

# Northumbria Sport

Active Wellbeing Fund 2023/24

Impact Report

The Daily Mile



**Northumbria  
University**  
NEWCASTLE

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## Active Wellbeing Fund 2023/24 – Impact Report

### The Daily Mile

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#### 1. Executive Summary

During the 2024/25 academic year, Northumbria Sport delivered **The Daily Mile**, supported by grant funding from BUCS via the Active Wellbeing Fund. The initiative was designed to improve the health and wellbeing of students and staff, with an emphasis on reducing inequalities within the university community. By strengthening the link between physical activity and mental wellbeing, the project aimed to foster healthier, more active lifestyles across campus.

The project provided free and inclusive opportunities for daily physical activity through two distinct phases: firstly, **Wellbeing Walks**, which, following evaluation and review, evolved into the **Daily Mile Challenge**. Both approaches were tailored to accommodate diverse needs and preferences, reflecting the context and environment at Northumbria.

435 students and staff participated throughout the funding cycle, delivering measurable wellbeing benefits and enhancing cross-departmental collaboration. Notably, the programme successfully reached individuals from underrepresented and previously disengaged groups, supporting the University's broader inclusion goals.

Building on its success, the **Daily Mile Challenge** will be integrated into a wider active wellbeing strategy and embedded within Northumbria Sport's core provision, ensuring long-term impact and sustainability.

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#### 2. Project Overview

Northumbria Sport launched **The Daily Mile** with the aim of improving student and staff wellbeing through accessible and inclusive physical activity. With a core focus on reducing inequalities, the initiative targeted underrepresented groups and used data-led strategies to deliver tailored support across the academic year.

##### Project Objectives:

- To increase activity levels among students and staff from groups with historically lower participation rates.
- To measure the wellbeing impact of daily physical activity.
- To share findings with the wider university and BUCS network to promote evidence-based wellbeing interventions.

##### Diversity and Engagement Strategy:

Northumbria University conducts annual Diversity Monitoring, gathering self-declared widening participation data from all matriculated students. In parallel, Northumbria Sport



collects data from participants across its programmes and benchmarks this against the wider university population to identify underrepresented groups within its sport and physical activity provision. In alignment with the objectives of the Active Wellbeing Fund, our analysis focused on identifying the most significant disparities between the demographics of our participants and those of the broader student body.

Using the most recent dataset from the 2022/23 academic year, the year prior to the funding application, we identified the four student groups with the greatest underrepresentation:

- First-generation students (those whose parents or guardians did not attend university)
- BAME (Black, Asian, and Minority Ethnic) students
- Commuter students (those living off-campus and traveling to study)
- Mature students (aged 21+ for undergraduates or 25+ for postgraduates)

Additionally, the project aimed to engage university staff who had not previously participated in Northumbria Sport activities.

Recognising that a single programme was unlikely to eliminate the engagement gap between the wider university population and Northumbria Sport, we partnered with Northumbria Students' Union to identify strategies to increase participation with Northumbria Sport. Working with student societies; groups that typically have lower engagement with Northumbria Sport but are more representative of the wider student body, the goal was to identify the key features that would make programmes more appealing to currently disengaged students. The findings revealed five universal themes:

- **Timing:** Activities should be scheduled during on-campus hours rather than early mornings, evenings, or weekends.
- **Cost:** Free activities were essential to maximise participation; even minimal costs were seen as a barrier.
- **Activity:** Non-competitive and low-pressure activities were preferred.
- **Community:** Opportunities for social connection, either with existing friends or to form new ones, were vital.
- **Facilitation:** Activities should be led by friendly, engaging, and participant-focused leaders or coaches.

These insights informed the design of an inclusive and appealing programme aligned with the goals of the Active Wellbeing Fund.

### **Project Plan:**

Northumbria Sport delivered a two phased initiative designed to promote daily physical activity and enhance wellbeing among students and staff through **accessible, inclusive, and engaging programming**.



### Wellbeing Walks

Daily walks were organised across both Newcastle campuses, guiding participants through local landmarks and green spaces such as St James' Park and the Tyne Bridge. Routes were 1-2 miles and scheduled at 12:15 pm to avoid conflicts with academic or work commitments. This consistent weekday offer aimed to foster community connection and encouraged movement within daily routines. The programme was supported by three student interns, with two leading walks and one gathering data and insights.

The **Wellbeing Walks** programme launched in late September 2024, aligning with the start of the academic year and ran daily throughout the first semester. Despite consistent promotion, engagement from target groups was lower than anticipated. Following a review, the programme was adapted to better meet the core objective of increasing activity levels among underrepresented students and staff; essential to achieving the project's broader goals.

### Daily Mile Challenge

A 25-day activity challenge encouraged participants to walk, run, cycle, or swim at least 1 mile per day, with more flexible timing format; participants could complete their activity at a time and place that suited them. Hosted on **Strava**, the challenge offered daily, weekly, and overall prize draws to incentivise participation. Additional weekly activities of a 30-minute walk, 1-mile run, and 3-mile run were led by student interns, providing structured opportunities for staff and students to engage directly with Northumbria Sport.

The **Daily Mile Challenge**, launched in late February 2025, achieved significantly higher engagement among both staff and students compared to other core Northumbria Sport programmes and the **Wellbeing Walks** programme. It proved particularly effective in reaching target underrepresented groups.

## 3. Project Timeline

Activity	Date	Description
Funding application	Dec 2023	Northumbria University applied for £5,000 from the BUCS Active Wellbeing Fund, with initial plans to recruit student interns in January 2024 and launch activity in February 2024.
Funding approval and project delays	Feb 2024	Northumbria University was awarded £4,000; however, a two-month delay in finalising the Service Level Agreement with BUCS postponed the project launch. As a result, the decision was made to defer implementation until the start of the 2024/25 academic year in September given the timing relative to the academic calendar and students on campus.

Activity	Date	Description
Collaboration and programme development	Apr 2024	Northumbria Sport joined the newly established Northumbria University Wellbeing Network, alongside representatives from the Students' Union, Mental Health and Wellbeing Services, HR, and Marketing. This collaboration provided a platform for idea exchange, feedback, and programme development aligned with institutional wellbeing priorities.
Intern recruitment and programme renaming	May 2024	Two student interns were appointed to lead daily walking sessions, with a third tasked with participant data collection. Based on feedback from the Wellbeing Network, the programme was renamed from <b>The Daily Mile</b> to <b>Wellbeing Walks</b> to better resonate with students and staff.
Marketing and launch	Sep 2024	Promotional efforts included physical (posters, pop-ups, flyers) and digital (social media, website, screens) campaigns across campus, particularly during Freshers Week. Information about the walks was included in first-year welcome packs, displayed in student halls and promoted at all welcome events. Walks were scheduled to begin on the first day of teaching, running Monday to Friday across both Newcastle campuses.
Initial outcomes and programme review	Dec 2025	Despite sustained promotion over Semester 1, only 14 students participated across 60 walking sessions, with no repeat attendance. Due to limited engagement and insufficient data, the programme was paused for review.
Project reformat and relaunch	Jan 2025	The programme was rebranded as the <b>Daily Mile Challenge</b> and restructured as a 25-day initiative, aligned with the Brit Challenge's "25 for 2025" theme. The challenge ran from 25 February to 21 March, incorporating both scheduled walks and run, and a flexible " <b>Your Mile, Your Way</b> " format, allowing participants to log activity via Strava at a time and place that suited their schedules. Incentives, including prize draws and rewards for survey completion, were introduced to boost engagement.



Activity	Date	Description
Daily Mile Challenge - programme launch and final outcomes	Feb 2025	The revised format led to a significant increase in participation, with 504 students and staff registering for the programme and 419 actively taking part.

#### 4. Outcomes and Impact

**Table 1 - Wellbeing Walks Participation**

Participant Group	Total Engaged	
Students	6 females	8 males
Staff	0 females	0 males
<b>Total</b>	<b>6 females</b>	<b>8 males</b>

A total of 14 students (6 female, 8 male) engaged in **Wellbeing Walks** across 60 sessions. No staff participated, and all student participants attended only once.

**Table 2 - Daily Mile Challenge Participation**

Participant Group	Total Engaged	
Students	163 females	107 males
Staff	82 females	67 males
<b>Total</b>	<b>245 females</b>	<b>174 males</b>

Over 25 days, the **Daily Mile Challenge** engaged 419 participants: 245 females (163 students, 82 staff) and 174 males (107 students, 67 staff).

**Table 3 - Wellbeing Walks: Target Audience Participation**

Participant Group	Total Engaged	
First Gen students	1 female	3 males
Bame students	2 females	1 male
Commuter students	1 female	0 males
Mature students	2 females	4 males
Unengaged staff	0 females	0 males
<b>Total</b>	<b>6 females</b>	<b>8 males</b>

**Wellbeing Walks** engaged 14 participants (6 females, 8 males) from targeted hard-to-reach groups. No unengaged staff participated.

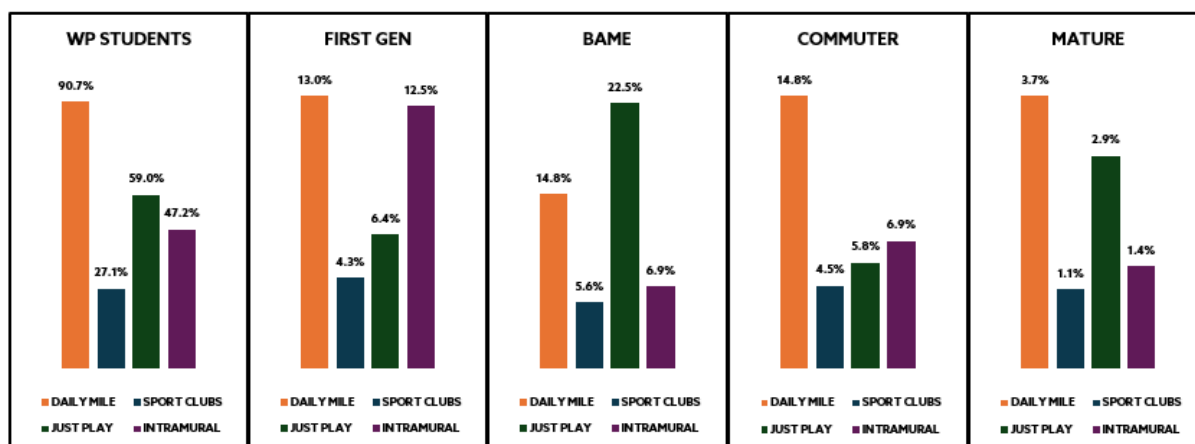
**Table 4 - Daily Mile Challenge: Target Audience Participation**

Participant Group	Total Engaged	
First Gen students	21 females	19 males
Bame students	25 females	23 males
Commuter students	27 females	25 males
Mature students	6 females	7 males
Unengaged staff	47 females	22 females
<b>Total</b>	<b>126 females</b>	<b>96 males</b>



The **Daily Mile Challenge** engaged 222 participants (126 females, 96 males) from targeted hard-to-reach groups.

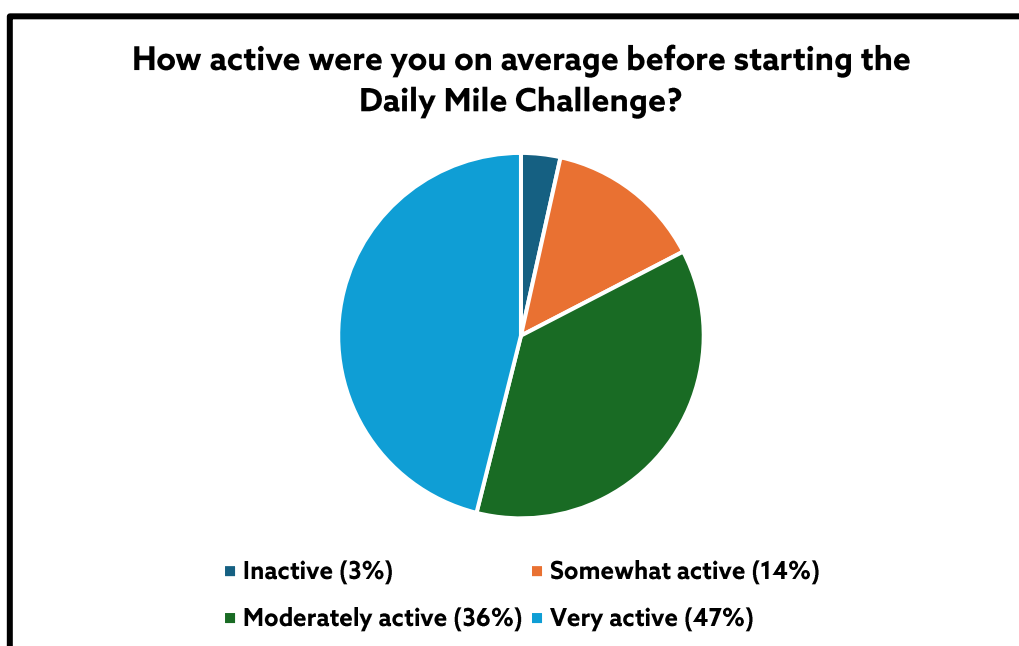
**Graph 1 – Daily Mile Challenge vs Core Programmes**



The **Daily Mile Challenge** demonstrated the highest engagement with underrepresented student groups across the core Northumbria Sport programmes, with 90.7% of participants meeting at least one widening participation criterion—including disabled, LGBTQ+ students, and those from low participation neighbourhoods, as well as the targeted hard-to-reach groups (First Gen, BAME, commuter, and mature students). This surpasses engagement levels in Sport Clubs (27.1%), Just PLAY (59.0%), and Intramural Leagues (47.2%), making it our most effective programme for reaching any underrepresented group.

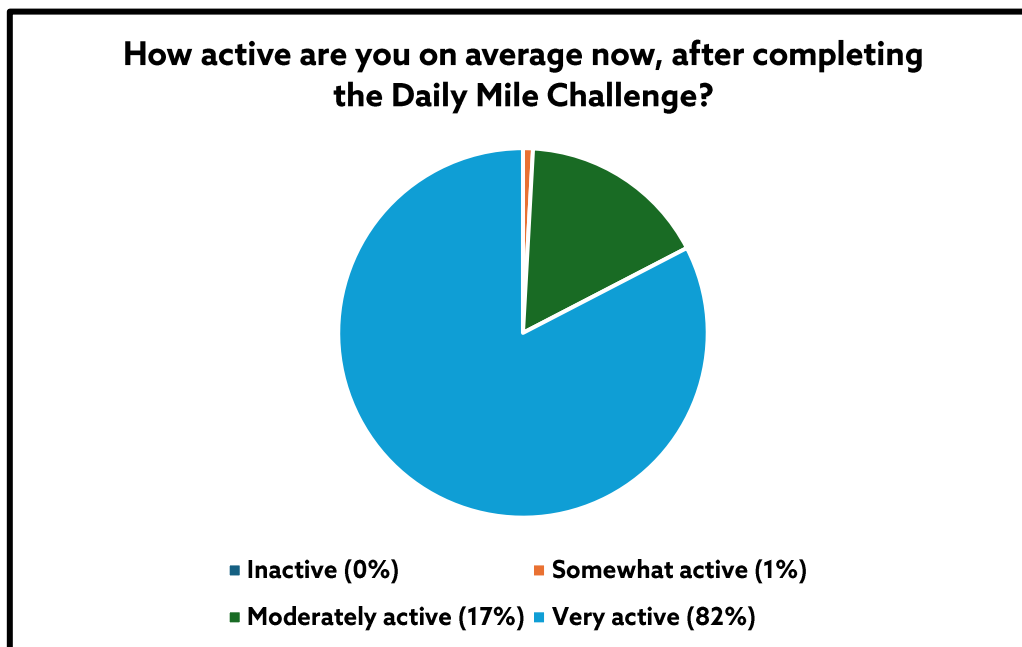
Specifically, the **Daily Mile Challenge** engaged the highest proportion of First Gen, commuter, and mature students, and ranked second – after Just PLAY – for participation among BAME students.

**Graph 2 – Pre-Challenge Activity Levels**



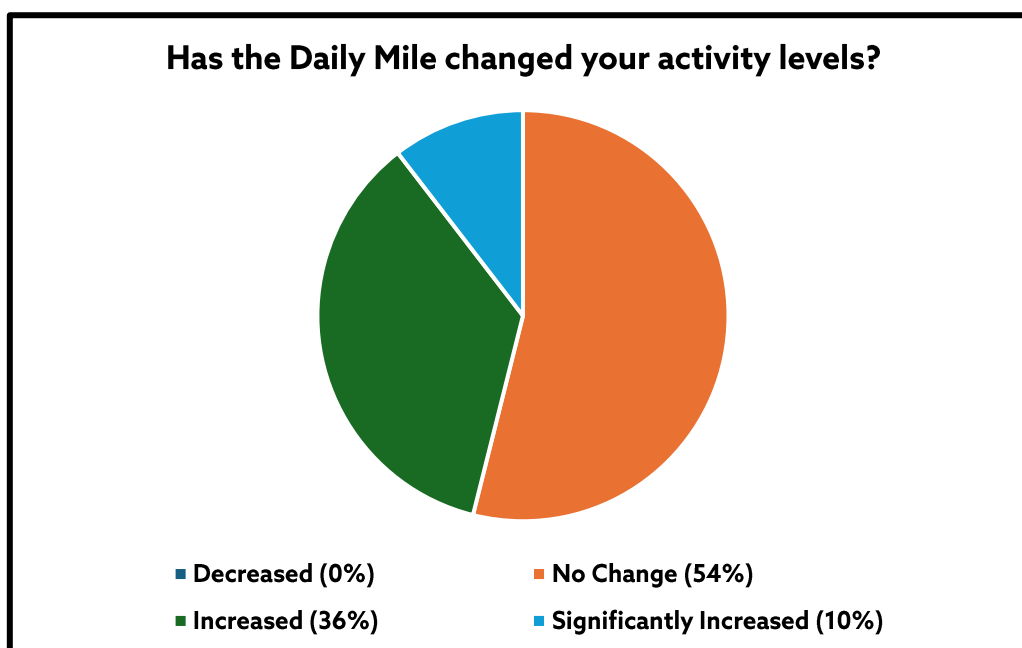
Activity levels were defined as follows: inactive (no activity per week), somewhat active (1-2 activities per week), moderately active (3-4 activities per week), and very active (5 or more activities per week). Before the challenge, 47% of participants were active regularly, while the remaining 53% reported lower or inconsistent activity levels.

**Graph 3 - Post-Challenge Activity Levels**



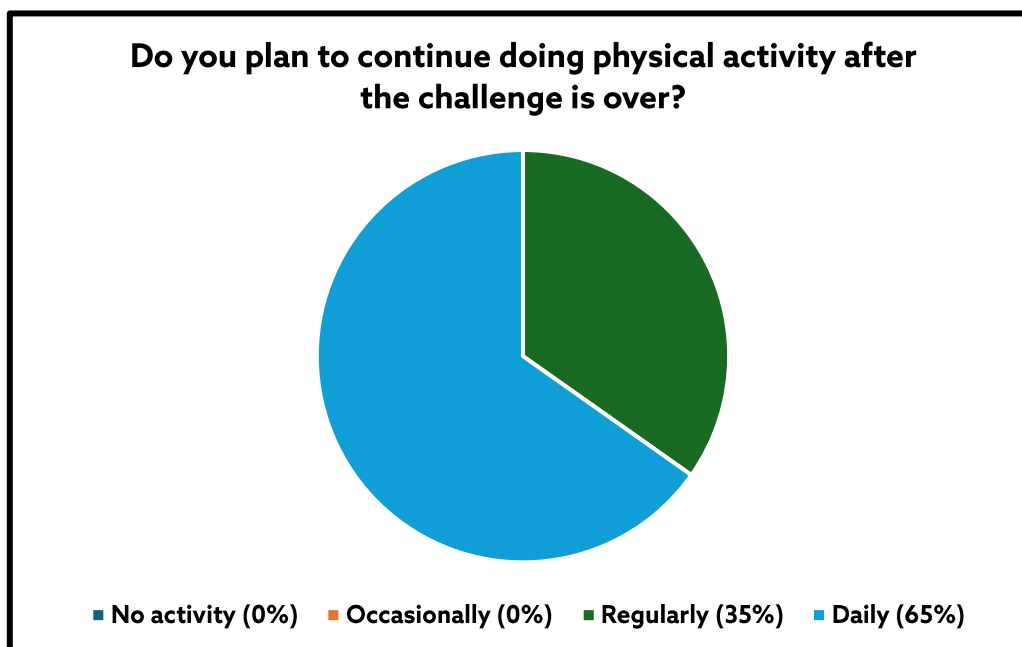
Following the **Daily Mile Challenge**, 99% of participants reported moderate to high activity levels, with 82% being active very regularly.

**Graph 4 - Changes in Activity Levels**



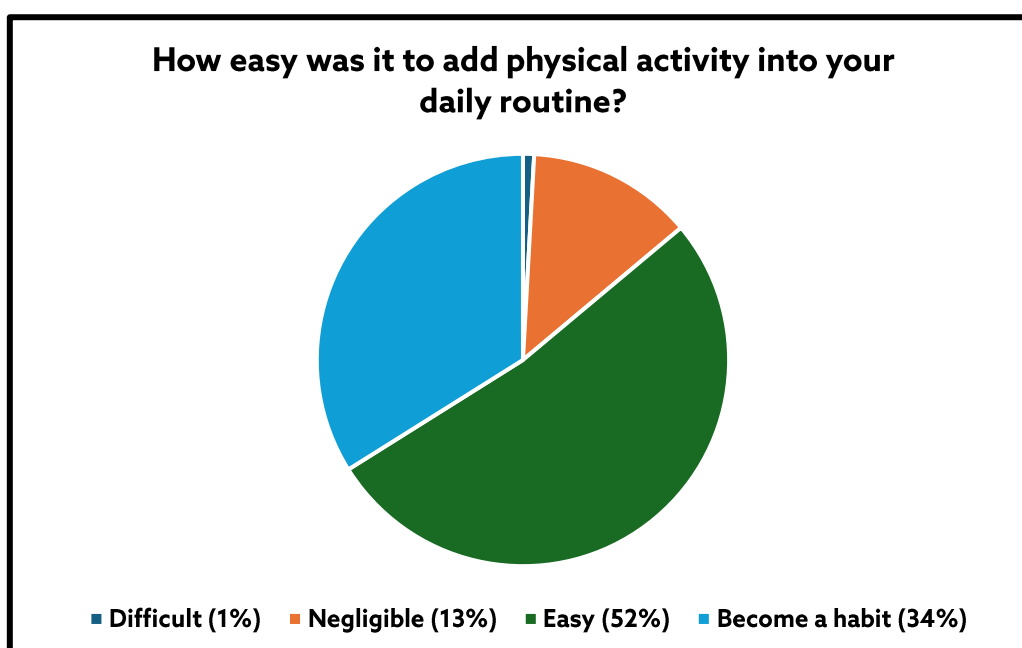
Following the **Daily Mile Challenge**, 46% of participants reported increased activity levels, with all previously less active individuals showing improvement by the end of the challenge.

**Graph 5 - Intentions to Sustain Physical Activity**



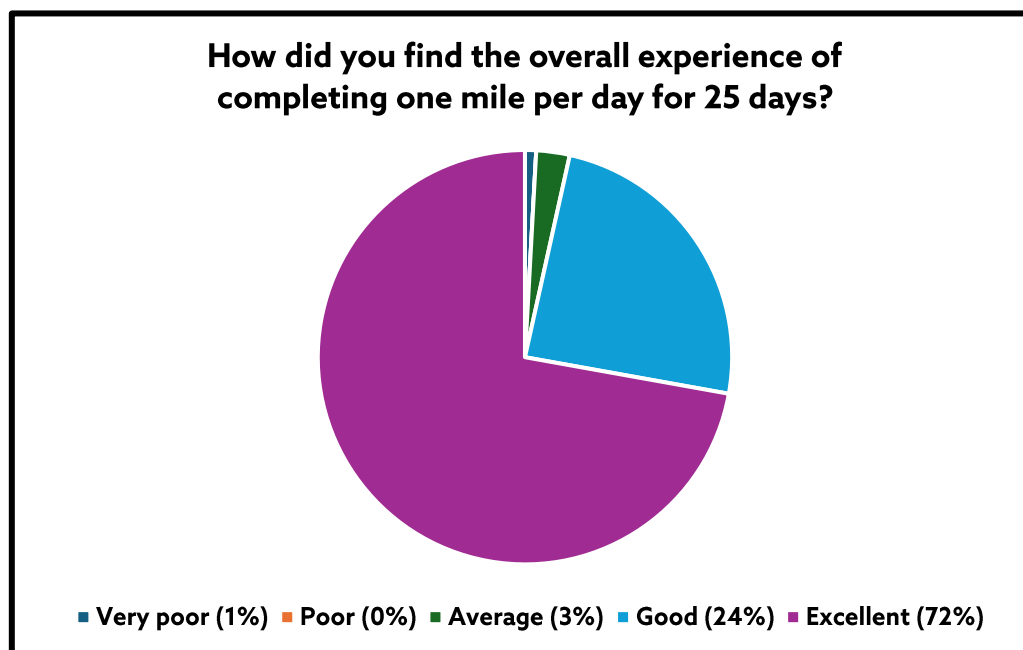
All participants expressed an intention to continue engaging in regular physical activity following the challenge, with 65% planning to remain active daily and 35% aiming for regular activity (3-4 activities per week).

**Graph 6 - Ease of Integrating Physical Activity into Daily Routine**



Following the **Daily Mile Challenge**, most participants (86%) reported that incorporating physical activity into their daily routine was either easy or had become a habit by the end of the challenge.

### Graph 7 - Participant Experience



97% of participants rated the experience of completing one mile per day for 25 days as a positive experience, with 72% selecting *excellent*.

### Reported Impact of the Daily Mile Challenge on Health and Wellbeing

Participants were asked to identify any changes in their physical or mental wellbeing following the conclusion of the **Daily Mile Challenge**. 82% of participants reported a physical and/or mental health benefit, with improved mood or mental health, increased energy levels, improved physical fitness, improved sleep and reduced stress reported.

These findings suggest that the programme had a broadly positive impact on participant wellbeing across multiple criteria.

### Testimonials

"I really enjoyed being part of this daily challenge, it made me feel a part of the sports community at the University."

"It has been really enjoyable and has given me a focus and aim to do more exercise. Whilst not a big distance, I think that has been a positive for me as it is not too much of an inconvenience to fit it into a daily routine and it's been manageable to do on a daily basis. Often walks and runs have turned into longer distances as making the effort to go out is often the hardest part. It has also encouraged us a family to get out a little more and do things outdoors more regularly. I think the amount of information and opportunities to participate in group exercises has also been really helpful. Thanks to the team at Sport Northumbria for all the organisation and effort, you have certainly made a difference." -

"It was well thought out and well organised. It was a great incentive (at the right time of year when the weather was starting to get better) to remind me to get active every day. I will definitely be keeping it up – thanks!"

"Great to have an intentional walk each day, especially work from home days. Making myself get out, even just for a wander around my local area for some fresh air has been a great part of my day."

"I loved seeing people's photos and comments so more encouragement to include those would be great. It was really positive as a staff member to do something alongside our students."

"I enjoyed the mile challenge and enjoyed completing it with friends along the way, I am a fairly consistent runner and it was enjoyable seeing the progress of those completing the challenge I would not make any changes other than perhaps running the challenge again in future years."

"It was a great idea and looks to have gotten good engagement. There was also office banter around it which was great to see."

"Loved taking part so no changes to suggest. Has helped me see how much walking I actually do during the week! And made me actually get out for a walk when I'm having a lazy day!"

"I think it has been brilliant! It has made me more mindful of taking time out for myself to do exercise, and has made me feel really proud to have done all 25 days."

### **Unexpected Impact and Lasting Change**

The success of the **Daily Mile Challenge** was rooted in its accessibility and inclusivity. By allowing staff and students to participate on their own terms via a "**Your Mile, Your Way**" approach, we removed the barriers of fixed times and locations. This flexibility led to high levels of retention, with only 6% of participants disengaging after their first day.

The programme extended beyond our Newcastle campuses, successfully engaging participants from our traditionally hard-to-reach London campus and reaching individuals in 20 countries across 3 continents. Historically, our approach to activity delivery was limited by the perception that it needed to be local. However, by adopting a more flexible model, we have broken new ground; offering meaningful opportunities to students and staff who are not physically connected to our Newcastle campus.

Over the course of the challenge, participants collectively logged an impressive 19,244 miles—the equivalent of travelling the entire length of the Pan American Highway, the world's longest road, stretching from Prudhoe Bay, Alaska to Ushuaia, Argentina. Across the 25-day period, a total of 7,671 activities were recorded, with participants averaging 2.5 miles per day—more than doubling our original target of one mile per day. Many went above and beyond, including one participant who completed a full marathon as part of their daily activity.



Our participants engaged through a dedicated Strava community, forming a supportive, organic and self-motivated network that celebrated progress and shared personal achievements. While the challenge encouraged movement through four core activities (walking, running, cycling, and swimming), our community embraced 19 unique ways to move, from skiing and rowing to stand-up paddleboarding. This diversity reflects the power of community-led engagement in inspiring creative, inclusive approaches to physical activity.

Our incentive offering of daily and weekly prizes, in addition to a grand prize for completing all 25 days further boosted participation, but it was the sense of purpose and shared journey that drove engagement. Notably, 89 participants joined the **Daily Mile Challenge** after day one, with our 419<sup>th</sup> and final participant joining on day twenty-one, showing the challenge had become more than a competition for prizes.

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## 5. Budget

Budget Item	Budgeted Amount	Actual Spent
Daily Mile Activity Intern 1	£1,200.00	£1,543.91
Daily Mile Activity Intern 2	£1,200.00	£1,408.60
Daily Mile Data Insight Intern	£1,200.00	£918.83
Marketing Materials	£400.00	£300.00
Programme Incentives	£0.00	£464.00
<b>Total</b>	<b>£4,000.00</b>	<b>£4,635.34</b>

The overspend on initial grant funding, primarily due to added incentives for the **Daily Mile Challenge**, was covered by Northumbria Sport.

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## 6. Reflections and Recommendations

### Adapting the Approach

The initial **Wellbeing Walks** concept did not effectively engage our target audience or the wider university community. While well-intentioned, this traditional model limited participation due to fixed times and locations. Recognising this, we pivoted to a more flexible, participant-led model in the form of the **Daily Mile Challenge**. This shift proved essential to achieving our core aim of increasing physical activity among traditionally underrepresented groups. We recommend adopting flexible, participant-led approaches over fixed-time, location-based models to better engage underrepresented groups and

maximise participation. More broadly, we recommend regularly reviewing and adapting programmes to meet participant needs.

### **The Power of Collaboration**

Engaging with the Northumbria University Wellbeing Network was instrumental in the success of our programme. Although initial feedback did not yield immediate results, ongoing collaboration helped reshape the programme into a more inclusive and visible challenge. We recommend early and continual engagement with influential networks to refine delivery and extend reach.

### **Data Management Insights**

Strava was an effective platform for participants; intuitive, free, and widely used. However, from an administrative perspective, we faced limitations in data visibility and leaderboard tracking due to privacy settings and platform constraints. Manual data exports and creative workarounds (for example a "Northumbria Sport" Strava account and browser extensions) became necessary to manage the programme via this platform. We have since developed an automated system for real-time tracking and filtering for the future iterations of the programme, which we recommend for similar initiatives, and thanks to this go to one of our participants who reached out with a solution when they provided their end of challenge feedback. While not all issues could have been anticipated through testing, responsive management ensured high data quality and participant satisfaction. Despite these operational challenges, the benefits to participants; improved wellbeing, community connection, and sustained activity, clearly outweighed the logistical complexities. We recommend allocating appropriate time and resources for effective data management, particularly when using third-party platforms.

### **Conclusion**

Originally, we believed that for **The Daily Mile** to be successful, that daily coordination of activity via **Wellbeing Walks** was essential. Instead, we discovered via the **Daily Mile Challenge** the power of trusting participants, building community, and giving people the freedom to choose how and when to move. This shift not only sparked short-term engagement but created an environment where lasting behavioural change is possible, empowering individuals to lead healthier, more active lives, on their own terms.

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## **7. Sustainability and Next Steps**

Following its success, the **Daily Mile Challenge** will become a permanent part of Northumbria Sport's core provision and run annually in semester 2 to align with seasonal motivation and availability. Furthermore, it will become a key aspect of our wider active wellbeing programme, inspiring our community to live healthier, more active lives.

While involving paid student interns provided valuable experience to the individuals in post, the need for a daily delivery workforce proved less critical than expected. Moving forward, the programme will be integrated as a formal, academically integrated placement



opportunity for BSc Sport Management students, with a focus on programme planning and data management rather than activity delivery.

As previously noted, the collection and analysis of participant data proved more time-consuming than anticipated. To address this, we have identified solutions to automate data capture and will clarify data-sharing and privacy requirements at the point of registration. As a result, we plan to reallocate the time currently spent on manual data management towards more creative initiatives aimed at enhancing participant retention and enjoyment. These will include:

- Introducing mini challenges within the main programme (e.g. bonus entries for completing additional miles on specific days).
  - Running photo competitions to foster a sense of community and shared identity.
  - Increasing the frequency of posts within the challenge platform to celebrate participant achievements, share activity ideas, and highlight community stories.
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## 8. Acknowledgments

We would like to thank BUCS and the Active Wellbeing Fund for their vital support in enabling the creation of a programme focused on improving student and staff wellbeing, with a strong emphasis on reducing inequalities. Beyond funding, access to the BUCS Active Wellbeing Network has provided inspiration and guidance throughout the project.

We also extend our sincere thanks to our three **Daily Mile** student interns; Rayhan, Chloe and Hannah, for their adaptability, enthusiasm, and meaningful contributions, highlighting the importance of including student voices in programme conception, management and development. Additionally, we wish to express our thanks to our two graphic design student interns, Ellie and Victoria, who were responsible for creating the marketing materials, brand identities and logos for both **Wellbeing Walks** and the **Daily Mile Challenge**. Our gratitude also goes to the Northumbria University Wellbeing Network for their ongoing support and collaboration.

Finally, we thank all participating students and staff, their engagement made this programme possible, and we look forward to building on this foundation in the future.

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## 9. Appendices

### Marketing Materials

Below is a selection of the marketing materials which were designed to by our two graphic design student interns.

Wellbeing Walks Logo:



Daily Mile Website Banner:

 The banner features a background image of a smiling man with a beard and braided hair, wearing a dark t-shirt, pointing towards the camera. In the background, other people are visible, some wearing athletic gear.
 

**JOIN OUR  
DAILY MILE  
CHALLENGE**

**YOUR MILE, YOUR WAY**

**25 FEB - 21 MAR**

25 days. 25 miles.  
25+ amazing prizes to be won.

Want to take part?  
Scan the QR code  
to find out more:

northumbriasport.com

**BRIT CHALLENGE**

**Northumbria University  
NEWCASTLE**

**WIN PRIZES INCLUDING:**

- GARMIN SMART WATCH (WORTH £250)**
- NEW BALANCE BACKPACK**
- AMAZON & JUSTEAT GIFT CARDS**



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University  
NEWCASTLE**

Wellbeing Walks Flyer Side 1:

A flyer for Northumbria University's Wellbeing Walks. The background features a young man in a grey hoodie and a young woman in a floral top walking outdoors. A large red circle in the center contains the text 'EXPLORE Newcastle through our guided walks'. Below this is a graphic of a person walking on a path, with the text 'WELLBEING WALKS' in a stylized font. In the bottom left, there is a QR code with the text 'SCAN HERE TO GET INVOLVED'. The Northumbria University Newcastle logo is in the top left and bottom center. A white text box in the top right contains the text: 'Introducing Northumbria Sport's NEW daily guided walks. Students and staff can join these walks to get active and meet new people!'



Northumbria  
University  
NEWCASTLE

Introducing Northumbria Sport's  
**NEW** daily guided walks. Students  
and staff can join these walks to  
get active and meet new people!

**EXPLORE**  
Newcastle through  
our guided  
walks

**WELLBEING**  
WALKS

SCAN HERE  
TO GET INVOLVED





Northumbria  
University  
NEWCASTLE

## Wellbeing Walks Flyer Side 2:



The flyer features a background image of a park with a lamppost and a path. At the top, the Northumbria University Newcastle logo is on the left, and a stylized 'WALKING' figure is on the right. Below the figure is a red banner with 'WELLBEING WALKS' in white. The main content is organized into columns for days of the week, start times, and meeting points. A QR code is located in the bottom left, and a red circular callout is in the bottom right.

**Northumbria University  
NEWCASTLE**

**WELLBEING WALKS**

	<b>12:15 START TIME</b>	<b>MEETING POINT</b>
<b>MONDAY</b>	City Campus to St James Park and Leazes Park	Outside the Students' Union, City Campus
<b>TUESDAY</b>	City Campus to Newcastle City Centre	Outside the Students' Union, City Campus
<b>WEDNESDAY</b>	Circular Coach Lane Walk	Outside Clinical Skills Centre, Coach Lane
<b>THURSDAY</b>	City Campus to Exhibition Park	Outside the Students' Union, City Campus
<b>FRIDAY</b>	City Campus to the Quayside	Outside the Students' Union, City Campus

**SCAN HERE TO GET INVOLVED**

**Walks will be on every day from Monday to Friday.**

**TERM TIME ONLY**



Daily Mile Challenge – Instagram Post 1:



# JOIN OUR **DAILY MILE CHALLENGE**

**YOUR MILE, YOUR WAY**

**25 days. 25 miles.  
25+ amazing prizes to be won.**

**25 FEB – 21 MAR**

**BRIT CHALLENGE**  **Northumbria University  
NEWCASTLE**



**Northumbria  
University  
NEWCASTLE**

Daily Mile Challenge – Instagram Post 2:

# ABOUT

Take part in our Daily Mile Challenge, where students and staff can challenge themselves to walk, run, swim or cycle 1 mile every day between 25 February and 21 March.

The challenge, inspired by the Daily Mile initiative, provides a simple and achievable way to boost your physical and mental health and also your wellbeing.



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NEWCASTLE

## Daily Mile Challenge – Instagram Post 3:

Every day you take part gives you an entry into our prize draw with bonus prizes for completing a full week and completing the whole challenge.

**WIN PRIZES INCLUDING:**

GARMIN  
**SMART  
WATCH**  
(WORTH £250)

**NEW  
BALANCE**  
BACKPACK

AMAZON &  
JUSTEAT  
**GIFT  
CARDS**

and lots more...

**YOUR MILE, YOUR WAY**



**Northumbria  
University**  
NEWCASTLE

Daily Mile Challenge – Instagram Post 4:

# WEEKLY SESSIONS

To help you achieve the challenge, we're offering additional opportunities to stay active and explore Newcastle together!

**Weekly Walks - Every Monday**  
Enjoy a relaxed 1.5-2 mile walk perfect for a lunchtime break while seeing more of the city.

**Weekly Runs - Every Thursday**  
Choose between a 3 mile or a 1 mile route around Newcastle.

Meeting Point: Sport Central, 12:15

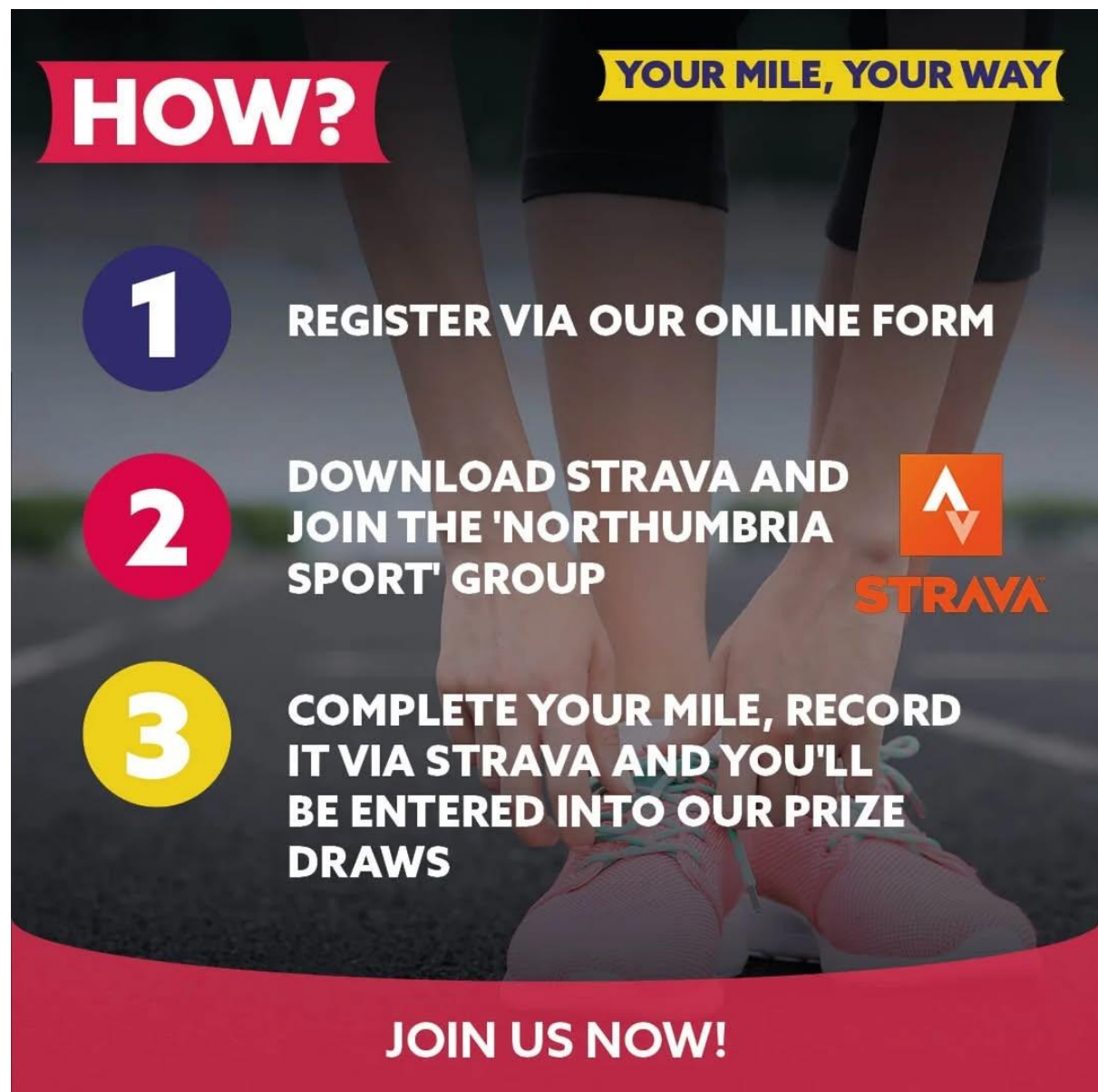
You can book onto these sessions for **FREE** via the **NU Sport App**.

Join us, stay active, and make every mile count!



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NEWCASTLE


Daily Mile Challenge – Instagram Post 5:



**HOW?** **YOUR MILE, YOUR WAY**

- 1 REGISTER VIA OUR ONLINE FORM**
- 2 DOWNLOAD STRAVA AND JOIN THE 'NORTHUMBRIA SPORT' GROUP**
- 3 COMPLETE YOUR MILE, RECORD IT VIA STRAVA AND YOU'LL BE ENTERED INTO OUR PRIZE DRAWS**

**JOIN US NOW!**



**STRAVA**



**Northumbria  
University**  
NEWCASTLE

## Photographs

Below are a series of photos from participants in the Daily Mile Challenge.

Photo Collage 1:



Photo Collage 2:

