

**Project title**

Walk to School

**Category**

Design for Society

**Sub Category**

Charity/Brand identity

**Client**

Living Streets

**Design Consultancy**

Felton Communication

**Implementation**

October 2006 - ongoing



In February 2006, Living Streets contacted Feltons to ask for a pro-bono logo for their Walk to School campaign.

Feltons respectfully said no.

But, the agency gladly offered to review the branding and advise accordingly. The subsequent collaboration resulted in an extraordinarily successful campaign where both the charity and agency receive significant incomes, schools pay less for better resources and many more children are walking to school.

We like to think of this as a win, win, win, win situation.

## **Executive summary**

Half our children don't walk to school regularly, and more and more primary school children are being driven to school in a car. It's a trend that contributes to lower fitness, childhood obesity, urban congestion and air pollution.

Living Streets campaigns to reverse this by engaging children and parents with environmental, social and health messages through a variety of school resources.

When Feltons took on the rebrand in 2006, campaign activity was disparate, the campaigns were clearly not engaging the children and the incumbent agencies kept all the surplus income from the resources they sold.

### **Achievements**

- The cost of campaign resources to participating local authorities and schools have decreased despite improved design and production quality.
- Since October 2006, income generated by the campaigns for Living Streets to reinvest into the campaign totals £232,217. There was no income previously.
- Since September 2006, monthly sales of WoW reward badges have more than doubled and now totals over nine million.
- The brand has been embraced by primary school children throughout the UK.
- More and more schools are converting from the bi-annual Walk to School campaign to WoW, the sister campaign which promotes walking at least once a week.
- With the new 'classroom packs' and the one-stop shop, the logistics of running the campaign, for both local authorities and schools, has become much easier.
- Each Walk to School campaign costs participating schools less than 36p per child.
- Survey showed a 91% positive feedback from local authorities following launch.
- Living Streets received a lottery grant in 2008 to expand the Walk to School campaign into secondary schools.
- Feltons have been paid market rates for their branding, design and marketing work from the start. No work needed to be done on a pro-bono basis.

**The Walk to School and WoW projects demonstrate how good design influences people's behaviour in the resources they buy and the actions they take.**

## **Project overview**

Living Streets is the UK's pedestrians' charity. Part of its remit is to encourage more children to walk to school.

### **Walk to School**

Living Streets "Walk to School" campaign began in 1995 with five schools in Hertfordshire. In 1996, the charity started to move the campaign to other schools and local authorities across the UK. The campaign runs twice a year, in May and October, and each event runs for a week or two, depending on the school.

Various resources allow schools to facilitate the campaign. Items include posters, parents' leaflets, activity diaries, T-shirts and banners as well as stickers, bookmarks, T-shirts and certificates to reward participating children.

### **WoW (Walk Once a Week)**

Since 2004, Transport for London ran the WoW campaign in London. Their objectives were to encourage modeshift during the school run which would reduce congestion and air pollution in London. Though the campaign was separately branded and facilitated through several different agencies and suppliers, it was endorsed by Living Streets.

WoW resources included individual record cards for children to record their walking days and button badges to reward them for their efforts.

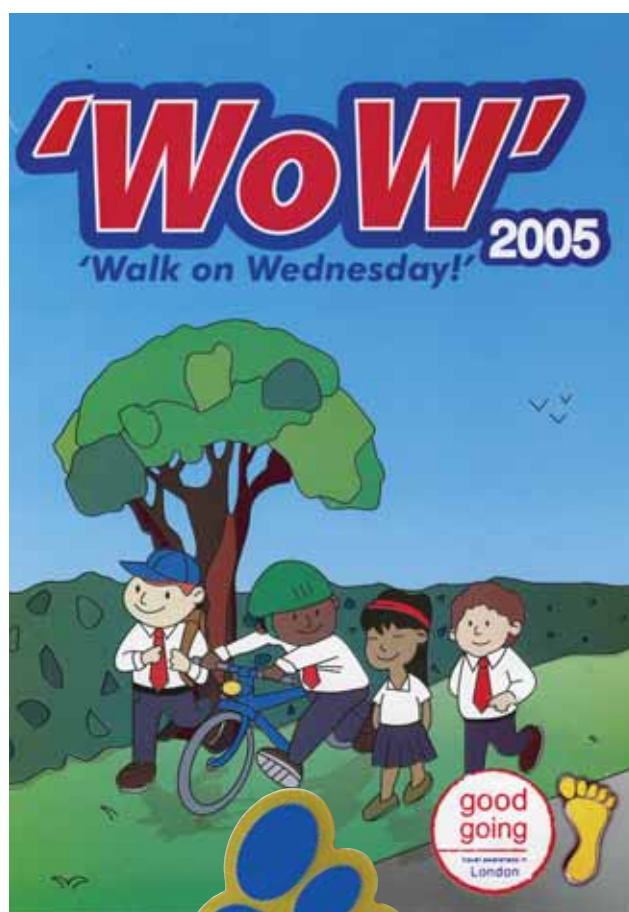
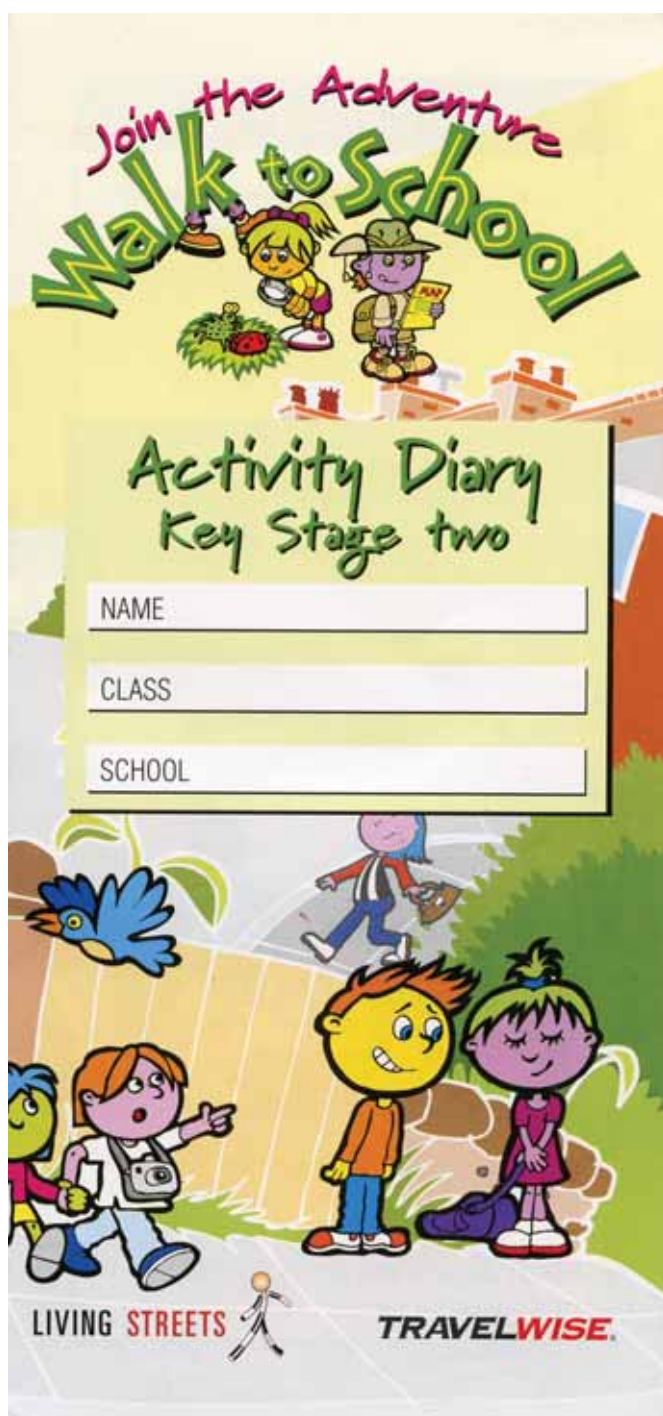
### **Prior to the rebrand**

As a small charity, Living Streets didn't have the resources to manage the campaign themselves, and needed to outsource. As a result the charity received no income from, or ownership of, either their own campaign or WoW. The various suppliers who originally produced the campaign resources were paid directly by the local authorities or schools. This made promoting the campaign, ordering materials and monitoring take-up difficult.

Initial research of the existing 'Walk to School' branding found it was non-distinctive and the consensus was that the style of the material was "municipal". Perception was that it appealed only to the younger KS1 audience (5-7 year olds) but not to KS2 children (8-11 year olds).

Many local authorities designed and produced their own walking to school campaigns and resources and some established their own campaign brands.

Previous Walk to School and WoW campaign printed resources



## **Objectives of the rebrand**

- To develop the campaign so that it would become the walk to school campaign of choice throughout the UK.
- To reduce the costs to participate in the campaign for local authorities and schools.
- To develop a brand that had appeal to children across both key stages one and two (ages 5-11) primary school children.
- To develop a mark/logo that could be registered in order to license out.
- To develop stronger campaign messages that would continue to interest and stimulate enthusiasm from local authorities, teachers, parents and children alike. Twice a year, every year.
- To migrate children and schools from walking to school during the bi-annual campaign weeks to walking to school every week.
- Living Streets needed all development cost for the new brand to be funded from sales of the resources.
- To ensure the ongoing Walk to School campaigns are self-funding but without exposing Living Streets to any financial risk.
- To generate surplus income from the sales of resources in order to fund other related campaign activities.
- To co-ordinate the design development, production, marketing and sales of all campaign resources. In order to achieve greater impact, make the ordering and distribution process more efficient and better manage the campaign messaging.

## **The solution and results**

After a full visual audit of the various related campaigns and reviewing the existing marketing and sales process, Feltons offered to carry out a brand refresh and the development of the subsequent campaigns. The deal was that the agency's quoted fees would be recovered from any surplus income achieved from the sale of campaign resources over the first few campaigns. Thereafter any additional income would be shared with Living Streets.

The new campaign logo incorporates 'Strider', a cheeky, androgynous, racially neutral and "cool" character that appeals to both KS1 and KS2 primary school children. Strider gives the resources a distinct brand identity and has allowed the charity to expand the number of desirable campaign resources available.

The mark is now a registered trademark. Previously Living Streets desperately sought corporate sponsors to license the brand to. Despite being approached by commercial partners, the charity has become increasingly more selective and protective of their new brand and its reputation.

### **Consistency**

Transport for London was persuaded to rebrand their WoW campaign to visually align with the Walk to School campaign using Strider. This gave local authorities a natural progression to the regular walking message once they had launched sustainable travel plans into their schools during the October and May events. Both campaigns were now clearly linked and so promoting either or both became easier. WoW could also be marketed outside London for the first time.

### **Stronger look and messaging**

The Walk to School campaign themes draw on the three key issues of the environment, fitness and independence. Each bi-annual campaign majors on one of these themes and where possible links to the curriculum or other national events. The new campaign styling, which mixed photography with illustration, allowed the agency to create dynamic images while communicating often complex and 'grown-up' messages. Each concept is researched with the target audience to ensure understanding before being developed.

"The partnership with Felton Communication has provided the campaign with a coherent identity, and a valuable asset which we are confident will develop into a valuable income stream in the future. Most importantly, though, the new identity has revitalised the campaign, and has been overwhelmingly positively received by pupils, schools and local authorities".

**Andrew Fielding, the National Walk to School Co-ordinator, Living Streets**



### **Simplifying ordering and distribution**

From the initial research we realised that the sheer logistics of facilitating a campaign was often off-putting to both local authorities and schools alike. Collating and distributing the various resources was clearly a factor. One of our solutions was the 'classroom pack' containing the various quantities of resources necessary for each class to run the campaign. This greatly reduced the fulfilment and administration time and costs when ordering resources for a whole county or even just a large school.

"love the new materials, classroom pack is really useful and saves our time."

**Jane Swindlehurst (Lancashire County Council)**

### **One stop shop**

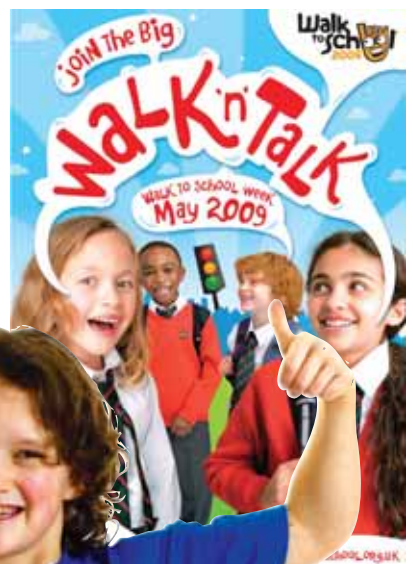
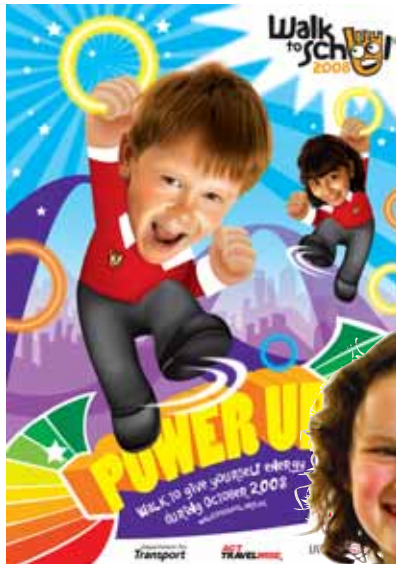
Feltons not only manages the design and production of all the resources across both campaigns, they also market the campaigns and facilitate the ordering and distribution. This one-stop shop makes it easier for buyers to fully participate in the campaigns. The process has also led to economies of scale and single rather than multiple deliveries which have significantly reducing costs.

Feltons also produces a complete promo-pack prior to each campaign containing a copy of each printed resource. This allows local authorities and schools to review in detail before ordering. Previously this was a digitally printed A4 sheet with a photo of each resource.

"Feltons undertook thorough research of the target audiences, presented us with a range of concepts, and then refined our favourites taking on board our feedback. We now have a brand that is unique, exciting, and delivers to the brief we gave them. They have been great partners on this project."

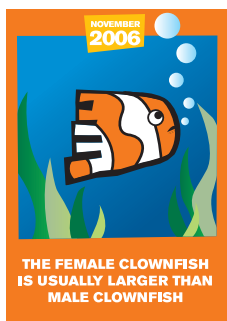
**Tom Franklin, former Chief Executive, Living Streets**





Walk to School poster campaigns 2006-2009

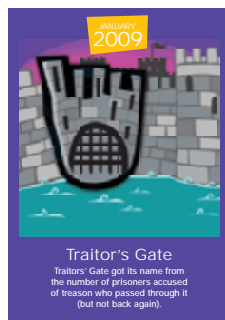
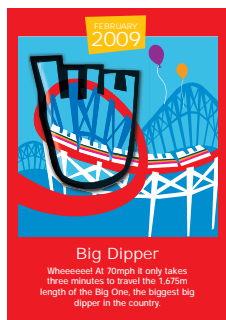
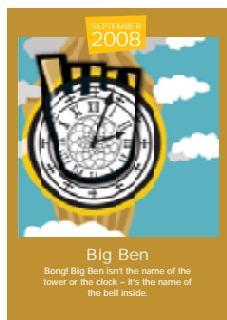
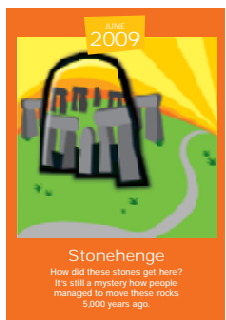




**WoW record cards 2006/07 - animals theme**



**WoW record cards 2007/08 - seasons theme**



**WoW record cards 2008/09 - landmarks theme**



**Selection of the pin badges - rewarded monthly**



**A winner of the badge design competition**



**National badge design trophies**



**Interested grown-ups**



**A school launch**



**Strider visits a school**



## Facts & Figures

"The income from the sales of resources has meant, for the first time, that the campaign can promote itself more widely than just to primary school children - starting to target parents and teachers for the first time as well. It has also meant a more focused theme to the week - providing resources for launch events to schools and local authorities across the country."

**Andrew Fielding, the National Walk to School Co-ordinator, Living Streets**

### Reduction in costs

The contract stipulated that the prices that participants paid for resources had to be matched to those of the incumbent suppliers. Feltons managed to reduce the prices on the majority of printed materials, whilst improving the quality and environmental credentials of the stock and the quality of print. Badge prices were also reduced by 5p (20%) to 19p.

### Increased sales

The original supplier of the Walk to School printed materials continues to market and supply their resources in direct competition with the new Living Streets campaign. Despite this, sales of the new resources in the launch year were greater than period prior to rebrand which totalled £380,000.

	<b>2006/7</b>	<b>2007/8</b>	<b>2008/9</b>
<b>WTS</b>			
income	£386,000	£346,000	£281,000*
<b>WOW</b>			
income	£468,000	£716,000	£787,000
Badge volume	2,036,000	3,235,000	3,900,000

\* Income has declined as some participating schools naturally switching to the WoW campaign. New local authorities and schools continue to sign-up every year.

## Research

Budgets for any extensive research are clearly limited, however 187 Travel Advisers at local authorities were contacted for feedback following the launch of the new campaign in 2007. 133 responded of which 91% had positive feedback. The reasons given included: better design, intelligent content, cuts across the curriculum and more appealing to kids especially KS2.

Feedback included:

“Liked the resource samples and will definitely order this time.”

**Katie Spain (Ceredigion County Council)**

“The logo is absolutely wonderful.”

**Jean Hunt (Sefton Metropolitan Borough Council)**

“Definitely better materials - much more aimed at kids.”

**Lynn Lane (Portsmouth County Council)**

“Very impressive - haven't done it in the past but will do now, budgets allowing.”

**Andrew Kerr (East Sussex)**

Prior to the launch of the new brand identity and prior to each campaign, we survey a small number of primary school children to get their comments. Their feedback on Strider greatly assisted the development of the final logo. Their understanding of the messaging and reaction to the visuals influence each and every Walk to School campaign. The images used for the WoW badges, record cards and calendars each year derive directly from entries to the national WoW badge design competition.

## Other influencing factors

Sustainable travel planners have been in place in every local authority over the past 5 years. Their remit has been to develop sustainable travel plans at schools in their regions by 2010. Walking to school is a fundamental part of this. They can support schools with funding for capital equipment such as bike shelters or revenue expenditure with campaigns. They can choose from different campaigns on the market such as Living Streets Walk to school, or they can produce their own with the support of other charities such as guide dogs for the blind. Each local authority can fund as little or as much as it chooses.

Other influencing factors include the increased awareness of childhood obesity, the 'healthy schools' campaign and raised environmental concerns of pollution from the daily school run.

Transport for London supports Walk to School and WoW in London. London schools were set higher targets than the rest of the country to have travel plans in place in schools a year earlier, by the end of 2009. They have therefore pushed the travel plan agenda heavily across the London region with some direct financial support for resources.

In 2007 the 'Walking Bus' initiative was introduced by the government giving schools the opportunity to fund sustainable transport activities which would improve long term modeshift. The orders from individual primary schools did increase during the period of the grants, but the volumes and value were small - often under £10.