



Bristol Walk Fest 2025 Evaluation

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Introduction

This report has been created to give a summary of Bristol Walk Fest 2025, including the findings from participant and provider feedback, 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

- 8,000 programmes were distributed to approximately 100 locations in and around Bristol (meeting objective 1.1)
- 83 providers led walks or hosted events (meeting objective 1.2)
- 154 unique walks and events took place, on every day in May (meeting objective 1.3)
- 395 walks and events in total (including repeated events and 5 events occurring daily)
- 78% of walks were free or asked for an optional donation (falling short of objective 1.5)
- Approximately 3,100 participants took part, with almost an additional 3,000 taking part in Walk to School Week
- 321 people responded to the participants' feedback survey (11%)
 - 144 responses were through the printed surveys (this accounts for 45% of surveys)
 - 177 responses were through the online survey (55% of surveys)
- 9 providers responded to the providers' feedback (11% survey of providers)
- 58,607 website views during the period from 1st April – 31st May
- Average provider satisfaction rate was 84%
- 92% of participant comments in response to the survey were positive
- Another successful launch event was put on and more tickets were sold than in 2024
- New mailing list sign up launched on BWF website

Bristol Walk Fest Overview

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

Bristol Walk Fest 2025 showcased a programme of walks, walking activities, and personal challenges across the city. The mostly-free walks and activities were for all ages, backgrounds and abilities, with the aim of getting together to be physically active and enjoying 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 2025 aims and objectives are listed in Appendix 1.

Festival Governance and Support

Bristol Walk Fest 2025 was coordinated by [Active Ageing Bristol](#) and hosted by [Age UK Bristol](#), the lead partner. The principal funder was [Bristol City Council](#).

Unfortunately the target of three sponsors was not met, although further sponsorship, either in cash or in kind, was provided by [Bristol Ramblers](#) and [Doveton Press](#). As a bonus, ad space in the printed programme was sold to Bristol Nordic Walking, Bristol Adult Learning, Show of Strength Theatre Company and Riverside Centre. We also received support from Bookshop Crawl UK and Exchange Bristol, who offered prizes as survey incentives.



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](#), [Visit Bristol](#) and [Your Park Bristol and Bath](#), along with Jennifer Graham (freelance) leading on the website and event management and Beccy Golding (freelance) leading on marketing and social media.

Budget

The festival had a total budget of £21,060. The actual cost of delivery was £21,051, coming in perfectly on budget. This was the last year of a three-year block of funding from Bristol City Council.

Walks/Events

This year, Bristol Walk Fest kicked off with an almost sold-out (58 tickets of a possible 65) launch event hosted at Arup on Victoria Street. A walk was led by Bristol Walking Alliance and Bristol Ramblers, finishing at Arup where a series of talks were held. The aim was to highlight the benefits of walking on mental health, and featured Taylor Moore and Helen of Bristol Rovers, Claire Allen, and Orla Hennessey from Girls Who Walk Bristol. Feedback from the event was extremely positive and again shows the appetite is there for a similar event in 2026.

Walks/events took place on all 31 festival days and all 154 walks/events featured on the event website. All those that were submitted before 23rd February were included in the printed programme, as well as a further three that were submitted before 14th March when the proof-reading of the draft programme was completed: this meant a total of 139 walks were included.

Walks/events were listed under five themes:

- **Arts, Culture and History:** 33% (arts and culture was merged with history this year)
- **Nature and Wildlife:** 24%
- **Health and Wellbeing:** 27%
- **Walking for Pleasure:** 10% (this was a new category this year)
- **Walking Sports:** 6%

Walks were flagged with a key of information such as 'buggy-friendly', 'frequent rest stops', 'booking essential'. Selected key information categories have been highlighted below:

- **Accessible by public transport:** 60% (meeting objective 1.8)
- **Mobility scooter friendly:** 15%
- **Visually impaired friendly:** 12%
- **Wheelchair friendly:** 14%

All above meeting objective 1.6

Walks took place all over the city, with a handful also starting outside the Bristol boundary, meeting objectives 1.4 and 1.9. See Appendix 2 for a visual representation of walk locations.

Go Jauntly Walks App

Go Jauntly's offer is continually increasing and evolving and in May 2025 there were 78 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 the Travelwest walks in April (promotion began towards the end of the month) and May was approximately 181k. This figure includes reach from within the app, and on social media, their website and newsletter. App users were up 4% during the Bristol Walk Fest period.

The most popular routes from April to June by reach were:

- Stocking up on urban nature: 1492 reach
- Knowle Three Park Challenge: 643 reach
- Conham River Park and Woods: 584 reach

Participants

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. Despite several chases, data is missing from 8 walks/events, so averages have been calculated to estimate the total to include missing data from these walks, giving a total of 3,109 participants (up 14% from 2024).

Living Streets' Walk to Week saw a total of 99 packs purchased by 11 schools across Bristol. Each pack has enough resources for 30 pupils, so based on these figures it suggests around **2,970 pupils** in Bristol took part in the Walk to School Week celebrations. Adding this to the above figures, we can see that approximately **6,079 people took part in Bristol Walk Fest activities in 2025.**

Marketing and Publicity

As well as employing a freelance marketing and comms manager, support was also given by members of the steering group such as Visit Bristol, with some key information highlighted below. All marketing and comms objectives were met, as set out below:

Social Media, Print Media and the Event Website

- 8,000 A5 programmes were printed again
 - These were distributed in and around Bristol to 17 locations by the Bristol Walk Fest team, and to 71 locations by Bristol City Council's Roadshow team, meeting objective 1.1
 - The primary distribution locations were all 27 Bristol libraries, as well as leisure centres, community centres, cafes and local attractions. Further copies were collected by walk providers.
- 2 paid for ads were used: Bristol 24/7 Festival Guide and What's on Bristol (May)
- The top three most popular ways of finding out about the festival were promotional materials (37%), word of mouth (29%) and walking and community groups (25%)
- Website views were up 65% from 2024: there were 58,607 page views (1 April – 31 May)
- Most referrals to the website came from Facebook (3,182), followed by those from Visit Bristol (734)
- Social media was well used, with some stats from April to June highlighted below:
 - 47 posts on [Facebook](#)
 - [Twitter](#) was less widely used this year, with 42 retweets compared to 120 in 2024
 - Almost 6,000 accounts reached on [Instagram](#)
 - Instagram following increased by 400
 - Twitter lost 13 followers
- Visit Bristol Instagram Takeover
 - 157.7k views
 - 31.4k reach
 - 3.9k content interactions

- Beccy's Food Friday post on Visit Bristol
 - Instagram 13.7k reach
 - Facebook 4.2k reach
- Bristol Walk Fest listing on Visit Bristol website had 1,300 views during May
- Visit Bristol's Bristol Walk Fest preview blog received 280 views

Press Releases

- 4 press releases were created and distributed:
 - 23/1/25, Popular community event seeks sponsors & supporters
 - 7/2/25, Put a spring in your step: provide a walk for Bristol Walk Fest this May!
 - 5/3/25, Bristol Walk Fest announces grand finale event on the last day of May
 - 9/4/25, Not long now! Bristol Walk Fest launches on 1st May
- The press list was updated to include 110 local and national contacts
- BWF become a member of Pressat, providing free distribution of press releases
- The above led to 22 press mentions (see Appendix 3)

Case Studies and Blogs

- A Google form was created to facilitate the process of gathering content for case studies
- 7 Q&As and 7 articles were published on the [Bristol Walk Fest website](#)
- Visit Bristol's #FoodieFriday generated 13k views on Instagram and 62 likes

New for 2025

Following 2024 feedback, various improvements were made, including:

Mailing Lists

Following feedback in 2024, we launched a newsletter sign up option on the Bristol Walk Fest website. This was in the form of a pop-up when accessing the home page, and a banner in the footer on each page. This mailing list, managed through Mailer Lite, currently has 511 subscribers. We sent 4 emails to the mailing list during the event this year, including to promote the launch of the programme, the start of Bristol Walk Fest and requesting feedback.

The free option on the Mailer Lite platform only allows approximately 500 subscribers, so if we wish to continue to use this in 2026 we will need to move to a paid option, with costs beginning at around £120/year.

Billboard Ad

This year a 48-sheet billboard ad was purchased for a 2-week period at Old Market Roundabout. This was up for the last week of April, through the first week of May. Although we do not have any data on how many people saw this ad, looking at the increase in the amount of people who heard about the festival through printed materials (up a huge 14% from 2024), we can assume that the advert was a success.



Launch Event

Our launch event was held at a venue with a larger capacity, allowing more tickets to be sold and a wider audience to be targeted.

Finale Event

This year Good Miles launched a new local event [Walk:Bristol](#): a non-competitive, mass participation walking event offering fully supported 5, 10, 15 or 20 mile distances, all starting and finishing at Bristol's Castle Park bandstand. Bristol Walk Fest worked with their team to reciprocally promote the events and target volunteers and providers. Although Walk:Bristol adapted their event to 5- and 10-mile guided walks, it was of value to link up with a local company and discuss the appetite and future of both events.

Printable Surveys

A printable version of the participant survey was added to the website, allowing providers to print their own. This unfortunately did not lead to more completed surveys being received but hopefully improved the ease for providers of getting their hands on them.

Volunteer Photographers

To help boost the photo catalogue for future programmes and ad content, a volunteer photographer programme was launched, looking for keen local photographers to get involved in the walks, capture the action and share their images. Two photographers took on the challenge, taking part in a handful of walks. This programme could be extended into 2026, with earlier promotion of the opportunity, potentially targeting younger budding photographers from the universities.

Provider Survey Results

Disappointingly, only 9 providers (11%, which is significantly down on the 33% of 2024) responded to the provider feedback survey in the form of a simple online questionnaire. Reminders were sent multiple times, and a prize was up for grabs to act as an incentive to one randomly selected responder.

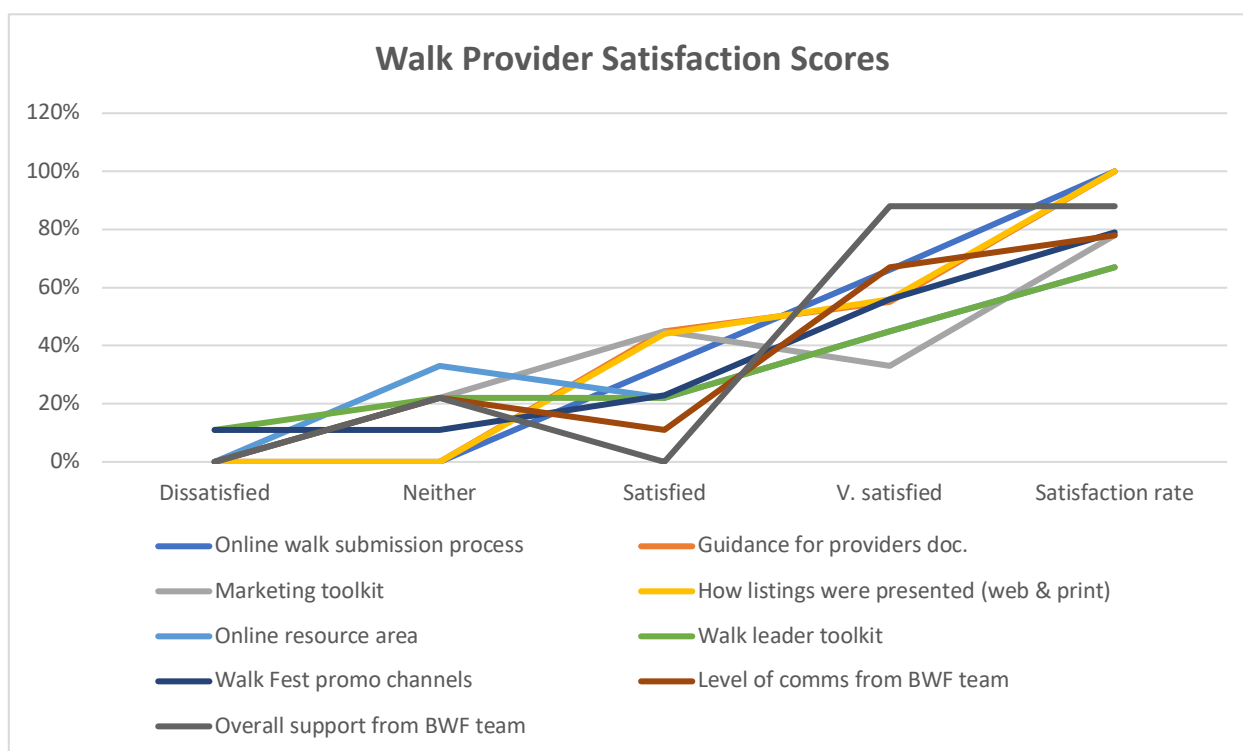
The overall feedback is very positive, with the questions and responses set out below.

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

	Online walk submission process	Guidance for providers doc.	Marketing toolkit	How listings were presented (web & print)	Online resource area	Walk leader toolkit	Walk Fest promo channels	Level of comms from BWF team	Overall support from BWF team
Dissatisfied	0%	0%	0%	0%	0%	11%	11%	0%	0%
Neither	0%	0%	22%	0%	33%	22%	11%	22%	22%
Satisfied	33%	45%	45%	44%	22%	22%	23%	11%	0%
V. satisfied	66%	55%	33%	56%	45%	45%	56%	67%	88%
Satisfaction rate	100%	100%	78%	100%	67%	67%	79%	78%	88%

Comparing the results to 2024, the response 'very satisfied' has improved in every area. Despite this, where overall satisfaction rate is not 100%, it has gone down compared to last year. While this is disappointing, we must consider that only 11% of providers responded, so the results cannot necessarily be compared to those of last year.

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



Why did you take part in Bristol Walk Fest 2025? (Tick all that apply)

- To attract new participants: 78%
- To increase community engagement: 78%
- To be part of a city-wide/national event: 89%
- To maximise the free promotion: 44%
- To try out new walks/events: 22%

Estimate the number of volunteers below 65 that helped across all of your event(s)/walk(s)

- 16 (averaging 1.7 volunteers per provider)

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

- 18 (averaging 2 volunteers per provider)

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. There were more positive than negative comments. Generally, providers felt the publicity, social media and marketing support was brilliant, and gave lots of positive comments about the numbers of participants and support from the Bristol Walk Fest team.

Positive feedback included:

- *The online documents/resources were really useful, especially the checklist, to make sure we had prepared everything we needed to before we started*
- *The support team were really quick with my queries, and the marketing was really good*
- *The energy from the Bristol Walk Fest team provides a refreshing sense of energy into walking initiatives in Bristol. It makes me feel part of something bigger than being a solo tour guide*
- *The organisation worked smoothly. The Walk Fest team was very responsive*

- The organisation of the event is excellent - all the communications are so clear, easy to use and timely

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

- Getting the completed surveys returned via the library seems a little cumbersome - can we photograph and send. Or use a freepost envelope
- I didn't have a confirmation email when my walk was listed so was unsure if my application had been received
- The documentation provides contact points for 'information and booking'. It would be better if 'booking' was deleted for walks where booking is not required

Providers were also asked for their highlight of Bristol Walk Fest. Comments included:

- Meeting new people from different backgrounds and interests
- Being invited to be a guest on Radio Bristol to promote walking football
- The range of new participants on the walk with different walking abilities, making me feel more connected with my community
- Giving an extra opportunity to carers to get together and enjoy some time together while enjoying a walk in one of the beautiful green spaces in Bristol

Participant Survey Results

321 people responded to the participants' feedback survey. 144 responses (45%) were through the printed surveys and 177 responses were through the online survey (55%).

Although the number of respondents is about 75% of 2024's figure, it is interesting to note the huge increase in those completing the survey online: from 17% to 55%.

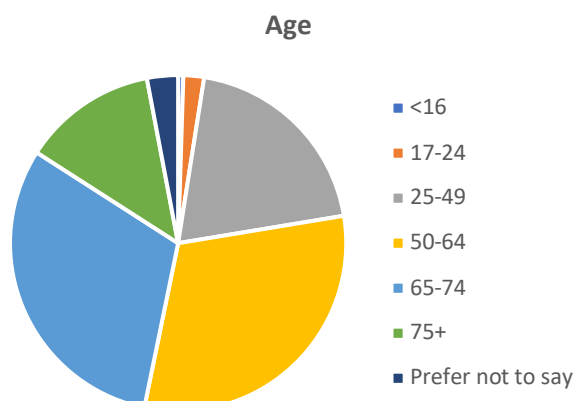
The questions and responses from the participant survey are set out below.

Participant Demographics

Age:

75% of walkers were aged 50+ (up from 68% in 2024). Older people were again over-represented, as over 50s in Bristol make up 28% of the wider population (Bristol City Council, 2022a).

- 16 or under: <1%
- 17-24: 2%
- 25-49: 20%
- 50-64: 31%
- 65-74: 31%
- 75+: 13%
- Prefer not to say: 4%

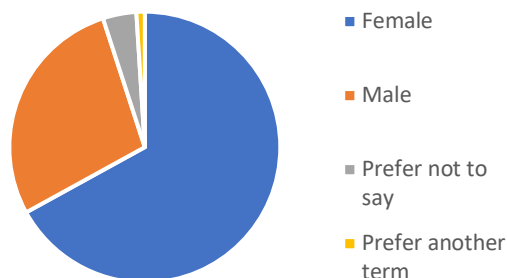


Gender:

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

- Female: 67%
- Male: 28%
- Prefer not to say: 4%
- Prefer another term: 1%

Gender

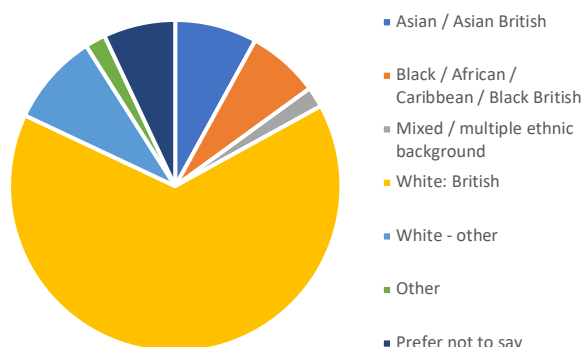


Ethnicity:

2% more people specified their ethnicity in 2025. Most people (74%) identified as white (in one of two groups), a decrease of 7% from 2024.

- Asian / Asian British: 8%
- Black / African / Caribbean / Black British: 7%
- Mixed / multiple ethnic background: 2%
- White English / Welsh / Scottish / Northern Irish / British: 65%
- White - other: 9%
- Other: 2%
- Prefer not to say: 7%

Ethnicity

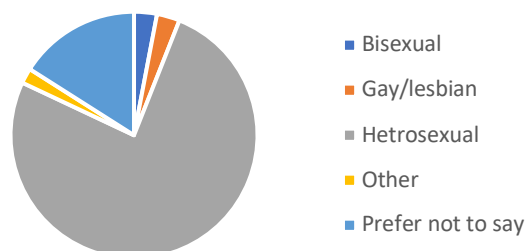


Sexual orientation:

Similarly to 2024, most participants identified as heterosexual with a large percentage preferring not to disclose this information.

- Bisexual: 3%
- Gay or lesbian: 3%
- Heterosexual: 76%
- Other: 2%
- Preferred not to say: 16%

Sexual Orientation

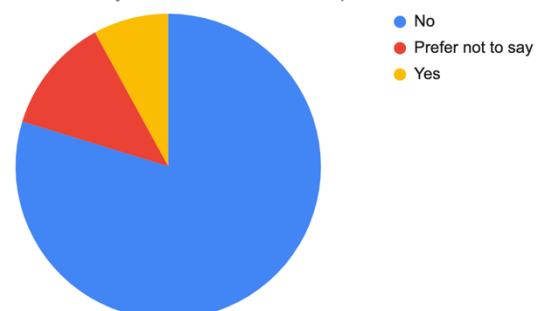


Disability:

On par with 2024, this year's Walk Fest saw the percentage of disabled participants more in line with the 10% of Bristol residents with a disability.

- Do not consider themselves disabled: 78%
- Do consider themselves disabled: 8%
- Prefer not to say: 14%

Do you consider yourself to be a disabled person?



Postcode:

The percentage of those with BS postcodes was the same as in 2024:

- BS postcode: 94%
- Other UK postcode: 4%
- None given: 2%

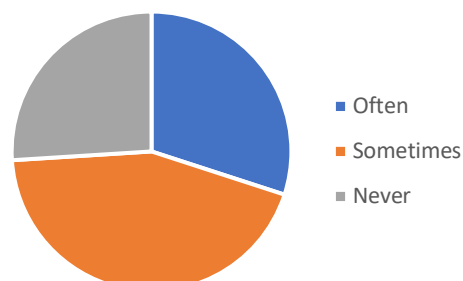
Participant Walking Habits

Do you walk as part of a group?

The amount who often walk in a group has leapt up from 18% in 2024:

- Often: 30%
- Sometimes: 44%
- Never: 26%

Do you walk as part of a group?

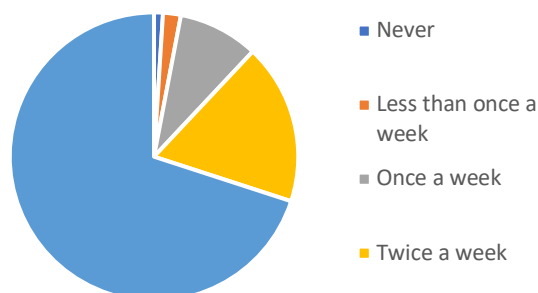


How many times do you walk in an average week? (including leisure, exercise, getting to work or the shops):

Similarly to 2024, the vast majority of participants were regular walkers, with 88% walking twice or more a week

- Never: <1%
- Less than once a week: 2%
- Once a week: 9%
- Twice a week: 18%
- At least 3 times a week: 70%

How many times do you walk in an average week?

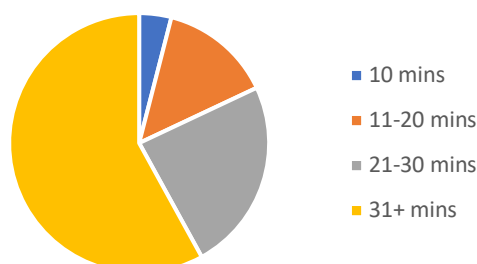


How long do you walk for on an average day? (including leisure, exercise, getting to work or the shops):

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: 4%
- 11-20 mins: 14%
- 21-30 mins: 24%
- 31+ mins: 58%

How long do you walk for on an average day?

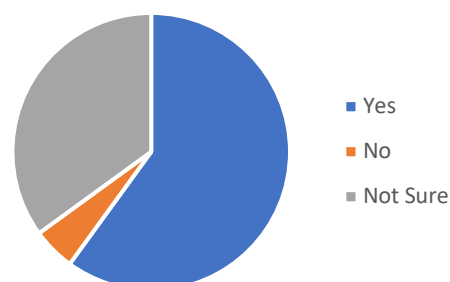


If you walk less than 30 minutes per day, will Bristol Walk Fest encourage you to increase the amount of walking you do?

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

- Yes: 60%
- No: 5%
- Not sure: 35%

If you walk less than 30 minutes per day, will BWF encourage you to increase the amount you do?

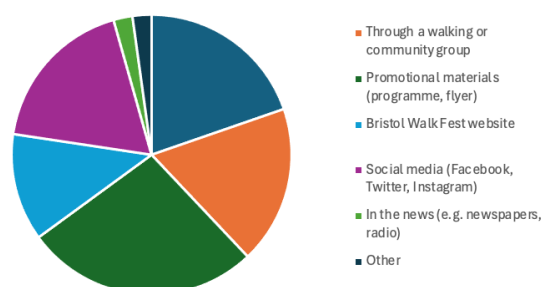


How did you hear about Bristol Walk Fest (multiple choices were allowed):

Promotional materials shot to the top spot this year, up from 23% in 2024.

- Promotional materials (programme, flyer): 37%
- Word of mouth: 27%
- Social media: 25%
- Through a walking or community group: 25%
- Bristol Walk Fest website: 17%
- In the news (e.g. newspapers, radio): 3%
- Other: 3% (includes involved last year, library)

How did you hear about BWF?



Participant Qualitative Analysis

As well as the above demographic and walking habits data, the survey asked participants about their festival experience: 56% of respondents gave feedback. A few comments have been highlighted in the sections below.

Enjoyment:

Approximately 92% of comments were positive and showed how much participants enjoyed the walks/events. Comments included:

- *A fantastic range of walks*
- *Excellent walks, well led, seeing new parts of Bristol*
- *Great to meet and chat to new people as well as discovering new places in the city*
- *The walk leaders are very supportive and knowledgeable and encouraging*
- *Social, integrated and joyful*
- *All brilliantly organised*

Promotion and Media:

There was very little mention of the printed programme this year, but still some desire to see more advertising. However, compared to 2024 these comments were significantly reduced.

- *Search on website works well*
- *Great booklet. Something for everyone!*
- *Could advertise on local TV*
- *More local advertising*

Suggestions:

There were a few comments where participants made suggestions for improvements:

- *More details on terrain, steepness etc. in walk details*
- *A Bristol Walk fest app would be useful*
- *More evening and night walks*
- *More walks for teenagers and young people*

To summarise the participant feedback, although only about 11% of participants responded to the survey, the findings were that walkers were more likely to be female, above 50 and already reasonably active.

Most of the feedback from both providers and participants shows that the festival continues to be greatly beneficial to the local area. People enjoy getting outside, seeing new areas and meeting new people. Many participants reported that they intended to do more walking after the festival and there was a clear appetite for the festival to return.

Conclusion

Overall findings from this evaluation were very similar to Bristol Walk Fest reports in previous years. There was general positive feedback from both participants and providers regarding the value, enjoyment and appreciation of the festival and a clear desire for the festival to remain a fixture in Bristol's events calendar.

Key findings:

- Participants most often found out about the festival through promotional materials, community groups and word of mouth
- The number of participants walking as part of a group has gone up from 18% to 30% in the last year. Could this be a legacy from Bristol Walk Fest?
- Most participants were female, white and aged over 50
- Certain population groups – people with non-white ethnicities, the LGBTQ+ community, those living with a disability – were under-represented when compared to the population of Bristol
- Most participants already incorporated walking into their daily lives

Recommendations

Promotion and marketing

Again, this is the top area where more funding (should it become available) could be wisely invested. Suggestions include:

- Seeking to include more paid ads in the programme would be advantageous to the budget and allow Bristol Walk Fest to maximise local partnerships
- As in previous years, if budget is available, more paid advertising would be beneficial: in printed materials such as newsletters and newspapers, on billboards and on social media
- Focusing on targeting younger people and those from minority groups, by direct marketing and offering more tailored walks. Continued push of marketing and social media use to further encourage people to take part who may otherwise not be aware of Bristol Walk Fest
- Target more sponsors, earlier on. We failed to meet objective 1.10 (3 sponsors). A starting point could be those who paid for adverts in the programme in 2024

Evaluation/surveys

Suggestions include:

- Although providers were able to print their own participant surveys this year, some mentioned it would be helpful if they could scan the completed forms and share them on email, rather than dropping off at a library. This would be easy to implement in 2026.
- Ensuring providers are aware of their post-event responsibilities such as completing an evaluation, submitting numbers and returning completed surveys. This can be factored more prominently into the registration form, for instance by asking them to commit to completing a simple evaluation by checking a box on the registration form, rather than being hidden in the T&Cs
- Uploading present and past evaluation reports to the website. This will maximise transparency and facilitate benchmarking, year-on-year comparisons and future learnings

Printed programme:

- 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



Acknowledgements

Thanks are extended to the following people and organisations for their input and support:

- Karen Lloyd (Age UK Bristol)
- Jennifer Graham (freelance event manager)
- Beccy Golding (freelance marketing manager)
- Elphie Taylor - for her voluntary data entry
- Arup Bristol for providing a wonderful venue for our launch event
- All funders, sponsors, partners and members of the Bristol Walk Fest steering group
- Our walk providers and their volunteers, as well as our volunteer photographers
- All Bristol Walk Fest participants!

Appendices

- Appendix 1: Festival aims and objectives
- Appendix 2: Bristol Walk Fest walk/event locations map
- Appendix 3: Press mentions
- Appendix 4: Bristol Walk Fest 2025 participant survey

Appendix 1: Festival Aims and Objectives

Aims:

- Position Bristol Walk Fest as the UK's leading urban walking festival
- Raise the profile of Bristol as a walking destination (tourism) and build the reputation of Bristol Walk Fest before, during and after the festival
- Celebrate and showcase Bristol's diverse walking / walking related activities offer
- Encourage people to walk to enhance their health and wellbeing
- Engage groups that remain disproportionately less likely to build more physical activity into their lives
- Bring people together in a way that benefits individuals, communities and the environment

Objectives:

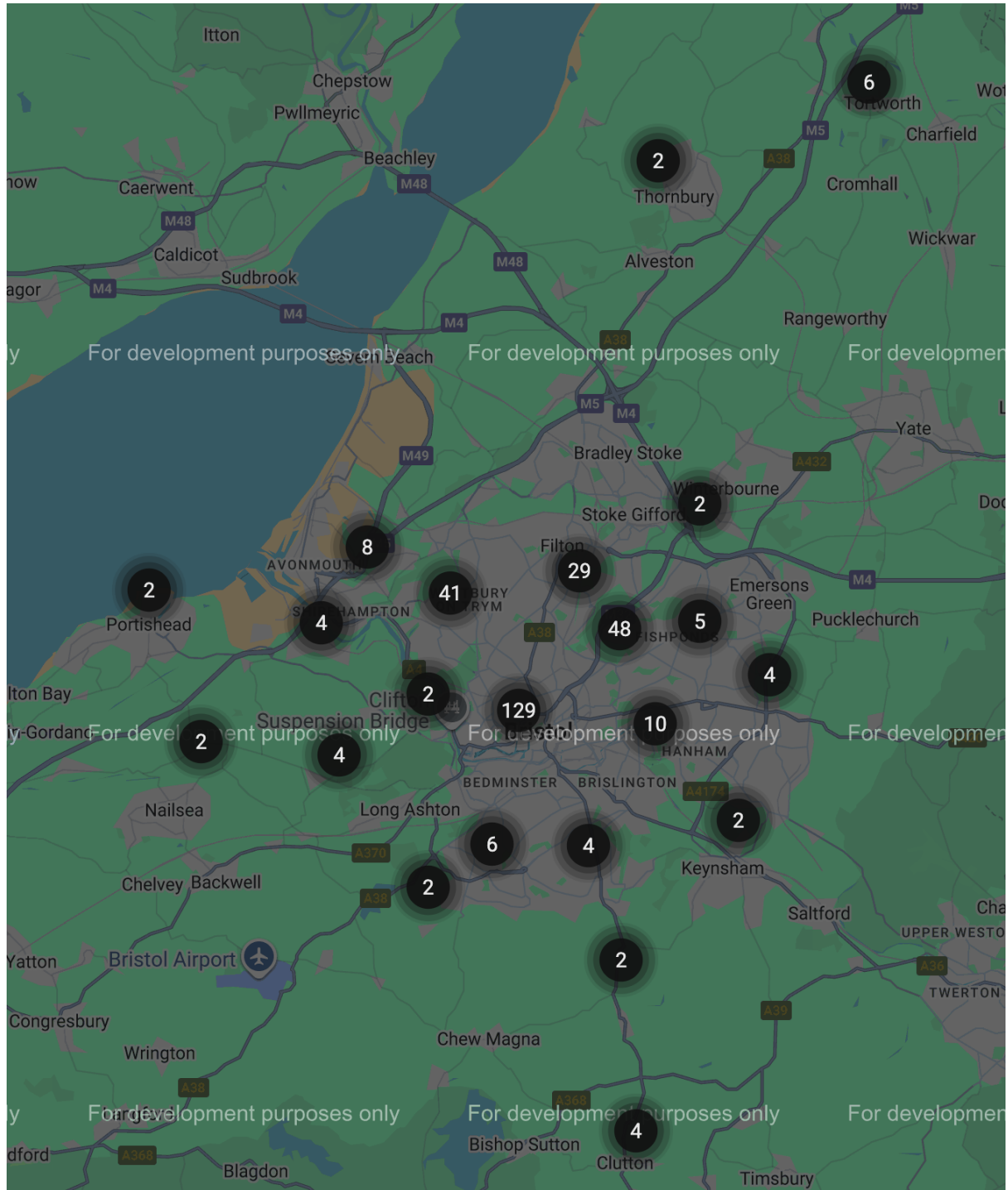
1. Generic

- 1.1. Produce a printed programme of all walks/events
- 1.2. Engage with a minimum of 75 providers to hosts walks/events
- 1.3. Offer walks on all 31 festival days
- 1.4. Achieve a reasonable geographical spread of walks/events across the city
- 1.5. Offer at least 80% of the walks/events for free
- 1.6. Ensure at least 10% of walks are accessible to wheelchair users, mobility scooter users and those with visual impairments
- 1.7. Ensure at least 10% representation from ethnic minority groups
 - 1.8. 60% of walks to be accessible via by public or active travel e.g. by offering 'bus- friendly' start times and locations
 - 1.9. 90% of walks to start within the Bristol boundary
 - 1.10. Secure a minimum of 3 sponsors
 - 1.11. Receive a minimum of satisfaction rate of 80% from providers, to make sure they are open to hosting future walks/events

2. Marketing & Comms

- 2.1. Create and implement a high-profile comms campaign for the festival across social media, print media and the event website
- 2.2. Create 3 press releases to share with local, regional and even national press
- 2.3. Engage local influencers and providers to create engaging content and promote the festival, sharing 10 case studies and blogs on the Bristol Walk Fest website
- 2.4. Share at least 1 post each week on social media in the lead up to the festival, increasing to 4 posts per week during May
- 2.5. Increase social media followers by 250 across all platforms.
- 2.6. Drive traffic and increase engagement to the Bristol Walk Fest website, ensuring at least 40,000 pages views in the April-May period.

Appendix 2: Bristol Walk Fest Walk/Event Locations Map



Appendix 3: Press Mentions

Source	Link	Angle	Headline
January			
Bristol Live	Bristol Post	Sponsors	Big Bristol festival looking for sponsors to secure its future
February			
Bristol Live	Bristol Post	Support	Bristol Walk Fest calls for support to keep the city on its feet for years to come
March			
Visit Bristol	Visit Bristol	Finale	Walk:Bristol will be the grand finale of Bristol Walk Fest 2025
BBC online	BBC	Bristol in pictures	Joff & Karen & Walk:Bristol
Bristol Live	Bristol Post	Walk:Bristol	Bristol Walk Fest to end with epic city-wide walk and celebration
Walking Post	Walking Post	Walk:Bristol	Bristol Walk Fest announces grand finale event
Walking Post podcast	Walking Post	Walk:Bristol	Interview with Jen
April			
LIST La gazette du réseau	La Gazette du Réseau	Long John Silver Trust	Treasure Island & Pirate walks
Visit Bristol	Visit Bristol	Launch	Celebrate the launch of Bristol Walk Fest 2025
Bristol Life	Bristol Life	Q&A with Beccy	
Bristol 24/7	Bristol 247	Launch	Bristol Walk Fest announces launch event details
Visit Bristol	Visit Bristol	Walk highlights	Explore the city with Bristol Walk Fest 2025
Bristol Times / Bristol Post	Bristol Times	General & history	Walk your way around local culture & history
Bristol Rovers	Bristol Rovers	Launch	Bristol Rovers support the launch of Bristol Walk Fest
Visit Bristol	Visit Bristol	Local walks	The best walks in and near Bristol
May			
BCC We Are Bristol	BCC	General	Ramble on with the return of Bristol Walk-Fest this May
Visit Bristol	Visit Bristol	#FoodFriday	marketing coordinator for BWF shares food & drink picks
BCC We Are Bristol	BCC	Air raid tour	Delve into subterranean Bristol this Walk Fest
BCC We Are Bristol	BCC	Walking sports	Try out walking sports this Walk Fest
BCC We Are Bristol	BCC	Walking sports	Give walking rugby a 'try' this Walk Fest
BBC Breakfast	BBC	Mark Steeds	BWF & National Walking Month + Living Streets
Radio Bristol	BBC Radio Bristol	Interviews	Karen & walking football & Show of Strength
Community press (that we know of)			
Talk of Totterdown	TRESA	General	
Your Park Bristol	Your Park	Walk promo	Join us for Bristol Walk Fest & Mental Health Week
BS3 Community	BS3 Community	Walk promo	

Appendix 4: Bristol Walk Fest 2025 Participant Survey



BRISTOL WALKFEST
1-31 MAY 2025

**WIN A £50 NATIONAL BOOK TOKEN
DONATED BY BOOKSHOP CRAWL UK**

SURVEY 2025
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 **£50 National Book Token**.

1. Title of event/walk attended

2. How did you find out about Bristol Walk Fest 2025? (tick all that apply)

☐ Word of mouth (e.g. colleague, family, friend, neighbour)	☐ Social media (e.g. Facebook, Instagram, X)
☐ Walking group or community group	☐ In the news (e.g. Bristol 24/7, radio etc.)
☐ Promotional materials (e.g. festival programme or flyers)	☐ Old Market billboard advert
☐ Website	☐ Other

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)

Quotes may be used in future promotional materials.

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

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

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

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

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

☐ Asian / Asian British	☐ Other White
☐ Black / African / Caribbean / Black British	☐ Prefer not to say
☐ Mixed / multiple ethnic groups	☐ Any other ethnic group (please specify below)
☐ White English / Welsh / Scottish / Northern Irish / British	

PRIZE DRAW (One entry per person)
 Thank you for completing our survey. To enter into the prize draw to win a **£50 National Book Token donated by Bookshop Crawl UK**, please provide your contact details below. We'll only contact you if you win. Your details will not be shared.

Please hand this survey back to the walk/event leader. Alternatively, you can fill it in online at www.bristolwalkfest.com. The online survey closes at 5pm on 15th June 2025.

Prize draw terms and conditions:
 1. Prize draw will be held on Monday 16th June 2025. 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 £50 National Book Token and no alternative prize will be offered. 6. To be entered into the prize draw you must either submit this paper survey to your walk leader by 5th June or complete the online survey by 5pm on 15th June 2025. See website for full terms and conditions.

Age UK Bristol (AUKB) is the data controller for the personal information you provide for the entry into the prize draw. Your personal information will be used only for the purposes of the Bristol Walk Fest 2025 prize draw. The personal information we collect are your name and email or phone number. This data will be retained by AUKB: • To manage and administer the prize draw. • For a reasonable period after the prize draw closes to assist AUKB to operate prize draws in a consistent manner. • To deal with any queries in relation to the prize draw. We will not share your personal data with any third parties unless we have your permission, or we are required or permitted to do so by law. For further information about how AUKB uses personal data, including your rights as a data subject, please see our 'Privacy Policy' on our website at www.ageuk.org.uk/bristol or email admin@ageukbristol.org.uk. Winners may be requested to take part in promotional activity and AUKB reserves the right to use the names of the winners in any publicity both in paper and online.

