



## Bristol Walk Fest 2023 Evaluation

This report has been created to give a summary of Bristol Walk Fest 2023 including its background and delivery, findings from participant and provider feedback surveys as well as information relating to marketing and promotional activity. It goes on to make a variety of recommendations to inform future festivals.

The purpose of the evaluation is to:

- Collect basic monitoring data.
- Ascertain participant demographics.
- Understand the festival experience of both participants and providers.
- Provide accountability and transparency to funders and stakeholders.

## Summary

- 86 providers led walks or hosted events.
- 156 unique walks and events took place.
- 612 walks and events in total (including repeated events and those occurring daily (x 11)).
- 90% of walks were free or asked for an optional donation.
- Approximately 3,000 participants took part.
- 8,000 programmes were distributed to approximately 100 locations in and around Bristol.
- 464 people responded to the participants' feedback survey.
  - 385 responses were through the printed surveys (this accounts for 83% of surveys).
  - 79 responses were through the online survey (17% of surveys).
- 29 providers responded to the providers' feedback survey (34% of providers).
- 35,337 website views during the period from 1<sup>st</sup> April – 31<sup>st</sup> May.
- Average provider satisfaction rate was 81%.
- 90% of participant comments in response to the survey were positive.

## Bristol Walk Fest Overview

Bristol Walk Fest is the city's popular annual walking festival, celebrating 'all things walking'. Typically, it has thousands of attendees from across the city and beyond. Once again, it took place from 1-31 May 2023 to coincide with Living Streets' national walking month.

Bristol Walk Fest 2023 was in its tenth year and showcased a programme of walks, walking activities, and personal challenges. The mostly-free walks and activities were for all ages, backgrounds and levels of ability, with the aim of getting together to be physically active and enjoy the fresh air. Festival marketing encouraged people to explore the city and enjoy the social and health-related benefits of walking. The full Bristol Walk Fest 2023 aims and objectives are listed in [Appendix 1](#).

## Festival Governance and Support

Bristol Walk Fest 2023 was coordinated by Active Ageing Bristol and hosted by Age UK Bristol, the lead partner. The principal funder was Bristol City Council with further sponsorship, either in cash or in kind, provided by Bristol Ramblers, Cotswold Outdoor, Doveton Press, Go Jauntly and Visit Bristol.

Karen Lloyd, Active Ageing Bristol Manager, had overall strategic and operational responsibility for the event. The work was further guided by a steering group made up of representatives from [Bristol Ramblers](#), [Bristol Walking Alliance](#), [Go Jauntly](#), [Travelwest](#), [Visit Bristol](#) and [Your Park Bristol and Bath](#), along with Jennifer Graham (freelancer) leading on the website and event management and Vibeke Kristensen-White from Age UK Bristol leading on marketing and social media.



The festival had a total budget of £24,547. The actual cost of delivery was £22,646. The £1,901 underspend will be carried forward to next year's event.

## Walks

All 156 walks/events featured on the event [website](#) and those that were submitted before 27th February were included in the printed programme (152 of the 156).

Walks/events were listed under five themes (see breakdown below) and were flagged with a key of information such as 'buggy-friendly', 'dogs on leads welcome', 'frequent rest stops', 'wheelchair-friendly', 'booking essential'.

- Nature and Wildlife: 34%
- Health and Wellbeing: 25%
- History and Architecture: 17%
- Arts and Culture: 15%
- Walking Sports: 9%

## Marketing and Publicity

- 8,000 A5 programmes and 2,000 A5 flyers were printed.
- The top three most popular ways of finding out about the festival were word of mouth (29%), walking and community groups (27%) and promotional materials (23%).
- Website views were up 11% from 2022: there were 35,337 page views (1 April – 31 May 2022) with approximately 70% of these visitors being new (versus returning).
- Most referrals to the website came from Facebook (2,131), followed by referrals from Visit Bristol (1,241).
- Go Jauntly app sessions in Bristol were 101% higher from April to June than in the January to March period.
- Social media was used more heavily this year than in 2022, with the following impressions occurring between April and June:
  - 80 stories published.
  - 50 posts on [Facebook](#).
  - 120 posts and retweets to [Twitter](#).
    - The best reach on Twitter was through Martin Booth: 340 likes and 106 retweets.
  - 40 story mentions on [Instagram](#).
  - The Walk Fest Instagram following increased by 198.
  - Twitter saw 74 new followers.
  - Facebook followers increased by 87.
  - 14 [case studies](#) published on the [Bristol Walk Fest website](#).
- Some local press support was given from South Bristol Voice and Bishopston Matters. Local organisations were also helpful, e.g., Bristol Museums newsletter, locality newsletters, Lockleaze Community Newsletter etc.
- Some publicity was paid for, with an ad in the [Bristol 24/7 festival guide](#)
- In May 2023 Bristol Walk Fest had a presence at the launch of [Sparks Bristol](#) with a led walk also taking place, beginning from Sparks.



## Printed Materials

8,000 copies of the printed programme were distributed by the Bristol Walk Fest team and Bristol City Council's Roadshow team to 92 locations in and around Bristol. The primary locations were all 28 Bristol libraries, as well as leisure centres and community centres. Further copies were dropped at cafes, local attractions and the University of Bristol. 2,000 A5 flyers were also distributed to the same locations.

## Other

This year Bristol Walk Fest engaged with the University of Bristol's Careers Service to take part in their [City Challenges](#) programme. Based on previous year's feedback and research, we know that Bristol Walk Fest attracts an older audience. This was an opportunity to get a different perspective by putting some questions to the students to discuss. As well as finding out how we could attract a younger audience, we wanted to get the students' thoughts on how best to promote the event, and how to bring in funding and increase brand awareness. The outcome was very positive and has generated ideas for the 2024 event, such as:

- Set up a TikTok account.
- Engage more with the university and complimentary societies and groups.
- Add a QR code to all printed materials, linking to the programme/website.
- Utilise the university's intern service to employ a social media intern for 2024.

A write up on the event can be found [here](#).

This year a new section was added to the website, collating [provider resources](#) to assist with promotion of Bristol Walk Fest and the organisation of their events. This information was available last year but was sent via email. Having the information online all in one place means it is constantly accessible and cannot be lost/not received.

## 2.4 The Go Jauntly App Walks

[Go Jauntly](#) is a health and wellness company working to increase walking, mobility and outdoor adventures. They provide a community-based platform to promote walking for leisure, active travel, and nature connection. Users can find walks based on location, with simple photo guides to help them navigate and tips pointing out things of interest.

Although Go Jauntly's offer is continually increasing and evolving, in May 2023 there were 59 Travelwest walks in the app. Travelwest aims to improve transport across the west of England: to provide sustainable, long-term solutions to help people move around the region more easily and reduce congestion, and to improve the environment. Bristol Walk Fest and Go Jauntly both partner with Travelwest, meaning that their walks are subsumed under one and the same offer.

The reach of Travelwest walks in May 2023 was over double that of March and April at 65k. This figures includes reach from within the app, and on social media, their website and newsletter.

The most popular walks by in-app reach were:

- Bristol Wanderlust Walk: 245
- Barton Hill to Temple Meads: 202
- Hidden Green Spaces & Mosaics: 200

App sessions in Bristol were 101% higher from April to June than in January to March, with **1,137 active users** in Bristol who used the app for **9,964 sessions**. App sessions can also include other



features of the app, such as the walking map, walking challenges, nature notes. 161 users completed a Travelwest walk across this same period.

## Evaluation

The number of Bristol Walk Fest participants was approximated from several sources. Providers were given a register to fill in prior to the walk and asked to confirm the number of walkers to the Walk Fest team. **1,974 participants** were recorded as having taken part via these registers. Despite several chases, data is missing from 20 walks/events (accounting for 126 separate walks), so this significantly under-estimates this sub-total. To scale up and estimate the total to include missing data from these walks gives a total of **2,487 participants**.

161 Go Jauntly users completed a Travelwest walk during Bristol Walk Fest. Assuming people walked in, on average, a group of three, this figure would account for **483 walkers**.

Given these estimates, it is thought that around **3,000 walkers took part in Bristol Walk Fest 2023**. But these types of data collection challenges mean that it has been very difficult to calculate participation, and particularly compare attendance year-on-year.

## Provider Survey Results

Only 29 providers responded to the providers' feedback survey in the form of an online survey (34% of providers – higher than the 26% in 2022) despite being reminded multiple times. The overall feedback is very positive, with the questions and responses set out below.

### Why did you take part in Bristol Walk Fest 2023? (Tick all that apply)

- To attract new participants: 79%
- To increase community engagement: 76%
- To be part of a city-wide/national event: 62% of providers
- To maximise the free promotion: 31%
- To try out new walks/events: 10%

### Estimate the number of volunteers aged 18-64 that helped across all of your event(s)/walk(s)

- 38 (equating to 1.3 volunteers per provider)

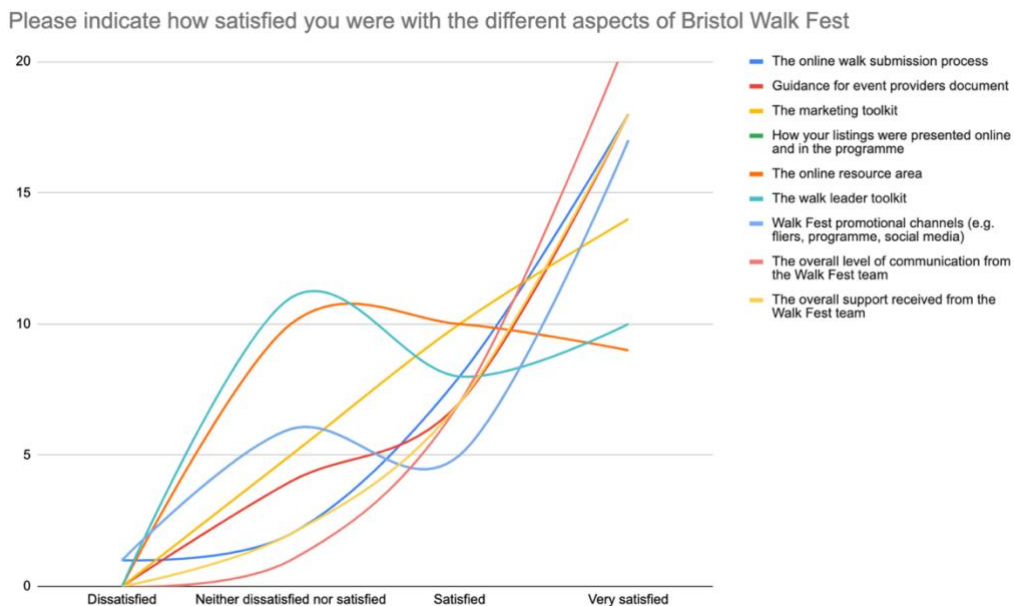
### Please estimate the number of volunteers aged 65+ that helped across all of your event(s)/walk(s)

- 42 (equating to 1.5 volunteers per provider)

Below is a table showing the responses to survey questions, where providers were asked to put their answers on a scale:

	The online walk submission process	Guidance for providers document	The marketing toolkit	How listings were presented online / in the programme	The online resource area	The walk leader toolkit	Walk Fest promotional channels	The level of communication from the Walk Fest team	The overall support received from the BWF team
<b>Dissatisfied</b>	3%	0%	0%	3%	0%	0%	3%	0%	0%
<b>Neither</b>	7%	14%	17%	21%	34%	38%	21%	3%	6%
<b>Satisfied</b>	28%	24%	35%	17%	34%	28%	17%	25%	24%
<b>V. satisfied</b>	62%	62%	48%	59%	32%	34%	59%	72%	62%
<b>Satisfaction rate</b>	<b>90%</b>	<b>86%</b>	<b>83%</b>	<b>76%</b>	<b>66%</b>	<b>63%</b>	<b>76%</b>	<b>97%</b>	<b>86%</b>

The information in the table above is shown visually on the graph below.



Data from the survey has been really positive and shown that providers felt 'satisfied' or 'very satisfied' with different aspects of the event's organisation, promotion and management: the average satisfaction rate was 81%.

The highest levels of satisfaction came from the level of communication received from the Walk Fest team at 97% and the online walk submission process at 90%. The lowest levels of satisfaction were with the walk leader toolkit at 63% and the online resource area at 66%.

### Provider Qualitative Analysis

Providers were asked to note the aspects of the event they felt were positive, as well as areas they felt could be improved. Generally, there were more positive than negative comments, with 35% of the providers who left feedback giving positive comments about the printed programme. In terms of room for improvement, providers mostly gave feedback around wanting more publicity and marketing, not just in May but throughout the year.

**Positive feedback** included:

- *Lovely brochure, great assortment of walks, proud to be part of it*
- *A great opportunity to highlight walking in the city and link with other groups and individuals with an interest in walking*
- *A very positive month-long festival that highlighted some wonderful communities in and around Bristol. Simple but powerful*
- *Fantastic promotional material that gave us access to new areas and groups of people that we don't usually engage with*
- *Very efficient organisation and I felt we were kept on track with timely reminders about all the admin side of things, and as in previous years impressed by sheer variety and number of things/walks happening*
- *We had a better turnout than expected due to good promotion*

When asked for their **suggestions of how Walk Fest could improve**, providers stated:

- *It'd be great to have more walks in the evenings*
- *It would be good to be able to print the surveys rather than have to collect them*
- *I wasn't aware of the online resource area or walk leader toolkit*
- *More showcasing of specific events on social media*
- *It is difficult to get all the walks organised in time for the printed brochure*

Providers were also asked for their **highlight of Bristol Walk Fest**. Comments in this section included:

- *Having our walk fully booked!*
- *I loved how much excitement the children had to be learning about edible food in their local parks.*
- *Meeting new people, learning new things*
- *The fantastic diversity of the walks - which shows what a multifaceted, multicultural city Bristol is!*
- *Sharing our walk and surprising participants with the views*

## Participant Survey Results

464 people responded to the participants' feedback survey. 385 responses (83%) were through the printed surveys and 79 responses were through the online survey (17%). The questions and responses are set out below.

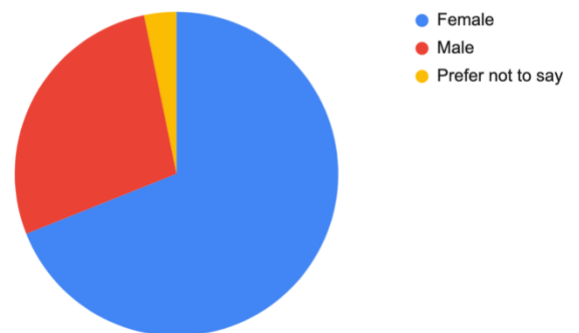
### Participant Demographics

#### Gender:

As in previous years, the event appeals more to females. The proportion of people who prefer another gender term, or prefer not to say, also remains consistent.

- Female: 69%
- Male: 28%
- Prefer not to say: 3%

Gender

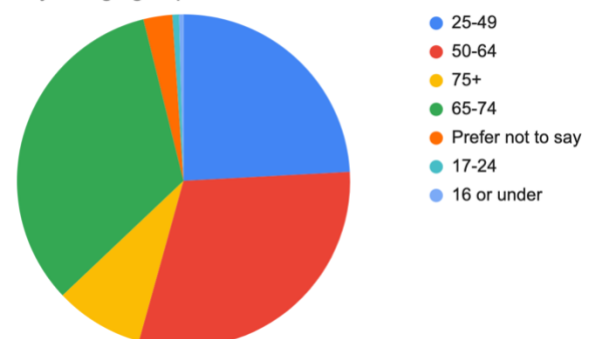


#### Age:

72% of walkers were aged 50+ (down from 78% in 2022, though this year a higher percentage did not disclose their age). Older people were over-represented in that the over 50s in Bristol make up 28% of the wider population (Bristol City Council, 2022a).

- 16 or under: <1%
- 17-24: <1%
- 25-49: 24%
- 50-64: 30%
- 65-74: 33%
- 75+: 9%
- Prefer not to say: 3%

What is your age group?

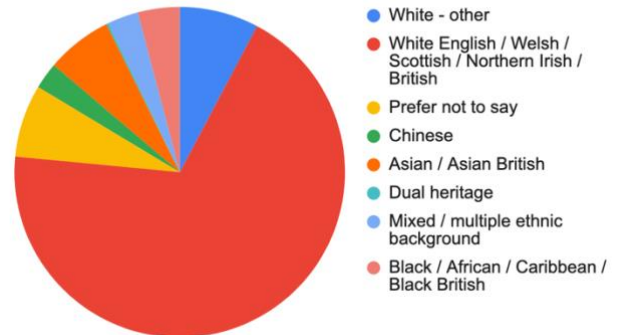


### Ethnicity:

Most people taking part (77%) identified as white (in one of two groupings), a decrease of 7% from 2022.

- Asian / Asian British: 7%
- Black / African / Caribbean / Black British: 4%
- Mixed / multiple ethnic background: 3%
- White English / Welsh / Scottish / Northern Irish / British: 69%
- White - other: 8%
- Other: 2%
- Prefer not to say: 7%

What is your ethnic group?

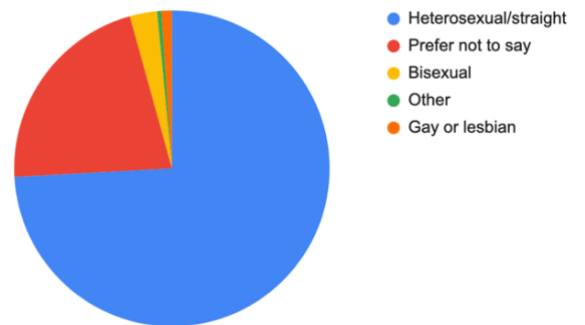


### Sexual orientation:

Similarly to 2022, the majority of participants identified as heterosexual with a large percentage preferring not to disclose this information (up from 16% in 2022).

- Bisexual: 3%
- Gay or lesbian: <1%
- Heterosexual: 75%
- Other: <1%
- Preferred not to say: 22%

What is your sexual orientation?

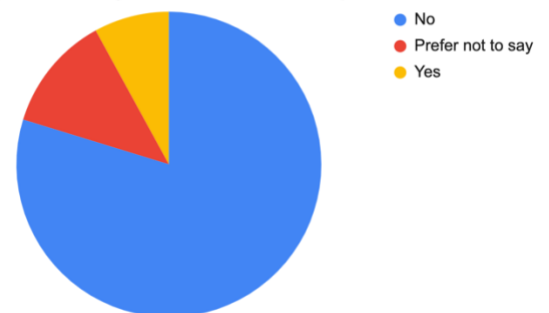


### Disability:

Compared to 2022 when 3% considered themselves disabled, this year's Walk Fest saw an increase in disabled participants which is more in line with the 10% of Bristol residents with a disability.

- Do not consider themselves disabled: 80%
- Do consider themselves disabled: 8%
- Prefer not to say: 12%

Do you consider yourself to be a disabled person?



### Postcode:

Interestingly, there were a few overseas participants, including people from Canada, Israel and Netherlands.

- BS postcode: 94%
- Other UK postcode: 3%
- None given: 3%
- Abroad: <1%

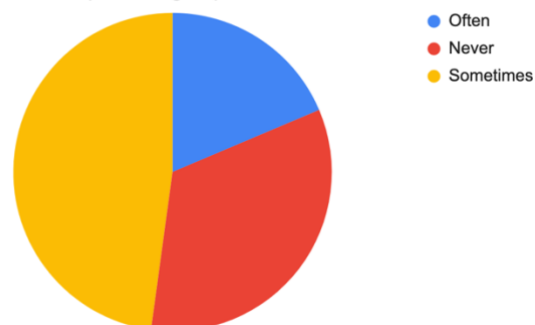
## Participant Walking Habits

### Do you walk as part of a group?

67% of participants walk as part of a group - the same figure as reported in 2022 and 2019.

- Often: 19%
- Sometimes: 48%
- Never: 33%

Do you walk as part of a group

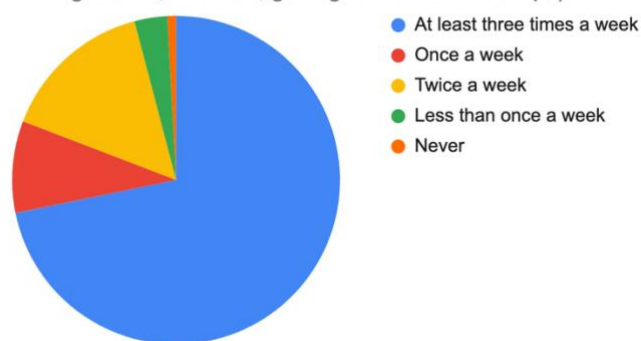


### How many times do you walk in an average week? (including leisure, exercise, getting to work or the shops):

The vast majority of participants were fairly regular walkers, with 89% walking twice or more a week (up from 83% in 2022).

- Never: 1%
- Less than once a week: 3%
- Once a week: 9%
- Twice a week: 15%
- At least 3 times a week: 72%

How many times do you walk in an average week? (Including leisure, exercise, getting to work or the shops)

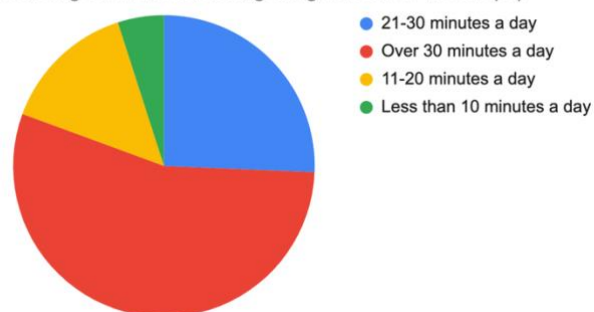


### How long do you walk for on an average day? (including leisure, exercise, getting to work or the shops):

81% reported walking for over 20 minutes a day, meeting the level set out by the NHS activity guidelines (assuming the pace is brisk).

- <10 mins: 5%
- 11-20 mins: 14%
- 21-30 mins: 26%
- 31+ mins: 55%

How long do you walk for on an average day? (Including leisure, exercise, getting to work or the shops)





**If you walk less than 30 minutes per day, will Bristol Walk Fest encourage you to increase the amount of walking you do?**

This year fewer participants felt Walk Fest would encourage them to walk more (down from 66% in 2022).

- Yes: 59%
- No: 10%
- Not sure: 32%

If you walk less than 30 minutes per day, will Bristol Walk Fest encourage you to increase the amount of walking you do?

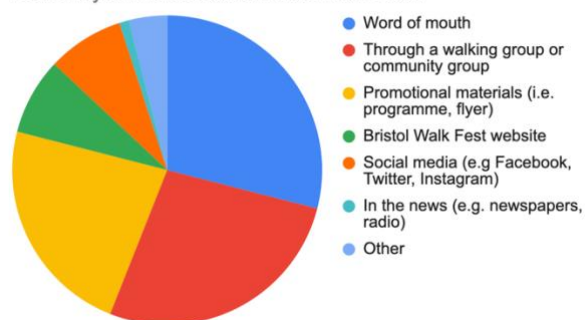


**How did you hear about Bristol Walk Fest:**

The three most popular options were the same as last year.

- Word of mouth: 29%
- Through a walking or community group: 27%
- Promotional materials (programme, flyer): 23%
- Bristol Walk Fest website: 8%
- Social media (Facebook, Twitter, Instagram): 8%
- In the news (e.g. newspapers, radio): 1%
- Other: 4%
  - includes involved last year, email, library, Age UK

How did you find out about Bristol Walk Fest?



**Participant Qualitative Analysis**

As well as the above demographic and walking habits data, the survey asked participants about their festival experience: less than half (43%) of respondents gave feedback. A few comments have been highlighted in the sections below.

**Enjoyment:**

Approximately 90% of comments were positive and showed how much participants enjoyed the walks/events.

- *The walk was great with some lovely people.*
- *It was really good, went to places I've not been before.*
- *It was a wonderful day. The guide was excellent - informative, knew a huge amount about the area we walked through. All very interesting. Pace was perfect.*
- *Such a great way to get an inside view of Bristol.*
- *"It was amazing and I will now join Ramblers because of it!"*
- *Today's walk was excellent. Guide brought the Manor Woods alive with his knowledge - we have walked here many times and now feel we will look at this walk again with greater knowledge.*

**Promotion and Media:**

In general, there was praise for the printed programme but a desire to see more advertising of the festival. Around 5% of comments focused around the desire to see more advertising of the festival in general. This was the case in previous years. Following feedback in 2022 the website was updated and this year there were only 2 comments stating the website was a little tricky to navigate.

- *Maybe more advertising? Most people I mentioned it to had no idea it was on.*



- *More advertising via social media, local press.*
- *To promote festival could consider carrying a flag or placard or wearing a vest with the name of the festival printed on.*
- *The booklet is far easier to quickly browse than the website. Please keep printing it!*
- *The booklet is very clear and easy to navigate.*

### **Suggestions:**

There were a few comments where participants made suggestions for improvements to the walk or the festival in general.

- *It would be great to have more walks in the evenings for people who work.*
- *Please provide more fun ones which children can attend.*
- *More evening tasters or short walks out of office hours.*
- *More festival booklets available in libraries etc.*
- *More to entice young people.*

To summarise the participant feedback, although only about 25% of participants responded to the survey, the findings were that walkers were more likely to be female, above 50 and already reasonably active.

The resounding message was that festival was greatly enjoyed for its variety of walks and knowledgeable leaders. People experienced learning and social and physical activity benefits. Many participants reported that they intended to do more walking after the festival and there was a clear appetite for the festival to return.

## **Conclusions and Recommendations**

Overall findings from this 2023 evaluation were very similar to Bristol Walk Fest reports in previous years. There was general positive feedback between participants and providers regarding the value, enjoyment and appreciation of the festival.

With 59 Travelwest walks on offer through May, the Go Jauntly app was a key feature of Bristol Walk Fest. This year the app did not include a survey, which means a comparison cannot be given with the 2022 user-experience, however the app was an important addition to the festival, allowing participants to take part in a walk at their own leisure.

### **Key findings:**

- Participants most often found out about the festival through promotional materials, community groups and word of mouth.
- The majority were female and/or aged over 50.
- Certain population groups – people with non-white ethnicities, the LGBTQ+ community, those living with a disability or in less affluent areas – were under-represented when compared to the population of Bristol.
- Most participants already incorporated walking into their daily lives.

## **Recommendations**

### **Registration**

The registration processes this year took on feedback from 2022 and allowed providers to input multiple walks on one form, meaning they did not have to input information about themselves multiple times. This improvement was appreciated and reflected in the provider feedback, however, to further improve we could:



- Add a selection box so the provider can choose which category their walk fits in to.

### **Promotion and marketing**

Suggestions include:

- Changing the word 'book' to 'enquiries' in the programme – not all events need booking but providers often want a contact email or phone number given so potential participants can get in touch.
- Including more paid ads in the programme would be advantageous to the budget and allow Bristol Walk Fest to reach out to more potential partners, offering them promotion.
- Adding an option to sign up to a Bristol Walk Fest newsletter mailing list on the website would be a good way to capture participant data and spread the word about the event, direct to people's inboxes.
- As in previous years, if the budget is available, more paid advertising would be beneficial – both in printed materials such as newsletters and newspapers, billboards in town and paid social media.
- Engage an intern from the University of Bristol is a priority and will allow us to benefit from 4 weeks (140 hours) of paid for (by a university grant) time, with a current student or alumnus who has graduated within the last 15 months
  - To date the application has been submitted and a draft job description written. This will need to be submitted prior to October when the scheme opens.

### **Evaluation/surveys**

Suggestions include:

- Quite a few providers were not able to collect the surveys and asked if they could print them themselves. This would be a good option to save the costs of posting, be more user-friendly (by not asking providers to travel to town to collect the surveys) and more environmentally friendly (by printing on demand with less waste).
- Ensuring providers are aware of their post-event responsibilities such as submitting numbers and returning completed surveys. Submitting numbers could be done through a Google Form for ease of data collection.
- Uploading present and past evaluation reports to the website. This will maximise transparency and facilitate benchmarking, year-on-year comparisons and learning in the future.

### **Acknowledgements**

Thanks are extended to the following people and organisations for their input and support in Bristol Walk Fest 2023:

- Karen Lloyd (Age UK Bristol)
- Jennifer Graham (freelance event manager)
- Vibeke Kristensen-White (Age UK Bristol)
- Eileen Bartlett (Bristol Ramblers) - for her voluntary data entry
- All funders, sponsors, partners and members of the Bristol Walk Fest steering group
- Go Jauntly
- Our walk providers and their volunteers
- All Bristol Walk Fest participants!



## Appendices

- Appendix 1: Festival aims and objectives.
- Appendix 2: Bristol Walk Fest 2023 participant survey.

## Appendix 1: Festival Aims and Objectives

### **Aims:**

- To position Bristol Walk Fest as the UK's leading urban walking festival.
- To raise the profile and build the reputation of Bristol Walk Fest before, during and after the festival.
- To help us fulfil our mission to celebrate and raise awareness of Bristol's diverse walking / walking related activities offer.
- To help the festival engage groups that remain disproportionately less likely to build more physical activity into their life.

### **Objectives:**

- To create and implement a high-profile comms campaign for the festival.
- To create, facilitate and share relevant and engaging content on the Walk Fest website as well as local, regional and even national press.
- To engage local influencers to create content and promote the festival.
- To increase social media engagement.
- To drive traffic and increase engagement to the Bristol Walk Fest website.

## Appendix 2: Bristol Walk Fest 2023 Participant Survey



**SURVEY 2023**  
We hope you've enjoyed taking part in Bristol Walk Fest. To help us plan future festivals we'd be grateful for your feedback. It should take no longer than 3 minutes to complete. Any personal information you give is confidential. We'll only publish the survey's overall results. As a thank you, all those completing the survey will be entered into a prize draw to win a **£100 Cotswold Outdoor gift card**.

**WIN A £100 COTSWOLD GIFT CARD**  
outdoor

**1. Title of event/walk attended**

**2. How did you find out about Bristol Walk Fest 2023 (tick all that apply)**

<input type="checkbox"/> Word of mouth (e.g. colleague, family, friend, neighbour)	<input type="checkbox"/> Social media (e.g. Facebook, Instagram, Twitter)
<input type="checkbox"/> Walking group or community group	<input type="checkbox"/> In the news (e.g. Bristol 24/7, radio etc.)
<input type="checkbox"/> Promotional materials (e.g. festival programme or flyers)	<input type="checkbox"/> Other (please specify below)
<input type="checkbox"/> Website	<input style="width: 100%;" type="text"/>

**3. Is there anything you wish to add about your festival experience? We are keen to improve the festival next year. How can we do this? (please write below)**

**4. How many times do you walk in an average week (include leisure, exercise getting to work or shops)? (please tick one)**

At least three times a week  
 Twice a week     Once a week  
 Less than once a week     Never

**5. How long do you walk on an average day (include leisure, exercise getting to work or shops)? (please tick one)**

Less than 10 mins a day  
 11-20 mins a day     21-30 mins a day  
 Over 30 mins a day

**6. If you walk less than 30 minutes per day, will Walk Fest encourage you to increase the amount of walking you do? (please tick one)**

Yes     No     Not sure     N/A

**7. Do you walk as part of a group? (please tick one)**     Often     Sometimes     Never

*Please continue overleaf*


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**8. What is your home postcode? (please write below)**

**13. What is your ethnic group (please tick one)**

<input type="checkbox"/> Asian / Asian British	<input type="checkbox"/> Other White
<input type="checkbox"/> Black / African / Caribbean / Black British	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> Mixed / multiple ethnic groups	<input type="checkbox"/> Any other ethnic group (please specify below)
<input type="checkbox"/> White English / Welsh / Scottish / Northern Irish / British	<input style="width: 100%;" type="text"/>

**9. What is your age group? (please tick one)**

Aged 16 or under     17-24  
 25-49     50-64  
 65-74     Aged 75 or over  
 Prefer not to say

**PRIZE DRAW** (One entry per person)  
 Thank you for completing our survey, we appreciate you taking the time. To enter into the prize draw to win a **£100 gift card from Cotswold Outdoor**, please provide your contact details below. We'll only contact you if you win. Your details will not be shared.

**10. Are you? (please tick one)**

Female     Male  
 Prefer another term  
 Prefer not to say

**11. What is your sexual orientation? (please tick one)**

Bisexual     Gay or lesbian  
 Heterosexual/straight  
 Other sexual orientation  
 Prefer not to say

**12. Do you consider yourself to be a disabled person? (please tick one)**

Yes     No     Prefer not to say

**Please hand this survey back to the walk/event leader. Alternatively, you can fill it in online at [www.bristolwalkfest.com](http://www.bristolwalkfest.com). This survey closes at 5pm on Monday 12th June 2023.**

**Prize draw terms and conditions:**  
 1. Prize draw will be held on Tuesday 13th June 2023. 2. Your chances of winning do not depend on any answers given in this survey. 3. Only those aged 16 or over and resident in the UK may enter the prize draw. 4. Only one entry per person will be eligible for the prize draw. 5. One prize of a £100 Cotswold Outdoor gift card and no alternative prize will be offered. 6. To be entered into the prize draw you need to submit this survey by 5pm on Monday 12th June 2023. See website for full terms and conditions.





