

## #RunAndTalkCampaign- Organised Runs

### Information for England Athletics Partners, Clubs, RunTogether Groups and other organisations.

#### Organising a #RunAndTalk run

#RunAndTalk organised runs can be organised by an England Athletics partner, local Mind, school, college, university, affiliated club, RunTogether Group or other organisation.

- Runs **MUST** be led by or a UKA qualified leader or coach or (for schools/colleges) a teacher. 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.
- 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).
- Runs must take place during the campaign week- **Monday 9 October to Sunday 15 October 2023.**
- 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.
- 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

#### Promoting Your Run

Participating clubs, organisations or RunTogether groups can promote their #RunAndTalk Week run to their members and/or the wider local community. An editable template poster, press release and selfie frame, plus social media images with copy, are available to help you plan ahead, join in and promote your run. See below for how to access these assets:

- If you are an England Athletics affiliated club you can access the assets by visiting our [England Athletics MarketingHub](#). You will need to register a new login if you do not already have access.
- If you are hosting your run within a RunTogether group, then you can access the assets by visiting our [RunTogether MarketingHub](#). You will need to register a new login if you do not already have access.
- If you are from an outside organisation hosting a run (i.e. a school) then you can also access the assets via the [England Athletics MarketingHub](#). You will need to select the option to register as an 'England Athletics Partner'.
- Additional assets will also be added nearer to #RunAndTalk Week including social media imagery and copy specific to World Gratitude Day.

- You will also be able to join in the conversation on social media by using #RunAndTalk and  
@EnglandAthletic (Twitter)  
@EnglandAthletics (Facebook & Instagram)  
@RunTogether\_ (Twitter & Instagram)  
@RunTogetherSocial (Facebook)
- Join the conversation by using  
#RunAndTalk  
@EnglandAthletic  
@RunTogether  
  
on social media when promoting your run(s).

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