



OWN
THE
NIGHT

OWN THE NIGHT

2026 ALSO BRINGS

BE THE **LIGHT**

OCTOBER 2026

PARTNER PLEDGE PACK



CHWARAEON MERCHED
CYMRŪ
WOMEN'S SPORT



WE URGE THE WELSH GOVERNMENT TO TAKE BOLD STEPS TO MAKE OUR COMMUNITIES SAFER AND MORE ACTIVE:

Safer, Well-Lit Routes for Runners

Create safer environments for people to be active during the winter by prioritising safe, accessible and well-lit running and walking routes within the Active Travel Plan.

Work with partners and key stakeholders

Create an inclusive environment that embeds allyship into women's safety.

Embed Sport and Physical Activity in the VAWDASV Strategy

Ensure sport and physical activity are core components of the Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) strategy.



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2025 Campaign Reach

Own The Night continues to grow in reach, impact and visibility across Wales. In 2025, the campaign brought together runners, clubs, communities, partners and key stakeholders to raise awareness of women's safety and create meaningful conversations around the barriers women can face when running after dark.

Across Wales, 60 clubs and groups organised 77 runs, with 2,127 runners taking part and coming together to reclaim the streets. Beyond the runs themselves, the campaign created opportunities for education and engagement, including 12 in-person police engagement sessions and three educational webinars attended by 223 people, while 100 people pledged their support at the Senedd.

The message also reached far beyond those taking part in person. Own The Night generated 1.1 million social media impressions, more than 33,000 YouTube views and 29 pieces of national and regional press coverage, helping to bring the conversation around safer running to a much wider audience.

The campaign was also recognised as the Most Influential Campaign at the WSA Sport Industry Awards 2026, highlighting the impact of everyone who helped share, support and champion its message. In 2026, we want to build on that momentum, bringing even more people into the conversation and placing an even greater focus on allyship, education and action.

CAMPAIGN REACH

MOST INFLUENTIAL CAMPAIGN AT WSA
SPORT INDUSTRY AWARDS 2026



1.1MILLION

 SOCIAL MEDIA

 IMPRESSIONS

33,654

 YouTube

VIDEO VIEWS

17,361

NEWSLETTERS

OPENED



9,041

WEBSTE

PAGE VIEWS

29 PEICES OF
NATIONAL & REGIONAL
PRESS COVERAGE



OWN THE NIGHT

COMMUNITY ENGAGEMENT

OWN
THE
NIGHT

1 
NATION UNITED

ORGANISED
RUNS **77**

NATIONAL
RUN **60** GROUPS
& CLUBS
PARTICIPATED



2,127

RUNNERS
RECLAIMED
THE STREETS



12 INPERSON POLICE
ENGAGEMENT SESSIONS 

 **3** EDUCATIONAL
WEBINARS

223
PEOPLE
ATTENDED
WEBINARS

100 PEOPLE PLEDGED SUPPORT
AT THE SENEDD



Help us spread the word. Stand with us. Own The Night. Be The Light.

Every runner deserves to feel safe, supported, and seen - no matter where or when they run.

Own The Night returns this October, and we're asking partners, stakeholders and organisations across Wales to help us amplify the campaign.

This pack contains ready-to-share campaign assets, suggested copy and key information you can use across your own channels and networks.

Whether you share our social content, circulate the campaign with your communities, encourage clubs to get involved or signpost people to an Own The Night run, every action helps us reach more people.

Together, we can make every runner feel safe to own the night.

Click to Learn More

[WELSHATHLETICS.ORG](https://welsathletics.org)



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BE THE LIGHT

From women reclaiming the space, to everyone changing the space.

2025: Own The Night established the issue and created a recognisable platform for women's running safety.

2026: Be The Light becomes the action layer - male allies, clubs and communities visibly helping to change the conditions.

SMALL CHANGES MAKE A BIG DIFFERENCE:

- Give people space when passing.
- Avoid following closely behind someone at night.
- Think about how your actions may be perceived - you might know you're harmless; the person ahead doesn't.
- Challenge inappropriate comments or behaviour.

[FIND OUT MORE](#)



Key Dates & Ways To Get Involved

Six ways to be part of Own The Night in 2026



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LAUNCH EVENING

Thursday 1 October 2026

Help us spread the word! Share the campaign assets across your channels to raise awareness and encourage your community to get involved.

Show your commitment and join the conversation using **#OwnTheNight** and **#BeTheLight**.

LEAD THE CHANGE WALES WORKSHOP

A free 2-hour bystander training session that builds the confidence and skills to challenge harassment and step in safely.

In person: Sat 3 Oct, 10:30 - 12:30, Cardiff

Online: Wed 11 Nov, 18:30 - 20:30

Online: Tue 12 Jan, 18:30 - 20:30

[REGISTER HERE](#)

MAKING OUR STREETS SAFER TO RUN ON

Watch our police webinar exploring runner safety, the challenges people can face when running after dark, and practical advice to help us all feel safer and more confident on our streets.

[WATCH THE WEBINAR](#)

TAKE PART IN OWN THE NIGHT RUN

Sunday 25 October 2026

Join an organised run or bring your club or group together to host your own. Let's unite Wales for Own The Night 2026.

[REGISTER TO HOST](#)
[TOP TIPS FOR ORGANISING](#)

VOLUNTEER WITH US

Qualified LiRF or CiRF leader? Support one of our organised runs by leading a group - or lend your time in other ways.

[REGISTER TO VOLUNTEER](#)

GET THE SCRUNCHIE

An exclusive BlissKraft X Own The Night reflective running scrunchie.

Order online or buy one at our run, 25 Oct. £1 from every purchase goes to Welsh Women's Aid.

[ORDER HERE](#)

Countdown Graphics

Help us amplify the campaign:

Use our countdown graphics in the final week leading up to Own The Night on Sunday 25 October 2026 to help raise awareness and encourage your community to get involved.

Asset	Copy
7 Days	“One week until we Own The Night. Ein Nos Ni.”
3 Days	“Three days until the night is ours.”
1 Day	“Tomorrow, same run. Same rights.”
Tonight We Run	“Tonight we run. Join us on a run near you - Cardiff, Swansea, Wrexham.”

[DOWNLOAD
OUR ASSET
PACK](#)

How to use:

Share countdowns during the final week before Own The Night. Share both 4:5 (feed) and 9:16 (Stories) versions.

Tag @WelshAthletics and encourage your audience to repost or comment.



Countdown Graphics - Stories

Help us amplify the campaign:

Use our countdown graphics in the final week leading up to Own The Night on Sunday 25 October 2026 to help raise awareness and encourage your community to get involved.

Asset	Copy
7 Days	“One week until we Own The Night. Ein Nos Ni.”
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Ally & Club Pledge Tiles

Help us amplify the campaign:

Start by making your pledge public. These tiles invite individuals, clubs, and organisations to declare their commitment to creating a safer running culture. Every share makes a statement - and shows others that action starts with all of us.

Copy template:

Headline: *"I pledge to..."*

Example pledges:

"Cross behind women, never in front."

"Speak up in my club."

"Run with her if she asks."

End lock-up: *Own The Night. Be The Light.*

How to use:

Post your pledge on Instagram, Facebook, X (Twitter) or LinkedIn - and tag @WelshAthletics.

Encourage your club members, colleagues, or organisation to do the same.

Add a personal caption about why this matters to you.

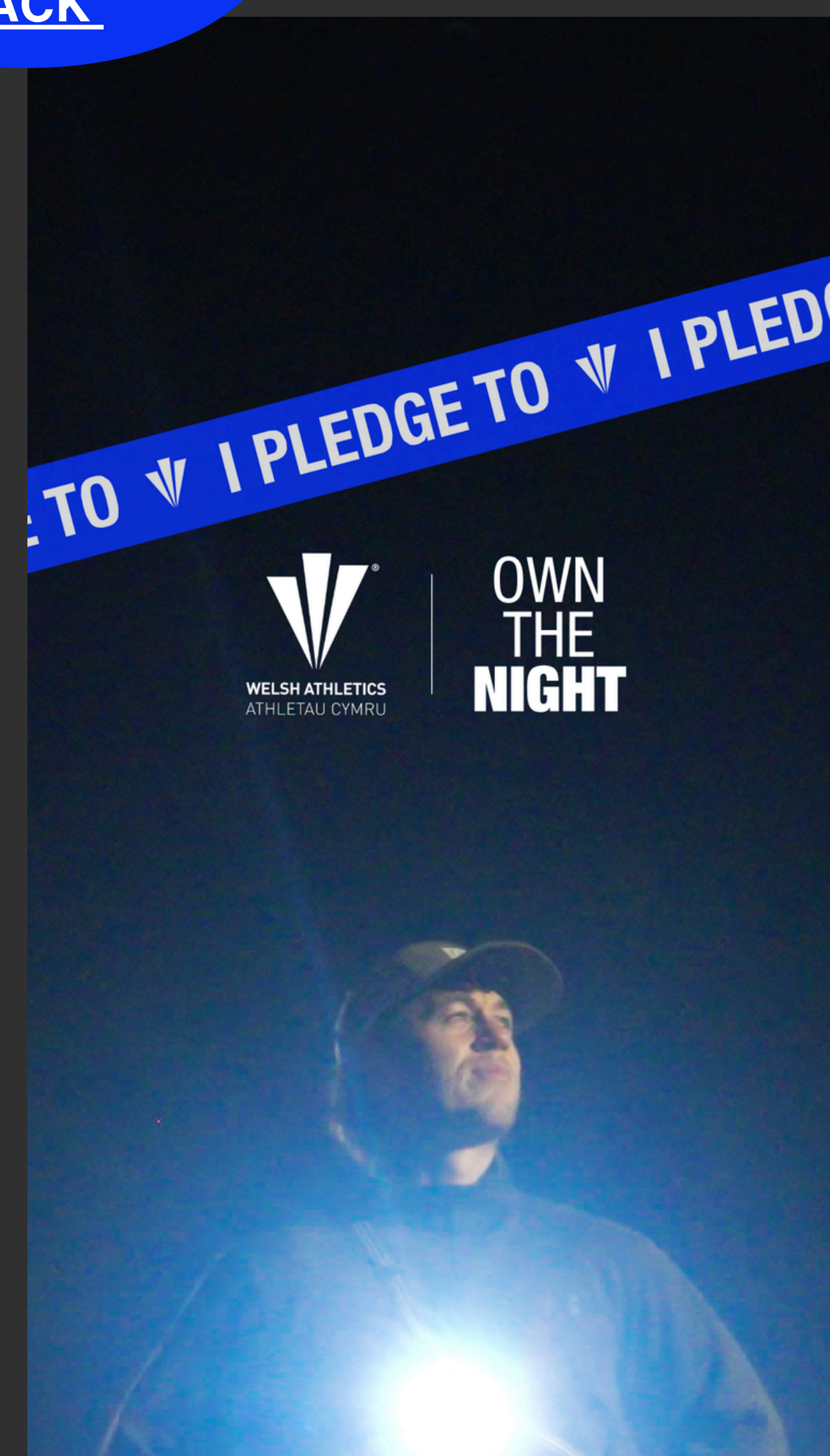
Use #OwnTheNight and #BeTheLight to join the wider movement.

Stories 9:16

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Last Year: Own The Night 2025

Last year, clubs across Wales showed up in force. **2,179** runners, **60** clubs and **77** runs came together to reclaim the streets. Here's the energy we're building on for 2026.



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Click to Learn More About Hosting a Run

[WELSHATHLETICS.ORG](https://www.welshathletics.org)

Why Your Support Matters

When you post, pledge, or share, you're helping to make running safer for everyone in Wales.

Share Own The Night through your social channels, newsletters, websites and internal communications. Encourage clubs and running communities in your network to host or attend a run, make a pledge and share the campaign.

Your support helps:

Raise awareness of women's safety in sport and public spaces.

Encourage practical allyship within clubs and communities.

Strengthen relationships between runners, local authorities, and safety partners.

Position Wales as a leader in inclusive, community-driven sport.

Every pledge matters. Every share counts.

[OUR SAFETY GUIDE](#)

If your club would like to sign up and run its own **Own The Night** run on **25 October 2026**, you can register directly using the form here:

[REGISTER HERE](#)

By registering, clubs will receive access to the latest assets, updates, and guidance from Welsh Athletics to help plan and promote their event.





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DOWNLOAD OUR
ASSET PACK
HERE





OWN
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Together, We Own The Night.

*Download the full guide, choose your pledge,
and share your commitment using #OwnTheNight and #BeTheLight*

*Tag @WelshAthletics so we can celebrate and amplify your
support.*

[WELSHATHLETICS.ORG](https://welsathletics.org)

