

Guide for event organisers



Before you complete the online event submission form please take a few minutes to read the following guidance.

Type of events

- Events can be walks, tours, workshops, talks, family events, taster sessions or just about anything else featuring walking in some form. They can be around the themes of arts, education, food, sport, history, architecture, wildlife and nature, or anything else a walk could cover.
- Walks can be completely new and original, or you might use existing routes or walks that you planned to deliver anyway.
- Chances are you've already got an idea, but if you're stuck for ideas there are over 100 Bristol pre-mapped walk routes on the Ramblers website: www.ramblers.org.uk (use the 'walk finder').

Plan your walk

- Consider the shape of the walk. Although most walks are circular, linear and figure-of-eight walks are good if people are moving at different paces.
- The start and finish point of walks should be easy to find, preferably with facilities nearby, easily reached on foot, or be near a bus stop or railway station. Be as inclusive as possible.
- If the postcode is unknown please use Google Maps Help to find the latitude and longitude coordinates for a specific location, so we can plot the exact location on Google Maps: https://support.google.com/maps/answer/18539?hl=en&ref_topic=3092444 - this is very important to ensure that members of the public can find the exact start location.

Walk details

- Decide on the time and day you would like to offer your walk, this should reflect your audience and if possible offer the walk on more than one occasion on different days and times to broaden your reach.
- If you would like to offer a different walk you will need to complete a separate form.
- Make sure participants have a good idea of what to expect. You don't have to give out the whole route, but information such as duration and distance is very useful.

Insurances, licences and health and safety

- All organisers must have public liability insurance for a minimum of £5 million.
- All walks must be risk assessed. Once in the planning stage and once a few days before the actual walk. A template is available from www.bristolwalkfest.com
- All walk leaders must have personal insurance or be insured by their employer or organisation to lead a walk.
- If your event is a walk, all participants should be expected to follow traffic regulations and the Highway Code.
- There is further information on the legal aspects of leading walks here: <http://www.ramblers.org.uk/volunteer-zone/support-and-development/volunteer-toolkits-alphabetically-sorted/walk-leader-toolkit.aspx>



Mapping the walk

- Draft your route-using a map before you set out and amend as you go around.
- Take a copy of the risk assessment. Note the start and, if different, finish postcode. Include key features such as landmarks, disabled toilets, cafes, places of shelter, bus stops, stiles, slopes, inclines and uneven ground.
- Estimate how long it would take your participants to complete and the distance in miles.
- Consider difficulties for people in wheelchairs or with buggies and potential dangers.
- What happens if people struggle or in case of emergency – is there a quick way back to the start?

Walk grade

- Please choose from one of the available options and use your best judgement when deciding which grade best describes your walk. Although not perfect, this does offer a helpful guide to potential walkers.

Leading the walk

- You will need to identify walk leaders for each walk you offer. At least 2 are advised, front and back; a ratio of no less than 1 to 20 walkers.

Personal health and safety

- Dress appropriately for the weather, wear suitable supportive footwear and don't walk if you feel unwell.
- Take a mobile phone, water, personal medication and always walk with someone. If at any time you feel in danger or unsafe, stop what you are doing and return to where you feel safe.

Cost

- Any financial transactions e.g. charges/donations for walks or events are the responsibility of the organiser.
- Our aim is to offer most walks or events for FREE, but we understand some may require a fee or donation to cover costs. If you are proposing a walk or event which has a cost, please consider offering concessions or a Bristol Walk Fest 2018 discount.

Bookings and enquiries

- Will you require people to book in advance and do you have a maximum number?
- Organisers are responsible for managing enquiries and for taking their own bookings and/or payment if required.
- We recommend using an event booking system such as Eventbrite. It's free for organisers to use as long as you're not charging for tickets. This site also allows you to track how many participants you have, print attendance sheets and email reminders.
- Make sure your contact details are available so that interested members of the public can easily get in touch.



Marketing and promotion

- By taking part in the festival, you will benefit from inclusion in the Bristol Walk Fest programme and all the promotion that goes alongside it.
- Your event will be added to our online interactive events calendar on the Bristol Walk Fest website.
- We can also promote your event through social media (e.g. consider creating a Facebook event and don't forget to tag us and use the festival hashtag #bristolwalkfest).
- In our print programme we have space for approximately 50 walks or events. If we have more entries than this, we will choose as diverse a selection as possible to be included in the print version.
- You have the option to provide us with an image that best represents your walk or event. We will use your image on our online interactive events calendar, so please aim to send us a good quality image, preferably landscape and please ensure you have permission to share this image with us. We accept jpg files and please ensure that your file is less than 10 MB in size. Things to avoid: Images with text - your image should only contain text if it's part of a logo (and it should take up less than 20% of the image), images with text which is cut-off or unreadable low-resolution images of flyers or posters.
- We can't stress enough the importance of also publicising your event through your own local networks. Whilst we will do our best to give coverage to all events in the programme, nothing beats reaching your existing communities or customers through your website, mailing lists, social media accounts or press contacts. Nearer the time we will provide organisers with a marketing toolkit.

Deadline

- The deadline for events to be included in this year's programme is **Monday, 26 February 2018, 5pm.**
- We will not be able to include events in the programme after this date, so please make sure they get to us on time.

After your event

- Let us know how it went! Any write-ups, photos or feedback will be gratefully received.

Other useful information

- Pre-plan your walk using 'Walk it' the urban walking route planner: www.walkit.com
- Use existing measured routes: www.bristol.gov.uk/measuredroutes

