

Independent Walking Publications



Walking for Life! has produced a variety of independent walking materials which are available to use as examples of good practice.

Leaflets available:

- 'Walks from your doorstep': a series of 7 leaflets showing short circular routes in market towns in Shropshire: Shrewsbury, Oswestry, Market Drayton, Ludlow and Highley
- 'Workplace Walks' available as downloadable PDF documents showing short walks from workplaces
- Bridgnorth Walks and Strolls: a booklet showing a series of circular walks ranging from 2 miles to 11 miles
- Pontesbury Walks – A series of 3 leaflets showing short (up to 2½ mile) circular routes around Pontesbury using the recently improved Old Railway Line
- Family Friendly Walking Guide – 11 leaflets in an attractive folder showing routes aimed at families around Shropshire's Countryside and Heritage Sites



All leaflets are available to download from www.shropshirewalking.co.uk

Step by step guide to producing an Independent Walks leaflet:

STEP 1: Identify a route

When identifying a route to promote in a leaflet consider the following points:

- Who is the leaflet targeted at?
- Is the leaflet reaching a specific population e.g. people living in an area of multiple deprivation?
- How far is the route?
- Is it possible to incorporate short cuts into the route?
- Can you include linking rights of way?
- What is the terrain like?
- Do you have funding to physically improve the accessibility of the route e.g. replace stiles with gates?
- What facilities are available at the start point; car parking/ toilets/ café?
- Does the route remain in good condition throughout the year?
- Have you consulted the local community?
- How will the route be maintained?
- Have you made links with the council Rights of Way Team to check all paths on map are accurate and legal?

STEP 2: Preparing the route prior to promotion

It is really important that when people follow a route you are promoting that they have a good experience. The route needs to be in good condition all year round, accurately described, and needs to meet their expectations.

Things to consider and carry out prior to promoting a route:

Do you have a route improvement budget?

Funding could be spent on:

- replacing stiles with gates to improve accessibility
- putting down hardcore in areas that get very muddy
- improving steps or putting in a handrail to help climb any steps

Is the route adequately way marked?

- If you have a budget for way marking why not produce and put up your own way markers?

How is the route going to be maintained?

- This can be a particular issue in the summer



when footpaths can suddenly become overgrown with nettles.

- Consider whether there any volunteers that could help with maintenance of the routes e.g. Walking for Life! links with Parish Paths Partnership volunteers who walk the routes regularly to ensure the footpaths remain accessible all year round.

STEP 3: Decide exactly what type of leaflet you want to produce

You need to decide on:

- Format i.e. printed copies and/or PDF document
- Size
- Full colour or black and white
- Do you require pictures/ photographs/ cartoons or will you provide them
- Timescale
- Budget

Step 4: Prepare a design brief

Prepare a design brief outlining exactly what you would like a designer to produce.

Circulate design brief to at least 3 designers inviting them to tender .

Ask for a separate quote for design work and printing costs.

Give a deadline for receiving tender.

Step 5: Choose a designer

Choose a designer based on cost/if timescales can be met/designer's experience of producing maps

Meet the designer and agree on timescales/deadlines/format of information you will provide

Step 6: Provide designer with all information you require on the leaflets:

- Photographs or pictures (photographs of landmarks along the way so people know they are in the right place!)

- Front/ back page text
- Logos
- Map of route
- Simple, clear directions with numbers marked on map relating to directions (ask people who don't know the routes to check them)
- OS licence for use of map
- Facilities along the route- toilet/shops/benches/ picnic spots
- Interpretation information e.g. historical/wildlife
- Linking Rights of Way
- Difficulty grading
- Terrain
- Information on specific areas to take care e.g. crossing roads



STEP 7: Gain feedback on draft leaflet:

Once you have a draft leaflet from the designer that you feel happy with, it is important to gain feedback from other people. Ask people unfamiliar with the route to proof read the draft leaflet and use it to find their way around the route:

- colleagues (ensure it meets any organisational standards required)
- volunteers
- members of the local community

STEP 8: Launch, promotion and distribution of the leaflet

Once the leaflet has been checked, double checked, and sent to the printers it is time to plan for its promotion.

Launch events:

Walking for Life! held launch events for each of the 'walks from your doorstep' leaflets.

Local community groups, councillors, volunteers, health professionals and voluntary organisations were invited to the launch events.

The launch included talks on the importance of walking for your health and information about the project, followed by a guided walk along the promoted route and a free lunch!

Promotion:

Leaflets can be promoted in a variety of ways e.g.:

- Articles in the local press
- Adverts in local magazines
- Attendance at local health fayres, seminars and conferences
- Talks to community groups and parish councils

Distribution:

Leaflets can be distributed at a variety of locations including:

- Libraries
- Tourist information centres
- GP surgeries
- Walking groups
- Parish Councils
- Council offices and public buildings
- Community Mental Health Teams
- Day centres for Adults with Learning Disabilities
- Children's Centres
- Health Events
- Internet: All the Walking for Life! leaflets are available to download on www.shropshirewalking.co.uk.

This website is trying to encourage people to download leaflets from the internet which will save on the cost and storage of printing leaflets.

For supporting documents please refer to 'Walking for Life! Toolkit' CD

