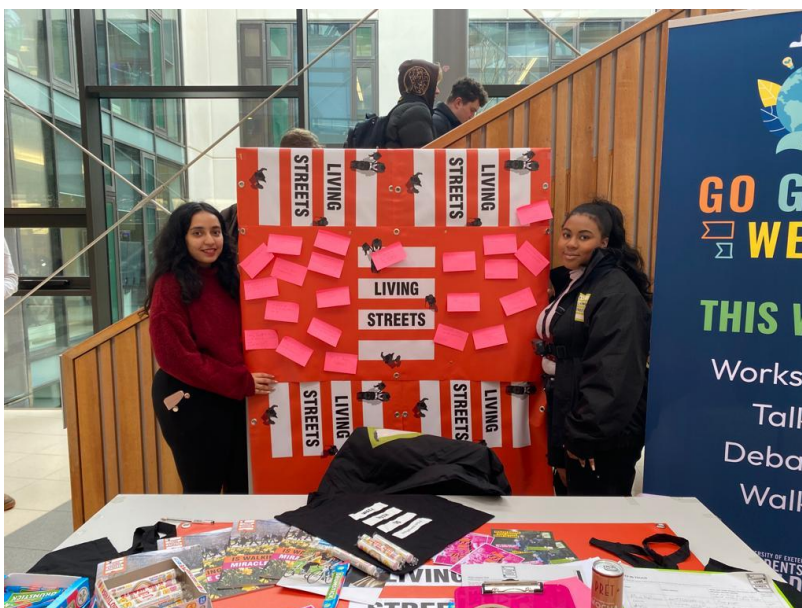


## Living Streets Marketing Materials

We have a series of resources to support you to put on in-person events and to show you are part of the National charity. It is great for photos, to raise awareness and highlight the people to talk to.

Whatever your event we have resources for you, whether it is a stall at a community event, a Play Street, a lead walk with the community or a stroll with policy makers. Having a strong visual presence will help to get your message communicated while looking professional.

For example: Our Youth Campaigner Officers were at Exeter University talking to students and with all the branded banners and Living Streets clothing – it looks attractive and professional.



## How to order

Email: [localgroups@livingstreets.org.uk](mailto:localgroups@livingstreets.org.uk)

Write: "Living Streets Resources order" in the subject line.

- List the items that you would like.
- Provide an address to send them to.
- Please allow up to 2 weeks for the order to arrive.
- Once you have used resources for a specific event and no longer need them email [localgroups@livingstreets.org.uk](mailto:localgroups@livingstreets.org.uk) to find out how to return them.

## Clothing and accessories

Branded clothing at events will make you look professional and able to easily engage with people. Wearing clothing also means you can represent Living Streets to an outside audience with legitimacy. People will instinctively know that you are part of an organisation, and it will help raise awareness of Living Streets.

### Rainproof, lined jacket with hood (Black)

Size – Small – X Large.



**Zip up hoodie (Black)**

Size – Small – X Large





**T-Shirt (Pink, Green, Orange)**

Size – Small – X Large





**Tote Bag** – a great freebie to give away as incentive or use yourself to keep you organised. Black, green or orange.



### **Lanyard with plastic wallet**

Great for adding your name, pronouns and information that might be relevant so others can engage with you.



## Clipboard – pink

Used for events – sign up forms etc



## Living Streets Banner

A great physical way of raising awareness of your event and Living Streets is using our waterproof orange banner to attach to a table, railings or sign.



This was taken at a Croydon Living Streets play street event.

## Litter Picker

An easy activity to be done at events.





## Play Streets Pop Up Sign



## Event Pack

This includes some printed materials, clipboard, a few tote bags to use for an event, led walk or community street review.



## Education

It's important to engage with young people and connecting with local schools, colleges, universities and youth groups and these materials can help you do that, you can give them out at open days, events and other activities.



## Schools

If you are working with a school or are part of a parent-led group then sharing materials about our schools work can help convey your message. A selection of Walk to School materials about how to get involved with WOW the year- round walk to school challenge, air pollution around the school gates and spending PE and SP funding on active travel and more.



## WOW pin badges



## **Employers**

Materials to help you engage with workplaces and employers to encourage and support walking and healthier lifestyles.

**Walking Works pack** – includes leaflets with information on how to create events, get training, audits, policy consultation, maps, awards and more.



**LIVING STREETS**

# WALKING WORKS

**SMALL STEPS** can make a

# BIG DIFFERENCE

to your workplace

LIVINGSTREETS.ORG.UK/WALKINGWORKS

**LIVING STREETS AWARDS**

## WALKING WORKS AWARD

Celebrate and structure your business commitment to walking by gaining our Walking Works Award. Enjoy the benefits of improved staff wellbeing, stronger organisational culture and achieving social responsibility outcomes.

As the UK charity for everyday walking, we have over 90 years' experience in campaigning and delivering behaviour change initiatives to promote walking. We also have experience of working with workplaces to increase walking amongst employees. Our Walking Works Award provides a framework to get walking embedded in and around the working day of your business. Complete an action plan for assessment by Living Streets and undertake a series of interventions across at least two criteria to gain your award and show commitment to your staff and community stakeholders.




WALKING WORKS | f LIVINGSTREETSUK | @LIVINGSTREETS | walkingworks@livingstreets.org.uk

**LIVING STREETS EMPLOYER FOCUSED**

## WALKING POLICY CONSULTATION

EVERY WORKPLACE HAS DIFFERENT NEEDS AND OPPORTUNITIES TO ENCOURAGE WALKING - THERE IS NO 'ONE SIZE FITS ALL' APPROACH.

Our experts work directly together with employees to find the most appropriate policies and actions to establish a walking culture in their workplace. Part of our initial consultation, usually at the outset of the initiative, is a site visit and discussion with the responsible people or teams in your company. This helps us to prepare a bespoke report that identifies the most appropriate and cost-effective activities to get your staff walking. Consideration will be given to your existing wellbeing and travel policies, organisational structure, local needs and budget.



|| NHS physical activity guidelines for adults recommend a minimum of 150 minutes moderate activity each week and strength exercises on two or more days a week. ||

WALKING WORKS | f LIVINGSTREETSUK | @LIVINGSTREETS

**LIVING STREETS EMPLOYER FOCUSED**

## WALKING PLEDGE EVENTS

GENERATE A BUZZ AROUND WALKING AND BUILD AWARENESS OF YOUR COMMITMENT TO ENCOURAGING MORE

Host a Living Streets Walking Pledge Event. We'll bring a range of vibrant materials that will spark the interest of your staff - who are encouraged to make a SMART pledge to walk more following a chat with one of our experts. For example, pick a walking challenge from our pledge library sheet or make a commitment with a polaroid photo as a desk reminder. We will collect data on your workplace's walking habits, and prepare a follow-up survey that records whether a pledge has been met and shows the net behaviour change of participants.

**EAST SURREY HOSPITAL**

As part of our collaboration with East Surrey Hospital we hosted two walking pledge events in 2018. Inspired by the events, Laetitia Burgess, Senior Nurse in the Eye Clinic, pledged to do a 20k walk. Her case is particularly encouraging as Laetitia suffers from psoriasis and discovered walking is a way to combat the health impacts associated with her condition. She explained how walking reduces her stress levels and helps her deal with her condition mentally, which was encouraging for other colleagues too.

The promise she made through the pledge kept her motivated to increase her walking in general and find new opportunities how to integrate more walking throughout the day. Laetitia did not only meet her 20k pledge, but told us how she has gone from referring to herself as a 'non-walker' to 'never saying no' to a walk.

|| Give it a try and rise up to the challenge. There are many unexpected benefits, like meeting and talking to new people at work. ||

WALKING WORKS | f LIVINGSTREETSUK | @LIVINGSTREETS

**LIVING STREETS EMPLOYER FOCUSED**

## WALK ADVISORS

PERSONALISED WALK PLANNING

One of our Living Streets walking experts will make a bespoke site visit, bearing themselves in high-level commercial areas of your site and will engage your staff through short, personalised consultations with individual members of staff. Follow-up surveys support on-going advice sessions with participants.

**CITIZENS ADVICE, WIRRAL**

In 2018, Living Streets delivered several "Walk Advisor" sessions for Citizens Advice in Wirral, working directly with individual staff members to help them meet physical activity recommendations. Based on people's needs and situations, our Walk Advisors explored options on how to build more walking and physical activity into individuals' commutes and walk routes.

Mattilda Jones, Social Prescriber at Citizens Advice in Wirral, realised her lack of physical activity when discussing her individual travel behaviour with our Walk Advisor. Based on her personal objectives, "Park and Stride" was suggested as a flexible option to get her started. Her decision to do the last 20 minutes of her journey on foot does not only benefit her health, it also helps to alleviate traffic pressures in the town centre at peak times.

|| I feel that I am more enthusiastic and encouraging in my work as I can reflect on my own experience when discussing with clients. ||

WALKING WORKS | LIVINGSTREETS.ORG.UK/WALKINGWORKS

**LIVING STREETS EMPLOYER FOCUSED**

## WALK CHAMPION TRAINING

WANT TO CREATE A CHANGE IN CULTURE AT YOUR WORKPLACE?

Training staff to be Walk Champions is an effective way to establish and maintain healthy habits, promote the initiative and encourage colleagues to join in. Our Walk Champion training session can be delivered across a half day, or across two lunchtime sessions. For best results, Champions should be recruited from across your organisation's departments or functions and ideally at a range of levels including a senior director. We work directly together with them and cover the following in our sessions:

- The business case for creating a walking culture
- Benefits of walking for physical and mental wellbeing
- How to lead walks: route design, risk assessment and access requirements
- Assessment of opportunities and barriers at your organisation
- Advice on internal communications, including a bespoke programme of "staff activation" walking activities for the coming year

**LIVERPOOL WOMEN'S HOSPITAL**

The hospital already had a small, established walking group, led by Kathy, Medical Education and Centre Manager. At the onset of our work with her, we supported her to further promote the group via a local radio interview and the company's intranet. After receiving information through the hospital's internal system, Stephen Molloy, Director at the hospital, joined the group and became a regular member. Stephen recently decided to step up to deputise Kathy and undertook walking training with us. They now co-run the group, ensuring weekly walks take place even when one of them isn't available, and also set up a WhatsApp walking group to keep participants updated on routes and weather, and get an idea of how many people will be participating. The group has steadily grown since its beginning, now regularly seeing up to 30 participants covering an age range from 20-71.

WALKING WORKS | LIVINGSTREETS.ORG.UK/WALKINGWORKS