

#RunAndRevise 2020 Campaign - Organised Runs

Information for England Athletics Partners, Schools, Colleges, Universities, Clubs and RunTogether Groups

Organising a #RunAndRevise run

- #RunAndRevise organised runs can only be organised by an England Athletics partner, school, college, university, affiliated club or RunTogether Group. They **MUST** be led by a teacher (schools/colleges) or 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 be suitable for young people aged 16-18 and/or 16-25.
- 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 Mental Health Awareness Week - **Monday 18th- Sunday 24th May 2019**
- 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 #RunAndRevise 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 #RunAndRevise checkbox. **please tag the run as well as the session*
 - **If you are not registered on RunTogether** - please [click here to register](#) the run information. 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 will be promoted nationally in England Athletics and RunTogether news and social media from **Monday 20th April** – when the sign-up function for individuals will be added to the www.runandrevise.co.uk webpage.

www.runandrevise.co.uk

Promotion

If you have signed up to host an organised run then we want you to be able to promote your run as effectively as possible. To help you do this, we have created a range of free-to-access, customisable and downloadable promotional materials on our MarketingHub. This includes posters, social media images and text, templated letters and also a range of support documents.

- If you are hosting your run within a RunTogether group, then you can access the assets via the RunTogether MarketingHub at <https://marketinghub.runtogether.co.uk/>
- If you are an England Athletics affiliated club you can access the assets through the England Athletics MarketingHub at <https://marketinghub.englandathletics.org/>

You will need to register a login if you do not already have access.

- If you are from an outside organisation hosting a run (ie. a school, partner) then you can also access the assets via the England Athletics MarketingHub on <https://marketinghub.englandathletics.org/>

You will need to select the option to register as an 'England Athletics Partner'.

Don't forget to promote your #RunAndRevise session on social media using the hashtag #RunAndRevise on @RunTogether_ (Twitter & Instagram), @RunTogetherSocial (Facebook), @EnglandAthletic (Twitter) or @EnglandAthletics (Facebook & Instagram)

For more information about the #RunAndRevise campaign contact runandrevise@englandathletics.org