



# WALK FOR RAIL MEMORIES

Walk for your loved ones, your rail community, and a future free from dementia. Step outside and fundraise to protect railway memories for the future.



# RAILWAY 200 — PROTECTING RAILWAY MEMORIES FOR THE FUTURE

In 2025, Railway 200 will celebrate the 200th anniversary of the birth of the modern railway and how it transformed Britain and the world.

To celebrate this milestone and create a better future, Railway 200 is partnering with five charities to raise funds and awareness for their vital work.

These are: Alzheimer's Research UK, Railway Mission, Railway Benefit Fund, Railway Children, and Transport Benevolent Fund CIO.

## HOW TO TAKE PART

Hop onboard and help us steam ahead to our fundraising goal of £200,000! Choose one of our exciting walking challenges to start your journey today.

### 1. Take on a personal challenge

Challenge yourself to walk 26 miles in September, the distance travelled when the Stockton to Darlington Railway opened on 27th September 1825, a journey that changed the world forever. Alternatively, set yourself an epic 200-mile challenge in 2025 to celebrate the 200th anniversary. Head over to our Railway 200 JustGiving hub to set up your fundraising page and share it far and wide with your network - [justgiving.com/campaign/railway200](https://www.justgiving.com/campaign/railway200)

### 2. Create your own walk

This pack has everything you need to plan a great walking event with friends, family, colleagues, or your local rail community group. From planning tips to fundraising ideas, we've got everything to make sure your event stays on track.

No matter which route you take, we'll be with you every step of the way — keeping your journey on the rails and cheering you to the finish line!

## WHY HOST A WALKING EVENT FOR RAILWAY 200?

Walking is a fantastic way to socialise, move your body, and take in the views on your route. It's also a great way to give your heart some love. And we know what's good for your heart is good for your brain. By organising a walking event, you're helping others to look after their brain health.

While you're walking you can share stories about your favourite railway station, an inspiring rail journey, or your experience of working for the railway. It's a great way to keep our memories alive and inspire younger generations to take up a career in the rail industry.

Your event will also raise vital funds for the charities benefiting from the Railway 200 campaign. Find out more about each charity at the end of this pack.



# THINGS TO CONSIDER WHEN PLANNING YOUR WALKING EVENT:

## Choose a distance and route

Consider who is likely to join the event and decide on an appropriate distance. Local councils offer many great routes of varying distances. We recommend choosing a circular route that starts and finishes at the same location and is accessible to all. Remember people walk at different paces, so you'll need to factor this into the location, event timings, and difficulty.



## Permissions

If your route crosses private land, make sure to obtain permission from the landowner. For public spaces, you'll need to contact your local council with details such as the date, route, estimated number of attendees, and safety measures (e.g., route marshals, risk assessments, first aid).



## Facilities on route

Check for toilet facilities at the start, along the route, or at rest stops. Offering refreshments isn't essential, but it can keep participants comfortable.



## Pick a date

Choose a time of year with long days and comfortable temperatures — avoid extreme weather and clashes with major local events. September is ideal as it coincides with the railway's 200th anniversary month.



## Logistics

Plan the timings for the day and ensure smooth delivery. Also, think about transport and parking, and where people will register when they arrive.



## Insurance

You'll need to get public liability insurance for the event in case any medical issues or damage is caused to the land during the walk.



## First aid

A fully stocked first aid box must be available to people taking part. If you know a qualified first aider, you could invite them to the team and ask them to be the designated first aider for the event.



## Water

If possible, provide a water station at the start and finish of the event for walkers to refill their bottles.



## Health and Safety

Walk the route before the event and carry out a risk assessment. We suggest walking the route again on the morning of your event, to see if anything has changed, or if any last-minute diversions are needed.



## Event sign-up

Consider how you will get people to sign up to take part and register on the day. Ask walkers to confirm they are well enough to take part in the walk, and capture any medical conditions and emergency contact details.



## Marshalling

You'll need to have a designated walk leader. And you'll need someone to follow the last participant to ensure all walkers are safe and complete the route, they are called a backmarker. Provide a high-vis vest to make them easily identifiable. If you have any road crossings on your route, consider placing marshals at them.



## Safety vehicles

If you're organising first aid, identify a safe parking place for them along the route and give the location to participants using the app what3words.



## Safety briefing

Give all the walkers a safety briefing before the walk starts. Include medical provisions and the process if someone gets lost.



## Make it fun

Add a rail-themed twist to your event to engage the walkers. Plan your route to pass by rail landmarks or (safe) footpaths near railway lines. Why not consider a mid-walk rest stop with scenic railway views?





# WHAT TO TELL YOUR WALKERS BEFORE THE EVENT

## 1. Event logistics:

**Timings:** Arrival and start time, and expected duration.

**Location:** Meeting point and event day registration requirements.

**Car park details:** Location, opening times, and payment methods (cash, card, or app).

**Health and safety:** Explain what first aid provisions you're making and who people should contact in the case of a medical emergency along the route.

**The route** (see below).

## 2. Sharing the route:

**Digital route:** You could share a GPX file, or route waypoints in what3words.

**Maps:** Provide a printable map and hand out copies on the day.

**On route:** Consider marking the route with arrows (with landowner permission).

**Accessibility:** Share the level of difficulty and accessibility.

## 3. Weather forecast and clothing guidelines

Share the latest weather forecast and advise walkers on suitable clothing for the weather and route conditions. Highlight cold weather protection (jackets, waterproofs, hats, and gloves) and sun protection (sunglasses and SPF).

## 4. Catering

Explain what food and drinks will be available and encourage people to bring their own snacks and reusable water bottles.

## 5. Fundraising

Encourage people to create their fundraising page on the Railway 200 JustGiving hub and start fundraising:

[justgiving.com/campaign/railway200](https://www.justgiving.com/campaign/railway200)

# GET THE WORD OUT

## Promotion and sign up

Start spreading the word about your event at least six weeks beforehand. Use our [poster template](#) to promote your walk. Have a clear and simple way for people to sign up.

## Celebrate your walk

This will be an event to celebrate! Ask local businesses or community groups to sponsor or contribute to the festivities at the start/finish line. You might want to give everyone taking part a medal or certificate too.

## Use social media

Share your event far and wide on social media using hashtags **#Railway200** and **#ProtectingRailMemoriesForTheFuture**. This will help spread the word about your event and inspire others to get involved.

## Engage the local community

Share your story with local press, Facebook groups, and community groups. Our press templates and guide, available on our [website](#), can help with this.

# FUNDRAISING TIPS:

## JustGiving hub

Keep promoting the event JustGiving page with your walkers and encourage them to share it with all their friends, family and colleagues via Facebook, Instagram, WhatsApp and email.

## Fundraising doesn't stop at the finish line

Did you know 20% of donations are received after events? Encourage people to continue sharing their page even after the walk is over.

## Create a community

Set up a private Facebook or WhatsApp group for your walkers to join. Use it to encourage fundraising efforts and celebrate milestones together.

## Check out our website

Visit the Alzheimer's Research UK website for our Top 10 Tips for Fundraising.

[Top 10 tips for fundraising - Alzheimer's Research UK](#)



# CHECKLIST FOR THE WEEK OF YOUR EVENTS:

- ✓ Check the weather forecast a few days before your event and on the day itself.
- ✓ Do a final walk of the route if time allows. This is particularly important if there have been high winds or heavy rains recently that might have created some obstructions along the route.
- ✓ Create a WhatsApp group or private Facebook group to communicate with walkers, share photos and answer last minute questions.
- ✓ Review the number of people attending. Consider if you need to increase the number of marshals or consider setting off in small marshal-led groups if there are road crossings throughout your route.
- ✓ Keep your event safe, fun and legal and utilise the advice from your local council.

## ON THE DAY AND AFTER

### Share photos

Encourage walkers to capture and share their favourite moments from the event and post on socials using **#Railway200** and **#ProtectingRailMemoriesForTheFuture**

### Thanking

Make sure to thank people after the event. This could be through a Facebook group or WhatsApp.

## THANK YOU FOR PROTECTING RAIL MEMORIES FOR THE FUTURE

We wish you the very best for your walking events, and we can't wait to see your pictures.

If you need additional support or would like to let us know about your walking event, contact [fundraising@alzheimersresearchuk.org](mailto:fundraising@alzheimersresearchuk.org)

## FIND OUT MORE ABOUT RAILWAY 200 AND THE CHARITIES



[railway200.co.uk](http://railway200.co.uk)

 @railway200official

 @Railway200

 @railway200

 @Railway200





## Alzheimer's Research UK:

Dementia affects nearly one million people in the UK. And if nothing changes, one in two of us will be directly impacted by it – we will either develop the condition ourselves, care for someone with it, or both. Alzheimer's Research UK exists to change that. As the UK's leading dementia research charity, Alzheimer's Research UK is revolutionising the way dementia is treated, diagnosed and prevented. And then, we will cure it.

[alzheimersresearchuk.org](http://alzheimersresearchuk.org)

Charity numbers: England and Wales: 1077089 and Scotland: SC042474

## Railway Mission:

Railway Mission provides pastoral care and emotional support to railway staff and their families across the UK, helping them through personal, work-related, or crisis situations as well as members of the public affected by railway incidents.

[railwaymission.org](http://railwaymission.org)

Charity numbers: England and Wales: 1128024

## Railway Benefit Fund:

Railway Benefit Fund is a non-membership charity, that provides financial support and advice to current, former and retired railway people and their families facing hardship across the UK.

[railwaybenefitfund.org.uk](http://railwaybenefitfund.org.uk)

Charity numbers: England and Wales: 206312 and Scotland: SC039550

## Railway Children:

Protecting childhoods. Rebuilding young lives. Railway Children support vulnerable children alone and at risk on the streets and at transport hubs. We are leading change and building brighter futures across the world.

[railwaychildren.org.uk](http://railwaychildren.org.uk)

Charity numbers: England and Wales: 1058991

## Transport Benevolent Fund CIO:

In times of need, hardship, and distress, the Transport Benevolent Fund is here to help support public transport employees, both working and retired and offers financial and medical benefits.

[tbf.org.uk](http://tbf.org.uk)

Charity numbers: England and Wales: 1160901 and Scotland: SC047016



Registered with  
**FUNDRAISING  
REGULATOR**

Registered charity numbers  
1077089 & SC042474



**ALZHEIMER'S RESEARCH UK** **FOR A CURE**



**children** RAILWAY  
No child lost to the streets



Railway Mission

