

#RunAndTalk Week 2021 - Organised Runs

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

Organising a #RunAndTalk Week run:

- #RunAndTalk Week organised runs can be organised by an England Athletics partner, local Mind, school, college, university, affiliated club, RunTogether Group or other organisation. They **MUST** be led by a UKA qualified leader or coach or (for schools/colleges) a teacher. Other people can also choose to go for a run with friends, colleagues, family members etc if they are not able to join an organised run.
- 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 #RunAndTalk Week of: **Monday 20 - Sunday 26 September 2021**
- Runs must be at least one mile long but otherwise can be any distance of your choice.
- Runs can include routes with various distances (e.g. a one mile run and a five 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, organisations and RunTogether groups can organise a #RunAndTalk Week run for whoever they wish. This could be existing members, previous members who may have lapsed during the pandemic and are looking to return, and/or new participants.
- The 2021 campaign aims to support mental health through running for everyone and is also highlighting World Gratitude Day, which takes place on 21 September, as a focus for people to also talk about the positives in their lives and the things they are grateful for.

To pledge to organise a #RunAndTalk Week run:

This year, we are asking clubs, groups or organisations to pledge online (rather than register runs as in previous years) – committing to host and self-promote an

organised run of one mile or further during #RunAndTalk Week in September. You can make your pledge at:

- England Athletics: www.englandathletics.org/RunTalkWeek
- RunTogether: www.runandtalk.co.uk
- **If you are registered on [RunTogether](#)** you can help people find your group runs by tagging relevant run/runs* that are happening during that 20-26 September 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 currently set-up on the RunTogether platform but would like to use it to promote your club/group runs** then you can find more information and register on the [RunTogether website](#)

Promoting Your Run

Participating clubs, organisations or RunTogether groups will need to 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 (ie. 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) or @RunTogetherSocial (Facebook)

For more information about the #RunAndTalk Week campaign contact inclusion@englandathletics.org