



**COACH NAME**

Sam Ayers

**TYPE OF ACTIVITY**

Running

**LOCATION**

Cockermouth

**COACHING DETAILS**

BodyFit Cumbria, Broughton School Running Club, Keswick AC and the England and Great Britain Endurance squads.

*"If you're interested in getting involved in coaching or leading, don't wait. Ask someone at your local group or club for advice and do a little bit of research on the internet and get involved."*

# #PassOnYourPassion

**How long have you been coaching?**

I've been coaching for over 30 years. My coaching journey started with kayaking and canoeing; the running coaching started later. I coach mainly with BodyFit Cumbria and occasionally Broughton School Running Club, Keswick AC and the England and Great Britain Endurance squads. We're based in Cockermouth, Cumbria. My main coaching role with BodyFit Cumbria brings me into contact with all ages and abilities ranging from 10 years to 80+. Endurance running is my main coaching area, but I also coach cycling as well as teaching core work, circuits and older adult fitness classes.



Group coaching

*Be part of it!*

### How did you get into coaching?

I started coaching when I was still at secondary school in London. In our 5th form (now year 11), I went on a walking holiday in the Lake District which was organised by the school, I loved it and from there other opportunities became available to me including an expedition with the British Schools Exploring Society. As I gained more experience in the 'outdoors' I was then asked if I'd like to do some basic leadership and coaching qualifications. As is often the case, these opportunities all came about by teachers giving their time freely and often giving up their weekends. I'm very grateful to those teachers because it's eventually led to where I am now.



BodyFit

### What do you enjoy most about coaching?

One of the most enjoyable aspects is seeing people achieve things that they never thought they capable of. This could be taking up running at the age of 45+ and then going on to achieve 'good for age' times in competitions or a youngster improving in confidence and going on to represent Allerdale, Cumbria or even Great Britain or helping someone regain their functional movement after a major accident or illness. It's all very rewarding.

### Why are you passionate about Coaching?

Encouraging anyone, no matter what their age or ability is really important to me. Helping people succeed and achieve has a very positive effect in terms of their physical health but their mental well-being too. This then has a positive impact on their peers, friends and family.



Bodyfit with the #PassOnYourPassion giant baton

Be part of it!

### **Do you have any tips that would help the next generation of female coaches?**

If you're interested in getting involved in coaching or leading, don't wait. Ask someone at your local group or club for advice and do a little bit of research on the internet and get involved.

If you're new to coaching, don't worry about 'not knowing enough' or not being able to answer all the questions that people may ask. The coaching courses that you choose to do will help with that. However, I still don't know the answer to many questions asked of me, but that's good because as coaches we're continually learning.

*Be part of it!*