

**Let's  
Move**

Lincolnshire

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# Stakeholder guide

**#StrideAndRide**





# Introduction to #StrideAndRide

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Active Lincolnshire has commissioned Social Change to create and deliver a new campaign, #StrideAndRide, aiming to motivate people across Lincolnshire to walk and cycle more, especially if they have low activity and/or live in deprived areas.

The campaign will work alongside the existing Let's Move Lincolnshire brand to encourage these activities, specifically on the East Coast, which has been identified as the area with the highest rates of deprivation, inactivity, and long-term health conditions.

Following research from both Active Lincolnshire and Social Change, we developed four strategies to achieve this goal and reach the target audience:

1. Giving body and mind a boost
2. Adapting habits and defaults
3. Inspiring exploration and challenges
4. Focusing on the family

By creating greater awareness about the benefits of walking and cycling and the options to do so in Lincolnshire, we hope to inspire people with #StrideandRide to move more, through signposting to activities, events and providing ideas and motivation.





# Why Walking and Cycling?

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**Cost** - People's budgets are being tightened and squeezed by the day, and walking and cycling can often be the cheapest method of moving more for the whole county.

**Travel costs** - Walking and cycling can become a utility travel method, making commuting and other forms of travel more affordable, whilst gaining the other benefits of walking and cycling.

**Green agenda** - Enables people to make positive impact on the environment, swapping their vehicles for a walk or bike ride

All of the above, whilst benefitting pockets and improving the feeling of goodwill for the planet, enable a better physical and mental wellbeing within themselves.





# Social media examples



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**Alan, 37, Lincoln:**

The mountain bike trail through Doddington Hall is the perfect **weekend activity!**

**#StrideAndRide**

Photo for illustrative purposes only



**Lauren's week in the Lincolnshire Wolds:**

- Listened to 5 podcasts ✓
- Walked 20,000 steps ✓
- Enjoyed 3 hours of 'me-time' ✓

**#StrideAndRide**

Photo for illustrative purposes only

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**Sue, 51, Skegness.**

I love cycling down the coast, the sea air always leaves me feeling **so refreshed.**

**#StrideAndRide**

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# Bingo card examples

## Walking Bingo!

Looking to move more this year, but need some motivation? Walking regularly is a great way for you to build some physical activity into your life and improve your overall health and fitness.

Download our **#StrideAndRide** bingo card to find out how you can make the change and take part in more walking activities across Lincolnshire! Print the pdf below and see how many bingo numbers you can tick off by the end of the month! Please turn over to page 2 for the tasks in detail.

**Let's Move Lincolnshire**

<b>46 - Up to tricks</b> Task: Singing in the rain	<b>29 - Rise and shine</b> Task: Start your day with a stroll	<b>81 - Stop and run</b> Task: Swap the car For foot
<b>78 - 39 more steps</b> Task: Hit a milestone this month	<b>45 - Half-way there</b> Task: Warm up walk	<b>83 - Time for tea</b> Task: Invite a mate for a cuppa
<b>75 - Strive and strive</b> Task: Join a walking group	<b>41 - Time for fun</b> Task: Learn to map read	<b>67 - Stairway to heaven</b> Task: Challenge yourself to a hill walk!

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## Cycling Bingo!

Looking to move more this year, but need some motivation? Cycling regularly is a great way for you to build some physical activity into your life and improve your overall health and fitness.

Download our **#StrideAndRide** bingo card to find out how you can make the change and get involved in more cycling activities across Lincolnshire! Print the pdf below and see how many bingo tasks you can tick off by the end of the month! Go on, we dare you... Please turn over to page 2 for the tasks in detail.

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<b>9 - Doctor's orders</b> Task: Cycle challenge	<b>62 - Tickety-boo</b> Task: Swap the car for a cycle to work	<b>25 - Duck and dive</b> Task: Discover a new cycle route this weekend
<b>2 - One little duck</b> Task: Take the kids (or grandkids) to school on the bike	<b>77 - Sunset strip</b> Task: Warm up walk	<b>41 - Time for fun</b> Task: Join a new cycling group
<b>11 - Legs eleven</b> Task: Meander along the water	<b>56 - Shotts Bus</b> Task: Take part in a cycling race	<b>89 - Nearly there</b> Task: Coast-to-coast cycle challenge!

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## Family Bingo!

Looking to move more this year, but need some motivation? Getting active can be a great way to spend time with your loved ones while you all reap the benefits..

Download our **#StrideAndRide** bingo card to find out how you can make the change and get involved in more walking and cycling activities across Lincolnshire! Print the pdf below and see how many bingo tasks you can tick off by the end of the month! Go on, we dare you... Please turn over to page 2 for the tasks in detail.

**Let's Move Lincolnshire**

<b>9 - Doctor's orders</b> Task: Cycle challenge	<b>78 - 39 more steps</b> Task: Hit a family milestone this month	<b>25 - Duck and dive</b> Task: Discover a new cycle route this weekend
<b>2 - One little duck</b> Task: Take the kids (or grandkids) to school on the bike	<b>77 - Sunset strip</b> Task: Sunset gazing	<b>41 - Time for fun</b> Task: Family activity battle
<b>11 - Legs eleven</b> Task: Meander along the water	<b>23 - Thee and me</b> Task: Grab a partner, build a habit	<b>67 - Stairway to heaven</b> Task: Hill-walking together!

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# Poster examples



**Let's Move**  
lincolnshire

Switch your coffee catch-up to a lunchtime walk.

**It's a chance for you to...**

- ✓ Connect with your friend
- Share your stresses and worries ✓
- ✓ Feel refreshed, energised and happier!

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**The Taylor family, Spalding:**

**We forgot how great spending quality time together can be.**

**#StrideAndRide**

# How you can get involved

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As an important organisation or stakeholder for health, sports and/or activity in Lincolnshire, your support is vital to this campaign's success. Help us make real change and reach our target audience, by:

## Social media sharing

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Sharing the campaign across your social media channels can reach such a huge amount of people in a short space of time. You can share content directly from the Active Lincolnshire's Facebook, Twitter, and Instagram pages by resharing a post or highlighting it on a story. We encourage you to use the example posts that are included as a guide, to share these directly to your page. We are also asking organisations to get involved by using our relevant hashtag, #StrideAndRide, to help drive engagement and campaign awareness.

Feel free to speak to us for support, or use the same format/style to promote your own events. Our posts are designed and A/B split tested online, to show what kinds of copy and design formats work best in our target audience.

## Website

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If you currently have a section on your website that signposts to relevant sports, health or fitness campaigns or resources in Lincolnshire, please consider adding a link to our website, [letsmovelincolnshire.com/strideandride](https://letsmovelincolnshire.com/strideandride). Our social media content will also be linking through to this website, so directing audiences to this resource provides a one-stop-shop for people to access information and find out more about the campaign.



# Involvement in content

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We are organising a diverse range of both walking and cycling photoshoots across Lincolnshire to support our social media and website content. If you would like to be involved in this photography or even have any suggestions on appropriate shooting locations, please get in touch.

# Material display and distribution

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If you are able to support the distribution and promotion of materials for the campaign including posters, bingo cards, these can be supplied to your premises.

To place your order [click here](#).

# Contact

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[letsmove.lincolnshire.com](https://letsmove.lincolnshire.gov.uk)



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