

#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 6th October and Friday 12th October 2018 (World Mental Health Day is on Wednesday 10th October).
- 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.
 - 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.
- Organised runs can be registered from Monday 3rd September to Friday 5th October, however organised runs registered by **Wednesday 19th September** 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 21st September**. A list of runs can be found [here](#) (live 21st September).

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).