Bristol Walk Fest 2022 Evaluation Report

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Front cover photos credit: Alex Rotas Photography.

This evaluation report has been compiled in close collaboration with Karen Lloyd, Bristol Walk Fest 2022 Event Director.


Setting the pace. Photo credit: Alex Rotas

1. Executive Summary

1.1 About this report

This report presents a summary of Bristol Walk Fest 2022 including its background and delivery, findings from a mixed-methods evaluation and information relating to marketing and promotional activity. It goes on to make a variety of recommendations to inform future festivals.

1.2 Evaluation methods

The purpose of the evaluation was to:

- collect basic monitoring data
- ascertain participant demographics
- understand festival experience – from the perspectives of both participants and providers
- provide accountability and transparency to funders and stakeholders.

A simple, mixed-methods summative approach was taken through the distribution of both a participant (walker) and walk providers survey. These included quantitative and qualitative elements. Overall, the responses of 349 participants and 119 providers formed the bulk of the data for analysis.

1.3 Summary: headline findings and festival impact

1.3.1 Key operational statistics

- 503 walks and events took place – which included ten 'challenge' events run throughout the festival's duration of 1-31 May 2022.
- Walks could be accessed via the Bristol Walk Fest website, a printed booklet or an app – namely Go Jauntly's 'pocket-sized encyclopaedia of urban walks.'
- 93 Go Jauntly Bristol-based walks were available through May. Up to an estimated 2,118 walkers completed one of the 53 walks in the 'TravelWest' offer (1 April – 30 June 2022, based on four walkers per completed walk).
- Led walks were themed as arts and culture, health and well-being, history and architecture, nature and wildlife, or walking sports.
- Events were spread across the day/evening and 75% of walks were free (or asked for donations).
- Walks were flagged with a key of information relating to accessibility, inclusivity and optimal walk enjoyment, including: accessibility by public transport, toilets/accessible toilets, mobility scooter-friendly and visually-impaired friendly.

1.3.2 Audience demographics

- Around 8,000 people took part, not dissimilar to pre-pandemic numbers in 2019.
- 349 people responded to the participants' feedback survey.
- 72% identified as female, 26% as male and the rest (2%) preferred not to say, or preferred another term.
- Nearly eight in ten walkers were aged 50 or above.

- 35 people (10%) came from Black, Asian and minority ethnic groups – a slight increase on previous years.
- 76% identified as heterosexual, 6% said they were gay, lesbian or bisexual, and 16% did not want to say.
- An estimated three-quarters of attendees had a Bristol postcode. Half the walkers came from the four *least* deprived deciles of deprivation (ie. more affluent areas). This was similar in 2019.
- Only 3% of walkers said they lived with a disability but many more preferred not to say.
- Festival-goers were quite regular walkers e.g. only 58 people (17%) said they typically walked once a week or less.
- Over 75 volunteers helped out across the festival.
- Older people and females were over-represented. People of non-white ethnicities, non-heterosexual, living in more deprived areas, and/or living with a disability were likely under-represented.
- In terms of accessibility, in the broadest of terms, there was hardly any negative feedback. However, it was impossible to tell if there were people who experienced any significant barriers to accessing the festival.

1.3.3 Participant feedback

- There was fantastic praise for the festival's organisation and content: people generally had great fun and rated their walk leaders highly.
- Walkers learnt a lot, often about the city's history, or discovered new walks in their local area.
- The social benefits of the group walking aspect came across strongly – even more so than the physical benefits of being active.
- People wanted more advertising and advanced notice of the festival.
- Suggestions for improvement concentrated around: requests for more detailed content, precision and user-friendly design of the website and printed programme.
- At least 67% of attendees said that Bristol Walk Fest would encourage them to walk more. In terms of future demand for the festival, there was clearly a 'thirst for more.'

1.3.4 Event/walk provider feedback

- 119 providers delivered walks and events - 68% more than the 71 in 2019. There was a 26% response rate to the survey.
- The three main reasons for taking part were: to be part of a city-wide event, to increase community engagement and to attract new participants.
- Over 75 volunteers helped walk providers.
- People generally felt 'satisfied' or 'very satisfied' with different aspects of the event's organisation, promotion and management: the average proxy satisfaction rate was 77%.
- Results from a question directly rating the 'overall level of support,' were at an impressive 90% proxy satisfaction rate. This was the equal highest, shared with the online submission process and overall communications with the team (i.e. also both at 90%).
- The lowest levels of satisfaction were for how listings were presented and the marketing toolkit. There was no further feedback about the latter, nor the Guidance for Providers document, Walk Leader Toolkit or Online Resource Area.
- In terms of 'room for improvement,' providers mostly gave feedback around wanting more publicity and marketing, and improved website navigability. This involved how listings were

presented - online and in the brochure (more detail and precision) – and a desire for a more streamlined submission process.

- Providers also requested more widespread and 'honed' use of social media – more so than participants - including better promotion of smaller organisers' walks.

1.3.5 Marketing and publicity

- 8,000 A5 programmes and 5,000 A5 flyers were printed.
- The top three most popular ways of finding out about the festival were: promotional materials, word of mouth then walking and community groups.
- There were 31,794 website page views and 9,575 sessions (1 April – 31 May 2022). 71% of visitors during this time were new (versus returning).
- There was an increase in Go Jauntly's total app reach - to 439,887: for April and May 2022 - a 133% increase on the same time last year (based on the TravelWest offer). However, there were declines in their walk impressions, reach and numbers of users completing walks.
- Unfortunately, only restricted Bristol Walk Fest marketing, social media and other promotional activity happened during the festival, due to unforeseen circumstances. This seemed to have a knock-on effect on social media 'mutuals' (e.g. with Go Jauntly) as well as provider satisfaction.

Taking in Bristol's famous graffiti. Photo credit: Alex Rotas

2. Background

2.1 Introduction

Bristol Walk Fest is the city's popular annual walking festival, celebrating 'all things walking' in the city. It has typically attracted hundreds of attendees from across the city and beyond. This year it took place 1-31 May 2022 – once again, to coincide with national walking month.

Bristol Walk Fest 2022 was in its ninth year and showcased a blended programme of walks, walking activities, personal challenges and online events. 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. Furthermore, a selection of interesting online walking-related news items and podcasts were offered. The full Bristol Walk Fest 2022 aims and objectives are listed in Appendix 1.

Although Bristol WalkFest took place in 2021, the aftermath of the Covid-19 pandemic still prevailed and it took a different format. The walk offer was mainly app-based via a community-based walking and nature connection app called Go Jauntly. The free app offers unlimited walking trails and tours - based on location: a 'pocket-sized encyclopaedia of urban walks.' The availability of this app was a key feature again this year, following further development of this partnership. More details on Go Jauntly are provided in section 2.4 below.However, in 2022, Bristol Walk Fest was also able to return to its traditional, extensive offer of 'in-person'/led walks and events.

2.2 Festival governance and support

Bristol Walk Fest 2022 was co-ordinated by Active Ageing Bristol and hosted by Age UK Bristol. Bristol City Council was the third primary partner as well as the principal funder.

There were a further eight other partners, all of whom were in the steering group:

- Bristol Ramblers
- Bristol Walking Alliance
- Good Miles CiC
- Go Jauntly
- Living Streets
- Mode Shift Stars
- TravelWest
- Visit Bristol

Further sponsorship, either in cash or in kind, was provided by:

- Bristol Ramblers
- Cotswold Outdoor
- Doveton Press
- Joanne Reeves – a Marcomms freelancer.

Karen Lloyd, Active Ageing Bristol Manager, had overall strategic and operational responsibility for the event. The work was further guided by a steering group composed of the partner organisations, with Good Miles CiC (Joff Charters) and Jen Graham (freelancer) leading on the website and event

management. Marketing and social media, and the evaluation, were also contracted externally to Joanne Reeves and Jo Coulson respectively.

The festival had a total budget of £23,735. The actual cost of delivery was £23,553. The £182 underspend was therefore used to design and print this evaluation report.

2.3 Walks

Walk submissions featured either within the:

- Bristol WalkFest brochure (a 31 page-long programme, n=8,000).
- 'Go Jauntly' walking app (n=93 walks), and/or
- The event website.

The brochures were distributed through Pear Distribution to: 31 local leisure and community centres and 42 GP surgeries. The Central Library distributed on to 26 community libraries. All providers were allocated 10 programmes per walk/event. An A5 flyer was also produced (n=5,000) and distributed via the same methods. Walk Fest team members and volunteers also helped with distribution.

Finally, a second printed booklet was available - first produced by Bristol Walk Fest and partners in 2021: "Year-round Walks in Bristol." Containing 16 walks, it was also distributed to various community locations and is available to download from the website.

One hundred and nineteen walk providers offered walks/events under five themes: arts and culture, health and well-being, history and architecture, nature and wildlife and walking sports.

The table in Appendix 2 details a selection of walks by theme. Twenty-eight walks were run more than once and only two led walks were cancelled. Eighty-one (63% of) walks were free and 15 (12%) asked for donations. Only 32 (25%) were charged for, in the range £2-12. Just over half the walks (n=71, 56%) needed to be booked in advance.

In addition to specific walks and events, ten walking challenges were also promoted:

- 10,000 steps for 15 days in May
- 5000 steps for 15 days in May
- A mile each day in May
- Walk to work in May
- Walk to school in May
- Move more, sit less (4 hour break challenge)
- Walk a day in May (Go Jauntly with Bristol City Council)
- Slow Ways*
- The 100km Get Active Challenge**
- Bristol Bridges Challenge***

*Slow Ways is an initiative to create a network of recommended routes that people can use to walk between Great Britain's towns, cities and national parks.
**The aim was to complete the 100km goal in any way people wished e.g. walking to work, cycling or even sponsored pram-pushing.
***A 45km (28 mile) circular walk across the 45 bridges between Avonmouth and St Anne's.

Walks were also flagged with a key of information relating to accessibility, inclusivity and optimal walk enjoyment:

- Accessible by public transport
- Toilets and/or accessible toilets
- Wheelchair-friendly
- Buggy-friendly
- Dogs on leads welcome
- Family-friendly
- Frequent rest stops
- Mobility scooter-friendly
- Refreshments available to purchase
- Visually-impaired friendly
- Booking essential
- Take a packed lunch
- Walk/event repeated during the festival

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 walking tours based on location, with simple photo guides to help them navigate, with tips pointing out things of interest. Users can also sign up to walking challenges or enjoy green routes from A to B, or circular routes in the UK & Ireland.

The app is available for free on iOS and Android. There is an optional premium membership available at £1.99 per month or £19.99 per year. A premium membership allows users access to specially-curated walks, the ability to download favourite routes for off-line mode, or to export them as GPX.

Globally, the app has received 400,000 downloads since its inception, with over 40,000 monthly active users. Go Jauntly have recently been awarded several accolades including the Editor's Choice award on Apple's App Store.

Although Go Jauntly's offer is continually increasing and evolving, in May 2022 there were 93 Bristol-based app walks. These walks were 'live' before and after the festival.

This total includes 53 walks that were originally created for TravelWest/Bristol Walk Fest in 2021 – an offer that was subsequently expanded upon and added to by community users. 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.

For the duration of the festival, the Bristol app walks had a link embedded in them to the Bristol Walk Fest home page. In terms of relevance to this evaluation, users were not linked at any point to the main participants' survey.

3. Evaluation

3.1 Purpose of evaluation

The purpose of the evaluation was to:

- collect basic monitoring data.
- ascertain participant demographics.
- understand festival experience (for both participants and providers).
- provide accountability and transparency to funders and stakeholders.

3.2 Data Protection

Age UK Bristol was the 'Data Controller' for Walk Fest 2022 data. Alongside Age UK Bristol, Bristol Walk Fest undertook to hold evaluation data in strict accordance with the EU Regulation 2016/679 General Data Protection Regulation. There were not considered to be any significant ethical or privacy issues with the nature of the data. Providers were asked if they consented to share their details for evaluation and marketing purposes.

3.3 Data sources and evaluation methods

The number of Bristol Walk Fest participants was approximated from several sources. Providers were asked to log attendees and return the information to the event manager. The logs covered all walks that were on the website: led, self-guided and those taking place throughout – but not all the challenges. 1,430 people were recorded as having taken part via the registers. But, despite several chases, more than 25 organisations did not return their figures so this significantly under-estimates this sub-total.

Go Jauntly app walkers were thought to sub-total between 528-2,118 walkers (April-June 2022, see page 36). There were also people that attended the NO LIMITS#2 outdoor photographic exhibition on College Green. This was staged for 28 days from festival launch, with a conservative estimate of 200 walks by viewers per day - sub-totalling 5,600 people.

Given these composite estimates, it is thought that around 8,000 walkers took part. But these types of data collection challenges mean that it has been very difficult to calculate participation, and particularly compare attendance year-on-year.

Evaluation data came from two main sources.

Firstly, a simple, 13-item participant feedback questionnaire (SurveyMonkey) was available via both the website until 10 June and paper copies. The latter were distributed to walk providers, who were asked to encourage walkers to complete and return them at the time. They were then input by a volunteer. As an incentive, people were given the option to be entered into a prize draw to win a £100 Cotswold Outdoor gift card. See Appendix 3 for the survey wording.

Secondly, there was a feedback survey for providers which was only available online. It comprised 16 items: 10 fixed-response satisfaction ratings (quantitative data), with the rest being open-ended/qualitative questions. See Appendix 4 for the wording.

The Jo Gauntly app walks also had an embedded 'mini' survey, consisting of three items peppered throughout walks and partly collected by Go Jauntly for their broader needs. With some similarity to the main participant survey questions, these items were:

- How did you find out about this walk?
- How long do you walk on an average day?
- Did Bristol Walk Fest encourage you to increase the amount of walking you do?

The results and a brief discussion are included separately in Appendix 5. This because the response rate was much lower than for the main participant survey and the findings add relatively little to this report. The questions were also phrased slightly differently so the datasets could not be merged. It is also impossible to know whether respondents have answered both surveys.

The next section presents findings from the two main surveys.

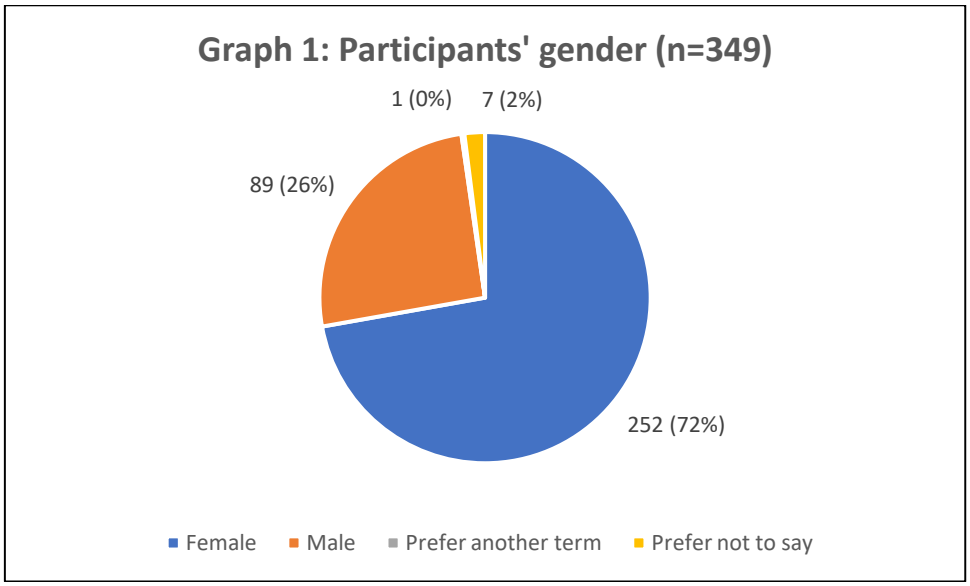
3.4 Participant Survey: quantitative analysis

Three hundred and forty-nine people responded to the participant survey, with approximately three-quarters via the hard copy. Various graphs are presented below to illustrate data around demographics and walking behaviour.

3.4.1 Participant demographics

Participant gender: Graph 1

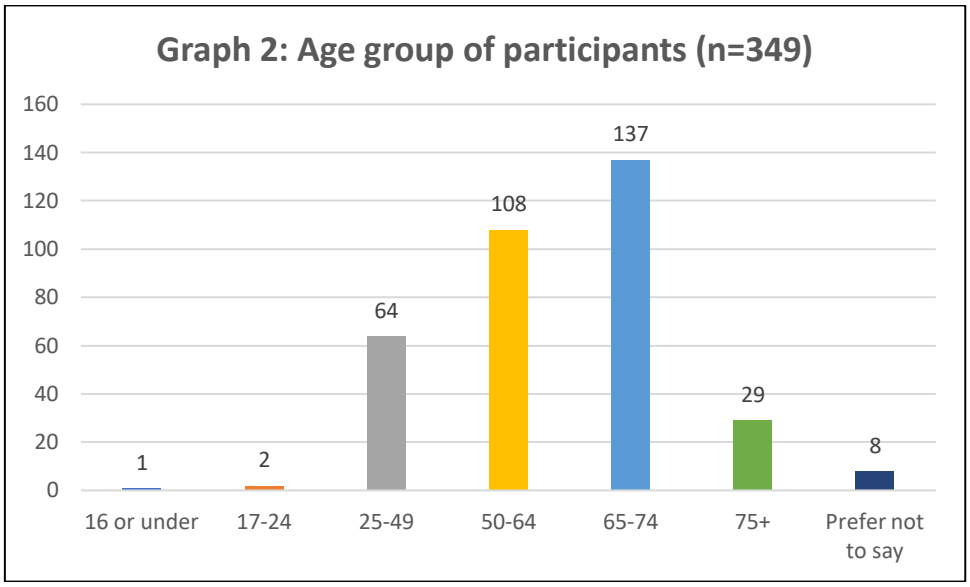
Graph 1 indicates that, as in previous years, the event appeals more to females (72%, n=252). This compares to 50% of the wider Bristol population (Bristol City Council, 2022a). The female participation figure has varied between 66-74% over recent years. The proportion of people who prefer another gender term, or prefer not to say, also remains fairly consistent at 2% (n=8).



Participant age: Graph 2

Nearly eight in ten walkers (n=274, 79%) were aged 50+, and nearly four in ten were from the 65-74 age bracket. Again, this trend replicates previous years. Older people were over-represented in that the over 50s in Bristol make up 28% of the wider population (Bristol City Council, 2022a).

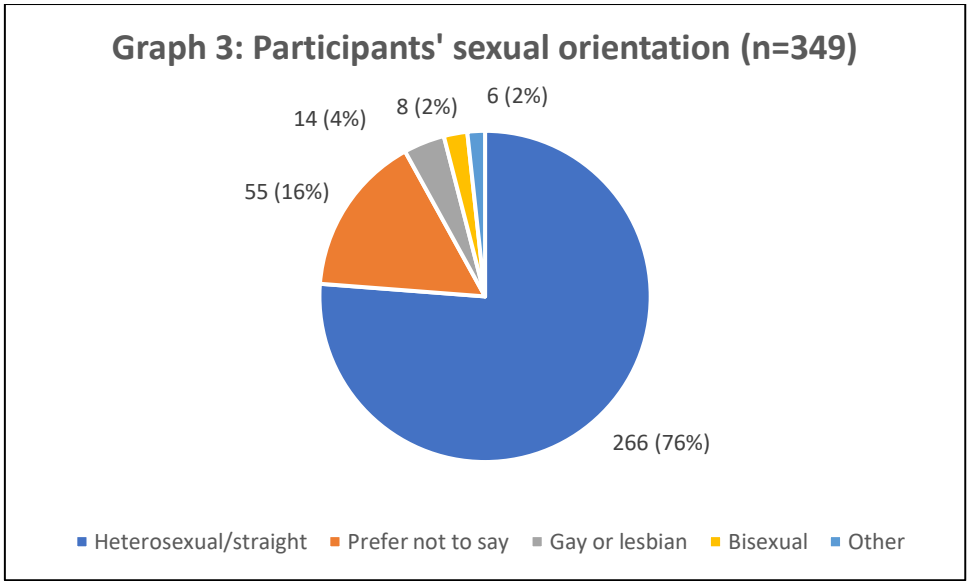
Although positive in terms of a 'snap-shot' of some older residents' activity, it does raise a question for stakeholders as to whether they would like to target younger populations going forwards.



Sexual orientation: Graph 3

The pie chart overleaf shows that the vast majority of walkers (n=266, 76%) identified as heterosexual. The next biggest proportion were people who preferred not to say (n=55, 16%).

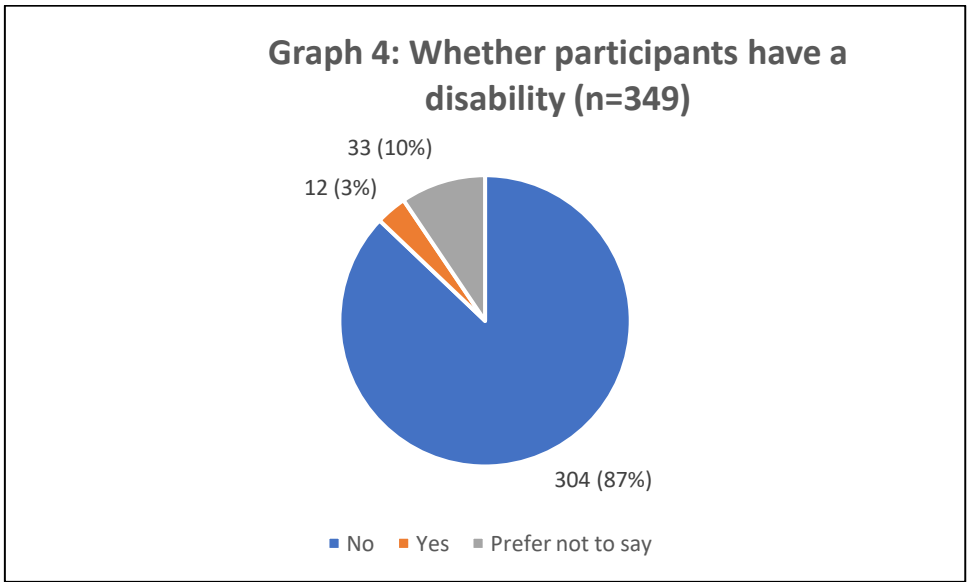
A recent briefing from Bristol City Council (2022a) explains that it is only possible to give an approximate estimate of non-heterosexual groups in Bristol. The best available comparator is that approximately 11% of people in Bristol identify as 'lesbian, gay or bisexual,' whereas it was 6% with our dataset. This picture gives us a very rough indication that LGBTQ+ people may be under-represented.



Disability: Graph 4

Only twelve people (3%) considered themselves to have a disability, although we have no further information on these people's perceptions of the festival. Almost triple this amount did not want to share this information. For comparison, Bristol City Council (2022a) use 'limited a lot in day-to-day activities' as a proxy measure for disability. The figure for disabled adults of working age and above living in Bristol is 10% - effectively meaning that disabled people were under-represented at the festival.

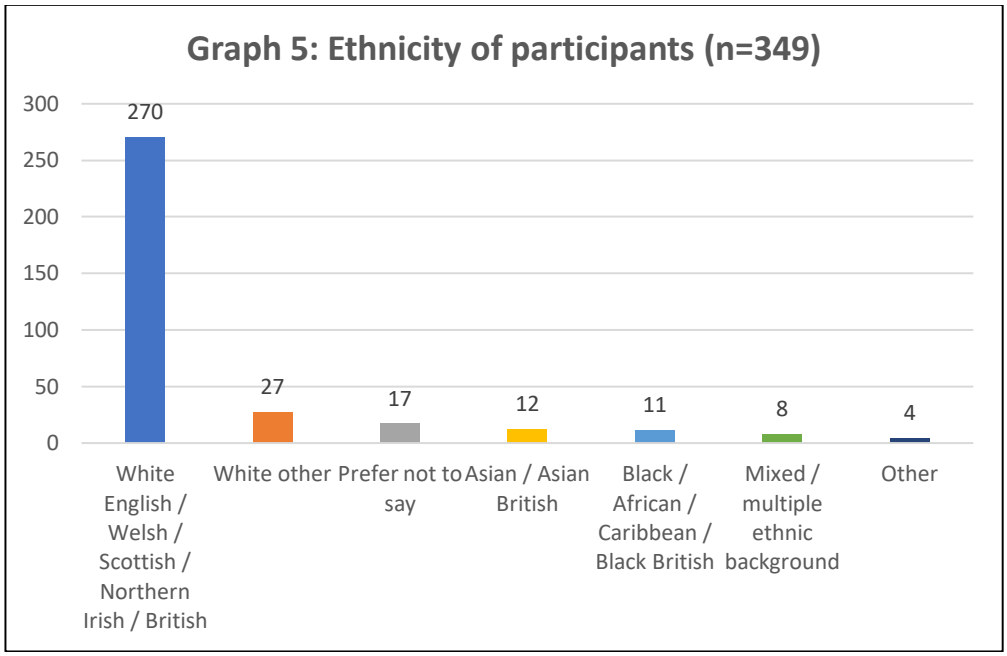
It may be worth doing some specific targeting with disability groups for future festivals. Relevant walks were marked as 'wheelchair-friendly' - amongst many other features addressing inclusivity - to attract as broad a range of festival-goers as possible.



Ethnicity: Graph 5

The following bar chart illustrates that most people attending (n=297, 85%) identified as white (in one of two groupings). Thirty-five people (10%) were of different ethnic backgrounds.

According to the Council (2022a), 16% of the Bristol population are in non-white groups - although The Bristol Walk Fest question response options weren't exactly the same. This year, there was a small increase on the proportion of non-white attendees in 2018 and 2019 (the last pre-pandemic Walk Fest) - both at 6%. This may be because efforts were made to target more ethnically-diverse areas. As well as only having results for 349 participants, quite a few people preferred not to say (n=17, 5%), once again making these estimates very rough.



Striding out in Eastville Park. Photo credit: Alex Rotas

Where participants live

Postcodes were available for 237 of the respondents (68%). Missing data is due to incomplete postcodes, the participant choosing not to fill it in and/or an invalid return on the look-up database. The statistics for this section were provided by Bristol City Council's GIS Support Team (August, 2022b).

If basing estimates on the 237 people for whom postcodes were available, three-quarters of attendees lived in Bristol. Table 1 shows that participation was quite heavily skewed towards people living in more affluent areas, with 51% (n=121) coming from the four least deprived 'deciles' of deprivation.

Deciles refer to when geographical patches - specifically lower super output areas (LSOAs) - are broken down into ten categories, either for national or, like here, local data. Bristol Walk Fest walkers' postcodes were matched to the LSOA they lived in to be able to provide the following profile. The relative deprivation level of people living in non-Bristol postcodes is also shown. The following distribution is very similar to that in 2019.

IMD by participant postcode: Table 1

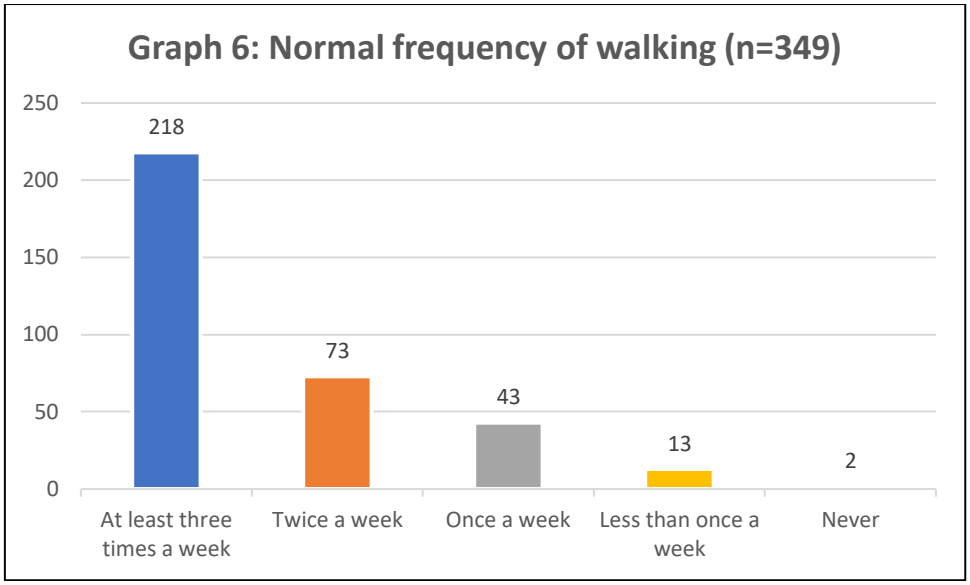
IMD Deciles	No. Bristol participants	No. non-Bristol participants	Subtotal	% all participants
1 (Most deprived)	3	0	3	1%
2	18	0	18	8%
3 (More deprived)	23	0	23	10%
4	22	6	28	12%
5 (Average)	22	2	24	10%
6	11	9	20	8%
7 (Less deprived)	23	7	30	13%
8	15	9	24	10%
9	15	7	22	9%
10 (Least deprived/ i.e. most affluent)	26	19	45	19%
Subtotals	178	59	237	

Appendix 6 provides more detail around this demographic data, with two maps showing the wide range of areas people come from and postcodes by ward for Bristol walkers.

3.4.2 Walking behaviour

Walking frequency: Graph 6

The vast majority of Bristol Walk Fest participants were at least fairly regular walkers, with 83% (n=291) walking twice or more a week. The figure was similar in 2019 at 85%. However, the festival also attracted less-regular walkers. Those walking once a week or less (n=58) made up 17% of respondents – slightly more than in 2019.

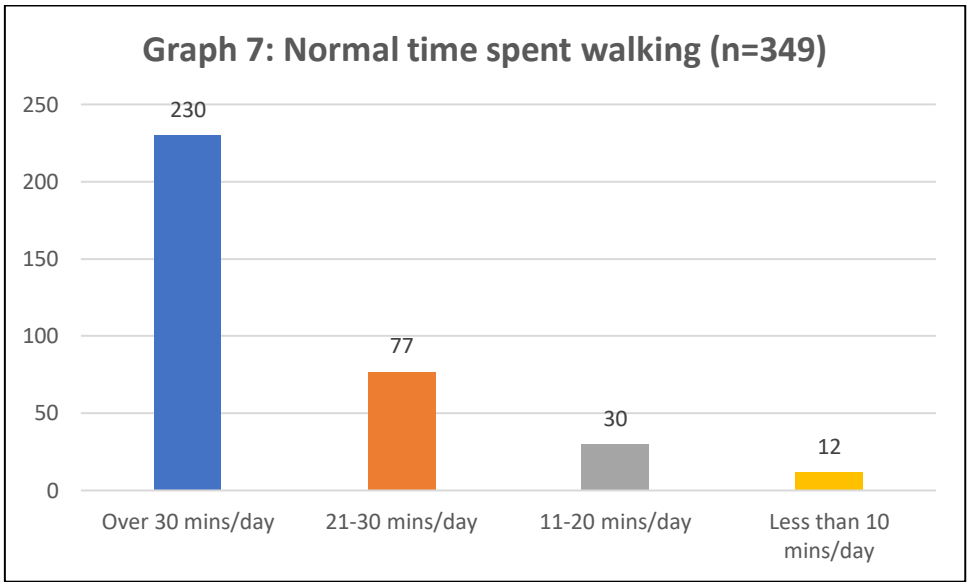


Time spent walking (average day): Graph 7

As the next bar chart shows, many festival walkers already incorporated walking into their average day - for leisure, exercise or to get around (e.g. to work or the shops). A large majority (n=307, 88%) self-reported walking over 20 minutes a day, compared to 80% in 2019.

It is possible that over 6 in 10 attendees – assuming they walk at least at a moderate pace – may be walking the necessary amount to meet the national guidelines for physical activity (Department for Health and Social Care, 2019). If so, this would mirror the 61% of UK adults who recently reported achieving 150+ minutes of activity a week (Sport England 2022).

Interestingly, the same Sport England report also detailed that, of the types of activities showing growth before the pandemic, only walking for leisure has continued to see numbers rise.



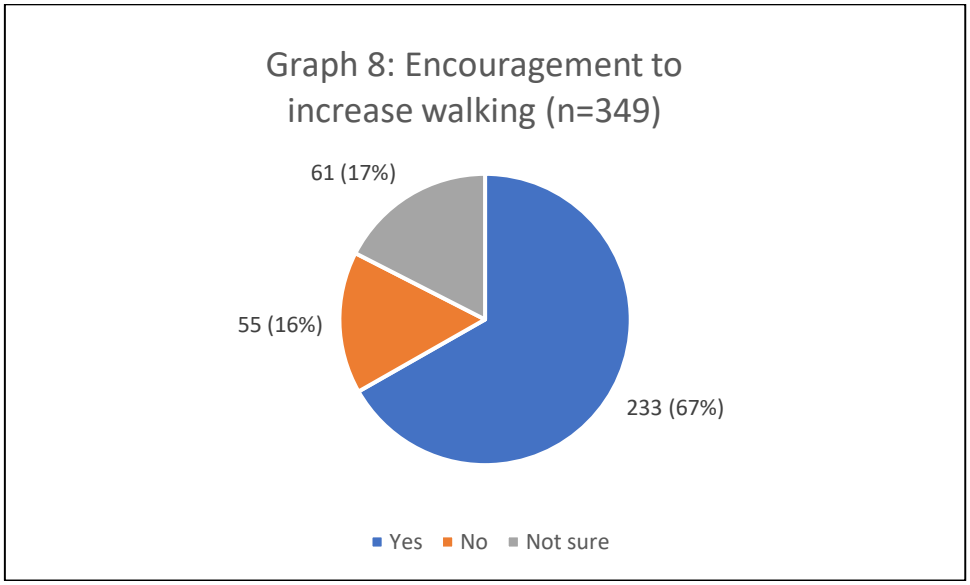
The 'frequency' and 'time spent walking' questions should be contextualised in the knowledge that self-reported physical activity is an inaccurate measure, compared to objective measurement e.g.

through use of accelerometers (Prince et al, 2008). People almost always report that they exercise more than they think or say they do.

A majority of respondents (n=234, 67%) said they 'sometimes' or 'often' walked as part of a group: almost identical to the 68% in 2019. For the rest, it seems likely that an introduction to the therapeutic and social benefits of group walking (Marseille et al., 2005; Pollard et al., 2020) brought added value to their experience - as the qualitative findings will reveal.

Future walking plans: Graph 8

Graph 8 suggests that Walk Fest might encourage at least two thirds of participants to increase the amount of walking they do. This figure has previously been in the 62-74% range. Although positive, it has been long-evidenced in the behavioural change literature (e.g. Rhodes & De Bruijn, 2013) that intention does not necessarily lead to change. It is also almost impossible to accurately follow up.



3.5 Participant Survey: qualitative analysis

As well as the above demographic and walking habits data, the survey asked participants about their festival experience - namely if there was anything further they wished to add about it, or if there were ways to improve it in the future.

Around half of respondents gave feedback (n=181, 52%) across 56 different walk/event types. After familiarisation with the data, it was felt appropriate to take a simple, deductive approach: specifically, this year's data was themed according to the thematic headings from previous reports (Coulson and Morgan 2019, Coulson and Morgan 2018). At the same time, it was important to identify any new or redundant themes through 'light-touch' comparison between the 2022 data and these pre-existing themes.

Six out of the seven themes from the 2019 report were still considered fit-for-purpose. A new theme was created: 'Thirst for more.' The category 'Bookings and briefings' was dropped as it was felt that a couple of comments that could have been coded that way did not warrant a category of their own.

There were also a very small number of ad-hoc comments which did not easily fit into the seven themes. Being 'stand-alone' suggestions, they are not included in this report.

Enjoyment
As in previous years, the sheer enjoyment of Bristol Walk Fest shone through.

> *"I found the walk fascinating, fun and very informative."*
>
> *"This is a great opportunity to get to know Bristol better."*
>
> *"One of the best walks I've ever done."*

As before, enjoyment was closely related to the appreciation of inspiring walk leaders.

> *"Good walk leaders: they knew their stuff."*
>
> *"Ros was a very knowledgeable instructor who paid attention to our individual styles and needs and has inspired me to start out in Nordic walking. Thank you!"*

Indeed, there was particularly strong feedback about the Nordic walking although it may be that the evaluation questionnaires were particularly well-promoted to these walkers. More broadly, people valued the mix of walks.

> *"There has been an excellent programme."*

Promotion and Media
Around fifteen comments focused around the desire to see more advertising of the festival in general. This was the case in previous years. Notably, only two people referred specifically to wanting more social media.

> *"Didn't realise walk was a Walk Fest walk."*
>
> *"I didn't hear about this until the event on 24 May! You could improve next year with better publicity."*
>
> *"Publicise more: it would have been great to know about it earlier."*

It should be noted that, unfortunately, there were mitigating circumstances that meant that less resource was available for marketing and communications than was first envisaged.

There was somewhat mixed feedback on both the printed programme and website.

More clarity and accuracy seemed to be the main requests with the brochure, although having a hard copy was definitely appreciated.

> *"Please check and update the start point information. Both walks we have done were not accurately described: a postcode is not enough."*
>
> *"Dates, times, exact locations require better definition … [and better contact information]."*

"Perhaps make it clear when it is tour guide-led, not audio."

"The booklet was nice as it is something to keep and try during the year..." (Referring to the year-round walks booklet]

Unfortunately most of the comments about the website constituted negative feedback.

"I couldn't find walks easily on your website. It didn't seem as clear as previous years."

"Walk Fest website was a maze."

One comment was complimentary.

"The website is great. It was easy to find the walk I wanted and info I needed re. time, location etc. So all good!"

The website was re-vamped in 2021 and, in terms of wording and structure, its format was considered suitable for the predominantly app-based walks that were available that year due to the impact of Covid.

Learning
People loved the learning opportunities afforded by Walk Fest. This was true for both Bristol's history and its geography e.g. newly-discovered routes or areas.

"We took part in two activities, both of which were of great interest and broadened our knowledge about Bristol. We learnt so much about the slave trade… It was an excellent tour."

"Really enjoyed it - saw parts of Bedminster I never knew existed."

Accessibility/inclusivity
Encouragingly, there was only one comment reporting any barriers about festival access in terms of disability.

"Provide transport to the start for people with disabilities or from further edges of Bristol. Buses to the start for some people involved taking two and ending still one mile from start."

There were also only a few comments regarding wider accessibility and inclusivity considerations, although it should be remembered that people with disabilities were under-represented in this group of walkers (see graph 4):

- Pace ("a bit slow," or suboptimal management of group for slower walkers)
- Insufficient information about terrain (e.g. hills, steps)
- Desire for more evening walks and walks away from the centre
- Need for more public toilets
- Requests for walks to be more easily accessible by public transport.

Social benefits

Walkers perceived excellent social benefits from taking part in Walk Fest. Psycho-social value has been well-documented for many years across the research literature, especially amongst older adults (Department of Health and Social Care 2019, Shvedko A et al., 2018).

> *"So good to meet new people … Really enjoyed the social interaction."*
>
> *"It's such a lovely way to spend the day: exercise, friends, fresh air, nature."*
>
> *"I enjoyed the walk and meeting the people who joined. However, it would have been nice - as we were a small group - to have a quick introduction or at least for the leader to introduce himself."*

One participant even suggested the opportunity to socialise further after the walks.

Out and about in Knowle West. Photo credit: Alex Rotas

Physical Activity benefits

Clearly people benefited from the exercise they were getting via Walk Fest. But, much like previous years, it wasn't mentioned as explicitly as either the learning or social aspects. Perhaps being reasonably regular walkers, they didn't feel the need to explicate the enjoyment of moving per se.

"Loved all the walks we did. It encouraged to get exercise and learn about new places."

"It was really great and an exercise I can do to help [myself]."

"Thirst for more"

This final (seventh) theme was newly-created to reflect approximately thirty comments calling for 'more.'

"Have it for a longer time."

"Very keen for this festival to continue each year! Please keep this going."

"Please maintain what you are currently doing, given all financial pressures."

"More opportunities to take part in these kinds of activities."

"Keep up the good work!"

And in relation to the much-reduced offer in 2021:

"It's fantastic to have Walk Fest back."

To summarise the participant feedback, although only about a quarter of people estimated to have participated in the 'core' offer of in-person/led walks responded to the survey (n=193), the findings were that walkers were more likely to be female, above 50 and already reasonably active. Older people and women were therefore over-represented.

Several population groups such as people with non-white ethnicities, LGBTQ+ sexual orientations and disabilities, or those living in more deprived areas, were under-represented. At least superficially, the event appeared to have been received as fairly accessible. However, nO data were available to reflect the views of people who may have experienced barriers to physical activity and community participation.

Many felt the festival was under-advertised. This was broadly the same feedback as in previous years. Suggestions for improvement concentrated around requests for more detailed content, precision and user-friendly design of the website and printed programme.

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

3.6 Provider Survey Evaluation

3.6.1 Main survey feedback

One hundred and nineteen providers delivered a 'core offer 'of 193 led/in-person walks and events across Bristol Walk Fest 2022. Some of these were recurring. Information on a sample of 85 providers can be found online. This figure was close to the average reported in Walk Fest reports since 2017, and provider participation itself was the highest to date (up 68% on 2019).

If adding in the ten challenges/walks that ran every day, or for half of May (as listed in section 2.3), there were actually the equivalent to a further 310 events (31 days multiplied by ten challenges). This would result in an estimated grand total of 503 walks and events.

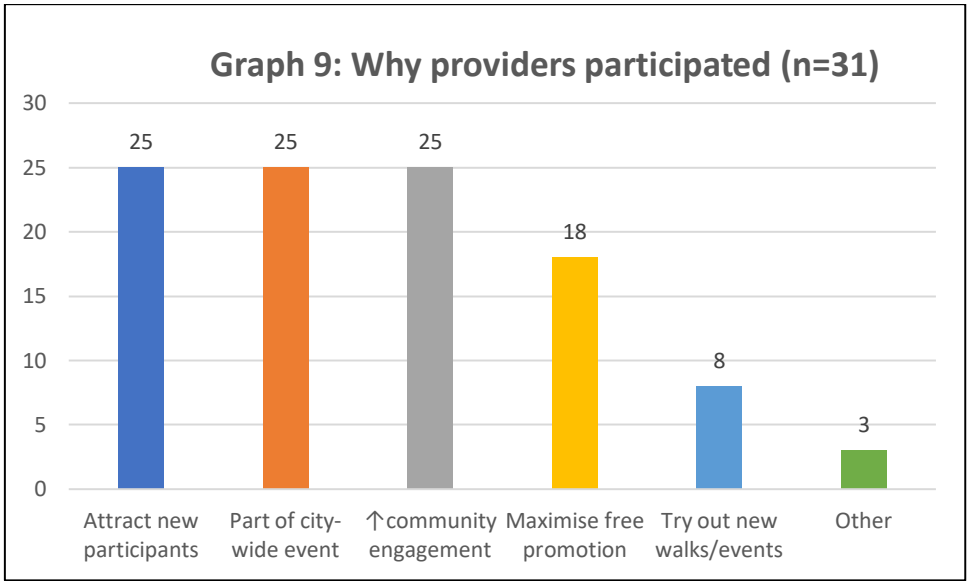
Thirty-one of the 119 providers filled in the questionnaire. This yielded a response rate of 26% which was somewhat lower than previous reports (e.g. at 70%, 55%). Fewer providers are thought to have picked up surveys from the central collection point and there were fewer local points for survey returns. Nonetheless, a rate of around 25% is a rough benchmark for surveys of this type and was almost identical to the participant survey response rate. As in previous years, providers were asked in their terms and conditions to take an active part in the festival's evaluation.

In the following section, where possible, providers' qualitative feedback is interwoven alongside charts representing the ten fixed-response questions. Some additional material about the 'highlights' of the festival is presented at the end.

Organisers' reasons for taking part: Graph 9

The three most frequently-chosen reasons for taking part were evenly spread, namely: to be part of a city-wide event, to increase community engagement and to attract new participants – each at 81% of providers. This pattern was almost identical in 2019.

Regarding the category of 'other' reason/s for taking part, some responses were able to be coded under one of the pre-existing response options - due to their similarity. Only three distinctly different reasons were mentioned and are not included due to their unique nature.



Part of the qualitative feedback gained through the provider survey bore out their reasons for taking part in the first place. For example, for several providers, their named highlight was getting their walks well-attended, especially by newcomers. Only one provider felt they'd got "little buy-in" from the general public.

> *"[The highlight was] welcoming new participants who found us."*

> *"[The highlight was] increasing bookings as a result."*

Feeling like they were 'part of something bigger' also came through again.

> *"[The highlight was] being part of the event: all the city shared the experience of doing it."*

In terms of the third 'equal' top reason for taking part – to increase community engagement and involvement – again, the evidence suggested that this purpose was fulfilled.

> *"It is wonderful to mobilise participants from all walks of life and all ages to participate. I also love that there's such a variety of walks as part of the programme, something for everyone."*

> *"I think [the highlight was] the blend of walkers who came from across the city, drawn by a united interest in the walks on offer."*

> *"The highlight was realising that there are so many fabulous groups inspiring people to connect with nature in our city!"*

Only a quarter of providers (n=8) took part to try out new walks/events and only one comment was provided along these lines.

> *"I think I have learned the type of walks that work best and this will inform the walks I offer next year, including free sessions."*

People more frequently talked about their joy of witnessing others take pleasure in or benefiting from the sheer variety of walks.

> *"[The highlight was] having so many people tell me they had no idea that so many interesting and even beautiful place existed, for many on their doorstep."*

> *"[The highlight was] helping people to connect with walking routes and people in their local area."*

Eighteen organisations took part to maximise the free promotion of the event. Quotes around this topic have been treated slightly differently in being integrated alongside the quantitative data results below (starting page 26/graph 16).

The next section uncovers feedback around aspects and features of the festival management and delivery.

Graph 10 on page 24 shows that 90% of providers (n=28) were 'satisfied' or 'very satisfied' with the online walk submission process although the associated qualitative feedback was a little mixed.

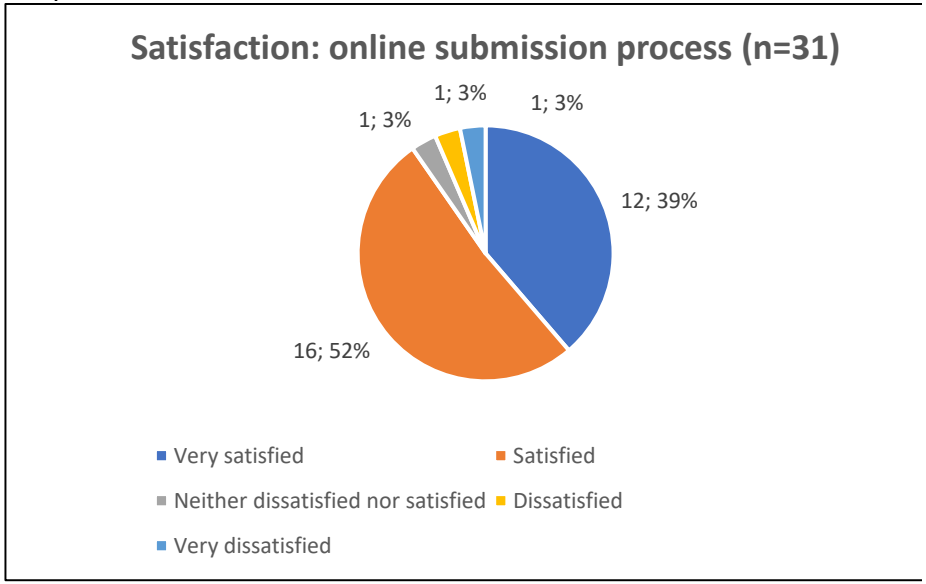
"I seem to remember having to do a new Google form for each walk from scratch rather than just use the first one … so a way to reuse your form/edit and submit another would be good."

"Please try to make it less admin heavy for walk organisers next time."

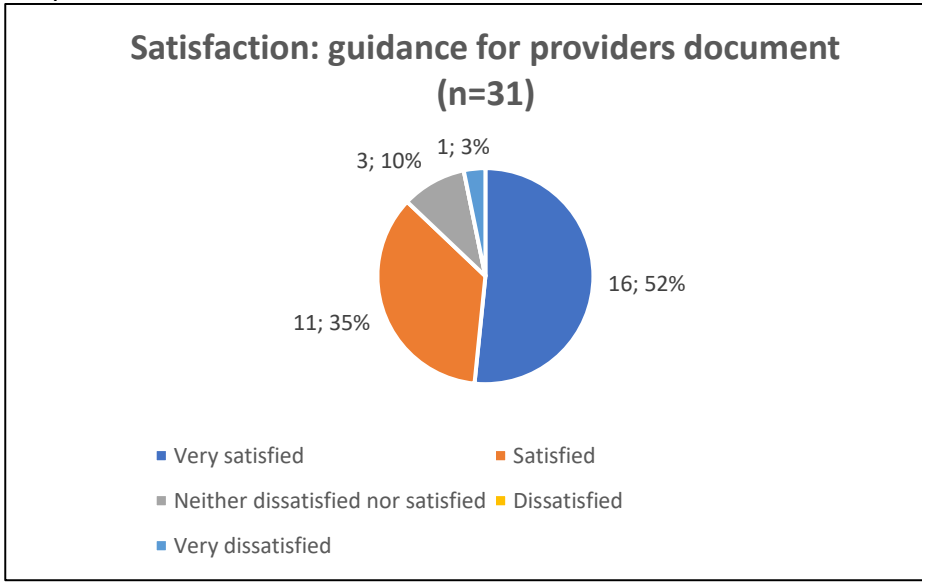
"Feels well-run. It's simple to get involved administratively."

Nordic walking in Eastville Park. Photo credit: Alex Rotas Photography.

Graph 10



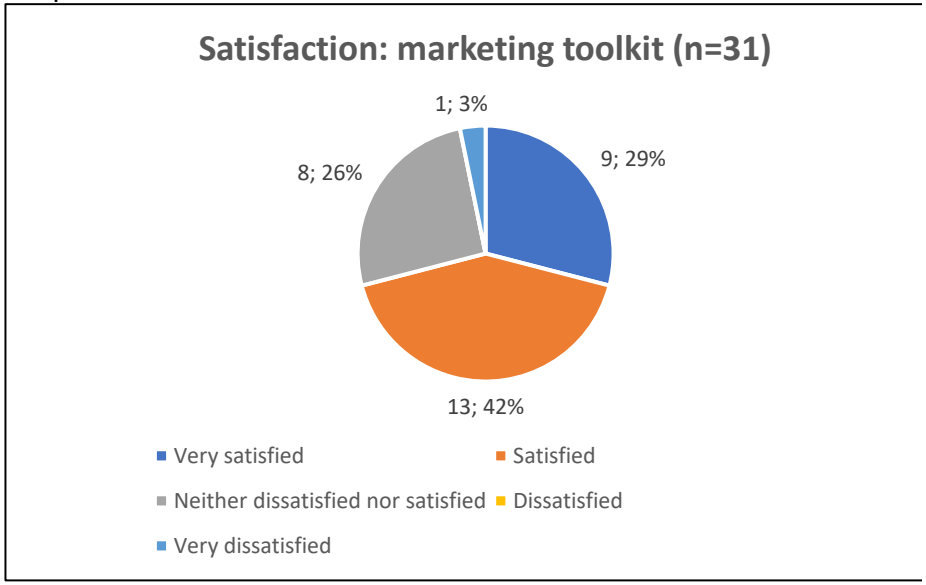
Graph 11



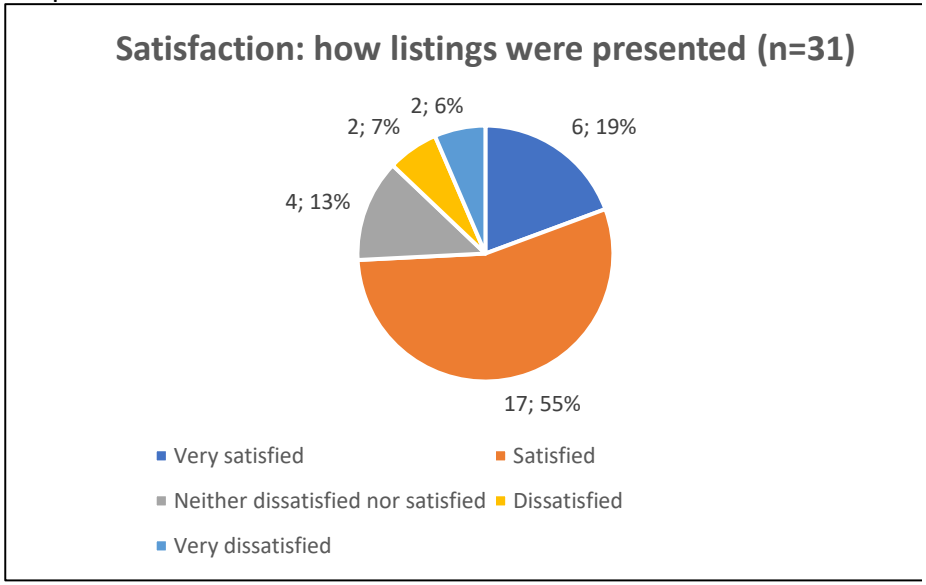
Graph 11 shows that 87% (n=27) of responders said they were 'satisfied' or 'very satisfied' with the Guidance for Providers Document. However, no further feedback was given on its usefulness or quality.

That was also the case with the marketing toolkit: graph 12 explains that 71% of providers (n=22) reported they were 'satisfied' or 'very satisfied' with it. About a quarter of people replied that they were neither satisfied nor dissatisfied. Because there were no supportive qualitative data again, it is impossible to understand why.

Graph 12



Graph 13



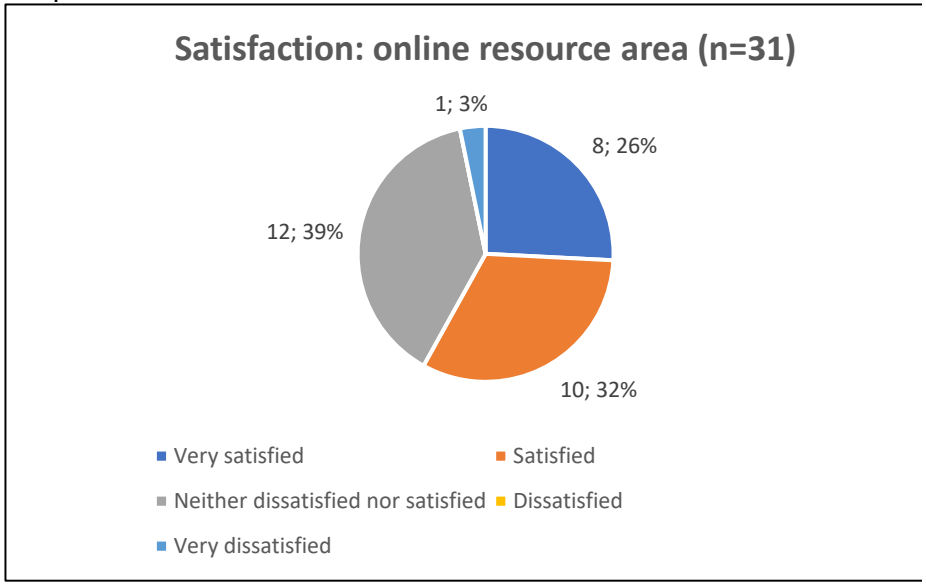
Substantially more feedback was provided around how providers' listings were presented. In this respect, as graph 13 displays, 74% (n=23) reported being 'satisfied' or 'very satisfied' with them.

> *"It was great to have a one-stop-shop with all the daily listings."*
>
> *"I understand that there is little space in the printed programme and online, and you did a fantastic job categorising the different types of walks. However I would have wished for a bit more space to write about the walk in more detail, and potentially to add promotional photos."*
>
> *"Navigating the website to find the Young Onset Dementia walk wasn't always straightforward."*
>
> *"Printed brochure needs a lot of work (layout, lack of images). Mail addresses given but no websites so people emailed me when they could have booked direct and saved me time. Serious inaccuracies in online listings (not ours)."*

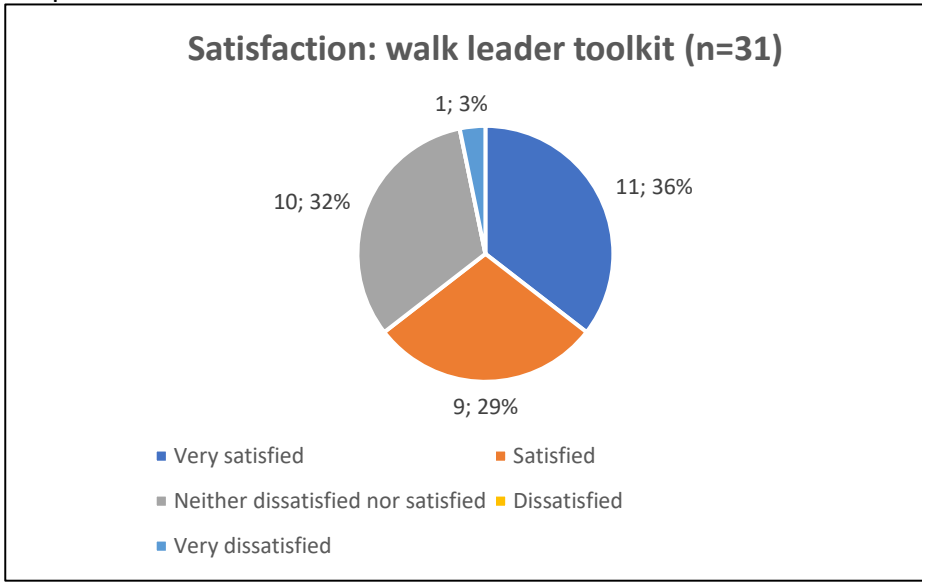
Satisfaction was a little lower for the online resource area. Graph 14 shows that, although 58% (n=18) providers were still 'satisfied' or 'very satisfied,' the greatest proportion of responses (n=12, 39%) was for 'neither satisfied nor dissatisfied.'

With regards to the walk-leader toolkit, the distribution of responses was not dissimilar, with 65% (n=20) being 'satisfied' or 'very satisfied.' This can be seen in graph 15.

Graph 14



Graph 15



No additional comments were left about either the online resource area or walk leader tool-kit, so it is not possible to better understand these slightly lower satisfaction rates.

Next, the survey asked about satisfaction with promotional channels. Twenty-four respondents (77%) were 'satisfied' or 'very satisfied' with them – as shown in graph 16. Interestingly, most qualitative feedback in general was around this topic. Walk Fest probably represented a vehicle to promote providers' offers to a wider audience, perhaps prompting them to reflect more on these aspects of the festival. This is supported previously in graph 9 which presented providers' reasons for taking part.

> *"The promotional activities [were particularly good]."*

> *"The website, brochure, photo exhibition on College Green [were particularly good]."*

The Alex Rotas photography exhibition, on display between 29 April and 25 May 2022, was part of the promotional campaign and marked the start of the festival. It attained great praise, although one person remarked that it was a shame that the photos were taken down before the end of the festival.

> *"It felt a great honour to be a part of the fantastic 'No Limits' photography exhibition for our 'Gentle Walkers Exhibition' at the very start. [It was our highlight]."*

> *"The Alex Rotas photographic exhibition was excellent and a great way to promote the positive possibilities of walking sports."*

Two people suggested a 'meet the walk organisers' or launch event. There was no way to know whether these people had been aware of the exhibition or not. There was also one call to start all the promotional activities at least three months before.

> *"Improvements for the future: an opening and/or closing ceremony sort of thing e.g. a mass walk in the city centre. A lecture or educational session with speakers and chance to network e.g. with a dinner."*

Feedback was received around other specific forms of promotional activity. Social media was appreciated although it was felt that it could be better used - including to promote smaller organisations and lesser-known places to walk. Extenuating circumstances meant that less such activity was carried out than was planned.

> *"The marketing was brilliant … I could clearly see plenty of online material through social media."*

> *"I think finding ways to support walks on Walk Fest's social media that are located in more peripheral or less well-known places would be good too."*

> *"It would be great if Walk Fest helped walks run by charities or not-for-profits gain more traction and visibility … by featuring them specifically on social media in some kind of 'today's featured walk' or something."*

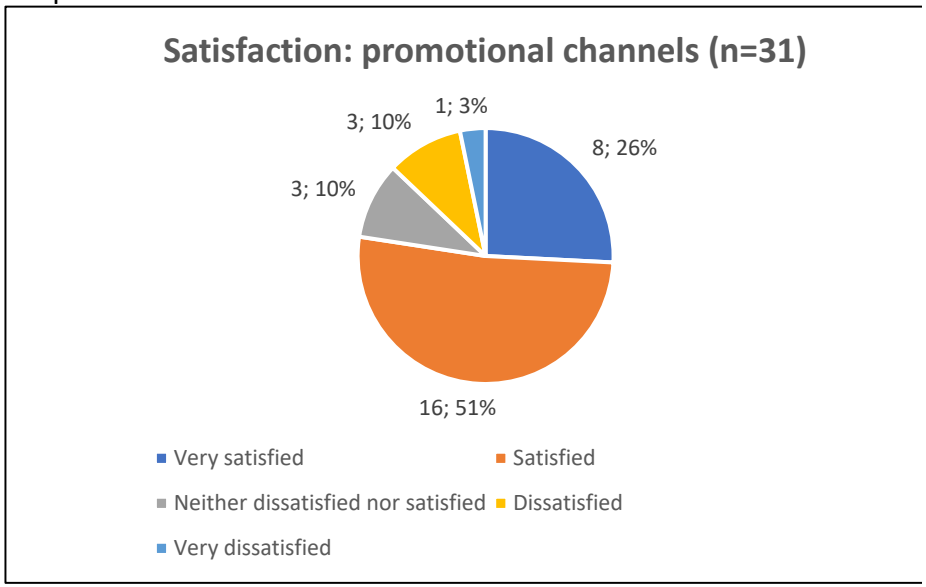
> *"I think the social media for Bristol Walk Fest this year was not as good compared with other years. It felt like less events and walks were shared, and our posts and walking events were hardly shared at all."*

The brochure was deemed informative although one respondent commented:

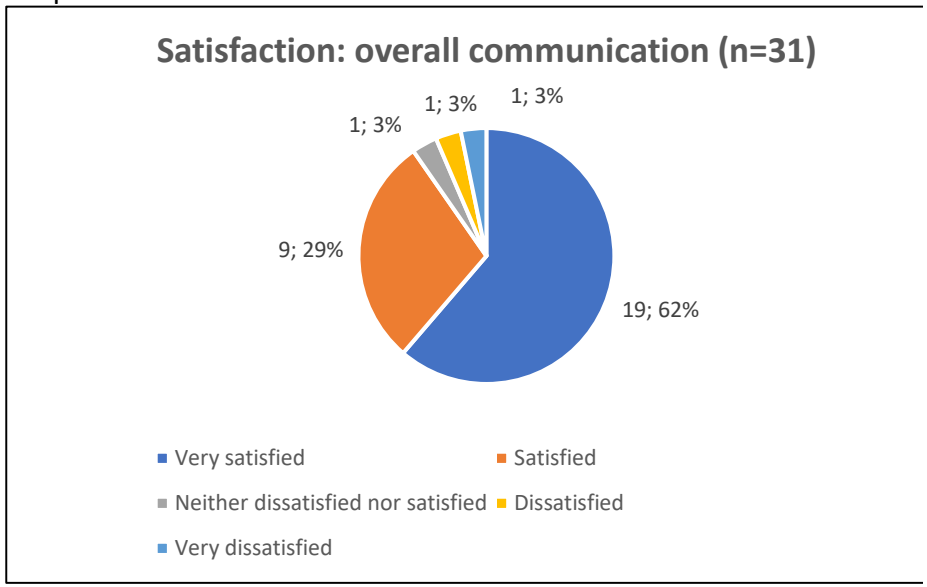
> *"The prominence of football on the graphic for the flyer and programme did not immediately say 'walking festival' at a glance. If I had just casually seen a flyer with a man playing football I would not have picked it up."*

The inconvenience of needing to collect the brochure from central Bristol was mentioned. However, Bristol Walk Fest's efforts to drop off stock when the provider was unable to pick them up were greatly appreciated.

Graph 16



Graph 17



Graph 17 shows that levels of satisfaction with overall communication around the festival were very high: 90% (n=28) were 'satisfied' or 'very satisfied' and only one person reported an issue which was subsequently resolved with a "great" response.

"The response and support of the team was brilliant as all enquiries were managed in a professional, friendly and timely manner."

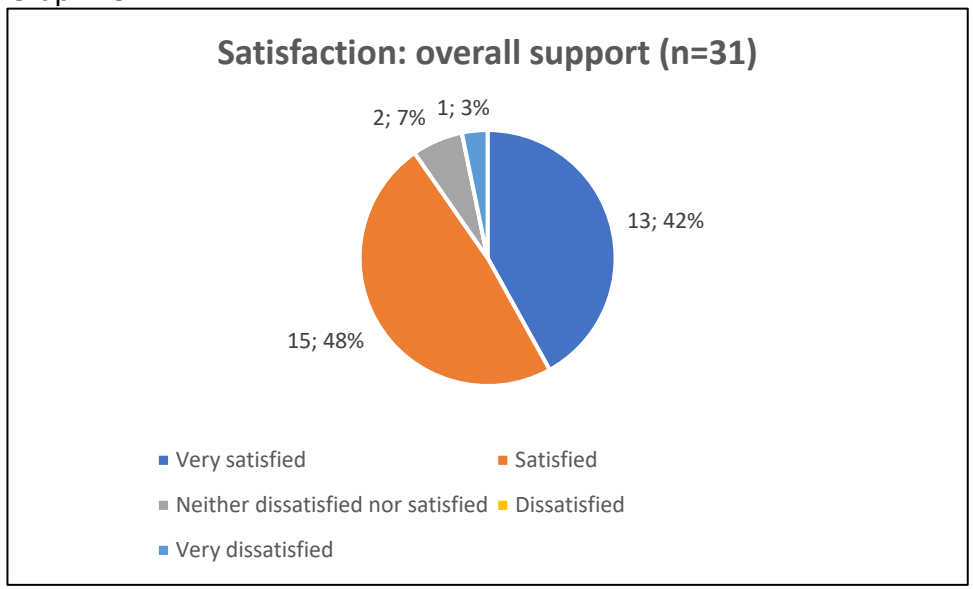
"Emails were clear and informative."

The last structured question of this type (graph 18) asked providers about the overall support received from the Walk Fest team. Again, 90% (n=28) were 'satisfied' or 'very satisfied.' This compares with a 96% rate in 2019. Related feedback was complimentary and several people expressed their thanks.

"I think you've done a brilliant job!"

"I think it's fantastic that this festival exists. Huge thanks to the organisers. As I know, just setting up our few walks takes time and effort but doing a whole programme of walks makes me faint-hearted at the thought! Hats off to everyone - thank you."

Graph 18



Walking tennis in Henleaze. Photo credit: Alex Rotas Photography

Finally, providers were asked about how Bristol Walk Fest could be improved in the future. Fourteen (45%) either left the field blank, inserted a positive comment or wrote 'N/A.' Suggestions for improvement have already largely been integrated into the above sections - particularly around the areas of promotional activity. However, two other ad-hoc suggestions may be worth noting.

"[Make] walk leader training sessions available, or tasters."

"Broaden out again back to what festival was pre-Covid."

When asked for any further comments or highlights, providers expressed general enthusiasm and praise for the event - reminiscent of the 'thirst for more' that the participants themselves voiced.

> *"[The highlight for me us was…] holding an 'in-person' event that was well-attended, after the trials of the Covid pandemic."*
>
> *"Such a mammoth task for the organisers. I'm in awe!"*
>
> *"Great event which hopefully will be repeated next year."*
>
> *"I would be extremely happy to support future WalkFests..."*
>
> *"Just to say 'thank you.'"*

All but one provider (n=30, 97%) were interested in being contacted about taking part again.

3.6.2 Volunteer Involvement

Volunteer support has been a recurring feature of Bristol Walk Fests. Organisations were asked to approximate the numbers and ages of volunteers helping them across their walks.

Forty-five per cent (n=14) responded that they didn't have any. However, table 2 shows that around 75 volunteers supported those that did. These figures are likely to significantly underestimate the actual number of volunteers, given that only about a quarter of providers submitted their feedback forms, and that the challenges were not included.

Volunteer involvement: Table 2

Age group	Estimated no. of volunteers per age group (n=14 providers supported by volunteers)
Children (17 and under)	7
Adults (18-64)	42
Older adults (65+)	26
Total	**75**

To summarise the provider feedback, much like the participants', overall praise and enthusiasm for the festival was very high. There was strong appreciation of the scale of the task in hand and organisations were keen to take part again.

Assisted by volunteers, providers took part for a variety of reasons with the top three being: to attract new participants, to be part of a city-wide event and to increase community engagement.

Across the different domains of the provider questionnaire, the average proxy satisfaction rate was 77% i.e. the proportion of people who were 'satisfied' or 'very satisfied' with the different features of festival organisation. However, when considering only the results from a direct question about the 'overall level of support,' the rate was higher still at 90%.

Plenty of respondents gave most feedback around promotional activity: the submission process, how listings were presented (in the brochure and online) and marketing overall. They wanted better navigability of the website, and more (and more specific) use of social media. Plenty of suggestions for improvement were captured. There was no qualitative feedback for the Guidance for Providers

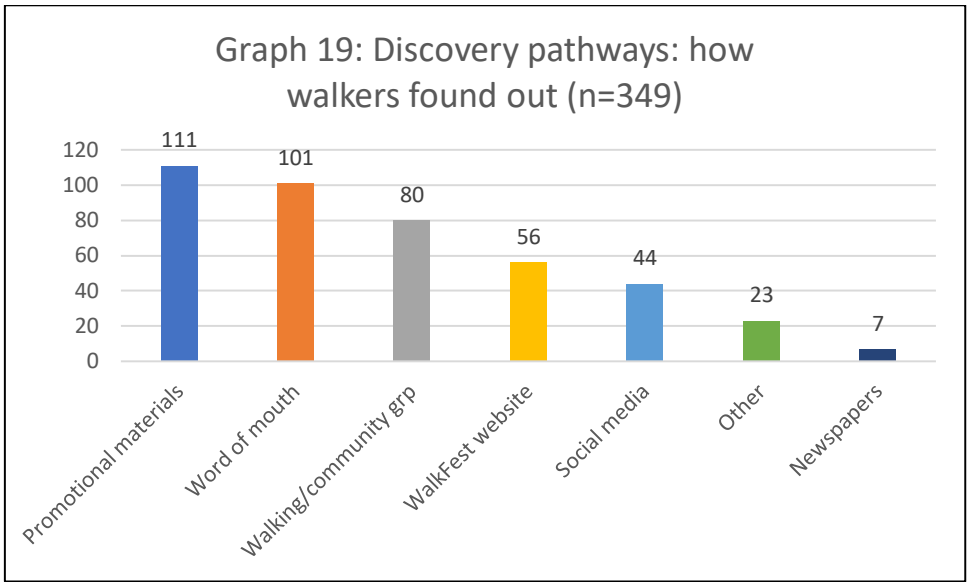
document, Walk Leader Toolkit, Marketing Toolkit or Online Resource Area - meaning there was little to learn on what worked well or not so well. This is something to bear in mind when considering whether resource allocation was warranted in this way: their value may be something to more effectively evaluate in the future.

Leading the way in Eastville Park. Photo credit: Alex Rotas

4. Marketing and Promotional Activity

4.1 Discovery Pathways

As graph 19 shows, the two most popular ways people found out about Walk Fest 2022 were promotional materials – the brochure and leaflet - and word-of-mouth. This was the same as in 2019.



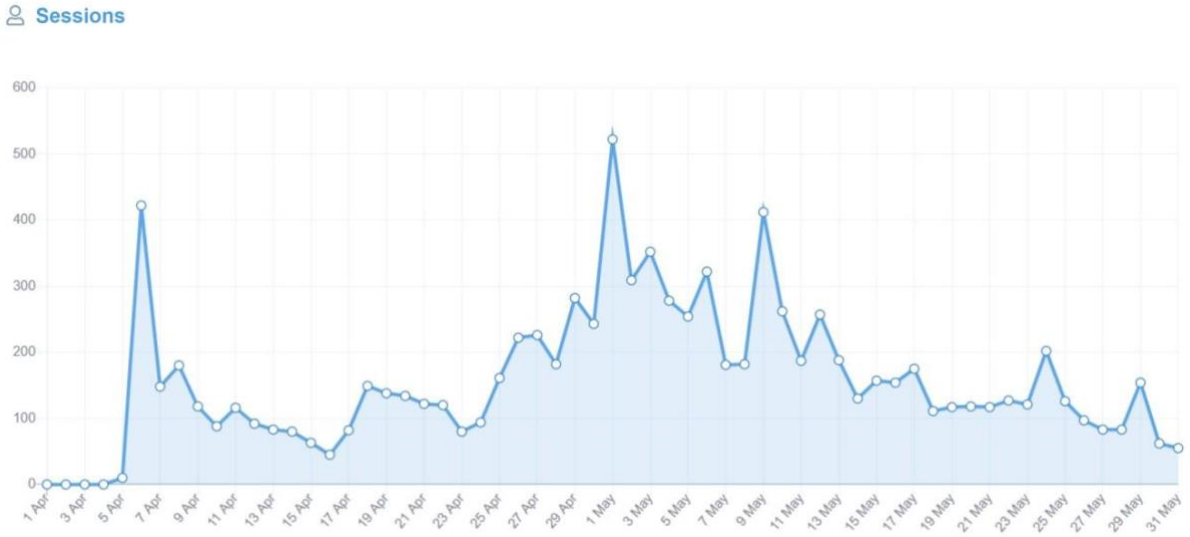
These discovery pathways have found to be broadly similar over previous years – with social media perhaps not featuring as highly as some might expect. This may partly be due to the older participant demographic but was also possibly explained by unforeseen challenges with social media management this year.

4.2 Bristol Walk Fest Website and social media

The following website analytics were generated using MonsterInsights, a Google Analytics plugin for WordPress.

Chart 20 below tracks the number of daily website sessions between 1 April and 31 May 2022 i.e. the main campaign period and inclusive of the festival itself. There are clear peaks chronologically reflecting the start of media coverage (early April), start of the festival and the Go Jauntly Visit Bristol 'take-over' weekend (see Table 4 for further detail).

Daily website sessions: Graph 20



Website session details: Table 3

A further breakdown for website analytics, for the same period, is shown in table 3 below:

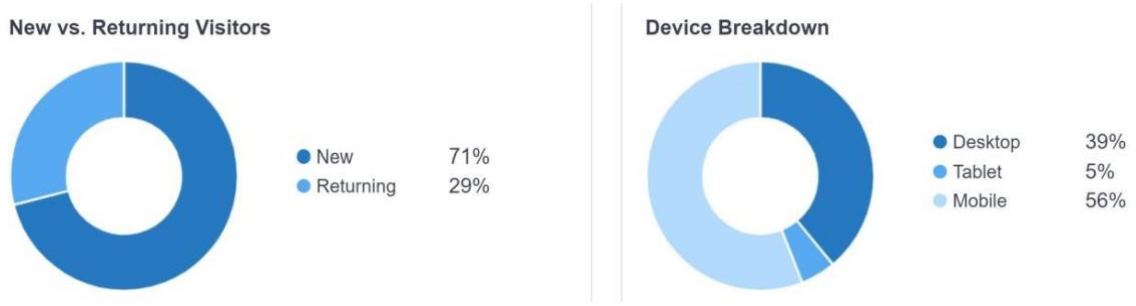
Sessions	Page views	Average session duration	Bounce rate
9,575	31,794	2 mins, 33 seconds	46%
↑ 3,191%*	↑ 6,050%*	↑ 82 %*	↓ 21%
A visitor's time browsing a web site: time between their first arrival at a page and when they stop using the site.	Instance of a user visiting a particular page on a website.	How long someone stays on a website. A good duration is considered 2-4mins, based on Google Analytics benchmarking.	Percentage of visitors to a website who navigate away from the site after viewing only one page. Typical bounce rate is 26-70%.

*Percentage change relates to the **preceding 61 days**. Date of extraction: August 2022.

Some of the percentage changes seem large because, in its nature, the festival is a 'contained' annual event: people would be far less likely to find themselves on the website in February or March. Compared to the 2019 Bristol Walk Fest Report (Coulson and Morgan, 2019), when there were 53,098 page views, there was a 40% fall. The average visitor also stayed on the site a little longer before (3 minutes, 4 seconds).

Chart 21 below adds further information on website traffic. Seventy-one per cent were new users within the given period i.e. had never been to the site and were initiating their first session. (A 'returning user has already visited in the pre-determined time frame and has initiated another session using the same browser on the same device.) This gives an encouraging picture, especially given that the website was only rated as the fourth most popular discovery pathway in the participant survey.

New versus returning visitors and device breakdown: Graph 21



As might be expected, 96% of site visitors were from the UK. Referral-wise - incoming traffic as a result of someone clicking on a URL on another site (like a recommendation) – by far the most came from Visit Bristol (n=760 referrals), the city's official tourist information site. The second top two referrers were m.facebook.com (n=595) and lm.facebook.com (n=334).

The top three posts/pages viewed over the same (approximately) eight week period were:

1. Bristol Walk Fest: Bristol's hugely-popular, annual walking festival (n=5,717).
2. 2022 Walking Events: Bristol Walk Fest (n=1,422).
3. Events: Bristol Walk Fest (n=1,385).

Eighteen news items were posted onto the website during the campaign - four 'featured' - as well as the news archive and seventeen case studies. A five-episode podcast was also available, narrated by Pommy Harmar (https://bristol-walkfest-podcast.captivate.fm/).

As at August 2022, there were 2,557 Bristol Walk Fest Facebook page followers: 79% women and 21% men (similar to the participant survey gender breakdown). However, unfortunately and for circumstances beyond the control of Bristol Walk Fest management, information wasn't consistently collected by way of traditional media and PR coverage. Neither was a further breakdown available for activity in FaceBook, Twitter and Instagram.

For these reasons, it is inappropriate to make detailed recommendations with regard to marketing and publicity to guide future festival planning.

4.3 Go Jaunty metrics

The metrics presented in this section have been supplied by Go Jauntly, who gather them from multiple sources including their in-app analytics platform.

They aim to give as accurate information as possible around the performance and reach of the walking routes. Notably, some Go Jauntly data were only available for the quarter spanning 1 April to 30 June 2022 i.e. it was not possible to isolate the statistics for the exact length of the campaign period and festival itself.

In May 2022, there were 93 Bristol walks available in the app. Table 4 shows the breakdown for a sample of walks - namely the original 53 TravelWest routes for 1 April to 30 June 2022.

Go Jauntly app metrics: Table 4:

		2021			2022			% increase/ decease	
	Long-term (April 2021-June 2022)	**April**	**May**	**2021 campaign period Subtotal (2m)**	**April**	**May**	**2022 campaign period Subtotal (2m)**	Difference between the 2m campaign periods, 2021-22	**Additional notes**
Total Reach (Combined app, web, social and press reach)	731,275	29,472	159,226	188,698	90,951	348,936	439,887	↑133%	The combined reach of the Bristol Partnership to date – since its launch in April 2021 - is 731k, with nearly 441k in the period April-June 2022 (not shown elsewhere in this table). This was probably largely due to the promotion of Bristol Walk Fest and Go Jauntly's Bristol Walking Challenge via social media. This includes Go Jauntly's Visit Bristol takeover*, and multiple inclusions in their email newsletter during the last quarter.
Walk Impressions (Total walk views per month)	164,522	16,525	31,303	47,828	10,992	11,447	22,439	↓53%	For the partnership so far, Travelwest walks have received nearly 165K impressions. In the quarter April – June 2022, the number of impressions were 27K (not shown elsewhere in this table). In April and May 2022, 224 individual app users completed a walk. • If it is assumed that each user was with one other person, the total number of people who completed a route would be 448. • If assumed that each user was in a family of four, the total would be 896. For further context, between April and June 2022, there were 225,943 app downloads globally – ie. nationally, not just for Bristol walks.
Walk Reach (Unique users per month)	4,322	2,065	1,762	3,827	589	727	1,316	↓66%	
Total users who completed a route*	1,840	199	364	563	103	121	224	↓60%	

*A 'Visit Bristol take-over' is when Bristol's Tourist Information Centre gives an organisation their Instagram login details and complete control of their account. Go Jauntly had the whole weekend of 6-8 May 2022 to post what they liked and engage with followers where relevant. This practice often results in new audiences for both parties. Any Instagram posts will have also pulled through to Visit Bristol's Facebook.

Across the 53 TravelWest walks, the average number of impressions per walk was 510, the average reach per walk was 317 and the average walk users who completed each walk was ten. That would equate to 20 or 40 average walkers per walk - if each party was, in reality, composed of two or four walkers respectively.

When looking at total users for all 53 walks, 528 people completed the walks. However, the party size may have taken this figure to 1,058 or even nearer 2,118 (estimates for two or four in a group respectively).

The top three most popular routes during 1 April – 30 June 2022, as measured by walk reach, were:

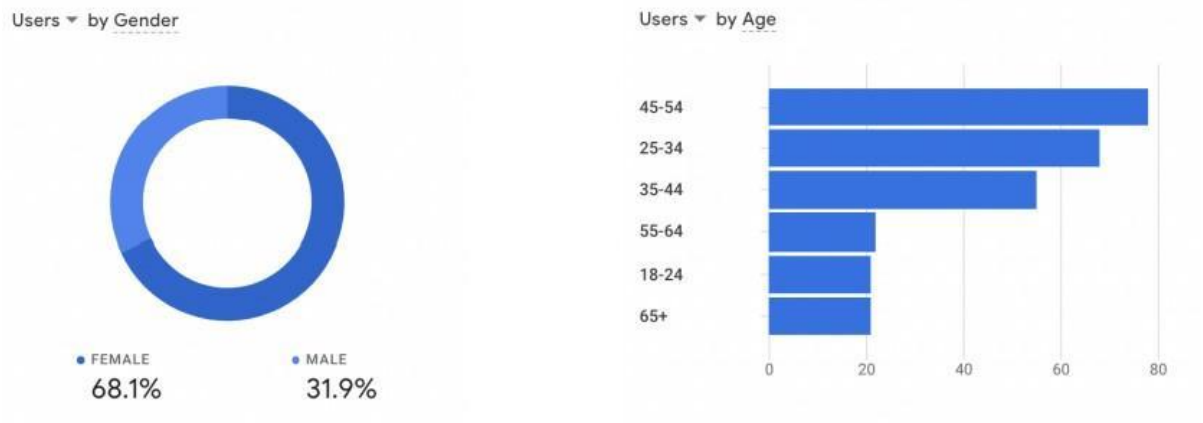
- The Shirehampton Lamplighters Walk (521 users)
- Easton to Castle Park route (420 users)
- The Clifton Squares Part 2 route (416 users).

The least popular was the Arnos Vale Woodland Walk (236 unique users).

Google Analytics revealed that, for April-June 2022, there were 1,577 Bristol-based active app users. This was down 60% on the 3,961 for the same quarter in 2021. Sessions-wise, there were 4,322, also down 44% on the figure of 7,695 in 2021.

Graph 22 shows that nearly seven in ten app users were female, which was very close to the 72% overall festival participation rate for females. The app also appealed more to middle-aged people and those aged 50+.

Go Jauntly app usage by gender and age (1/4-30/6/22): Graph 22



There was a Bristol Walk Fest ad/link embedded within the Go Jauntly Bristol walks. Its conversion rate was 8.5%. This was over double the 3.8% from the previous quarter and higher than Go Jauntly's partner average.

Sample Go Jauntly tweets

In conclusion, the Go Jauntly app offer intrinsically added to the range, sustainability and available format of Bristol Walk Fest's offer. Roughly the same demographic (gender- and age-wise) used it as completed the main participant survey.

Between 528 and 2,118 walkers are estimated to have completed 53 of the walks between 1 April and 30 June 2022, a timescale which included the festival and main campaign period.

Although the combined reach of Go Jauntly's app across the Bristol partnership was 133% up on 2021's, walk impressions, walk reach and total users were quite dramatically down. There were 1,577 Bristol-based active users and 4,322 sessions, also both down on 2021 figures.

The main reflection on these findings is that is that, due to unforeseen circumstances, there was less Bristol Walk Fest capacity for media coverage, including 'mutual' marketing activity and social media promotion.

5. Conclusions and Recommendations

5.1 Conclusions

This independent evaluation report for Bristol Walk Fest 2022 has presented monitoring and demographic data for festival participants, feedback from both them and walk providers, and key marketing and app metrics. It has aimed to provide accountability and transparency to both funders and stakeholders.

503 walks and events were provided by 119 providers between 1-31 May 2022, as many as 8,000 walkers took part. Overall findings were very similar to Bristol Walk Fest reports in 2018 and 2019. There was general consensus between participants and providers over the value, enjoyment and appreciation of the festival.

With 93 walks on offer through May, the Go Jauntly walking app was an integral feature of Walk Fest 2022. It facilitated an enduring self-guided offer – on top of the programme of led walks and challenges over the length of the festival, and the 'year-round walks in Bristol' booklet. For April-June 2022, there were 1,577 Bristol-based app users and over 2,000 people may have walked featured routes.

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

Walkers enjoyed both 'learning-as-they-walked' (Bristol's history; areas they didn't know) and the social side of group walking. They were impressed by the quality and enthusiasm of walk leaders and thought they'd walk more after the festival.

There was little feedback to suggest that the festival needed substantial improvement in terms of accessibility or inclusivity but, notably, only 3% of walkers reported having a disability. The few comments received around these considerations - especially access to walks via public transport - should still be used in any future festival planning.

Meanwhile, providers took part for a variety of reasons and satisfaction rates were good for the different features of festival support, organisation and materials: there was a proxy overall satisfaction rate of 90%.

Several suggestions for improvement were made. They concentrated on promotional activity – particularly the overall amount of advertising, better walk details (in the brochure and online listings), website navigability and more honed use of social media. The latter seemed more important to providers than participants.

Unfortunately, unforeseen circumstances meant that restricted marketing and promotional activity occurred over the course of the festival. Providers seemed to notice this more than participants but it is impossible to tell if it dramatically affected festival attendance. It did appear to impact social media 'mutuals' and Go Jauntly app metrics.

We conclude with a list of recommendations going forwards.

5.2 Recommendations

5.2.1 Recommendations: general management and delivery

- Secure more funding for a 2023 festival to meet participant and provider demand and current physical activity and sustainable transport agendas.
- Decide if festival aims and objectives need revising - particularly if the festival has a new direction, host, stakeholders and/or funders.
- Consider whether there is capacity to target specific, under-represented population groups e.g. younger people, those living in more deprived areas, and individuals who identify as LGBTQ+, of non-white ethnicity and/or disabled.
- Think about the balance of in-person/led walks versus the Go Jauntly offer – how any budget is spent in relation to demand. Note that there is currently no proper evaluation data about the acceptability and experience of using the app as part of the festival.
- Generally deliver 'more of the same.' However, if possible, aim to: advertise more, be 'even bigger and better,' and return to pre-pandemic size and breadth.

5.2.2 Recommendations: Promotions and marketing

- Consider if more budget could be available for promotional activities and marketing – to meet both participants and providers demand. Maximise 'mutual' social media activities, especially with Go Jauntly and other partners, and promote smaller providers' walks.
- Start activities earlier.
- Commission a piece of work, ideally with participant and provider user-testing, to improve the website. To include navigability, detail and precision of walks and contact details.
- Equally consider the above with regards to brochure content. Make the front cover more representative of 'traditional' walking activity (rather than a walking sport).
- Discuss the value of re-producing the flyer. (NB. There were no data to support its effectiveness, or otherwise.)

5.2.3 Recommendations: evaluation

- Consider whether the surveys are fit-for-purpose and meet stakeholders' expectations of how the festival is best evaluated. Fine-tune the 'evaluation questions' well in advance.
- Align survey questions better to festival aims and objectives - especially if they are revised - and to current national physical activity recommendations. Continue to meet any funders' reporting requirements.
- Re-introduce a 'drive' to increase the response rate to provider and participant surveys.
- Discuss whether participant demographic and accessibility monitoring data is in the most acceptable and meaningful format e.g. whether covering a range of disabilities.
- Consider how social media and marketing stats might be best contextualised e.g. via year-on-year comparisons with past festivals, with each other and/or with other benchmarks.
- Ensure contractors and suppliers are aware of their post-contract responsibilities. This should cover data provision (standardised to the campaign period), and a request for their expert input with regards to its interpretation.
- Allow the commonly-accepted 10-15% of the budget for evaluation
- Consider if/how to incorporate an evaluation of the Go Jauntly app. If still needed, better align its embedded 'mini-survey' with the main one. This will facilitate data collection and avoid repetition for participants.
- Upload present and past evaluation reports to the website. This will maximise transparency and facilitate benchmarking, year-on-year comparisons and learning in the future.

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.

Walking cricket. Photo credit: Alex Rotas

Appendix 2: Sample walks by theme

Theme	Name of walk/event	Provider name	Walk grade	Cost	Booking required?
Arts and Culture	Blood, Blackbeard And Buccaneers	Show Of Strength Theatre Company	Fairly easy	£12	Yes
Arts and Culture	Blood And Butchery In Bedminster	Show Of Strength Theatre Company	Fairly easy	£12	Yes
Arts and Culture	Haunted And Hidden Bristol Walk	Haunted And Hidden Bristol Walk	Moderate	£5 (booking in advance)	Yes
Arts and Culture	Walking The Talk: Conversation With UoB Researchers	Kilter Theatre / University of Bristol	Moderate		Yes
Arts and Culture	Early Years Storywalk	Bristol Libraries	Easy		No
Arts and Culture	Looking For Archie - Cary Grant's Bristol	Cary Comes Home Ltd	Easy		Yes
Arts and Culture	Bristol In Books	Bristol Libraries	Moderate	£3	Yes
Arts and Culture	Early Years Storywalk	Bristol Libraries	Easy		No
Arts and Culture	Early Years Storywalk	Bristol Libraries	Easy		No
Arts and Culture	Photography Walk On Brandon Hill	Rainbow Lesbian and Gay Women's 55+ Group	Easy		Yes
Arts and Culture	Bristol Comedy History Walk	University of Bristol	Moderate		Yes
Arts and Culture	Digital Trailblazers	DETI Inspire (UWE Bristol)	Easy		No
Arts and Culture	Wild Words	Brave Bold Drama	Moderate		No
Arts and Culture	App Some People Climb Up	In Between Time and Sylvia Rimat	Fairly easy	Pay what you can: £2.50+	Yes
Arts and Culture	Treasure Hunt Bristol	Treasure Hunt Bristol	Fairly easy	£8 with code	Yes
Arts and Culture	Blackbeard To Banksy	Blackbeard to Banksy	Fairly easy		Yes
Greener and Cleaner	Brislington Green Trail (Shorter Version)	Friends of Eastwood Farm	Moderate	Donations welcome	No
Greener and Cleaner	Bristol South Skyline Walk	Bristol South Skyline Walk	Moderate		Yes
Greener and Cleaner	Bedminster's Community Gardens And Orchards	Blooming Bedminster & Patchwork Gardening Group	Easy		No
Health and Wellbeing	A Mindful Walk In Manor Woods Valley	Manor Woods Valley Group	Fairly easy	Donations welcome	Yes
Health and Wellbeing	Nordic Walking Taster On Clifton Downs	Bristol Nordic Walking	Moderate	£5	Yes
Health and Wellbeing	Nordic Walking Taster At Ashton Court	Bristol Nordic Walking	Moderate	£5	Yes
Health and Wellbeing	Mindful Walk In The Woods	Radical Admin	Fairly easy		No
Health and Wellbeing	Wellbeing Walk	Greenway Walkers at SDT	Fairly easy		No

Health and Wellbeing	Nordic Walking Taster At Blaise Estate	Bristol Nordic Walking	Moderate	£5	Yes
Health and Wellbeing	Wellbeing Workshop Walk	Age UK	Easy		Yes
Health and Wellbeing	Nordic Walking Technique Top Up	Nordic4		£10	Yes
Health and Wellbeing	Nordic Walking Taster At Oldbury Court	Bristol Nordic Walking	Moderate	£5	Yes
Health and Wellbeing	A Stroll At Kings Weston House	Bristol Steppin Sistas	Easy		No
Health and Wellbeing	St George Park Stroll	St George Strollers	Fairly easy	Donations welcome	No
Health and Wellbeing	Nordic Walking Taster Session	Friends Ageing Better & Let's Walk Bristol	Fairly easy	Free for FAB Members	Yes
Health and Wellbeing	Active Hope Walk	EcoWild CIC	Moderate	Donations welcome	Yes
Health and Wellbeing	Sighted Guide Training Session	Sight Support South West	Easy		No
Health and Wellbeing	Young Onset Dementia Walking Group With Bristol Ramblers	Young Onset Dementia Walking Group	Fairly easy		Yes
Health and Wellbeing	Nordic Walking Wellbeing Workshop	Let's Walk Bristol	Fairly easy		Yes
Health and Wellbeing	Nordic Walking Wellbeing Workshop	Let's Walk Bristol	Fairly easy		Yes
Health and Wellbeing	Gentle, Wheelchair Friendly Harbourside Walk	Bristol Dementia Action Alliance	Easy		No
Health and Wellbeing	Nordic Walk And Picnic	Let's Walk Bristol	Fairly easy		Yes
Health and Wellbeing	The Meanwhile Park	St George Strollers	Fairly easy		No
Health and Wellbeing	Lawrence Weston Sound Walk	Sustrans	Easy		Yes
Health and Wellbeing	50 Ways to Better Walking	Bristol Walking Alliance & Bristol Health Partners			No
Health and Wellbeing	My Sighted Guide Walk	Guide Dogs	Easy		Yes
Health and Wellbeing	The 100km Get Active Challenge	Your Park Bristol and Bath	n/a		No
History and Architecture	Bristol Slave Trade Walk	Rob Collin Guide	Fairly easy	£10	Yes
History and Architecture	A City In Flames - 1831 Riots	M Shed	Easy		Yes
History and Architecture	The Floating Harbour Walk	M Shed	Easy		Yes
History and Architecture	Crime And Crinolines In Clifton	Show Of Strength Theatre Company	Fairly easy	£12	Yes
History and Architecture	Take It Easy In Arnos Vale Cemetery	Arnos Vale Cemetery Trust	Fairly easy	Donations requested	Yes
History and Architecture	Walk With Giants On Dundry Hill	South Bristol Amblers	Moderate		Yes

History and Architecture	South Stoke And Combe Hay Walk	Bath Ramblers	Moderate		Yes
History and Architecture	The History Of The Tobacco Industry In Bristol	Bristol Civic Society	Easy		Yes
History and Architecture	Windmill Hill Walk	M Shed	Easy		Yes
History and Architecture	Bristol Highlights Walk	Rob Collin Guide	Fairly easy	Adults £10, children £5	Yes
History and Architecture	Sea Mills Heritage Walk	Sea Mills 100	Easy		Yes
History and Architecture	Bridging Town and Country	Clifton Suspension Bridge Trust	Moderate		Yes
History and Architecture	Hidden Corners Of West Bristol	Bristol Ramblers	Moderate		No
History and Architecture	Historical And Medical Curiosities Of Clifton	National Centre for Integrative Medicine CIC	Fairly easy		Yes
History and Architecture	Kings Weston House History Walk	Nordic4	Fairly easy	£5	Yes
History and Architecture	Barton Hill History Trail: Work, Rest And Pray	The Barton Hill History Group	Easy	Donations welcome	No
History and Architecture	Walk Though St Anne's & Brislington	Friends of Brislington Brook	Moderate		No
History and Architecture	Old City Walk	M Shed	Easy		Yes
History and Architecture	Bristol Docks Through Maps: 1568 To Today	Bristol Civic Society	Fairly easy	£2 for copies of maps	Yes
History and Architecture	The Old Paths Of Fishponds And The Frome Valley	Bristol Public Rights of Way Liaison Group	Moderate		Yes
History and Architecture	Troopers Hill & Crews Hole History Walk	Friends of Troopers Hill	Moderate		Yes
History and Architecture	Temple And Redcliffe Walk	M Shed	Fairly easy		Yes
History and Architecture	Arnos Vale Cemetery Tour	Arnos Vale Cemetery Trust	Fairly easy	Donations requested	Yes
History and Architecture	Historic Audio Walk (Manor Woods)	Brave Bold Drama	Moderate		No
Nature and Wildlife	Badock's Wood - An Introduction	Friends of Badock's Wood	Fairly easy		Yes
Nature and Wildlife	Leigh Woods Nature Walk	Go Jauntly	Easy		Yes
Nature and Wildlife	Discover Eastwood Farm LNR	Friends of Eastwood Farm	Moderate	Donations welcome	No
Nature and Wildlife	Hambrook And The Frome Valley Circular Walk	Bristol Ramblers	Moderate		No

Nature and Wildlife	A Walk In The Lovely Chew Valley	Somer Valley Ramblers	Moderate		No
Nature and Wildlife	Estates And Rivers Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Maes Knoll Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Guided Tree Walk	inForest CIC	Moderate	Donation welcome	Yes
Nature and Wildlife	Bat Walk Of Purdown	Steve England Outdoor Learning	Fairly easy	£7	Yes
Nature and Wildlife	Abbots Pool Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Failand Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	An Exploration Of Manor Woods Valley	Manor Woods Valley Group	Moderate	Donations welcome	Yes
Nature and Wildlife	Bishops Knoll	Bristol Ramblers	Moderate		No
Nature and Wildlife	South Bristol Parks	Bristol Ramblers	Moderate		No
Nature and Wildlife	Mount Skitham Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Hengrove Mound Friday 13th Bat Walk	Friends of Hengrove Mounds and Hawkfield Meadows	Fairly easy	Donations requested	Yes
Nature and Wildlife	Kings Weston House Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Waterfall Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Seven Parks Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Hanham Panorama Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Springtime In Failand	Bristol Ramblers	Moderate		No
Nature and Wildlife	Dundry And Maes Knoll Walk	Beyond Bristol Walks with Bristol Ramblers	Moderate		Yes
Nature and Wildlife	Badock's Wood Bird Stroll	Friends of Badock's Wood	Fairly easy	Donations welcome	Yes
Nature and Wildlife	Introduction To Foraging & Folklore Of The Countryside	EcoWild CIC	Moderate	Donations welcome	Yes
Nature and Wildlife	Lawrence Weston Moor Loop	Ambition Lawrence Weston	Fairly easy		No
Nature and Wildlife	Trout in the Trym Walk 1	Trout in the Trym Network	Moderate	Donations welcome	Yes
Nature and Wildlife	Trout In The Trym Walk 2	Trout in the Trym Network	Moderate	Donations welcome	Yes
Nature and Wildlife	Bristol Urban Nature Trail	Edward Stanfords Ltd	Fairly easy		Yes
Nature and Wildlife	Stepping Out - A Nature Walk In The City	Imayla	Fairly easy		Yes
Nature and Wildlife	Dundry Slopes Bat Walk	BS13 Wildlife Group	Fairly easy	Donations requested	Yes

Nature and Wildlife	Trout In The Trym Walk 3	Trout in the Trym Network	Moderate	Donations welcome	Yes
Nature and Wildlife	Westbury-On-Trym Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Long Ashton Circular Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Stapleton And Greenbank	Bristol Ramblers	Moderate		No
Nature and Wildlife	Shirehampton, Kingsweston Down And The River Avon Walk	Bristol Ramblers	Moderate		No
Nature and Wildlife	Malago River Walk	Malago River Alliance	Fairly easy		No
Nature and Wildlife	Lawrence Weston Moor	Bristol Ramblers	Moderate		No
Nature and Wildlife	Sea Mills Nature Trail	Sea Mills and Coombe Dingle Climate Action Group	Fairly easy		No
Nature and Wildlife	My Wild City Self Guided Trails	Avon Wildlife Trust			Yes
Walking Sports	Walking Rugby With Broad Plain Pioneers	Broad Plain Pioneers Walking Rugby Group	n/a	Free taster session	No
Walking Sports	Walking Football With BUWFC	Bristol United Walking Football Club	n/a	£4	Yes
Walking Sports	Walking Hockey Taster	Walking Hockey			No
Walking Sports	Walking Football	Bristol Rovers Community Trust	Fairly easy	£4	Yes
Walking Sports	Walking Tennis	Wesport		£4	Yes
Walking Sports	Walking Rugby	Kingswood Walking Rugby Club	Moderate	First session free, then £2-3	No
Walking Sports	Walking Netball Taster	Walking Netball			No
Walking Sports	Walking Football	Grassroots Sports Bristol	n/a		No
Walking Sports	Walking Netball Sessions	Ashton Park Sports Centre		£2	No
Walking Sports	Walking Hockey	Westbury and United Banks Hockey Club	Moderate		No

NB. Walks/events highlighted in yellow took place more than once during the festival.

Appendix 3: Bristol Walk Fest 2022 Participant Survey (wording)

About the festival

Title of walk/event attended

Will Walk Fest encourage you to increase the amount of walking you do?
Yes
No
Not sure

How did you find out about Bristol Walk Fest? (please tick all that apply)
Word of mouth
Through a walking group or community group
Promotional materials (i.e. programme, flyer)
Walk Fest website
Social media
Newspapers
Other:

Is there anything further you wish to add about your experience at Bristol Walk Fest? We're keen to improve the festival for next year. How can we do this?

About you

How many times do you walk in an average week?
At least three times a week
Twice a week
Once a week
Less than once a week
Never

How long do you walk on an average day (including walking for leisure, exercise and to get around, e.g. to work or the shops)?
Less than 10 minutes a day
11-20 minutes a day
21-30 minutes a day
Over 30 minutes a day

Do you walk as part of a group?
Often
Sometimes
Never

What is your home postcode?

What is your age group?
16 or under
17-24
25-49
50-64
65-74
75+
Prefer not to say

Are you…?
Male
Female
Prefer another term
Prefer not to say

What is your sexual orientation?
Heterosexual/straight
Gay or lesbian
Bisexual
Other
Prefer not to say

Do you consider yourself to be a disabled person?
Yes
No
Prefer not to say

What is your ethnic group?
White English / Welsh / Scottish / Northern Irish / British
White other
Mixed / multiple ethnic background
Asian / Asian British
Black / African / Caribbean / Black British
Prefer not to say
Other:

NB. The questionnaire content was followed by:

- Terms and Conditions, Age UK Bristol's GDPR responsibilities
- Information about the prize draw (Cotswold Outdoor £100 gift card)
- Option to leave name and email if wanting to participate in the draw.

Appendix 4: Bristol Walk Fest 2022 Provider Survey (wording)

Your organisation's name/Your name/Your email address

Why did you take part in Bristol Walk Fest 2022? (please tick all that apply)

- To attract new participants
- To be part of a city-wide/national event
- To try out new walks/events
- To maximise the free promotion
- To increase community engagement
- To promote walking

Please indicate how satisfied you were with the different aspects of Bristol Walk Fest: The online walk submission process

Very satisfied satisfied neither satisfied nor dissatisfied dissatisfied very dissatisfied.

The previous question was repeated (with the same response options) for the following aspects of the festival:

- Guidance for event providers document
- The marketing toolkit
- How your listings were presented online and in the programme
- The online resource area
- The walk leader toolkit
- Walk Fest promotional channels (e.g. fliers, programme, social media)
- The overall level of communication from the Walk Fest team
- The overall support received from the Walk Fest team.

Please estimate the number of volunteers aged 17 and under that helped across all of your event(s)/walk(s)*

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

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

What were the particularly good/positive aspects of Bristol Walk Fest 2022. Think about all aspects of the organisation, promotional activity and events

Based on this year's event, how do you think Bristol Walk Fest could be improved in the future? This is also your opportunity to expand upon any aspects you said you were dissatisfied with in the list above

In one sentence, what was the highlight of Bristol Walk Fest 2022 for you?

Any further comments?

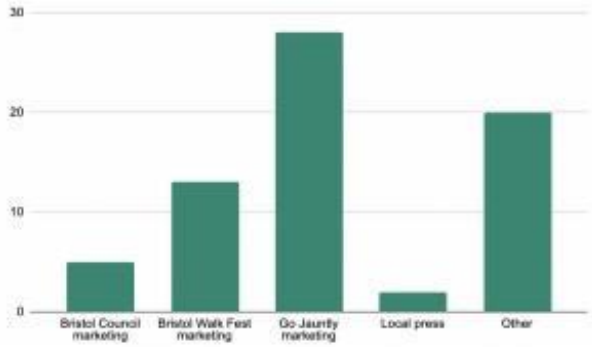
☑ I would like to be entered into the prize draw to win a £50 Cotswold Outdoor voucher
☑ I would like to be contacted about involvement in Bristol Walk Fest again next year
☑ I agree that my organisation's name may be used for evaluation and/or publicity purposes

Appendix 5: Go Jauntly's app-embedded survey results

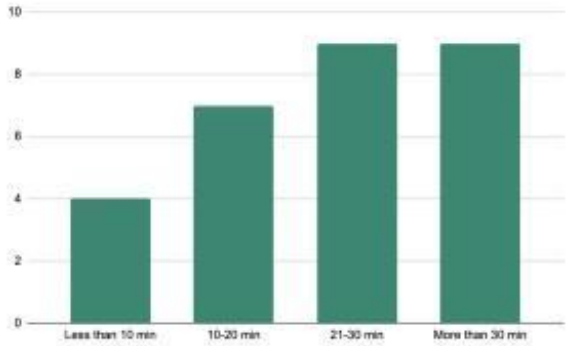
Go Jauntly's app survey questions were embedded – peppered – through walk contents.

Relatively few walkers responded to it, with declining numbers over its course: 68 people answered the first question, 29 the second and 17 the third. The response rates seem likely explained by people losing interest in responding, people having already filled in the main survey, or them only doing part of the walk (hence missing latter questions).

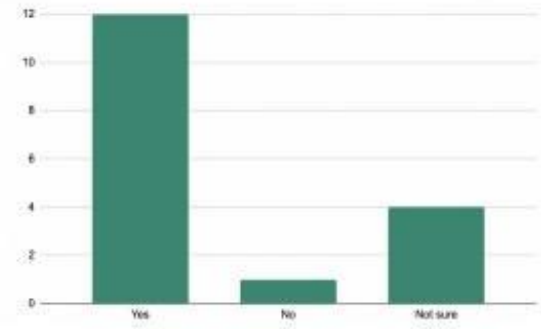
Question One: How did you find out about this walk?
Bristol Council marketing 5
Bristol Walk Fest marketing 13
Go Jauntly marketing 28
Local press 2
Other 20



Question Two: How long do you walk on an average day?
Less than 10 min 4
10-20 min 7
21-30 min 9
More than 30 min 9



Question Three: Did Bristol Walk Fest encourage you to increase the amount of walking you do?
Yes 12
No 1
Not sure 4



Disclaimer: The statistical information presented here is gathered from multiple sources including through our in-app analytics platform and is provided in an attempt to give you as accurate as possible information pertaining to the performance and reach of your walking routes. Copyright of Go Jauntly 2022

From these data, it can be surmised that both Bristol Walk Fest's and particularly Go Jauntly's own marketing were predominantly responsible for how people found out about the app walk. The above also supports a main participant survey finding in that users already walked quite a lot. 71% of respondents said here that they'd be encouraged to walk more off the back of Bristol Walk Fest – compared to a similar 67% in the main survey.

Appendix 6: Participants' postcodes – further detail

All the information in this appendix has been supplied by Bristol City Council's GIS Support Team (Bristol City Council 2022b).

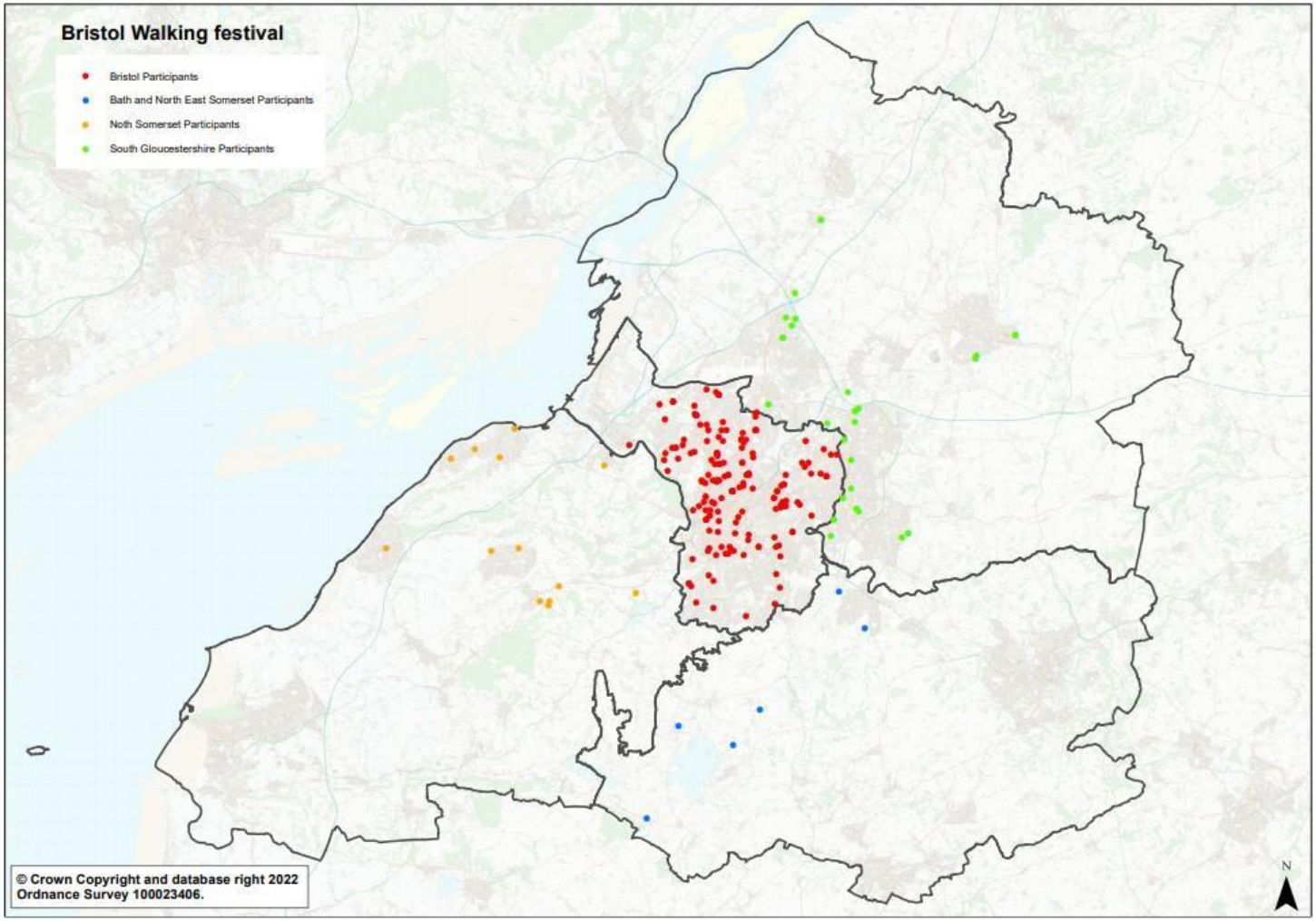
Table of Bristol participants' postcodes by ward

Ward code	Ward name	Number of participants per ward	% of participants
E05010885	Ashley	8	4
E05010886	Avonmouth & Lawrence Weston	3	2
E05010887	Bedminster	5	3
E05010888	Bishopston & Ashley Down	6	3
E05010889	Bishopsworth	5	3
E05010891	Brislington West	6	3
E05010892	Central	5	3
E05010893	Clifton	10	6
E05010894	Clifton Down	6	3
E05010895	Cotham	13	7
E05010896	Easton	16	9
E05010897	Eastville	4	2
E05010899	Frome Vale	2	1
E05010900	Hartcliffe & Withywood	2	1
E05010901	Henbury & Brentry	9	5
E05010902	Hengrove & Whitchurch Park	2	1
E05010903	Hillfields	7	4
E05010904	Horfield	13	7
E05010905	Hotwells & Harbourside	2	1
E05010906	Knowle	1	1
E05010909	Redland	8	4

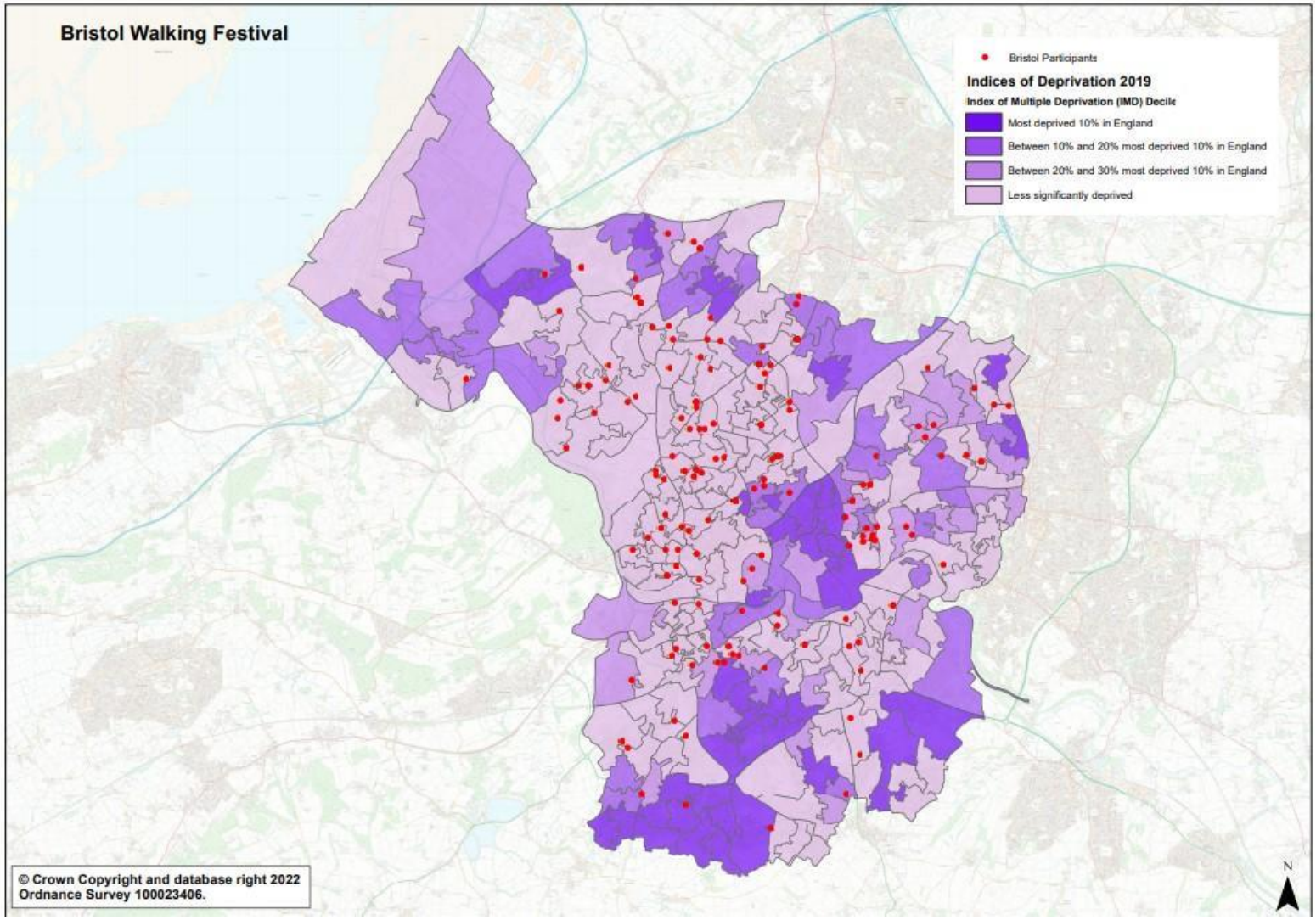
E05010913	Southmead	1	1
E05010914	Southville	3	2
E05010911	St George Troopers Hill	1	1
E05010912	St George West	2	1
E05010915	Stockwood	2	1
E05010916	Stoke Bishop	9	5
E05010917	Westbury-on-Trym & Henleaze	18	10
E05010918	Windmill Hill	9	5
Subtotal		178	

Participants' postcodes – further detail (continued…)

Map of participant residential distribution across Bristol and adjacent counties: South Gloucestershire, North Somerset and Bath and North East Somerset.



Map of participant distribution - Bristol postcodes only, by area of deprivation



Appendix 7: References and websites

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Relevant websites:
https://www.bristol.gov.uk/residents/social-care-and-health (Bristol City Council Public Health)
https://www.bristol.gov.uk/residents/streets-travel (Bristol City Council Streets and Travel pages)
https://www.bristolwalkfest.com/
https://www.gojauntly.com/
https://travelwest.info/

Appendix 8: About the author and acknowledgements

Jo Coulson
Jo has been the freelance Evaluation Consultant for Bristol Walk Fest for the last four years. She's an evaluation specialist with 20 years' experience in the voluntary and community sector, academia and NHS public health. She has also project-managed and delivered services with NHS health improvement and social prescribing (Age UK).

Jo spent much of her early Research and Evaluation career at The Centre for Exercise, Nutrition and Health Sciences at The University of Bristol – where she'd previously gained her MSc. She focused on physical activity and wellbeing research, especially with older people, accruing an ample publications list. Although Jo has substantial mixed-methods experience, she particularly enjoys working with qualitative data. She has also held R&E posts at Penny Brohn UK and within the (former) NHS Bristol, North Somerset and South Gloucestershire Clinical Commissioning Group.

Jo would like to thank Karen Lloyd, Bristol Walk Fest 2022 Event Director, for her close collaboration on this report - as well as the individuals who supplied data.

At the time of writing, Karen also held the following positions: Active Ageing Programme Manager and Head of Connecting Communities Programme at Age UK Bristol, and Bristol Health Partners 'Active Lives Health Integration Team' Director.

Declared interests: Jo had neither an operational role in the festival, nor attended it herself. She did not have any input ahead of the distribution of the three, pre-existing feedback surveys for 2022.

You can read more about Jo at: https://www.linkedin.com/in/jo-coulson-23378b40/

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