

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: Tower Hamlets Living Streets group held an election hustling and used branded clothing and a banner to raise awareness and help promote themselves.

How to order

Email: marcus.boyle@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.

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.





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Tote Bag – a great freebie to give away as incentive or use yourself to keep you organised.



Lanyard with plastic wallet

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



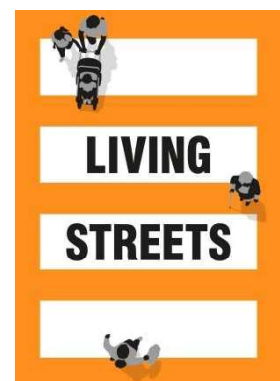
Clipboard – pink

Used for events – sign up forms etc



Flags and Banner

A great physical way of raising awareness of your event and Living Streets.



Printed materials

Physical materials are a great way of passing information and generating conversations with people who don't know about Living Streets and the work we and you do.

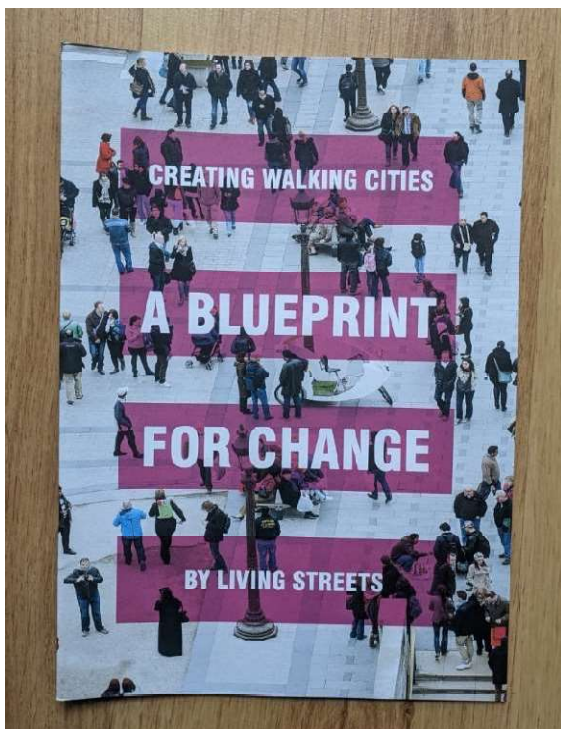
Footways Central London quiet walking map



Walk Talk Think – a magazine with articles, event information, news and more.



Creating Walking Cities – A Blueprint for Change. A guide for city leaders and people working to improve places for walking A4

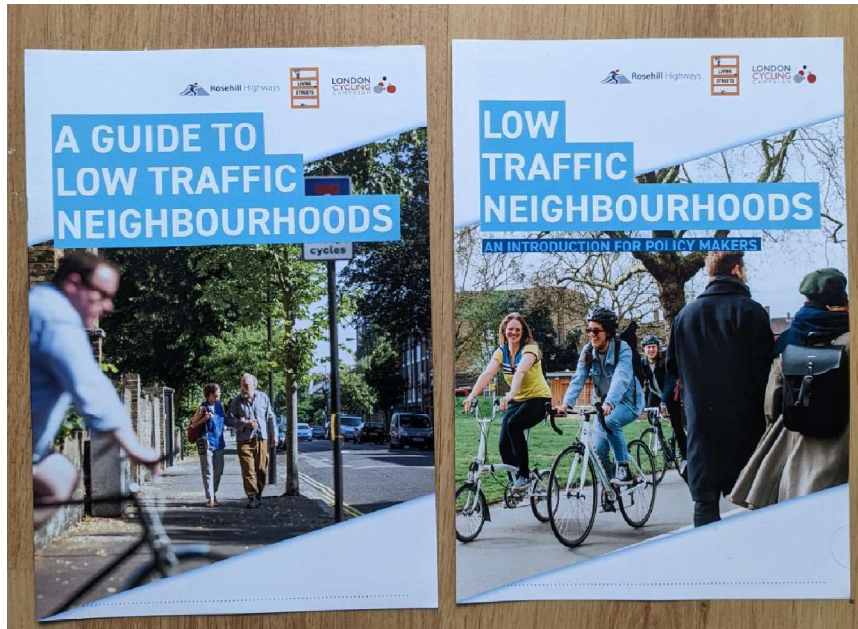


Streets Apart – Walking with Older Adults in Redbridge 2017 – 2019. Summary of a project with Living Streets with London Borough of Redbridge A4



Low Traffic Neighbourhoods – An Introduction for Policy Makers
leaflet A4

A Guide to Low Traffic Neighbourhoods – Rosehill Highways, Living Streets and London Cycling Campaign A4



Is Walking a Miracle Cure? Booklet A4

Is Walking a Miracle Cure? summary leaflet A4



LIVING STREETS

IS WALKING A MIRACLE CURE?

SUMMARY

Physical inactivity is a public health crisis. It is linked to over 20 chronic conditions and diseases, and responsible for one in six deaths in the UK. Human beings are designed to be active, but the average UK adult spends around nine hours a day sitting. Increased life expectancy is not matched by the number of healthy life years lived – some of us can expect to live up to two decades in ill health. As our ageing population increases, so too will the burden on our already stretched health services.

The good news is that any physical activity is better than none and walking is the easiest way to get started. Walking is so good for us it has been called a miracle cure. It is time to advertise, promote and prescribe its benefits to everyone. Diagnosing the challenges to walking reveals the in-built car dependency of our villages, towns and cities. The health impact of physical inactivity is exacerbated by poor air quality resulting from our reliance on motorised transport. Walking is undervalued as a form of transport. Just as the impacts of road transport are far-reaching, all transport projects should be assessed against their contribution to wider public policy objectives: to improve public health, improve air quality and decarbonise the transport sector.

It is time for Government to 'decide to provide' for more active and sustainable modes of transport. Healthier, accessible streets are safe and welcoming for everyone and help those who are unable to walk to get about more easily. Low traffic neighbourhoods are a great way to re-prioritise walking and cycling journeys – and healthy lifestyles and communities – at everybody's doorstep. The roll out of Local Cycling and Walking Infrastructure Plans provides the opportunity to map walking networks and predict people's propensity to walk.

LIVINGSTREETS.ORG.UK INFO@LIVINGSTREETS.ORG.UK [CALL: 020 7377 4900](tel:02073774900)

Do your Streets Matter to you? A fold up A4 leaflet to encourage people to start a local group



Overcoming Barriers and Identifying Opportunities for Everyday Walking for Disabled People 2016. A4 report.

OVERCOMING BARRIERS AND IDENTIFYING OPPORTUNITIES FOR EVERYDAY WALKING FOR DISABLED PEOPLE

MAY 2016



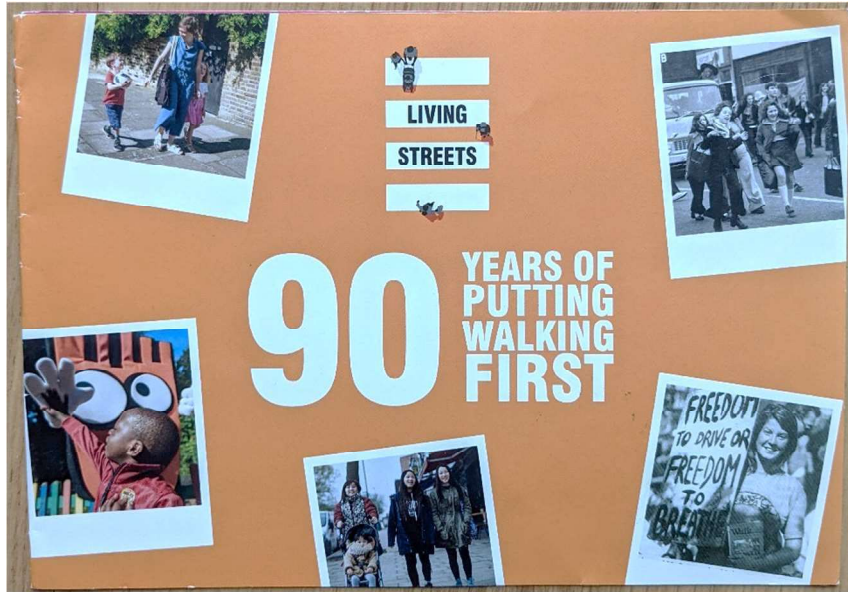
We are Living Streets, the UK charity for everyday walking. We want to create a walking nation where people of all generations enjoy the benefits that this simple act brings, on streets fit for walking.



Living Streets (The Pedestrians Association) is a Registered Charity No. 1108448 (England and Wales) and SC003803 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 5368476. Registered office: 4th Floor, Universal House, 88-94 Westworth Street, E1 7SA.

livingstreets.org.uk

90 Years of Putting Walking First - A5 fold up timeline and history of Living Streets



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

Walk to School Campaign – A5 pack containing information about how to get involved with Living Streets. This includes WOW the year-round walk to school challenge, why we WOW, spending PE and SP funding on active travel and more.

Healthy Happy Wide-Awake Ready to Learn - Walk to School promotional postcard A5

Kick Air Pollution to the Kerb – Air pollution stats, facts and access to information postcard A5



WOW pin badges



Universities

A5 postcards with designs, tips, information and more.



Students Stickers



I Pledge Materials

These can be used at events to encourage people to engage with you and Living Streets or perform an action like signing up or donating.

Magnets (Green, Pink, Orange)



Pledge Cards A5 (Green, Pink, Orange)



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.

WALKING WORKS
SMALL STEPS can make a **BIG** DIFFERENCE to your workplace
LIVINGSTREETS.ORG.UK/WALKINGWORKS

WALKING WORKS AWARDS
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 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 employers 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.

WALKING PLEDGE EVENTS
GENERATE A BUZZ AROUND WALKING AND BUILD AWARENESS OF YOUR COMMITMENT TO ENCOURAGING MORE
Have 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 challenge from our pledge spinning wheel or make a commitment with a pledge prop as a desk reminder. We will collect data on your workforce'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.

WALK ADVISORS
PERSONALISED WALK PLANNING
One of our Living Streets walking experts will make a bespoke site visit, being themselves in high-footfall communal areas of your site and will engage your staff through short, personalised conversations with individual members of staff. Follow-up surveys support on-going advice sessions with participants.

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 two two-hourly sessions. For best results, Champions should be recruited from across your organisation's departments or functions and ideally all a range of levels including a senior director. We work directly together with them and oversee them 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.

EAST SURREY HOSPITAL
As part of our collaboration with East Surrey Hospital we hosted two walking pledge events in 2018. Inspired by the events, Louise Burgess, Senior Nurse in the Eye Clinic, pledged to do a 20k walk. Her case is particularly encouraging as Louise suffers from glaucoma 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. Louise 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.

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 individual's commutes and walk routines.
Maddie 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 Drive' 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 pressure in the town centre at peak times.

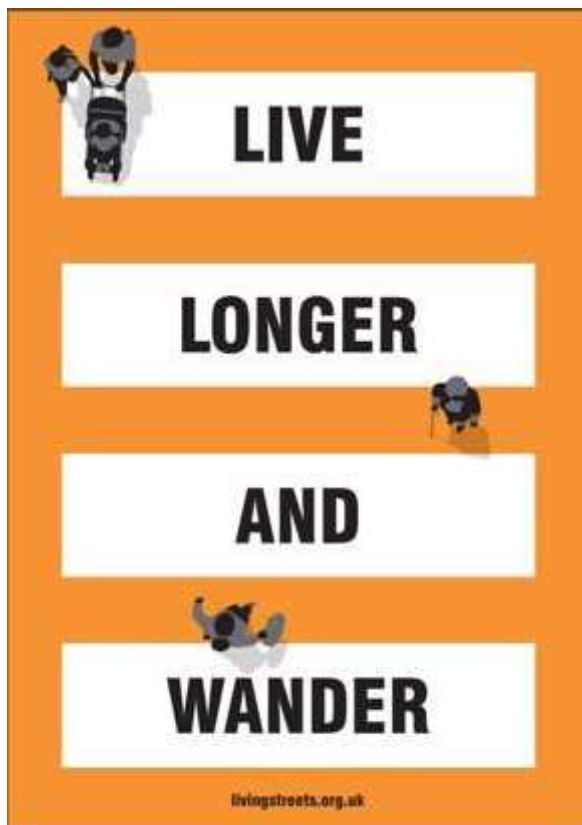
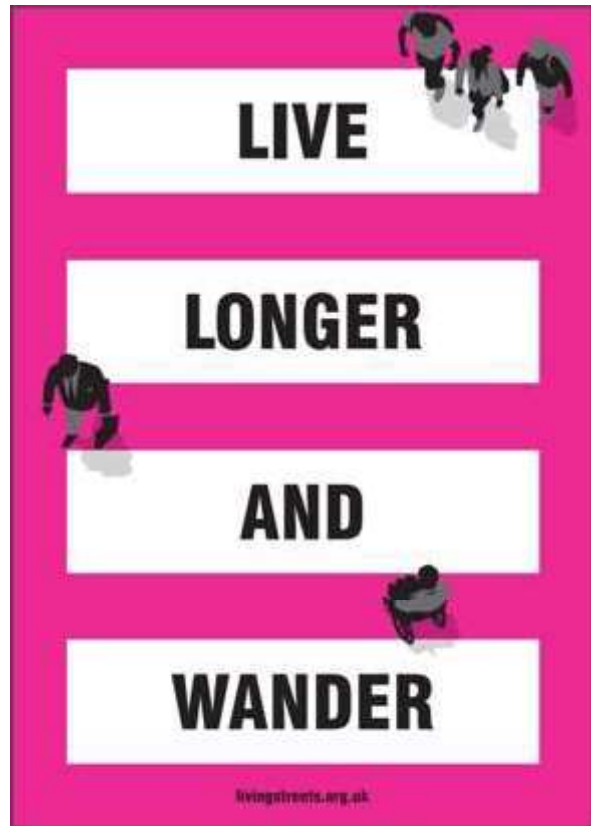
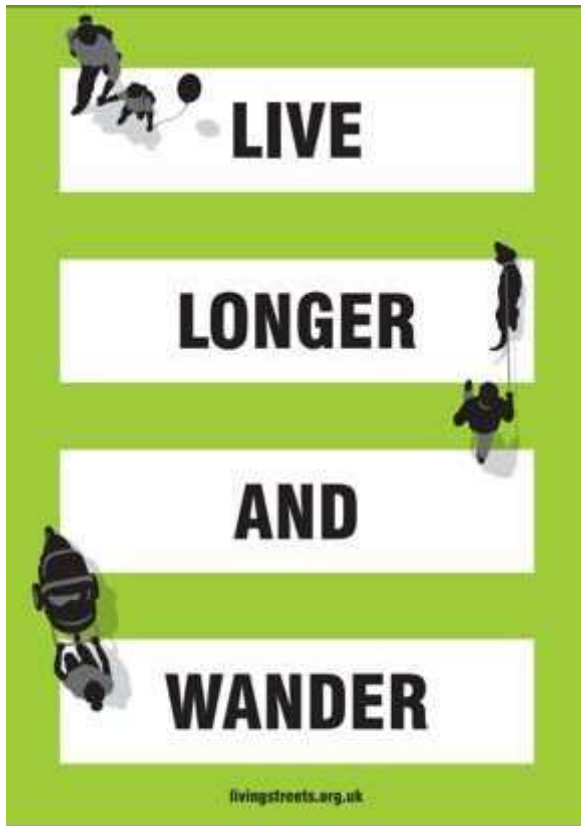
LIVERPOOL WOMEN'S HOSPITAL
The hospital already had a small, established walking group, led by Kathy, Medical Education and Centre Manager. At the onset of our work with her, we supported her to further promote the group via a local radio interview and the company's intranet. After receiving information through the hospital's internal system, Stephen Molloy, librarian at the hospital, joined the group and became a regular member. Stephen recently decided to step up to replace Kathy and undertake 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.

Give it a try and rise up to the challenge. There are many unexpected benefits, like meeting and talking to new people at work.
Louise Burgess, Senior Nurse in the Eye Clinic

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

Posters

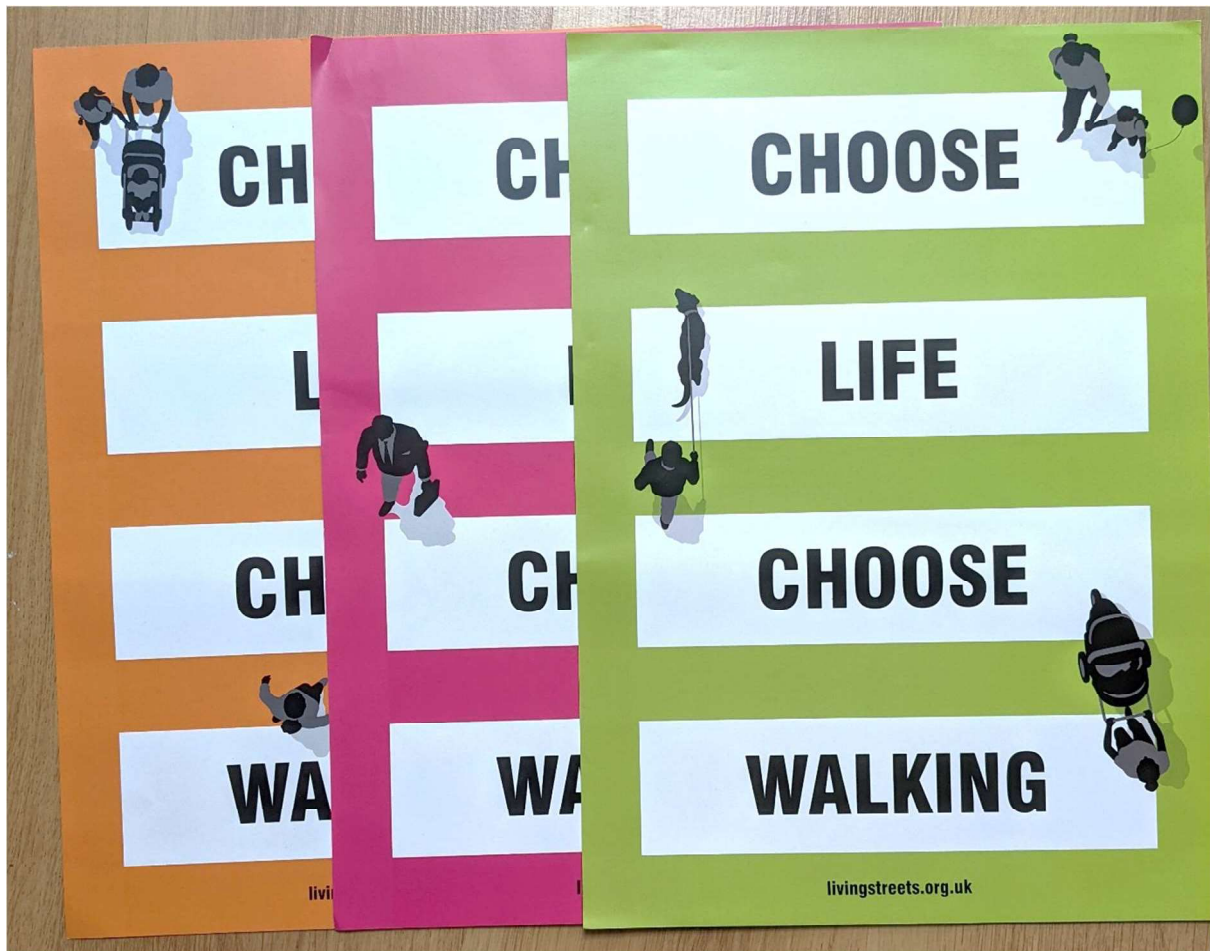
Live Longer and Wander A3 posters (Green, Pink, Orange)



Walk With Us A3 posters (Green, Pink, Orange)



Choose Life Choose Walking A3 posters (Green, Pink, Orange)



Fundraising

Leave a Walking Legacy leaflet – used for fundraising A5



Join Living Streets Today – Membership sign up form fold up A4

