

# Restore Nature Now

June 22nd 2024 - London - March for nature involving over 350 different organisations.

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# Messaging and design pack



The design pack is also [available as a pdf](#).

## Nature Needs You!

Rivers choking on pollution, precious woodlands destroyed, seas overfished & peat bogs burned. Nature in the UK is being assaulted.

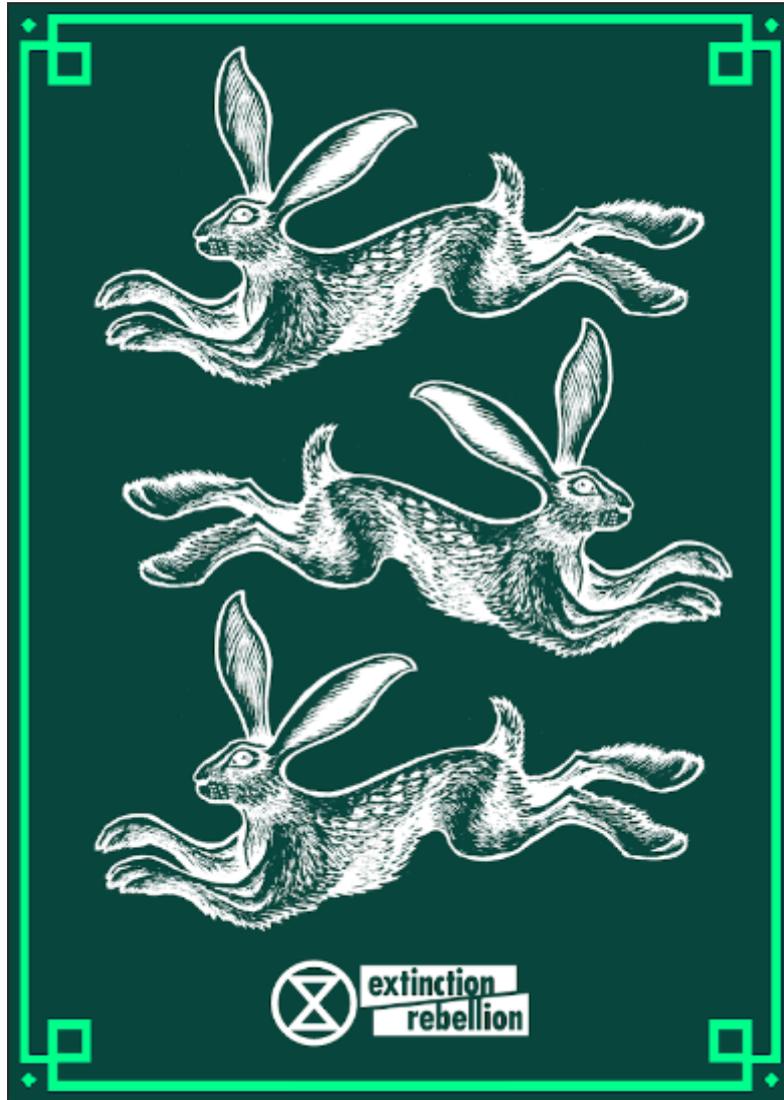
Last year XRUK created The Big One, where we invited other organisations, charities and groups to demand government action on the climate and ecological nature. On **June 22** we return to London, side by side with dozens of organisations and thousands of people from across the country to demand change in a truly co-created action.

The Restore Nature Now demonstration aims to show a unity of voices across the nature and climate sectors.

Join us in at Park Lane, London W1K at 12pm for a legal, safe, family-friendly and inclusive march to Parliament Square.

Take a role in the march in **outreach** or **stewarding**. Find out everything you need to know on the [XRUK website](#).

**SAVE THE DATE** and invite EVERYONE you know. Let's make this the biggest march of all time!



## But marching doesn't work

We hear you. You've marched before, and it didn't change the world. However, our collective power is unleashed when we join forces across divides. By creating a space for mass participation we generate powerful ripples of energy towards further action.

The Big One marked a sea change in the ability of Extinction Rebellion to take action alongside new and unexpected groups and people. We will continue to create connections with love and care. Our demands have not been met yet, so we will do what is necessary to build a movement of movements that cannot be ignored.

**Come as XR.**

# Restore Nature Now's 5 Demands

The supporter organisations are united in demands to:

- Give a pay-rise to nature conservation
- Make polluters pay
- Deliver more space for nature
- A right to a healthy environment
- Ensure fair and effective climate action.

Is it just us, or do these sound like they could all be addressed by a **citizen's assembly on climate and ecological justice?!**



## Dos and Don'ts

Do	Don't
<p><b>Be visibly XR.</b> This is a time to be loud and proud of who we are, what our demands are, and our place in the ecology of movements</p>	<p><b>Think for a moment that XR has gone soft!</b> Providing stewarding, logistics and programming is part of movement building, and protests like this are a vital pathway into NVDA.</p>

Do	Don't
<p><b>Talk about supporter organisations.</b> Remember our position as one of many organisations.</p>	<p><b>Call it a coalition.</b> This is for electoral commission reasons, apparently.</p>
<p><b>Share pathways.</b> How do you plan to take a new rebel on a journey from march to mass action?</p>	<p><b>Underestimate our collective power.</b> This is a strategic moment, where XR will be mobilising toward the next mass action!</p>

## Social Media

### Hashtags

#RestoreNatureNow

#ExtinctionRebellion

### Graphics



You'll find a [selection of graphics to use on Social Media here](#).

Graphics are also [available in Welsh here](#)

## Posters, Flyers & Stickers

In order to get EVERYONE to Restore Nature Now we need to promote the event and raise the energy.

Download and print out [flyers](#), [stickers](#), and [posters](#) today to paint the streets, put up in your windows and local establishments, hand out, engage people and spread the word.

Check out the ['Welsh' folder for posters, flyers. and social media assets in in Welsh.](#)



Speak to your XR Region/Nation to cover the cost of printing the flyer locally if you need support. If you don't know your how to contact your region or nation email [LGsupport@extinctionrebellion.uk](mailto:LGsupport@extinctionrebellion.uk)

## More sticker designs

Set 2



To download these sticker designs, [click here](#)

### Set 3



## Making your own graphics

Use [Aktavid](#) to make your own graphics if the ones XRUK has created don't work for you. But Restore Nature Now graphics are going to look a **little** but different from our usual stuff, so make

sure to follow the guidance below.

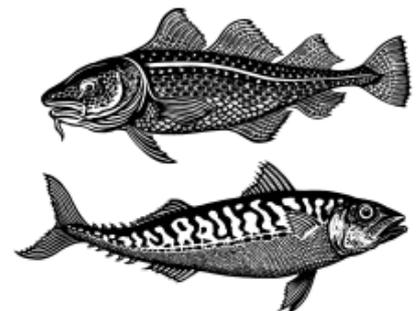
## Colours

As well as XR's usual colour palette, we are using the co-created design for this campaign to ensure consistency and show strength in unity. These colours will be complemented by XR's wood block print designs.



## Nature Images

We are using a selection of XR's iconic Artblocks for the promotional material for Restore Nature Now. [You can find them here](#)



## Fonts

You can find the Fucxed Caps and Karla fonts [here](#).

## Something Missing?

Email [restorenaturenow@extinctionrebellion.uk](mailto:restorenaturenow@extinctionrebellion.uk)

# Five Chat Challenge



The challenge is to have a conversation with five people who are not in XR.

We have the opportunity at Restore Nature Now (RNN) to change perceptions of XR and help move a new wave of people onto the nonviolent direct action journey.

You need no special training to take part in this. You can shape how this looks for you, you can approach the conversations however you like, but keep the follow aims in mind.

- this is about connection, empathy, listening as well as coneracting media perceptions of 'members of XR'.
- gently inviting and encouraging someone to take their next step after RNN and come to Upgrade Democracy.

Leaflets will be available with information about XR and our next major event, 'Upgrade Democracy,' which will take place from 30 August to 1 September. You can also direct anyone keen to sign up via the leaflets, or you can direct them to our dedicated Outreach volunteers (purple vests) to find out more or sign up on paper forms.

You can collect leaflets from the F17 lampost on Park Lane, between Mount Streat and South Street. [Click here for the RNN map](#) for more information.

There will also be outreach tables throughout Park Lane, which will also have leafelts and shopping trollies with leaflets throughout the march.

The following list is just a list of ideas of ways to start or continue a conversation:

- to open, you could ask, 'What brought you here?' or ask questions about their concerns for nature, etc.
- Is the government doing anywhere near enough to restore nature?

- share your experience of being a rebel and why you joined.
- share success stories of NVDA campaigns and actions, like the Insure our Future and the response from insurance companies announcing their refusal to fossil fuel projects.

Remember, people attending RNN are already worried about nature and will be more interested in our events compared to the general public. Be yourself, it is up to you how you do this.

This is something you can practice on the journey down with other rebels.

You can find out more about Upgrade Democracy here: [Upgrade Democracy](#)

# Coaches & other Transport

## Note

**This guidance was written for Restore Nature Now. To view current general guidance see [this page on the Actions shelf](#).**

## Introduction

The Restore Nature Now demonstration, on 22 June 2024, aims to be the largest ever gathering of nature and climate supporters in the UK bringing together dozens of organisations and thousands of people from across the country. Extinction Rebellion is leading on stewarding and logistics, sound and power and supporting with experience and creativity from our history of demonstrations, like The Big One.

Once you have made your arrangements don't forget to tell us about your booking by filling in [this form](#).

Group transport options have many advantages. Much of the work and stress involved in travelling long distances can be eased for activists heading to Restore Nature Now if they can just turn up to a coach pick up point. The feedback received from Local Groups shows that there is appreciation for building up the sense of shared purpose ahead of an action. Finally, where affordable, subsidising costs for people seeking to take part will make it even easier for commitments to be made.

For Restore Nature Now, XRUK is advising that Local Groups arrange the transport themselves. This has many benefits:

- Local Groups know their rebels and the community groups they are speaking to and can book transport specific to their needs.
- Local Groups can get started right now, making calls to transport providers.
- Local Groups can collaborate with other supporter organisations to travel together as part of alliance building.
- Distribution of tasks to the decentralised network limits the amount of work any one person bears. Thanks for helping out!

To make arranging transport as easy as possible, XR UK has written this guide that will help Local Groups decide whether to book transport, how to do so, ticketing, best practice on the day, and what support is available from XR UK teams.

Once you have made your arrangements don't forget to tell us about your booking by filling in [this form](#).

# The Basics

**The date for Restore Nature Now is 22 June 2024.**

Before starting to book transport, you will need to build an accurate picture of the needs of your local group and the wider community interested in attending Restore Nature Now. Start having conversations in your spaces and record those that would like to travel as a group, moving people towards firm commitments where possible: Drop a message in your Signal and Telegram channels, and send out an email on your mailing list. We'll talk more about vehicle sizes later but once you have commitments from about 20 people, you're tending towards looking at organising transport as a group. Once you have determined the interest in your group and wider community connections, it's time to look into the practicalities of financing transport.

Renting group transport can be quite an expensive cost to bear as a Local Group and, for all of the advantages listed in providing this service for the community and removing barriers to protest, it sometimes isn't possible to do. Nor does XR UK have the funds to support coaches coming from across the nations and regions to Westminster. This guide includes how to set up ticket sales to help you recoup costs but the priority for local groups is to plan within budget and this may sometimes mean grabbing a cheap ticket on a bus rather than travelling down as a group. Further into this guide is a section on how XR UK and the Nations & Regions can offer financial support.

# Booking Transport

## Shopping around

It is best to book transport well in advance to ensure availability so let's get started. The first thing you'll need to do is find transport providers. There are a number of options available to you:

- Local providers
- National providers such as National Express
- Comparison websites such as <https://www.coachhirecomparison.co.uk/>
- Booking tickets in coaches running regular trips to London

A quick search on Google Maps for 'coach companies near me' will show just that. Click on a pin to see more including website information and contact details. Local companies may offer cheaper options than national companies, however some may not service long journey trips and are often slow to reply to inquiries. If local companies do offer long distance journeys they should only be used if you are returning on the same day otherwise you'll be paying for deadhead costs of the vehicle returning to the area they're based.

National companies will accept long distance journeys, deadhead costs will be less, and it is likely that Low Emission Zone and Ultra Low Emission Zone costs will already be covered (but always double-check).

Comparison websites can generate a number of quotes quickly, saving you time. They will take commission, possibly increasing costs. Regardless of how you found a company, you will need to do due diligence and check their reputation: We want you to have a safe and comfortable journey! Look for reviews and comments online, for example on Google Reviews. If a company doesn't have an online presence, steer clear.

Another possibility, should your group feel too unsure about numbers or raising the deposit to book a whole coach, would be to block book onto buses that run regular trips to London. Companies that provide this service include:

- [Flixbus](#)
- [Megabus](#)
- [National Express](#)

You can check first that they do run a service at the right time and from near you. Also they have various cancellation policies and differ over whether you need the names of all passengers when booking - so it's good to check.

The best way to do this block booking would be to choose the bus that suits you, survey your Local Group and when you have gathered a block of people, 10, 20, 30, whatever size you decide, and then book the seats. Going down this route allows your group to repeat this as long as seats are available. Obviously, it's a good idea to encourage people to book as far in advance as possible.

Doing this kind of block booking can provide a little more flexibility, and less financial risk, though it reduces some of the benefits of having a whole vehicle to yourselves - i.e. sense of solidarity, the chance to create links between people, teach songs, share info etc.

## Booking

Once you've found prospective companies or got some basic quotes from a comparison site, it's time to contact the companies. Share the key details of the journey but remember this is also your opportunity to ask lots of questions!

### **The details you should provide:**

1. The name under which the booking will be made
2. The purpose of the journey.

Extinction Rebellion's name may make companies reluctant to offer their business so where possible it is best to offer an additional individual's name too and explain that this

will be a well-organised, safe, facilitated demonstration.

3. Whether the booking is for a one way journey or return.  
Returns increase the cost, but are practical for Local Groups to consider.
4. The number of seats needed, which will determine the type of vehicle, coach or minibus, needed
5. The date and time of the journey(s)
6. Pick up address(es)  
Rely on local knowledge from coach companies for the best . Bear in mind the various locations your passengers will be coming from. Try to choose a central pick up location and be aware of the additional costs people will incur in travelling to the pick up location.
7. Addresses of any intermediate stops
8. How many extra passengers that will be picked up at intermediate stops
9. Drop off address(es)  
Originally the plan was for coach organisers to arrange for parking at Wembley, Excel and the O2 and people travel onwards on public transport (with that info provided). However, Excel don't offer coach parking anymore and Taylor Swift is playing Wembley that day, so no additional coach parking is available.  
There is [info on TFL website](#).
- Stewards will be in place from X am to Xam on the 22nd, so look out for the pink high viz.
10. The potential additional needs of passengers
11. Luggage space required

**You should inquire about:**

1. Whether you can upgrade the booking to a larger vehicle and what extra costs are involved
2. Whether a deposit is required and their cancellation policy  
Typically, a coach / minibus hire company will ask for a 20% deposit and cancellation policies differ greatly. Funding will be covered in another section of this guide.
3. Their breakdown policy

4. How additional costs such as tolls and Emission Zone charges will be covered

5. Whether you are able to eat and drink on the coach

## Ticketing

**Eventbrite** : Tracking bookings and attendance is crucial to transport plans and for this, so we recommend using the website Eventbrite. Eventbrite offers simple management of payments and refunds of tickets. [Find details on setting up events and selling tickets on Eventbrite here.](#)

**TicketTailor** : If you are a group with a bank account and payment processor set up (e.g. Stripe or Paypal) you can use the cheaper services of [Ticket Tailor](#)

## Communicating that You're Organising Transport

It's time to spread the word that you've booked travel arrangements. Each Local Group is different in which communication platforms they prefer: Signal, Telegram, Mattermost and emails are all valuable tools.

[Tell XRUK about your transport](#)

## How to advertise your LG Transport

Once you have your coach booked you are going to want to advertise the coach! This guide has some handy information on how to get people to book onto your coach!

You can find guidance on [advertising your transport here.](#)

XR UK would like to build a picture of how many Local Groups are organising transport and where from. Filling out [this form](#) to tell us your Local Group has booked transportation and XR can promote that you're on your way to Restore Nature Now.

XR UK may be able to help you advertise your transportation through Rebel Ringing. You can [get involved with the Rebel Ringing team here.](#)

## Drop off and pick-up locations in London

With a large number of inbound coaches for many large events, a small amount of parking space, and a limited time window to arrive, it's especially important for Restore Nature Now to reduce the impact of increased traffic and congestion in central London, and specifically at Park Lane (march start point) and Westminster (march end point).

## Outer London drop-off locations for Restore Nature Now

To reduce traffic congestion - it is advised that coach organisers please arrange passenger drop-off and collection in outer London locations wherever possible. Drop offs in central London should only be organised by groups with passengers with access needs. This should be discussed with the XR Coach Coordinator Sarah Smithies by emailing [restorenaturenow@extinctionrebellion.uk](mailto:restorenaturenow@extinctionrebellion.uk). Groups are advised to use public transport to reach Park Lane.

## If you need to drop off in Central London

<https://tfl.gov.uk/info-for/coach-drivers/>

The southbound carriageway of Park Lane will be shut for the duration of the march, the northbound carriageway will remain open.

There are approximately 15 designated coach spaces along the northbound carriageway of Park Lane, suitable for coaches dropping off people for RNN. There are also a number of designated coach bays stop off spaces very close to Marble Arch itself.

The traffic will be heavy around the march assembly area, both before and after the demonstration.

It is expected that some coaches will have passengers with accessibility needs. There will also be coaches arriving from far afield, having travelled long distances. Drop off for Park Lane bays and Marble Arch are prioritised for these coaches.

Coaches dropping off passengers in Park Lane or Marble Arch are being asked to drop off and move off as quickly as possible, to allow additional coaches to use the designated drop-off spaces. Each coach is estimated to take 20 minutes to drop off all passengers and move off.

Lead passengers are asked to remind all passengers to alight quickly and use only the designated crossings to reach the assembly area.

There will be marshals in place to assist demonstrators to find the designated crossings.

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## Arrival & crossing Park Lane for Restore Nature Now

It may be very tempting to attempt crossing the road overground from the West to East side of Park Lane - but we strongly recommend attendees use the subways. Using these subways ensures a safe and convenient way to cross from the west side to the east side of Park Lane without having to navigate the heavy traffic on the surface.

### **SUBWAY 1 - Hyde Park Corner Subway Entrance**

This subway allows you to cross safely under the busy road at Hyde Park Corner. It connects various points around the Hyde Park Corner roundabout, providing access to the eastern side of Park Lane.

### **SUBWAY 2 - Marble Arch Subway Entrance**

Located at the Marble Arch junction, this subway offers a safe passage under the road, connecting you to the eastern side of Park Lane near the Marble Arch and Oxford Street area.

## Collection Points in Central London

Coaches with passengers with accessibility needs and those travelling the furthest distance should arrange to be collected on Albert Embankment, and anyone who can easily travel back to Park Lane should use the same location that they were dropped off at. Anyone who has used the outer London drop off points should use these for collection if possible. We ask everyone to take into consideration timings and accessibility needs, distance the coach is travelling to the original destination.

# On the Day of Travel

Smooth running of the travel operation requires lots of systems in place that should be arranged in advance of the day itself but, most of all, make sure to arrive at the pick up point to meet your transport!

The person who has access to the attendees list from the Eventbrite platform should print off the attendees list and bring it to the coach to tick people off as they arrive. Leave no rebel behind! Remember, share this data with as few other people as possible, and those you do share it with must have [signed the Volunteer Agreement](#). This print-off should then be shredded and disposed of. If you have arranged with the transport provider any accommodations for additional needs, then this is the time to reiterate these needs.

A comms point person should be nominated to be the point person and communicate between your group and the transport company. This will ensure that any changes to the schedule can be relayed to the group efficiently. The point person will also need to communicate with members of their group who will be at Restore Nature Now but not travelling with them to let them know whether the plan is on schedule or if plans have changed.

Plan to keep the coach tidy. Bring bin bags, cloths, and other materials necessary to maintain the vehicle in the same state as when it arrived. You may have to pay cleaning bills otherwise. Consider bringing a mask with you if you are going to be in a confined space with poor ventilation

for a few hours.

Depending on the arrival destination, you may have to pay a fee. After the coach has departed you will need to telephone the number for your stop, available here: [Coach drivers - Transport for London](#). Make sure you have payment options available.

## Lead passengers and coach coordinator for Restore Nature Now

XR has appointed a Coach Coordinator - Sarah Smithies - contact on [restorenaturenow@extinctionrebellion.uk](mailto:restorenaturenow@extinctionrebellion.uk) or **in case of emergency on 07715 117536**.

It is recommended for there to be a named lead passenger on each coach, and for each lead passenger to be in touch with Sarah to ensure a communication connection is made, contact details shared etc.

Lead passengers and coach coord can discuss the advice in more detail, and answer questions as plan/information is being finalised. Critical information will then be sent directly to each lead passenger as and when needed.

## Train Travel to Restore Nature Now

Advice for attendees arriving into London by the rail network (which tube journeys will get them to Park Lane / Hyde Park Corner from railway stations)

Please be aware that this information may change and is subject to rail conditions on the day.

Please check before travelling: <https://tfl.gov.uk/tube-dlr-overground/status/>

The march assembly is expected to take up the whole length of Park Lane from Hyde Park Corner to Marble Arch. Therefore anyone joining the **front 2 blocks (Woods and Water) should go to Hyde Park Corner**, and anyone joining the **rear 2 blocks (Air and Land) should go to Marble Arch**.

### Arriving into Clapham Junction

- To Marble Arch - 31 mins: Northbound London Overground, at Shepherd's Bush change to the eastbound Central Line and alight at Marble Arch.
- To Hyde Park Corner - 36 mins: Northbound London Overground, at West Brompton change to the northbound District Line (terminating at Edgware Rd). Stay on for one stop and change at Earls Court to the eastbound Piccadilly Line and alight at Hyde Park Corner.

### Arriving into Euston

- To Marble Arch - 17mins: Southbound Victoria Line, at Oxford Circus change to the westbound Central Line and alight at Marble Arch.
- To Hyde Park Corner - 20 mins: Southbound Victoria Line, at Green Park change to the westbound Piccadilly Line and alight at Hyde Park

### **Arriving into Farringdon**

- To Marble Arch - 13 mins: Westbound Elizabeth Line, at Tottenham Court Rd, change to the westbound central line and alight at Marble Arch.
- To Hyde Park Corner - 15 mins: Westbound Elizabeth Line, at Tottenham Court Rd, change to the southbound Northern Line. At the next stop, Leicester Square, change to the westbound Piccadilly Line and alight at Hyde Park Corner.

### **Arriving into Highbury & Islington**

- To Marble Arch - 21 mins: Southbound Victoria Line, at Oxford Circus change to the Central line and alight at Marble Arch.
- To Hyde Park Corner - 24 mins: Southbound Victoria Line, at Green Park change to the westbound Piccadilly Line and alight at Hyde Park Corner.

### **Arriving into King's Cross St Pancras**

- To Marble Arch - 20 mins: Southbound Piccadilly Line, at Holborn change to the westbound Central and alight at Marble Arch.
- To Hyde Park Corner - 15 mins: Southbound Piccadilly Line straight to Hyde Park.

### **Arriving into Liverpool St**

- To Marble Arch - 16 mins: Westbound Central Line straight to Marble Arch.
- To Hyde Park Corner - 24 mins: Westbound Central Line, change at Holborn to the westbound Piccadilly Line, alight at Hyde Park Corner.

### **Arriving into London Bridge**

- To Marble Arch - 20 mins: Northbound Northern Line for one stop, at Bank, change to the westbound Central Line and alight at Marble Arch.
- To Hyde Park Corner - 20 mins: Northbound Jubilee, change at Green Park to the Piccadilly Line, and alight at the next station which is Hyde Park Corner.

### **Arriving into Paddington**

- To Marble Arch - 18 mins: Eastbound Elizabeth Line, change at Bond St, the next station, to the westbound Central Line for one stop before alighting at Marble Arch.
- To Hyde Park Corner - 20 mins: Eastbound Elizabeth Line, change at Bond St, the next station, to the southbound Jubilee Line, also for one station. At Green Park change to the eastbound Piccadilly Line and alight at Hyde Park Corner.

## Arriving into Victoria

- To Marble Arch - 16 mins: Northbound Victoria Line, change to the westbound Central Line at Oxford Circus, alight at Marble Arch.
- To Hyde Park Corner - 14 mins: Northbound Victoria Line, change to the westbound Piccadilly Line at Green Park, alight at Hyde Park Corner.

## Arriving into Waterloo

- To Marble Arch - 15 mins: Northbound Jubilee Line, change at Bond St to the westbound Central Line and alight at the next station which is Marble Arch.
- To Hyde Park Corner - 17 mins: Northbound Jubilee Line, change at Green Park to the westbound Piccadilly Line, and alight at the next station which is Hyde Park Corner.

# Transport Bursary Scheme

XRUK wants you to attend our upcoming events!

To be as inclusive as possible, a subsidy is available to Rebels who may find it difficult to meet the costs of travel, such as those with accessibility needs or who are on a low income.

[Claim back the cost of your public transport tickets](#)

[Claim back the cost of your mileage](#)

## Are you a local group looking for support in paying for a coach?

We may be able to offer your local group a loan to support the cost of hiring a coach. Please email [transport@extinctionrebellion.uk](mailto:transport@extinctionrebellion.uk) for a chat!

## Help us boost our funds!

If you are passionate about supporting people to be there for Restore Nature Now, please consider donating to our [crowdfunder](#). Your donation will help fund the work of XRUK including funding the transport costs of activists.