

Bristol Walk Fest

Bristol Walk Fest 2019 Guidance note for walk/event organisers

This guidance note has been produced to provide additional information about submitting walk(s)/event(s) for Bristol Walk Fest 2019. It covers key things to consider when planning and submitting your walk(s)/event(s).

If you have any further questions, please contact the Bristol Walk Fest Team via email: info@bristolwalkfest.co.uk

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 (i.e. toilets), easily reached on foot, or be near a bus stop or railway station. Be as inclusive as possible.
- There's a new Community Toilet Scheme in Bristol. To find a list of public toilets and Community Toilet Scheme ones please visit the council's website at www.bristol.gov.uk/toilets
- 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.
- Feedback from last year's festival revealed that even greater accessibility would be appreciated e.g. more variety in start times and walk pace, more children's walks, and better timing of walk starts to coincide with older walkers' free bus pass usage.
- The title and short description of your walk is key in generating interest - please try and be specific e.g. 'Short Walk Around M Shed', rather than 'Health Walk' and try and give a flavour of what the walk entails in your description.
- You can offer the **same** walk/event on different days and times by filling out the relevant section on the form.
- If you would like to offer a **different** walk/event 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. If you're a new group or individual and don't have public liability insurance, we can signpost you to a list of organisations who may be able to offer support. Please email info@bristolwalkfest.co.uk for details.
- All walks must be risk assessed. A template is available from www.bristolwalkfest.com. Age UK Bristol is not responsible for the walks/events or for any accidents or injuries that might occur.
- 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 and theme

- Please choose from one of the available options (Art and creativity i.e. early years story and photography walks, Green and clean i.e. litter pick and clean air walks, Health and wellbeing i.e. Led health walk, History and architecture, Nature and wildlife and Walking

sport) and use your judgement when deciding which grade and theme best describes your walk/event. This offers a helpful guide to potential participants.

Leading the walk

- You will need to identify walk leaders for each walk you offer. At least two are advised, front and back.

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 2019 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 strongly recommend that you ask people to book for each walk/event via either an email address or via the free event management website Eventbrite - www.eventbrite.co.uk/how-it-works. This will enable you to keep track of interest and also helps with measuring participation. Top tip: Don't forget to collect emergency contact details as part of the sign-up process, as this will help to save time collecting this information on the day of the walk/event.
- If collecting and storing personal data, please be aware that you must be GDPR compliant.
- 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 2019 programme and all the promotion that goes alongside it.
- We will advertise and promote your walk(s)/event(s) in our brochure, so any contact information you provide will be made public.
- Your event will be added to our online events calendar on the Bristol Walk Fest website.
- We can also promote your walk or event on our Facebook page (e.g. consider creating your event on Facebook and tag @bristolwalkfest as a co-host). You can also use the festival hashtag #BristolWalkFest on Facebook and Twitter.
- 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 check 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 walks/events to be included in this year's programme is **Wednesday, 6 March 2019, 5pm**. The earlier you can submit, the better.
- Due to print deadlines no further walks/events can be added after this date to either the printed programme or the online calendar.
- You can submit as many walks/events as you like and we will do our best to include them all. We can't however guarantee their inclusion until we know the total number of submissions. We're also particularly keen to offer 'accessible' walks for people with mobility issues, impaired vision etc.

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