



NOV

THE NOV WAY 2025: RUN, GROW, REPEAT



HAPPY BIRTHDAY TO US,
NOV TURNS 5!



2025 was a milestone year for the NOV Way community, as we celebrated our 5th birthday.

It feels like the perfect time to reflect on how far we've come.

NOV started with Leon and some friends holding each other accountable to run during the 2020 lockdown.

And now?

We're a run club and outdoor community with 3 initiatives and nearly 1,000 members, running every Monday with pace groups for all abilities.

Run The Ends disrupts the London running scene with a closed-roads, chip-timed event in the heart of Wembley. We offer group hikes, give back to the community with The Yout Dem - our youth initiative, and we go wild at our cheer zones to support our members at races. All this with impeccable merch, so you can represent NOV everywhere you go.

NOV would be nothing without you, our members. Thank you all for the energy you bring every week.

We're just getting started.
Let's make 2026 the best year yet.

Leon Parkes, Founder
Tara Mahmud, Co-Director
The NOV Way





NOV

Every Monday at 7pm.
Wembley Park.
We run.

The heart and soul of NOV -
what we are all about.
A place for everyone.

Beginner, Intermediate, and
Performance pace groups.

Guided by England Athletics-
qualified run leaders.

Come find your people.

Click [HERE](#) to sign up.



2025: RUN, GROW, REPEAT.

Where to start? 644 new members, a brand new Performance pace group, and Monday nights now pulling 80-100 runners - a massive 30% increase in weekly turnout.

The energy has been unreal.

Keep your eye on our Instagram @theNOVway in 2026, for info about our fortnightly long runs, helping you get strong for the London Marathon in April, and The Official Big Half in September.





RTE TRENDS

An incredible day celebrating run culture and everything NOV Way stands for, with the community of Wembley - you all brought the absolute VIBES.

It kicked off with the Community 5km: a closed-roads, chip-timed run, winding through the Chalkhill Estate - the true heart and soul of Wembley Park.



In the afternoon, the streets were loud, electric, and wildly competitive for the street races. London Select (@ldn_slct) stormed home as champions of the Mixed Team Relay Race. Meanwhile, Sole Striders (@solestriders) cruised to victory in the first ever Women's Only Street Relay Race.

Over at BOXPARK, our panel of thought-leaders, Andre Coggins, Sahra-Isha Muhammad-Jones, Michelle Dzumbunu and Brad Farrant, dove into 'The Business of Distance' (watch the promo video [HERE](#))



Behind the scenes, the growth was huge. RTE 2025 saw NOV Way level up, partnering with Let's Do This for industry-leading event support. We hit an incredible 55% female attendance and welcomed 33% more runners than last year. Half of our runners signed up through pure word of mouth - that's support and a buzz you can't fake.

You didn't just show up, you really did Run The Ends.

And next year? RTE turns 5. Bring your people, bring your energy - we're only just getting started.



RTE TRENDS

DON'T BE A FOOL - SEE YOU IN 2026!



steve ★ 5.0

Did the race in 2025

One of the most important and fun events that exists in London running - roll on RTE 2026!



hannah ★ 5.0

Did the race in 2025

Great community event!! Highly recommend



zane ★ 5.0

Did the race in 2025

Amazing experience - can't wait for next year!



olatokunbo ★ 4.7

Did the race in 2025

A great and joyful event



hayden ★ 5.0

Did the race in 2025

Beautiful day. Expertly organised



bilal ★ 5.0

Did the race in 2025

Great energy and atmosphere, and well organised! Everyone had a great time!



xandria ★ 5.0

Did the race in 2025

Amazing event! Every detail was considered and carefully curated.



Summer ★ 5.0

Did the race in 2025

A great day, I absolutely loved it. My first time at RTE and I'll definitely be running next year. The atmosphere was amazing, volunteers were great and the street races were so fun!





NOV REPRESENTS



2025 was a huge year for NOV on the race scene; medals were earned, limits were pushed, and legends were made.

Our runners showed up and owned the day at every major event: London Marathon (40), The Official Big Half (65), London Vitality 10km (35), and Hackney Half Marathon (30).

One of the things we're most proud of? Every single NOV runner at the London Marathon was the first person in their family to ever run a marathon. That's the legacy NOV is building - creating legends and proving that running truly is for everyone.

Oh, and if you happen to pass our cheer zone... you'll know.





THE YOUT DEM

The NOV Way's youth initiative empowers young people aged 13 – 17 to use running as a tool for wellness, routine and belonging.

Led by Youth Leader Joe Card and supported by Wellbeing Officer Emma Langton, the programme offers guidance, mentorship and a safe space to grow, both on and off the run route.

In 2025, we celebrated our first Youth Hike in Amersham, marking the first of many more outdoor adventures to come.

The Yout Dem meets every Monday, 5:15 – 6:30pm at the Chalkhill Community Centre. We're always looking to welcome more young people into the community. [SIGN UP HERE](#)



COMMUNITY HIKES

2025 wasn't just about running - we took NOV outdoors on multiple occasions, to escape the intensity of London for a few hours.

Throughout the year we kicked off at the iconic Balcombe Viaduct, wandered Richmond park, tackled the epic cliffs between Folkestone and Dover, and hiked the Chess Valley between Rickmansworth and Chesham.

Every hike builds the NOV community with new faces, new conversations, and new miles together. This part of NOV is always growing, with hike groups of up to 50 people.

"Incredible vibes, non-stop laughter"

"Great experience with a warm and friendly group"

"Incredible day out, with amazing views and people"





WOMEN'S LEADERSHIP

The NOV Way is proudly women-led across every level of the community.

Our pacer group has grown from 0 to 32 trained run leaders - 7 of whom are women - creating a supportive ecosystem where leaders mentor, coach, and give back as volunteers.

Across the organisation, women continue to shape our direction:

7 out of 12 members of our advisory committee are female, as are 2 out of 3 directors on our board.

And at Run The Ends 2025, we saw an 'industry-leading'* 55% female participation, proving that representation and inclusive leadership really can shift the culture, and be a force for good.

*Let's Do This RTE Report, 2025



T. ERCONWALD'S CATHOLIC CHURCH



END OF 2025 PARTY

We wrapped up the year in true NOV Way style with our end-of-year party at Wembley's BOXPARK on Monday 15th December - marking five years of NOV Way since those first runs back in 2020.

It was a night to celebrate the miles covered, the friendships built, and the community that keeps showing up week after week.

The energy in the room said it all: NOV is bigger than running - it's people.

Together, we raised £500 for The Listening Place, supporting their life-changing work and reminding us why community really matters.

The evening finished with our Community Awards, recognising some seriously special people who go above and beyond for NOV.

Turn the page to see this year's winners.



LET'S HEAR IT FOR OUR AWARD WINNERS

NOV

Community Player
BTS
Mohamed Ridha

NOV

Golden Trainer
Juliet Aibangbee
Mellor

NOV

Founder's Award
Bhavik Patel &
Fardowso Afrah

NOV

Community Player
(People's Choice)
Saida Nasser

NOV

Youth of the Year
Kenji Ikpeba

NOV

Most Improved
Ruby Al-Shreedaa

NOV

NOV Cheerleader
Fardowso Afrah

NOV

Most Consistent
Chidi Uzoh

NOV

Best Content
Hassan Ali

NOV

Pacer of the Year
Uzayr (Ozzy)
Ashraf



MEET THE TEAM

Leon Parkes
Founder, The NOV Way

Favourite run distance
10km

Hype song on repeat
Through the Wire - Kanye West

Best NOV memory of 2025
London Marathon Cheer Squad / RTE 2025



Tara Mahmud
Co-Director, The NOV Way

Favourite run distance
7-10km

Hype song on repeat
Any remix of Running Up That Hill - Kate Bush

Best NOV memory of 2025
Community Cheer Squad zone at London Marathon (had the privilege and collective trust to start something very special with this).
AND: Women's street relay race at RTE 2025



Roseanna Gooder
Long Run Lead

Favourite run distance
Half-Marathon - you've got time to get into the run, do some thinking, have some deep chats and see some sights!

Hype song on repeat
Too Many Man - Skepta

Best NOV memory of 2025
Post-Big Half Medal Monday outside of Chalkhill Community Centre.
We had a full squad!



MEET THE TEAM

Ewen Trafford
Adult Run Club Co-ordinator

Favourite run distance

Half marathon, as it feels like the right balance between endurance and speed for me. Would prefer it even more on trails, though!

Hype song on repeat

To Defy the Laws of Tradition - Primus

Best NOV memory of 2025

During my first Ultra, things were going badly wrong; I picked up an injury and had bad cramps still a way from the finish. Clare, Roseanna and Leon were there for me on the day to cheer me on and push me through, and the amazing support from the chat also carried me through to the line when things weren't going well.

I doubt I would have finished without everyone!



Emma Langton
Wellbeing Officer

Favourite run distance

10km

Hype song on repeat

Places to Be - Fred again..

Best NOV memory of 2025

Our final run with the youth before winter in Fryent Park. You could see the Wembley arch in the distance, with the sky glowing at sunset. It felt freeing, grounding, and a highlight with everyone running down a hill.

MEET THE TEAM



Joe Card
Youth Run Club Leader

Favourite run distance
12km

Hype song on repeat
Talk of the Town - Fred again..,
Sammy Virji, Reggie

Best NOV memory of 2025
The youth hike, which was the first time meeting the youth. It was amazing getting to know such incredible young people. It was a joy watching them all interact with each other and create memories together.

Bilal Hussain
Hike Leader

Favourite run distance
5km (ideally at Parkrun)

Hype song on repeat
Run Boy Run - Woodkid

Best NOV memory of 2025
London Marathon cheer zone.. Taking over mile 15 and seeing all our runners smash it was such an incredible experience.



NOV

Thank you all for an unforgettable year.

See you in 2026 for our biggest yet,
including Run The Ends' 5 year anniversary!



Thank you to our funders

GO London

Chalkhill Community Trust Fund

Brent Health Matters

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