



Social **Farms**
& **Gardens**



Stick Man Activity Trails

WHAT IS IT?

Stick Man is a character created by Julia Donaldson and Axel Scheffler. The activity trail has been created by Social Farms & Gardens in association with Magic Light Pictures Ltd.

The trail and associated activities are designed to get youngsters outdoors and exploring the natural world. They are fun but educational activities for 3-7 year olds that encourage them to look at, listen to and explore the garden.

BRING STICK MAN TO YOUR COMMUNITY GARDEN OR FARM

Give the children and families that visit your garden a new way to engage with the space and nature. The Stick Man Activity Trail is a series of seven A2 "Trail Boards" (also available in Welsh) featuring characters from the Stick Man story that SF&G members can install around their site to encourage children to take notice of their surroundings and have a go at a range of simple activities.





WHAT IS THE COST?

Social Farms & Gardens charge an annual fee of £100 for use and licence of the trail, and the host group (you!) are responsible for the printing, installation and maintenance of the trail itself. Prices will vary, but estimates for for this are:

- 7 x A2 Dibond printed panels - around £600
- Timber for framing each panel - £100 - £200
- 750mm x 2000mm vinyl banner (optional) - around £60
- Labour costs - will vary depending on whether or not you build and install yourselves



Vinly banner

WHAT RESOURCES AND SUPPORT ARE AVAILABLE?

We have created a range of printable resources including activity and colouring in sheets and branded certificates that can be used to provide added interest and opportunities for small income generation.

If you have capacity to sell products to your visitors, we have secured a generous wholesale discount on books and Stick Man plush toys.

Social Farms & Gardens also host an online gathering for trail hosts every 6 months in order to share ideas, solve challenges and suggest new resources and events that would make your trail more exciting and attract new visitors.



WHAT ARE THE LICENCE RESTRICTIONS?

There are very strict branding guidelines around the use of Stick Man. Before installing the trail we will ask you to sign an agreement that sets out the requirements of using the Stick Man brand, and you must use the supplied templates and approved text for anything that is going into the public domain.

In the event that the your licence to host the trail is not renewed, the trail and all associated materials must be removed.



HOW TO APPLY

If you would like to host a Stick Man Trail at your community garden or farm, then it's quick and easy to apply:

1. Apply online. A member of our team will then contact you to discuss your application.
2. Sign your licence agreement and pay your annual fee.
3. Use the approved templates to have your trail board printed and installed



Social Farms & Gardens is a UK wide charity supporting communities to farm, garden and grow together.

