



# Introducing Ramblers Wellbeing Walks

Working together to provide great short walks that reach even more people.





*“Walking can make us happier and healthier by providing a chance to get some headspace and connect with nature. It is a great way to help us get moving while exploring our local communities. Ramblers Walking for Health has already engaged more than 90,000 walkers, many of whom have made new friends, supported by funding from the National Lottery. We are delighted Ramblers Wellbeing Walks will continue, helping more people enjoy the benefits of walking as part of their own personal journey to being more active.”*

Mike Diaper, Executive Director Children, Young People and Tackling Inactivity, Sport England

# Introduction

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**In this document, we'll introduce Ramblers Wellbeing Walks – the future of Ramblers Walking for Health – and how we can work together to continue providing great short walks that reach even more people.**

This year has really highlighted the importance of access to the outdoors, staying active and the wellbeing benefits of walking. The restrictions put on individuals and communities during the pandemic have left us facing a public health crisis, with mental and physical health both affected.

A recent Sport England report found that the impact of lockdown restrictions has led to a 7.4% increase in the number of people classed as inactive as a result of Covid-19. This represents over 3.4 million more inactive adults. By continuing to deliver short group walks that are inclusive and accessible to all – we are making a real difference to the wellbeing of the nation.

***“Walking has played a huge part in helping me discover just how good life can be.”***

– Tony, Walker

Over the last 12 months, we've spoken to almost all of the 360 existing Ramblers Walking for Health schemes about how we can work together to continue this incredible work.

We've been inspired by your enthusiasm and commitment for the programme, whilst also acknowledging the need for improved support, training and changes to our systems.

We're sending this document now as we know it's a critical time for budgets and planning. Please have a read and come back to us if you have any questions. We are here to talk things through. Please get in touch by emailing the team at [walkingforhealth@ramblers.org.uk](mailto:walkingforhealth@ramblers.org.uk) and include 'Ramblers Wellbeing Walks' in the title.

Ramblers Wellbeing Walks will soft launch in April 2021. By then, we want as many of you as possible to be signed up and join the new Ramblers Wellbeing Walks programme. We'll then look to support the transition across and formally launch things later in the year.

**We look forward to you joining the journey and becoming a partner!**

Best Wishes,

Ed Nicholas and the Ramblers Walking for Health Team

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# Ramblers Wellbeing Walks timeline

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## December 2020

- Existing Ramblers Walking for Health schemes provided with information on the future direction.
- Scheme coordinators to start conversations with scheme budget holders and decision makers.

## January - February 2021

- Online drop-in sessions to answer questions plus support on local fundraising.
- Further info sent to schemes re. partner agreements, payment process and more.

## March 2021

- Scheme discount offer expires at the end of 31st March 2021.
- Ramblers Walking for Health starts to 'close down'.
- Partners sign agreements, start payment and receive further info on brand design, support for transition.

## April - May 2021

- Ramblers Wellbeing Walks – soft launch and access to new partner offer.
- Schemes start transition to new data and digital services.
- New training available for Wellbeing Walks Partners.

## June - July 2021

- Wellbeing Walks – public launch and recruitment of new Partners to the programme.

## September 2021

- Ramblers Walking for Health officially closes, all existing systems are decommissioned.

## About the Ramblers

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The Ramblers is Britain's leading walking charity, with over 100,000 members, helping everyone across the country enjoy walking, for health, pleasure and happiness, whether they are just starting out or already an enthusiast.

*"The biggest thing I've gained is the confidence to do things on my own, and not be fearful of meeting new people."*

Gill, walker

We believe walking makes a significant and important contribution to the health and wellbeing of the nation and offers a more sustainable way of life. We run a range of projects aimed at encouraging inactive people to start walking and Ramblers Walking for Health / Ramblers Wellbeing Walks is central to that work.

The Ramblers are dedicated to ensuring that everyone can enjoy walking everywhere, and so we work hard to keep the footpath network clear, secure better access to open land and the coast, and protect the outdoor environment.



# Introducing Ramblers Wellbeing Walks

Our goal is for everyone to have access to a friendly short group walk, within easy reach of where they live, to help them become and stay active.

We do this by providing



## **An entry route into walking**

enabling those who are new to walking or inactive, to experience the pleasures of walking.



## **Short friendly local group walks**

supported by a thriving community of trained volunteer walk leaders.



## **Accessible and inclusive walking**

where everyone feels welcome and walks are available across a variety of places and locations.

*“Being part of the Ramblers Walking for Health programme is very advantageous for us. It allows us to access a whole network of support and training, which we can in turn deliver across Cumbria. It has enabled us to provide 52 regular health walks free of charge across the county to participants during our first year of delivery.”*

Aileen Grant, Cumbria Walking for Health Coordinator



## **Working in partnership**

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# You and Ramblers Wellbeing Walks

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Ramblers Wellbeing Walks is a partnership programme. In becoming a partner you will share our commitment to



## **Tackling inactivity in the community**

Engaging with audiences who would benefit most from walking and joining the programme.



## **Ensuring the walks are accessible and open to all**

Proactively identifying and removing barriers so that more people can access and start walking.



## **Delivering a programme of short group walks**

Providing a variety of safe regular walks with a range of durations and locations, in-line with the Wellbeing Walks quality standards. (See our [Q&As](#) for more information).

This includes providing at least one advertised walk a week between 10 – 30 minutes with the maximum length of any walk being 90 minutes.



## **Growing support and delivering long-term change**

Collecting data and reporting on the impact of the programme and acting as a great advocate for the power of walking, wellbeing and tackling inactivity.

Your scheme is a vital part of the current Walking for Health programme and we hope you will choose to stay and be part of Ramblers Wellbeing Walks.

We are inviting our dedicated schemes to continue to be part of the future of Ramblers Wellbeing Walks, and for just £750 we'll support you every step.

Your contribution will ensure we can continue to work together into the future for the countless people that benefit from the joys of walking. All partners can access:

- Training and development
- Better systems for a better experience
- New resources and materials to promote your walks
- Insurance to protect you and your volunteers
- National and regional support
- Programme research and insight
- A refreshed brand – Ramblers Wellbeing Walks.

**New partners will contribute £1,000 to becoming a Ramblers Wellbeing Walks partner, but as an existing Ramblers Walking for Health scheme, we're delighted to offer a 25% discount\* on your fee. Please sign up before 31 March 2021 to take advantage of this introductory offer.**



# Training and development

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As a partner of Ramblers Wellbeing Walks, you will have access to updated training to help you deliver a diverse and successful walks programme. There will be a calendar of training and events to ensure everyone has the skills and knowledge to deliver walks. Training will cover topics such as digital and data, volunteer management, fundraising and more.

## Walk leader training

Walk leader training is a core part of what we do. Every Ramblers Wellbeing Walks partner will have the in-house capability to train their own walk leaders, ensuring sustainability of the walks programme locally. In addition to this, we will deliver events that support you to continue to build your capacity. This will include:

- **A blended learning package** that equips walk leaders with the knowledge and confidence to lead safe, welcoming and enjoyable Wellbeing Walks
- **Train the trainer**, so partners have in-house capability to train your walk leaders as and when needed – and we provide all the resources you and they will need in their role
- **A calendar of training and events** so you can plan and book in advance
- **Additional training** modules and resources developed with the Ramblers and national partners.



# Better systems for a better experience

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**As a Ramblers Wellbeing Walks partner, you will benefit from a suite of digital tools to support both coordinators and walk leaders.**

As many of you have told us, Ramblers Walking for Health systems are no longer fit for purpose and they present more barriers than solutions. This is a great opportunity to address these problems and introduce better systems that give both you, volunteers and walkers an improved experience.

The new systems will support you to:

- Capture and manage data on your walkers and volunteers
- Recruit new volunteers and manage existing ones
- Gain insight and produce reports on walkers and volunteers
- Promote your programme of walks.

These platforms will continue to develop as we gain insight into how they are used, gather feedback, and release more features.

We will share more previews and information about these systems over the coming months – and continue to develop them with your feedback.



# New resources and materials to promote your walks

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**As a Ramblers Wellbeing Walks partner, your volunteers will have exclusive access to bespoke branded resources and materials to help deliver safe, friendly group walks.**

As well as Ramblers Wellbeing Walks branded items to wear out on walks, there will be new resources on the Ramblers' online volunteer portal including:

- **Volunteer packs:** A growing library of resources will be available, starting with walk leader handbooks, which currently include (but are not limited to):
  - Walk leader checklist
  - Risk assessment templates
  - How to challenge people on walks
  - Choosing a route
  - Emergency response
  - Incident reporting

- **Promotional resources:** A range of digital templates for posters, flyers and social media assets to help promote your programme to both volunteers and walkers.
- **How to work with health professionals:** A series of guides and information including tips on how to engage with your local health professionals and make the case for walking.

We will continue to build this bank of resources with you based on your needs. We will also engage national partners to develop specific expertise-based resources for coordinators and walk leaders.

***“I reflect on what the group has given me and feel it much more than was ever hoped by myself or the organisation.”***

Graham, walker



# Insurance to protect you and your volunteers

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All partners and volunteers will be covered by two Ramblers insurance policies to make sure all participants feel confident and safe on Ramblers Wellbeing Walks.

The cover includes:

## 1. Liability insurance

This provides cover for damages or legal costs against you if someone is injured or property is damaged because you or your volunteer did something wrong – as long as the actions weren't deliberate or reckless. The Ramblers policy covers you for up to £10 million.

## 2. Personal accident insurance

This enhanced offer can provide insurance to you or your volunteer in the unlikely event they are seriously injured while volunteering for Ramblers Wellbeing Walks.

***“Walking has totally changed me.”***

Janet, walker

# National and regional support

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**As a Ramblers Wellbeing Walks partner, a Ramblers Delivery Officer will be here to support you through the development and delivery of your walks programme.**

Together, we will create a community around walking by facilitating peer support networks so you can collaborate with other partners, sharing best practice and troubleshooting challenges.

In addition, you will receive:

- **Email updates** to keep you informed and up to date with Ramblers Wellbeing Walks and National campaigns
- **Resources and webinars** from teams across the Ramblers on topics such as fundraising, volunteer recruitment and more
- **Best practice guidance** on volunteer management, walker recruitment, designing accessible walks and more
- **Ongoing support** on how to walk safely during Covid-19 and beyond
- **Use of the programme brand and national identity** as a means to increase reach of the programme.

This support will enable us to create a national standard together that supports both walkers and volunteers to have a quality assured experience with Ramblers Wellbeing Walks.



# Programme research and insight

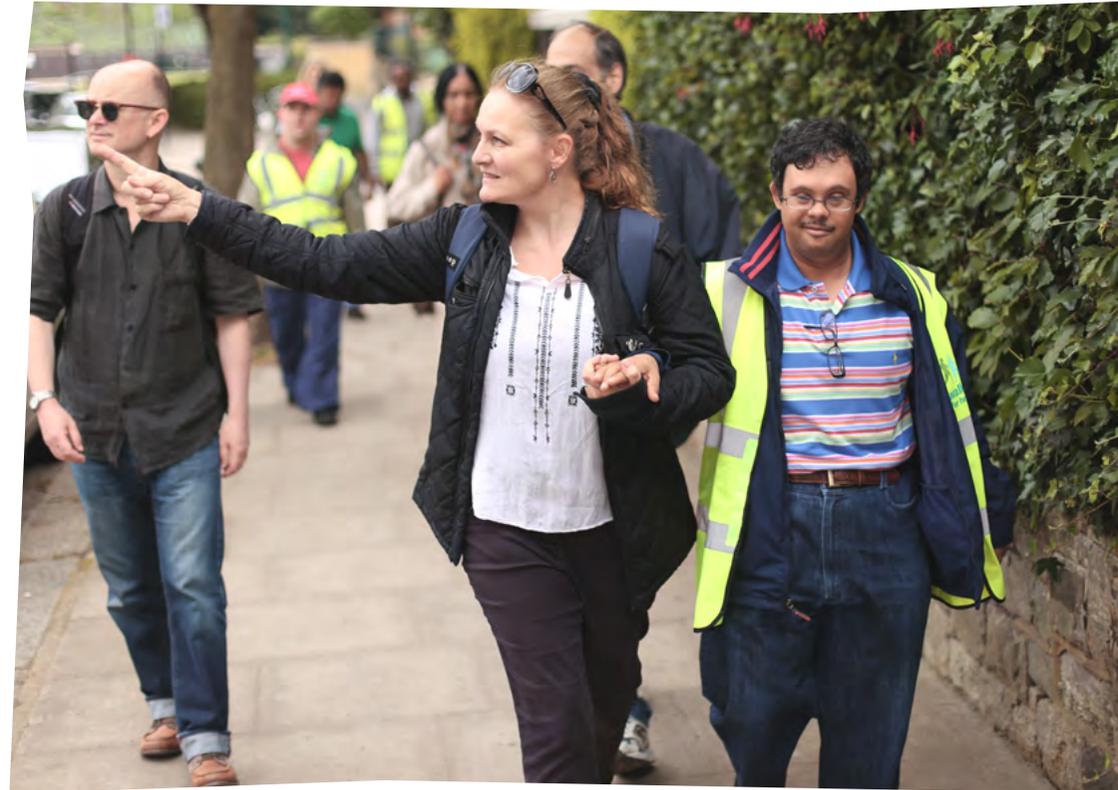
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**At Ramblers Wellbeing Walks, we know the huge value short group walks have for the people who lead and participate in them.**

Working with you, our partners on the ground, to create a national picture underpinned by data to demonstrate the impact of Ramblers Wellbeing Walks. We'll also work with national partners to develop specialist insights.

Together with you we will develop:

- **Research and reports** that help you evidence the impact of health walks
- Research on **specific groups and demographics** through national partnerships
- Data tracking of **walker participation**
- **Health and demographic data** of walkers captured
- **National and local insight** using programme data
- Additional research for **selected partners**.



# The Ramblers Wellbeing Walks brand

Finally, Ramblers Wellbeing Walks will have a new look and feel. Refreshed and modern, ready to inspire existing volunteers and walkers while helping us to attract even more.

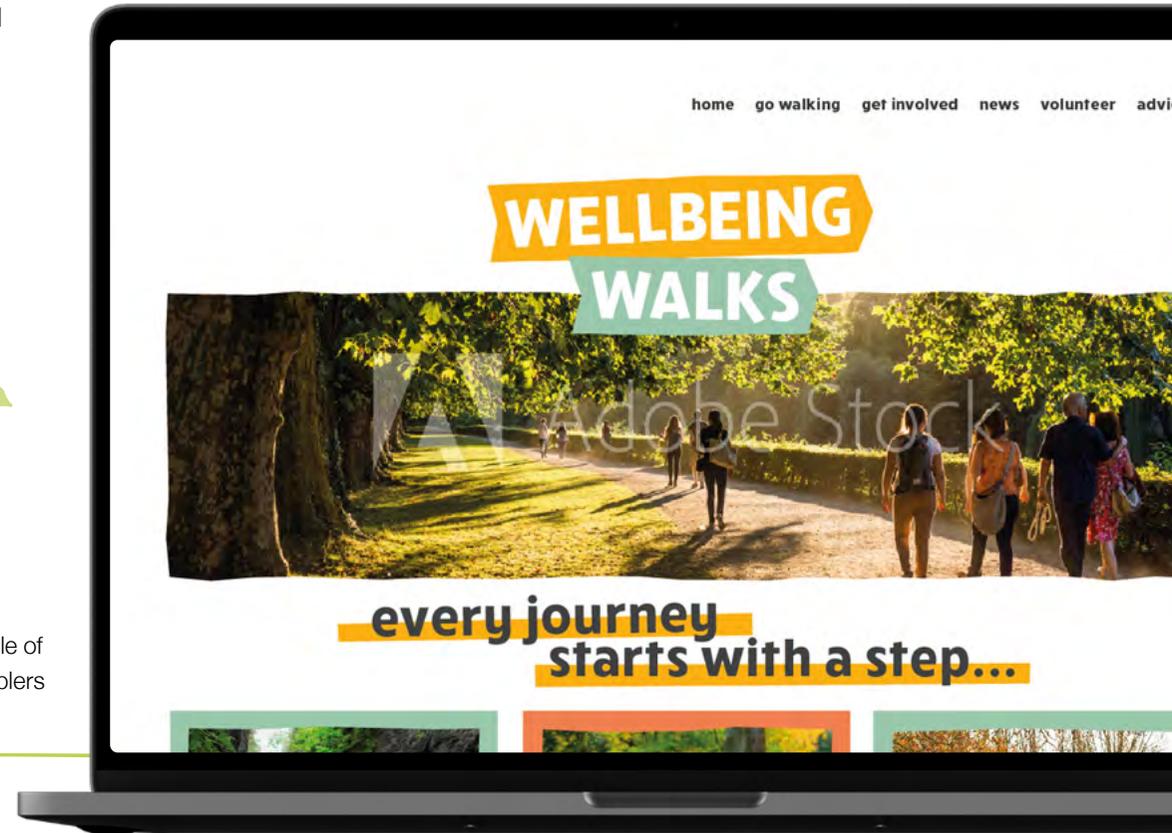
As a partner, you have exclusive access to use the name and branding on any of your own materials – we will supply you with a guide to help you develop your own resources.

Refreshing the look and feel increases flexibility to develop and deliver more diverse walk programmes and to expand walker base.

*“I’ve never looked back. Physically it’s been amazing. I’ve met so many lovely people. The walks have been the making of me. I don’t know what I’d do without the scheme, it’s totally changed my life.*

Cliff, walker

This work is still under development and being finalised, this example of what a web page may look like gives you a good idea of what Ramblers Wellbeing Walks will look like.



# Becoming a Ramblers Wellbeing Walks Partner

Together, we can make a huge difference to the health and happiness of thousands of people, as Ramblers Wellbeing Walks continue to provide short accessible walks for those who most need us.

New partners will contribute £1,000 to becoming a Ramblers Wellbeing Walks partner, but as an existing Ramblers Walking for Health scheme, we're delighted to offer a 25% discount\* on your fee. Please sign up before 31 March 2021 to take advantage of this introductory offer.

Your contribution of £750 will mean we can continue working together to make sure everyone can benefit from the joy of walking.

\*Discount is exclusive to all Ramblers Walking for Health Schemes currently delivering walks.

**We're looking forward to working with you.**

## Next steps

### Are you interested in becoming a partner of Ramblers Wellbeing Walks?

Ramblers Wellbeing Walks will formally launch from April 2021 and we would love as many existing schemes as possible to have joined this new programme by then.

Use this presentation and the Q&As to discuss with your scheme - we hope you'll be keen to come on board. We're here to answer questions so we would love to hear from you. Please email [walkingforhealth@ramblers.org.uk](mailto:walkingforhealth@ramblers.org.uk) with the subject line 'Ramblers Wellbeing Walks' and one of us will be in touch.



*“Walking is a low-cost activity and the groups are social too, helping to reduce social isolation which is more important than ever now in these very challenging times.”*

Aileen Grant, Cumbria Walking for Health Coordinator



[ramblers.org.uk](https://www.ramblers.org.uk)



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RamblersGB



healthywalks



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