

## #RunAndTalkCampaign- Organised Runs

Information for England Athletics Partners, Clubs and RunTogether Groups

### Organising a #RunAndTalk run

- #RunAndTalk organised runs can only be organised by an England Athletics partner, affiliated club or RunTogether Group. They **MUST** be led by a UKA qualified leader or coach. Other people can organise their own runs (a group of friends, colleagues, family members etc) they just won't be listed on the event page for the general public to join.
- Runs can be a regular club or group run or something additional to your usual activity.
- Runs must take place between **Saturday 2<sup>nd</sup> February and Friday 8<sup>th</sup> February 2019** ([Time to Talk Day](#) is on Thursday 7<sup>th</sup> February).
- Runs must be at least 1 mile long but otherwise can be any distance of your choice.
- Runs can include routes with various distances (e.g. a 1 mile run and a 5 mile run).
- Runs can include walking, jogging and/or running.
- We encourage organised runs to include an optional social element afterwards so runners can keep on talking and to let new runners know more about your club/group and encourage them to run regularly.
- Clubs/groups can specify age restrictions of their choice but the minimum age must be 12 years (accompanied by a parent or guardian) or 16 years (unaccompanied).
- Organised runs should be open to anyone including people that are not a member of your club or group. **They should be suitable for all abilities to take part including new runners.**
- To register an organised #RunAndTalk run:

-If you are registered on RunTogether simply tag the relevant run/runs\* that are happening during that week. Add a tag at the bottom of the page when setting up a new run or editing an existing run by clicking the #RunAndTalk checkbox..

\*please tag the run as well as the session

-If you are not registered on RunTogether register the run information here: <https://www.surveymonkey.co.uk/r/RunAndTalk>. Your run will be created for you and you will then be invited to update and manage your run on the RunTogether platform. This includes determining when the run is full to ensure coach/leader to runner ratios are appropriate. Please give us a few days to upload your run, we'll let you know once it has been done.

- Organised runs can be registered from **Tuesday 2<sup>nd</sup> January to Thursday 31<sup>st</sup> January**, however organised runs registered by **Thursday 17<sup>th</sup> January** will receive 20 free #RunAndTalk pin badges to help promote the event and start conversations

- Organised runs will be promoted nationally in England Athletics and RunTogether news and social media from **Friday 18<sup>th</sup> January**. A list of runs can be found [here](#) (live 18<sup>th</sup> January).

### Promotion

- Registered organised runs will be provided with a publicity pack including tips for marketing and promoting your event, template promotional poster and template press release to promote their runs (optional).
- Join the conversation by using #RunAndTalk on social media when promoting your run(s).

For more information about the #RunAndTalk campaign contact [disability@englandathletics.org](mailto:disability@englandathletics.org)