about previous struggles with training and injury. She attributes her longtime success and longevity in the sport to coaches who never pushed her to overtrain.

To stay determined and positive while struggling with injury, Sarah turns her cycles and elliptical sessions into competitions with herself.

"I think it comes so easy to me because I really love running," Sarah added. "I know that if I let myself do nothing when I'm injured, then when I get back, it's

going to be so much harder.

“I just kind of have in the back of my head, be prepared for when your body is going to let you run or race again.”

In addition to staying healthy, Sarah is focusing on a goal she has had since she was nine: breaking the two-minute barrier in the 800m. It’s something she will strive for until she reaches it, she said.

Sarah laughed remembering running her first 800m race when she was younger. She came across the finish line in 3:10.

“I remember looking to my mum in the last 100 metres when she cheered me on. I was like, ‘I can’t do it,’ and it was awful. I really didn’t do very well,” Sarah said. “But if I can go sub-two minutes, then I feel like I’ve come a long way.”

Sarah runs for the Edinburgh University Hounds and Hares club, in addition to racing for Livingston and in Scottish and British vests.

Her main aim for this year is the British Championships, where she placed 8th in 2024. Racing at British Championships is key for Calvert.

“You race the people who are going to go to the major champs” she said. “So you get to see and compare yourself to the best.”

AUGUST 2025

A complete afterthought to the commentator calling the women’s 1500m final at the British Championships, Sarah Calvert slowly moved up the pack with 300 metres to go.

Fool to him and to many, she subtly found herself in the breakaway of seven at 200 metres to go and coming into the home straight, four of them had pulled clear. Revee Walcott-Nolan was being challenged by Erin Wallace as Laura Muir charged up the inside. On the outside, Calvert had also pulled level to make it four athletes shoulder-to-shoulder with 30 metres to go.

Calvert’s name finally made the lips of the commentator as she crossed the line just ahead of Muir, an athlete she has looked up to for years.

Following her victory, Calvert spoke to Stride.

“Honestly, I can’t believe it. Even just in the race I had to try and forget that this is the British Champs, coming down the line. I felt like everyone was there [in the home straight] but you just have to forget what the race is, and just give it your all.

“It’s really special, I’m just shocked.”

“I’ve spent the past few years watching these girls compete. Even this season I’ve been watching their Diamond Leagues that they’ve been running. I’ve just been at the British Milers Club races or in my flat.”

“I didn’t know I had the win until Laura came up to me at the end. It’s just one of those ones where you close your eyes and lean.”

“This morning I was asked ‘What would you be happy with today? What is your aim?’ and I said ‘I want to get a medal’. And once you say you’re going for a medal you just have to keep going the whole way.”

“I DIDN’T KNOW I HAD THE WIN... IT’S JUST ONE OF THOSE ONES WHERE YOU CLOSE YOUR EYES AND LEAN.”

CARBON SHOES
A CURSED BLESSING

BY ESME CALLANDER

Unless you have been living under a rock for the past five years, you will be aware of the latest advancement in the running world; the renowned carbon 'super shoes.' Once a shiny new toy, the carbon-plated super shoes are now ubiquitous in these circles, with their popularity skyrocketing.

Carbon fibre has become a rising phenomenon within sports infrastructure, infiltrating itself into a wide range of sports. However, it has evolved into a common theme of discourse; resulting in the ban of numerous products which are suspected to have toed the limit in the light of mere human ability and influence.

Traditionally, running trainers were constructed with a leather/rubber hybrid. These were then eventually modified into the more familiar polyester/polyurethane compound we still find today. Continual advancements in research resulted in the footwear being further refined into a shoe which had a focal point surrounding the concept of the midsole. These alterations are being persistently fine-tuned, in search of a design of the utmost efficiency and quality, to meet the surge in demand.

With constant developments surfacing within the sports scene, newer shoe models are continuously being flaunted to the public. In 2016, the latest topic of innovation became the 'super shoe', which was introduced into the field of marathon running, before tearing across track in 2019. This highly-refined shoe aims to expend less energy from the runner to conduct the same movement. They are deemed to be highly efficient, with research stating that they can improve performance by up to four per cent.

> "THE CONTROVERSY EXTENDS TO RISING CONCERNS SURROUNDING THE SUSTAINABILITY, AS WELL AS ACCESSIBILITY, OF THE SHOE."

Specifically, the concept of a super shoe has been polarising. Some argue that cutting-edge technology should be utilised to enhance human performance until research limits it. Others observe the blaze from afar with a degree of scrutiny, querying the fairness and ethics amidst the surge in popularity. The controversy extends to rising concerns surrounding the sustainability, as well as accessibility, of the shoe.

When the carbon-plated shoe first stole the limelight, only a select few options were available to purchase. However, as expected, when interest spiked, an element of competitive marketing came into play, with brands manufacturing and producing a variety of different models

and forms. It is likely that this degree of competition has assisted its popularity boom, especially when it comes to elite athletes and sponsors. For example, as of present, nine out of the 10 quickest men's marathon record times have been performed by an athlete wearing carbon plated super shoes.

However, what was once primarily targeting the elite athlete audience has now transcended into the wider public eye, with statistics revealing that approximately half of the entrants at the London Marathon adopted a pair of super shoes for the race. It remains unclear how efficient the technology is for the average Joe in comparison to elite athletes. The shoes aim to improve running economy; however, it is vital to account for factors such as overall technique and form. Additionally, carbon shoes tend to host significantly less support mechanisms in their composition, due to the desired lightweight design. This stands as a frequent conflict for many runners who rely on the necessary cushioning that a regular trainer inherently provides.

Regarding training, many are reluctant to undertake long, weekly, mileage in the shoes, with experts not recommending using them often outside of high-intensity training and racing.

After speaking with several athletes and an endurance coach, varying opinions emerged surrounding the overall concept. However, all acknowledged in unison that standard long runs and typical mileage is a no-go for usage. The lack of support largely contributes to this opinion, and so, standard running trainers continue to be the favourable option due to their reliable provision of protection and reinforcement.

An intermediate such as racing flats even provides marginally more support compared to typical carbon shoes. Questions also arise regarding exertion upon differing muscle groups compared to the average base running style, which could potentially lead to further complications. Therefore, many coaches prefer the usage of racing flats or carbon shoes only within interval sessions, as a form of engaging the quicker, racing style; in the same way others advocate for the use of spikes within interval training.

The accessibility of the shoe is another prime concern for the running community. The cheapest pair of super shoes are over £100 on the market, ranging up to pairs for £500 and beyond, hence, existing as a relatively unaffordable feature of the running fit. When they first went on the market, they cost over £200 - creating a technology gap within the running community between those who could afford it, and those who could not.

This has led to questions about the ethical implications arising from the new technology, and if they provide equality and attainability for all. Furthermore, research shows that super shoes tend to hold a mileage capacity of approximately half of that compared to a standard running trainer: 150 to 300 miles compared to 300 to 500 miles respectively. Critics argue this is not sustainable financially or environmentally, due to their significantly shorter life span. However, others make the point that they are worn considerably less frequently compared to the average trainer.

Some will prefer to train and race in super shoes, whilst others favour and defend the traditional all-round running trainer. It is crucial to acknowledge the unsustainable and expensive nature of the shoe, however, it is difficult to deny the impact the development in technology is having upon the running scene, and the sporting world as a whole.

CREWING THE WEST HIGHLAND WAY

BY EMMA PADNER

Finding yourself anywhere outdoors at midnight can be a strange feeling. But finding yourself in the Milngavie train station car park, sitting in camp chairs, eating popcorn by the car while your friend is looking head-on into a 100-mile race, is bizarre.

But here I was, for the second consecutive year at the start of the West Highland Way Race - and this time I was on the other side: The Crew.

Anyone who drives into the town limits can feel the pre-race jitters on West Highland Way Eve. Crews and their athletes are dotted around the lot, nervous laughs can be heard echoing as people try to stay calm as the inevitable approaches. That inevitable being, running all the way to Fort William. And for us, driving and crewing in probably the smallest car to ever crew a race: a three-door Mini Cooper.

1am hit and the racers were off! The main street lit up with cheers and hoots as 182 runners began their personal quest on foot for Fort William. As the racers turned off the main drag and into the solitary dark woods, the street calmed and went quiet, as if nothing happened.

We made our way back to the car to join in on the caravan towards Balmaha, where we would meet our runner 20 miles in.

"HERE I WAS, FOR THE SECOND CONSECUTIVE YEAR... THIS TIME ON THE OTHER SIDE: THE CREW."

BALMAHA

Still dark, we pulled the Mini Cooper into a parking spot and went to see if the bathrooms were open. They weren't. We brushed our teeth outside the car, and climbed in for a short snooze.

We woke up at 4 am after a questionable 90-minute nap and went on our own personal quest for bacon rolls and coffee. We sat back in the Mini - our home for the next 32 hours - and munched our breakfast. Our runner's bacon roll with red sauce and an oat flat white sat on the dashboard. "Better cold than never," we decided.

Our runner arrived just after 5am. I repacked her bag full of snacks (Battenbergs, Kendal Mint Cakes, Fruit Pastilles and some Rice Krispies) and refilled her water as we hosed her down with sunscreen and smidge. Four bites of the bacon roll went down before it was deemed too dry. Two bites of almond croissant subjected her to small dry heaves, so we passed on that. It was too early to start forcing food - that would come later. All smiles, she took off on her way up the side of Loch Lomond. We wished her luck for the next 50km, we'd see her at Auchtertyre Farm!

ON CAR NAPS:

Not recommended, especially in a Mini Cooper. Another crew member was prepared, she had been here before: sleeping mask on, earplug in and a pillow leaned against the widow. I brought none of this (I didn't know!). I balled up my hot pink sweatshirt and tried to close my eyes. We slept for two more hours, from around 7am until 9am when the rest of our crew arrived. Two friends slept in a van one parking spot ahead of us.

God, the jealousy.

AUCHTERTYRE

After scones at Artisan Cafe, packed lunch outside the Green Welly Stop, a few apples, lots of electrolytes, and my first ever, delicious Calippo, we headed to the spot.

The WHW Race doesn't allow crews between Balmaha and Auchtertyre Farm, just a few kilometres south of Tyndrum. This means runners go 50km without seeing anyone except each other and aid station volunteers. You eat what you've packed in your two or three drop bags, or whatever runners ahead of you have left behind at a table. This is usually a weird mix of candy, gels and crisps and sometimes rice pudding cartons.

It is extremely challenging and the most technical section of the race. Runners enter Lochside as themselves, and rejoin their crew by the Wigwam Village, a changed person. Auchtertyre is an eerie mix of crying, joy, pure adrenaline and blister popping.

Our athlete came in a little deflated. It was hot and hard going against Loch Lomond. We stuck her camp chair in the only shade we could find - inside the nearby barn. We all shared a little cry - as running 100 miles is bloody hard work! - and got to work.

T-shirt and sock change, blister popping and bandaging, a complete running pack change as the first caused too much chafing, shoe change, and a pasta refuel. Dry, plain pasta...but whatever works 51 miles in. More Kendal Mint Cake and Fruit Pastilles went into the bag. Electrolytes were forced into a flask. Now pacers were allowed for the remainder of the race, an amazing mental boost for racers. She left a new woman!

BRIDGE OF ORCHY

Nine miles later, our runner was on a high at Bridge of Orchy. It was all smiles and great vibes. We prepared beef and tomato Pot Noodles for her arrival, which she munched happily. Same schedule as before: one crew member tended to her feet, another repacked snacks and water into her pack. More electrolytes went down, which is always a great sign.

I gave some tough love - "Make sure you drink ALL this water before we see you at Glencoe. Your flasks are still full from Auchtertyre."

Bridge of Orchy was a quick pit stop - in and out in 15 minutes. We

sent our runner out at 6:30pm, ready to take on the 100km race marker - Jelly Baby Hill, given its name due to a runner named Murdo who would hand out Jelly Babies to the participants.

GLENCOE

Glencoe has previously been described to me as a graveyard. It was, but it was strangely magical. Runners come into the ski centre car park, collapsing in camp chairs all around us, taking small bites of hot food trying to nurse themselves back to health. Crews talking in hushed tones around the cars, planning out the final marathon for their runners.

And the same runners rise from chairs, 70 miles deep with new socks, more layers and a twinkle of madness in their eyes, showing off their best ultra-shuffle as they head down the paved road towards Kingshouse, ready to take on the two biggest climbs in the day.

One woman came into the aid station sobbing. A volunteer followed her to her crew, saying "You are not giving up here! I've been tracking you all day. You are my inspiration! Sit down, have some food, and get back out there!" We later found out that the runner broke her toe nine miles in - she still finished the race.

There are tears everywhere: of pain, inspiration, desperation and exhaustion. We sat facing away from the checkpoint, taking in the beauty of the sun set. The air was still, and the midges started coming out. But it was getting chilly, so we set out my puffer jacket for our runner.

KINLOCHLEVEN

At 1:30am in the car park at Kinlochleven High School, I saw a man eat a container of yoghurt with his hands as his crew talked amongst each other.

If Glencoe is a graveyard, Kinlochleven is purgatory. Everyone is waiting antsy and exhausted for their runner to come in for the final stretch.

> "CREWS TALKING IN HUSHED TONES AROUND THE CARS, PLANNING OUT THE FINAL MARATHON FOR THEIR RUNNERS."

We made cups of tea and more Pot Noodles in the Leven Centre. Another crew let us borrow their massage gun for our runner, who was struggling with tight muscles and cramps. We set our runner off with extra layers, snacks and electrolytes for the final 15 miles. We cheered her out of Kinlochleven.

"Next stop, Fort William!"

FORT WILLIAM

The West Highland Way Race is unique - they host a ceremony for all of the runners directly after the Sunday noon cut-off. Some runners, including mine, had not left the gymnasium since they finished. Others don't have the chance to use the Nevis Centre showers. The winners have been finished since midday Saturday, and look fresh after a hearty night's sleep.

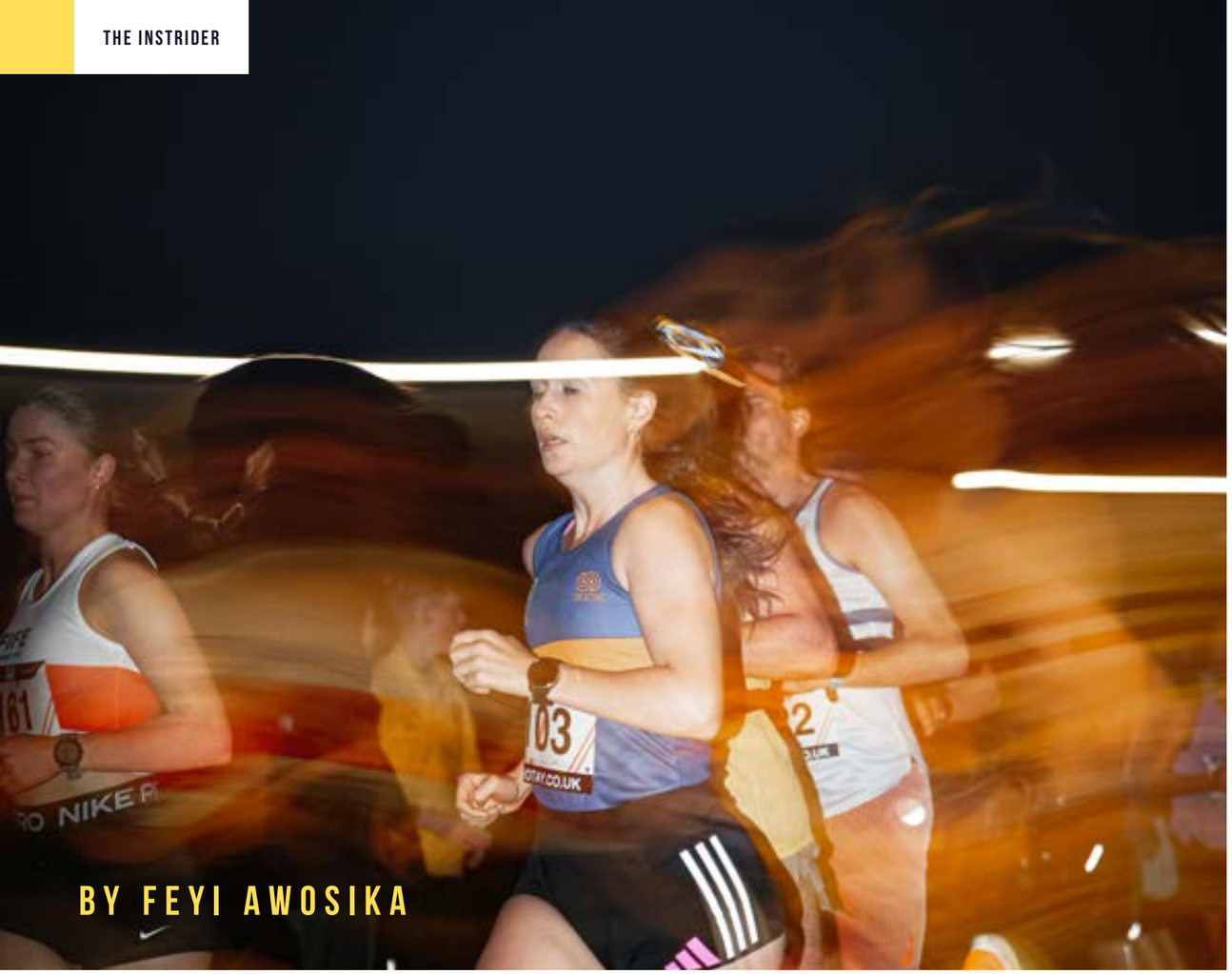
It's been described by a friend of mine like a graduation ceremony, but everyone is zombies. They call a name, and the runner walks up to gather their converted crystal goblet, etched with the map of the West Highland Way and the year, and two thistles. While every runner is beaming, most still can't walk straight.

Running an ultra is hard; running 100 miles is a disturbingly difficult, trying and emotional distance.

Crewing for a friend is utterly amazing, but it is also distressing. You pour everything you have into your athlete to will them along to the finish before you care for yourself. As a team, the crew must handle tough and sometimes life-or-death decisions after being pulled on a string for 30 hours.

You must watch a close friend enter an aid station defeated and low, get them eating, drinking and laughing again only to stand them up and send them back out into a hellish battle. But you are also there to cheer them across the finish line, an unbelievable moment for everyone who has been there every step of the race.

Crewing for friends is a wildly beautiful experience.



BY FEYI AWOSIKA

BREAKING BARRIERS, BOUNDARIES, AND BORDERS

HOW WOMEN HAVE BEEN CHANGING ATHLETICS

There has been a shift in athletics recently. From exciting, new leagues, to electric events and bold attempts, athletics is evolving.

More people are taking an increased interest in women's sports, including in women's middle and long-distance disciplines. Kenya's Faith Kipyegon attempted a sub-four minute mile run in June. Even though she fell short by just 6.42 seconds, she went on to break her own women's 1500m world record just nine days later, with a mind-blowing time of 3:48:68 at the Prefontaine Classic in Eugene. As I write about Faith's incredible achievement, it is important to reflect on how far women have come in the world of athletics - starting with the Olympic Games.

Women didn't compete at the Olympics until 1900. Women's participation in the 1900 Paris Olympics was limited to tennis, sailing, golf, croquet, and equestrianism. In athletics, the women's 800m was not introduced consistently until the 1960 Olympics, the 1500m until 1972 and the 5000m until 1996. However, times have changed for the better. For the first time in history, there was an equal number of women and men competing at the 2024 Paris Olympics.

Running royalty like Tegla Loroupe and Paula Radcliffe have paved the way for powerhouses such as Faith Kipyegon, Gudaf Tsegay, Sifan Hassan, and Beatrice Chebet to dominate the middle and long distance in their own monumental way. During the build-up to Faith's sub-four mile attempt, there was much anticipation and support around her.

Athlos, a newly-founded professional women's athletics league, openly expressed their support for the Smiling Destroyer. Nike, Faith's sponsor, played a huge part in her attempt by holding the Breaking4 event where world class athletes like Jemma Reekie and Georgia Hunter Bell played a massive role, acting as pacemakers, while Faith lapped the track in personally designed technologically-advanced competitive attire. The fact that her skinsuit and her shoes were carefully crafted to give her the best chance at going sub-four, proves how society is taking women's sports more seriously.

"I have proven that it is possible, it is only a matter of time. If it is not me, it will be somebody else." The Kenyan said after her race.

In addition to supporting Faith Kipyegon, Athlos has been anything but quiet about their involvement in women's sports. Deriving its name from the Greek word for contest, their athletes have been lighting up the track and field since their debut event in New York last year.

Their new league is going to be spearheaded by three top athletes: track sensation Gabby Thomas, long jump icon Tara Davis-Woodhall, and sprint star Sha'Carri Richardson. These three women are unapologetically taking over and joining Athlos as co-founders and athletes for their new 2026 league. It will introduce a new team-based model which will take place in multiple cities expanding beyond New York, and it will begin after the 2026 World Athletics season.

Athlos has been providing opportunities to female track and field athletes, and this new format will contribute to that dedication. During a post-jump victory interview at the Prefontaine Classic in Eugene, Woodhall-Davis said this about joining Athlos:

"Athlos is something that I take so much pride in. Firstly, it is women's-only and then adding field events - I mean that's legendary in itself"

With athletes like Richardson, Thomas, Woodhall-Davis and Kipyegon dominating athletics and increased opportunity for women while inspiring younger generations, it is safe to say that the sport is in very good hands.

THE HOME **STRAIGHT**

BY MICHAEL HOUSTON

Presentation and engagement have become more important in sport than ever before.

Without sounding like a grouchy traditionalist, younger audiences are less impressed by sport, than their elder peers.

In a study by Ampere Analysis, sports fans aged 18 to 24 are less likely to watch live matches, but crucially are more likely to engage with online content – including highlights, fantasy gaming and sports podcasts. While stubborn minds took time to adapt to this change in demographic, they eventually bent the knee to future generations, and it is somewhat paying off.

A 2015 survey by Microsoft found that Gen Z – typically considered between 1995-1997 and 2010-2012 – had an attention span of around

> "WHERE CAN ATHLETICS CAPITALISE COMMERCIALLY TO SUPPORT MORE ATHLETES?

eight seconds, four seconds more than Millennials, whose oldest members are around 44 years old. Effectively, growing up online, there is less grace given to content that cannot hook someone quickly.

While World Athletics can be lauded for their social revamp that modernised track and field, the sport still has a serious issue – and that is money.

There are 44 events – excluding relays – scheduled for the 2025 World Athletics Championships, and with it, a series of incredible athletes that not only have to be the best in their countries, but amongst the best in the world to even make a proper career from the sport. If we were to consider the top eight athletes in each event, that would count for 352 athletes alone. At the 2023 World Championships, there were over 2,100 athletes on the entry list. The vast majority of them must meet a dizzyingly high standard to make it there.

Therein lies the issue, where can athletics capitalise commercially to support more athletes?

Sport is going through an interesting phase across the Olympic programme and beyond, where attempts to modify the norm has turned out to be an instant success or a hilarious mess. For every 3x3 basketball, there is LIV Golf or the International Swimming League.

Athletics has improved in many respects. The introductions in finals provides a glimpse into the personality of athletes – something that took off with Usain Bolt, who still remains by far, the richest track and field athlete in history. Teething problems with the mixed 4x400m relay have mostly settled too and the improved and diverse production quality, has certainly helped its popularity. The Ingebrigtsen-Kerr rivalry has been spicy, while Mondo Duplantis is jumping higher than ever, and the sprinters are showing as much flare as their Jamaican successor, with as much candidness; rather than being a diluted wannabe.

But, athletics still has a major issue standing in the way of more commercial revenue.

Quite bluntly, why should anyone care?

There are few individual sports that truly excel. Tennis, while enjoying a boost from the raunchy ménage à trois action in Luca Guadagnino's Challengers, has been a staple of sports viewership. This is supported by an all-season calendar, the importance of the four Grand Slams and a concentrated pool of players. It is a simple formula: just men's and women's categories and its ranking system is easy to understand.

Even cycling can only be considered a major success around the Grand Tour events, where viewers focus on a few weeks of a story around a select group of riders, and most importantly, teams.

So far, athletics professional leagues – with the exception of the Diamond League – have not succeeded. Athlos has had a promising start, but cannot be considered the future until we see its sustainability. Sustainability issues are already affecting Grand Slam Track.

Michael Johnson is correct – athletics needs modernised and better integration into professional circuits. However, he has continued this boring trend of vanity over substance.

Having a particular way of presenting athletics, just because it looks cool, is not attracting people. Having gimmicks that are different from standard athletics, is not a guaranteed winner. If you are going to make these choices, make it something that feels sincere and creates legitimate stakes for contenders and viewers. Have them devastated to see their favourite athlete not win their event.

Many ideas have been floated around: teams, alternative racing such as beer miles or elimination races, more street events. But, it has to come from the heart.

We can refine our content and formats as much as we like to appease young people, but ultimately, they are not so different from older folk. In fact, they are significantly responsible for the current running boom we are enjoying. Yes, we need to keep things fresh and interesting, but make sure it is not tarred with patronising superficiality.

STRIDE ATHLETICS

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