

## Long biog - First person

### About Me

I'm Bleddyn Edwards, founder of *be – training and coaching*, based in Wales, UK. I work as a personal trainer and coach, supporting people to build strength, confidence and sustainable fitness through clear, personalised coaching. My aim is to help people feel more capable in their bodies and better equipped to meet both everyday demands and more ambitious physical goals.

My approach to coaching has been shaped as much by my professional background as by my training in fitness. Before retraining as a personal trainer, I spent over 30 years working in the communications and creative industries, holding senior roles that involved managing people, projects and long-term client relationships. That experience gave me a deep understanding of motivation, behaviour change and the realities of balancing work, life and wellbeing — insight that strongly informs how I work with clients today. I place a high value on empathy, clear communication and realistic planning, recognising that progress is rarely just physical.

Alongside my professional qualifications, I bring extensive personal experience of training for and taking part in endurance and adventure events. I've competed in triathlons ranging from sprint distance through to middle-distance races, including Ironman 70.3 Mallorca and the Cotswold 113. My running experience includes road and trail races, half marathons in the UK and overseas, and more extreme challenges such as the Greenland Arctic Marathon. I've also taken part in swim-run events, multi-day cycle touring across Scotland and Wales, ski touring in France and Austria, and a number of mountain ascents, including Mount Toubkal in Morocco and the Welsh Three Peaks.

Having trained for these challenges myself, I understand what it takes — physically and mentally — to prepare for demanding goals. I know the importance of consistency, patience and adaptability, as well as how setbacks and competing priorities can affect progress. This lived experience allows me to coach with both authority and empathy.

Through *be – training and coaching*, my intention is to provide coaching that is supportive yet purposeful, structured yet flexible, and always grounded in sustainable progress. For me, fitness isn't about chasing perfection or comparison. It's about becoming stronger, more confident and more capable — and learning how to train in a way that supports you for the long term.

### Short first person intro

I'm Bleddyn, founder of *be – training and coaching*, based in Wales, UK. I help people build strength, confidence and sustainable fitness through clear, personalised coaching — providing both structure and accountability to support long-term progress. My approach is shaped by lived experience and a long career working with people, not just programmes and plans.

### Short biog - third person (external use)

**Bleddyn Edwards — Founder, *be – training and coaching***

Bleddyn Edwards is the founder of *be – training and coaching*, based in Wales, UK. He is a personal trainer and coach who works with people looking to build strength, confidence and sustainable fitness through clear, personalised coaching.

Before retraining as a coach, Bleddyn spent over 30 years in the communications and creative industries, managing people, projects and long-term client relationships. This experience shapes his approach to coaching today — bringing structure, empathy and an understanding of how real lives, work pressures and motivation intersect with health and fitness.

Alongside his professional training, Bleddyn has extensive personal experience preparing for endurance and adventure events, including triathlons, running races, swim-run events, cycle touring, ski touring and mountain ascents. He understands first-hand what it takes to train for challenging goals and supports clients with practical, realistic guidance grounded in lived experience.

### **Values based paragraph**

At *be – training and coaching*, the focus is on progress that is purposeful, sustainable and personal. Coaching is built around empathy, clear communication and mutual trust — recognising that everyone starts from a different place and brings different challenges with them. The aim is not perfection or quick fixes, but consistent improvement, growing confidence and a stronger connection between effort and outcome. Training plans are thoughtful and adaptable, designed to support both physical development and long-term motivation, helping clients feel more capable in their bodies and more confident in their ability to take on challenges.

### **How I Coach**

My coaching is built around the belief that progress comes from understanding the person, not just prescribing exercise. Everyone brings a different background, set of pressures and relationship with fitness, and I take time to listen before setting direction. Empathy, clarity and trust sit at the heart of how I work, allowing coaching to be supportive without losing purpose.

Structure and accountability are central to my approach. Training plans provide direction, but it's the ongoing support, regular check-ins and shared commitment that help clients stay consistent over time. I aim to be a steady presence — someone clients can rely on to keep them focused, encouraged and moving forward, even when motivation dips or life gets in the way.

I use progressive planning to build confidence and momentum, while remaining flexible enough to adapt when circumstances change. Whether a client is working towards an event or simply aiming to feel fitter and stronger day to day, the focus is always on realistic goal-setting, consistency and sustainable improvement rather than extremes or quick fixes.

Having trained for a wide range of endurance and adventure challenges myself, I understand both the physical demands of preparation and the mental resilience required to stay committed. This lived experience shapes how I support clients through setbacks, plateaus and competing priorities — helping them adjust their approach without losing sight of the bigger picture.

Above all, my role as a coach is to provide guidance, accountability and encouragement that help clients develop confidence in their ability to train with intent and independence. The aim isn't just short-term results, but long-term capability, understanding and self-belief.

Definitions - examples

### **Longer endurance runs in half marathon training plans**

These sessions will be for the longer endurance runs which will build aerobic capacity and encourage adaptations to efficiently use fuel when fatigued. You will strengthen your core, tendons, ligaments and bones, enhancing resilience and reducing injury risk. Use these runs to focus on efficient running technique to reduce the energy used per kilometer. This will pay dividends in the half marathon allowing for consistent pacing.

Aim for steady pace runs of between 1 hour 30 and 1 hour 45. The terrain can be varied between flats, hills and some trails to add variety. The pace may vary slightly, but aim for a consistent RPE of 6-7 throughout. As we progress through a training plan we will gradually increase the distance along with the pace. Ensure you are doing some static stretching post run.

### **Benefits of Hill Reps for Half Marathon Training**

1. **Strengthens Key Muscle Groups:** Hill running targets the glutes, quads, and calves, improving power and endurance.
2. **Improves Running Economy:** The increased force production on inclines translates to more efficient energy use on flat terrain.
3. **Enhances Mental Toughness:** Tackling hills builds resilience, preparing runners for the physical and psychological demands of race day.
4. **Prepares for Race-Day Variability:** Even flat courses can have unexpected inclines; hill training ensures readiness for such challenges.

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### **Suggested Integration of Hill Reps**

To effectively incorporate hill reps into the existing training plan:

- **Frequency:** Add hill sessions once every two weeks, replacing one interval or tempo session.

- **Structure:** Warm up thoroughly, then perform 6–8 repeats of 60–90 seconds uphill at a hard effort, with easy jogs or walks back down for recovery.
- **Terrain:** Choose a moderate incline (5–8%) on natural terrain to mimic race conditions.



Longer endurance runs