

RUN WALES PRESENTS

SOCIAL RUNNING CELEBRATION RELAY

GROUP GUIDANCE

HOW YOUR GROUP CAN GET THE MOST OUT OF PARTICIPATING IN THE RUN WALES CELEBRATION RELAY



47 PARKRUN EVENTS AND COUNTING





SOCIAL RUNNING CELEBRATION RELAY

HOW TO GET YOUR RUNNING GROUP INVOLVED!

The Run Wales Celebration Relay is a great opportunity to have some fun and raise awareness in your community about the social running opportunities available via your group.

The relay will begin at Nova Prestatyn parkrun, which is the most northerly parkrun in Wales, and the final leg of the relay will be at Cardiff parkrun, Wales' largest parkrun event and also the first in Wales. The Run Wales Celebration Baton will signify the progress of the relay as it moves to a different parkrun event each week. Your group can participate in multiple parkrun relay events in your area to reach a wider audience, just tell us which when you register!

As the Run Wales team will be co-ordinating the year-long journey as the baton attends every parkrun in Wales, we have created the following checklists to help guide you through your group's participation in the Run Wales Celebration Relay!

ADVANCED PLANNING

<input type="checkbox"/>	Firstly, ensure that your group is fully <u>registered</u> with Run Wales and that your webpage on <u>irun.wales</u> is a great advert for your group, containing current information about your activities.
<input type="checkbox"/>	Register your running group to <u>participate in the relay</u> celebrations at each parkrun event local to you, including any junior parkrun events. Remember that you can claim a Run Wales relay baton for your group to keep for each local parkrun relay event your group actively supports (volunteer, participate, promote your group, and contribute to the run report). The Run Wales team will endeavour to provide an approximate timeframe regarding when we anticipate the relay reaching your area, and will liaise between the local groups and parkrun to confirm the exact date nearer the time.
<input type="checkbox"/>	One group at each parkrun will be the 'lead group' who will be responsible for receiving the Celebration Baton, taking it to the parkrun event, and passing it on to the next group. Run Wales will provide all the necessary information to, and about, the lead groups, but all groups are encouraged to participate in the event equally.
<input type="checkbox"/>	Consider how your group would like to get involved in the parkrun event when the baton reaches your area and how you can best showcase your activities to the parkrunners and volunteers present. Participating in an event includes volunteering as well as running, so think about liaising with other local groups about hosting a 'Run Wales takeover event' or perhaps you can co-ordinate with each other to have a different group supporting different marshal points along the course. It's a great way to demonstrate how much fun your social running groups are, and for your members to enjoy the experience. If your local parkrun event has regular volunteers who don't fancy a week off, how about asking the event team about shadowing them to learn from the pro's and find out what goes on behind the scenes at parkrun?
<input type="checkbox"/>	Start raising awareness of social running opportunities in your community by asking your members to display some Run Wales posters in strategic locations. You can order posters or download a printer friendly version to print yourselves from <u>irun.wales</u> .



SOCIAL RUNNING CELEBRATION RELAY

HOW TO GET YOUR RUNNING GROUP INVOLVED... BEFORE THE EVENT

Once the Run Wales team have contacted you and confirmed the date that the Celebration Relay and Baton will be coming to a parkrun event near you, it is time to set your plans in motion!

This is a unique opportunity to promote your group locally, so think about how you can make the most of it. We have given some suggestions in the checklist below:

PRE-EVENT CHECKLIST

<input type="checkbox"/>	Use your social media channels to tell your members and your community when the relay will be at your parkrun event(s). We will provide some pre-prepared images that you can use, and will be asking the parkrun teams to also share information about the event as the date draws near.
<input type="checkbox"/>	Email your parkrun event team and provide them with details of who would like to volunteer in which roles on the day. Remember to check the Future Roster on the parkrun event page to see what roles are available and work with the other groups in your area to ensure that everyone is able to contribute to the event.
<input type="checkbox"/>	Plan how you are going to contribute to the post-run celebrations and take the opportunity to promote your group to all parkrunners - do you need to brief your members on how to grab the attention of the people in attendance, remind members to wear their group kit, or take a poster or flag to show who you are? If you have any bakers in your group, how about taking along some cakes to encourage people to come and chat with you after their parkrun? Please just be mindful of the parkrun cafes, and don't take your goodies into a venue that provides catering!
<input type="checkbox"/>	Do you need to prepare some key information about your group to take to the event to help promote your activities? You can direct people to your group's webpage on irun.wales , which also contains links to your social media channels.
<input type="checkbox"/>	Encourage your members to participate in your Run Wales parkrun relay event as runners or volunteers and talk to the parkrunners about how awesome your group is!
<input type="checkbox"/>	Plan how you would like to use the Celebration Baton for photos with your group and brief them as to how and when to get together for pictures if necessary. The lead group will ensure that it is taken to the start of the event and made accessible for all groups.
<input type="checkbox"/>	If you are the lead group, be sure that you are prepared for how and when you will receive the baton from the previous group and pass it on to the next one. The Run Wales team will ensure that you have the names and necessary contact details for both groups.



SOCIAL RUNNING CELEBRATION RELAY

HOW TO GET YOUR RUNNING GROUP INVOLVED... ON CELEBRATION RELAY DAY

We hope that all our groups have a fantastic morning participating in their special Run Wales Celebration Relay parkrun. Not only is this a chance for you to engage with some new members, but also to make connections with other local social running groups, as you celebrate social running together.

EVENT DAY CHECKLIST

<input type="checkbox"/>	If you are the lead group for an event, please ensure that you get the baton to the start line in good time so that there is time for photos with the parkrun RD and event team as well as other groups before 9am.
<input type="checkbox"/>	Ensure that all your volunteers arrive in good time and follow the directions given by the parkrun Event Team.
<input type="checkbox"/>	Take your group's promotional items to the event to help promote your activities. Your group's webpage can be found on the Group Finder on irun.wales , so you can easily point people in that direction if you don't have additional information to hand.
<input type="checkbox"/>	Enjoy your volunteering and running and show people what a great group you are!
<input type="checkbox"/>	Contribute to the post-run celebrations and take the opportunity to promote your group to all parkrunners.
<input type="checkbox"/>	Take loads of photos of your members participating in the relay event and share them on social media, remembering to tag @iRunWales! #RunWalesRelay
<input type="checkbox"/>	Encourage your members to chat to the parkrunners, tell them how awesome your group is and how they can get involved during the week.
<input type="checkbox"/>	Keep a note of key conversations you have about your group during the relay event (we will provide you with a 'Contact Sheet' to help you record important interactions on the day). This will help you monitor if you get any new members as a result of the morning.
<input type="checkbox"/>	Please be sensitive to the environment and ensure that you don't leave any litter behind at the end of the event.



SOCIAL RUNNING CELEBRATION RELAY

HOW TO GET YOUR RUNNING GROUP INVOLVED... AFTER THE EVENT

As the dust settles on your Run Wales Celebration Relay event, you can continue to share the joy of social running by posting on your social media channels and welcoming new members to your group!

Just don't forget to submit your contribution to the Run Report and claim your Run Wales baton to keep for your group.

POST-EVENT CHECKLIST

<input type="checkbox"/>	Review what worked well for your group and what you might do differently next time and start preparing for the next Celebration Relay event if you have another local parkrun.
<input type="checkbox"/>	Write your group's contribution to a run report of the event as soon as possible after the event. We will help by providing you with some guidance about what you might like to include. Run Wales will share the combined report with the parkrun event team and publish it on our communication channels too.
<input type="checkbox"/>	When you <u>submit</u> your group's contribution to the collaborative Run Report you will be able to claim your Run Wales relay baton to keep for your group's use in the future.
<input type="checkbox"/>	If you are the 'lead group' please pass or send the Celebration Baton to the next group (as directed by Run Wales) in good time for the next parkrun.
<input type="checkbox"/>	Share with us any coverage about the relay you get in your local media so that we can share it far and wide!
<input type="checkbox"/>	Keep a track of your Run Wales batons as we will be inviting our groups to attend ALL parkruns on the same day to have a Wales-wide Run Wales party for the final event of the Celebration Relay!

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COMING TO A
PARKRUN EVENT
NEAR YOU!

JULY 2022 -
JUNE 2023

TRACK THE BATON AND
JOIN IN WITH THE RELAY AT
[IRUN.WALES/MAKE-IT-SOCIAL/RELAY](https://irun.wales/make-it-social/relay)

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