

The Ramblers' Don't Lose Your Way Campaign

Overview

Over 10,000 miles of paths across England and Wales could soon be lost forever, unless we come together to save them. Shaped by our ancestors over centuries, our path network tells the stories of our history and our heritage and connects us to the landscape.



Love it. Save it.

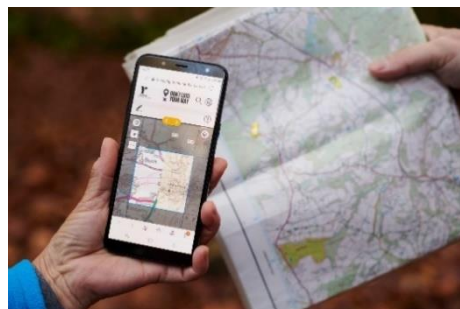
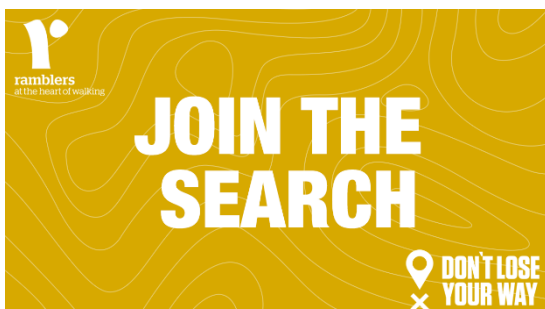
Our paths are one of our most precious assets, hidden in plain sight, and often taken for granted. They allow everyone to enjoy the countryside, both on our doorstep and across Britain's iconic landscapes.

But many paths are not recorded on the definitive map of rights of way, and if they're not found and added by the cut-off date of 2026 when the map must be completed, they could be lost forever. To meet the deadline, this will be a huge undertaking and we need thousands of people to help.

That's why the Ramblers is launching 'Don't Lose Your Way', a campaign to build a growing movement across the country to uncover and save generations of lost paths and hidden ways before it's too late.

Join the search to map all of England and Wales

The Ramblers is launching an exciting new tool. The Don't Lose Your Way online mapping tool splits the country into 150,000 1km squares and makes it easy to compare current and historic maps side by side. Users simply select a square, do a quick 'spot the difference', mark on any missing paths and click submit. It takes just a few minutes to check a square.









We need your help to encourage as many people as possible to get mapping!

Themes for each week

We've got a vibrant array of images, videos and quotes that we'll be sharing throughout the campaign and we'd love for you to contribute to this too with your own stories, photos and quotes.

Each week across all Ramblers social media channels, in the early stages of the campaign, the content will be themed. We hope to keep up momentum as the country is mapped, square by square, and to get as many people as possible excited and engaged.

We welcome your support during any of these weeks and the themes are just a rough guideline so feel free to share posts and content whenever works for you.

	<p>Launch week w/c 10th February</p> <p>The campaign will launch on Tuesday 11th February with an embargoed national press release. We'd love everyone to make as much noise as possible as the race begins to map all lost paths before it's too late.</p>
	<p>Nature week w/c 17th February</p> <p>We'll kick off the themed content by celebrating how our paths are some of our most precious assets. They connect us to nature and wildlife and allow everyone to enjoy the countryside.</p>
	<p>History week w/c 24th February</p> <p>This week we'll be highlighting how paths are shaped by our ancestors and connect us to our heritage. We must save our rights of way for future generations, building on their rich histories.</p>
	<p>Adventure week w/c 2nd March</p> <p>It's time to have some fun this week as we celebrate how paths lead to exciting places and take us on adventures. If we don't act now, we will lose the incredible experiences we could all have.</p>
	<p>Detective week w/c 9th March</p> <p>We're inviting everyone to channel their inner detective this week and unearth lost paths. We hope to reach an array of audiences from families to school children to anyone who is enthusiastic.</p>
	<p>Art & Literature week w/c 16th March</p> <p>This week, it's time to get creative. We'll show how paths are an important part of our cultural heritage and identity by sharing stories from art and literature, inspiring more people to join the campaign.</p>

Four ways you can support the campaign...

1. Show support on social media.

It would be brilliant if you could share a supportive tweet, Facebook post and/or Instagram post to your followers using **#DontLoseYourWay**

You can follow the Ramblers on [Twitter](#), [Facebook](#) and [Instagram](#). Here are draft posts:

Draft tweet 1



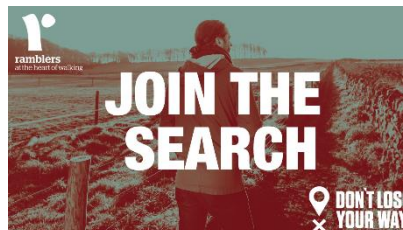
We're joining [@RamblersGB](#) and thousands of people across the country to uncover an estimated 10,000 miles of lost paths and add them to the definitive map. Let's come together and save them before they're lost forever. Join the search: ramblers.org.uk/dontloseyourway [#DontLoseYourWay](#)

Draft tweet 2



Did you know an estimated 10,000 miles of rights of way could be lost forever? We're joining the search to map generations of paths with [@RamblersGB](#). Time is running out to add them to the definitive map. Find, map and save our lost paths: ramblers.org.uk/dontloseyourway [#DontLoseYourWay](#)

Draft Facebook post



An estimated 10,000 miles of paths across England and Wales could soon be lost forever, unless we come together to save them. We're joining the Ramblers' [#DontLoseYourWay](#) campaign to add all lost rights of way to the definitive map by the cut-off date of 2026.

You can join the search now, before it's too late. Join thousands of people across the country and help map all our lost paths: ramblers.org.uk/dontloseyourway [#DontLoseYourWay](#)

Draft Instagram post



Did you know an estimated 10,000 miles of lost rights of way could be lost forever? We could lose some of the amazing places we love to hike and explore. That's why we're joining the search to map generations of paths with [@ramblersgb](#). Help to find, map and save our lost paths: ramblers.org.uk/dontloseyourway [#DontLoseYourWay](#) [#ramblersgb](#) [#hikingadventures](#) [#theoutdoors](#) [#hiking](#) [#walking](#)

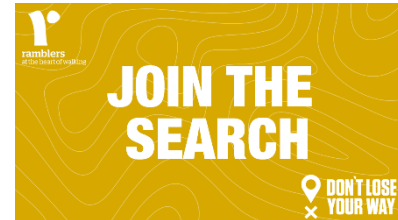
[Download images and graphics you can use for your social media posts](#)

2. Share an update in your newsletter, magazine, intranet and website.

Below is some suggested blurb and we're also happy to write you something bespoke too.

We're joining the search for lost paths

An estimated 10,000 miles of paths across England and Wales could soon be lost forever, unless we come together to save them. We're excited to be supporting the Ramblers' new campaign 'Don't Lose Your Way' to help map them before it's too late.



Our paths are one of our most precious assets and are often taken for granted. They allow everyone to enjoy the countryside, both on our doorstep and across Britain's iconic landscapes. Our path network tells the stories of our history and our heritage and connects us to the landscape.

But many paths are not recorded on the definitive map of rights of way, and if they're not found and added by the cut-off date of 2026 when the final map must be completed, they could be lost forever. To meet the deadline, thousands of people need to help.

That's why we're joining the search for all lost paths across England and Wales. The Ramblers has launched an exciting new tool that splits the country into 150,000 1km squares and makes it easy to compare current and historic maps side by side. You can start using it now.

Join the search: ramblers.org.uk/dontloseyourway

3. Share a photo of your supporters and staff with our poster.



We'd love to show the incredible movement of people who are joining in the search. That's why we're asking all supporters to print a campaign poster and get a photo of them holding it on a path. **Could your staff or supporters do a Don't Lose Your Way snap?**

[Download our poster](#)

Send your photos to us on campaigns@ramblers.org.uk and we'll share them across our channels so keep an eye out!

4. Share your supporters' stories with us and celebrate milestones.

We want to hear about why you love our path network and want to help protect it. Do your supporters have stories about their favourite path? Or have their families walked on the same paths for generations? Please send any stories to us on campaigns@ramblers.org.uk

We'll also be sharing milestones (e.g. half the country mapped) as we go so would really appreciate it if you can share our social media posts across all your channels.

THANK YOU!