



Bristol Walk Fest 2026 Marketing Pack

Thank you so much for being one of our wonderful walk providers for Bristol Walk Fest 2026 - we're really chuffed that you are here!

This year we are super excited to have more than 75 walk providers leading 150+ unique walks. With some of you offering your walks on multiple dates & times, we have 400+ walks available between 1st and 31st May!

Please help us make Bristol Walk Fest a stomping success!

We are very proud of the reciprocal relationships we have with our walk providers. We need your help to promote your walks and the festival as a whole.

Every walk, every participant, every share on social media helps us build the case for Bristol Walk Fest's future - so your support this year really matters!

We're all busy, so this marketing pack contains lots of resources, links and templates to help make marketing your walk and Bristol Walk Fest as simple and quick as possible. Feel free to tailor everything to suit your networks and your style of doing things. Suggested content is ready to go or can be adapted as you wish.

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Printed programmes & participant surveys

Programmes

Printed programmes will be ready for distribution at the beginning of April. If you have access to a public place or workplace that you can leave a pile of programmes for people to pick up, **please come and collect a bundle**.

When? 7-19 April (week days only), 9am-7pm

Where? Bristol City Council Building, 100 Temple St, Redcliffe, BS1 6AG

You can download a pdf of the programme from the website [here](#). We will also distribute printed programmes to all local libraries as well as a variety of leisure centres and community centres.

Participant surveys

Please ask all participants to complete a survey after they have taken part in your walk.

The surveys are really important because they allow us to improve the event every year and give us a case to make funding applications in the future.

A prize of a family ticket to the Cracking Exhibition Gromit at M Shed will go to one survey respondent (randomly chosen) as an added incentive.

How to access participant surveys

- Printed surveys - collect a bundle when you pick up your programmes
- Download* & print your own copies
- Online survey* via [Google form here](#) (this will be made live on 1st May)
- Printable flyer* with a QR code to the Google form
(*suggestion: print a copy and tape it to your clipboard/paperwork folder*)

* All available on the [Provider Resources](#) page of the website.

If you can't access physical or online surveys email info@bristolwalkfest.co.uk for help.

Filling in the survey

Please give out printed surveys at the end of your walk or ask participants to scan the QR code to access the online survey, at the end of your walk, there and then.

TIP: If you stop for a break or a drink in the middle of your walk this could also be a good time to hand out surveys & ask people to complete them.

Completed surveys should be collected and dropped off at any Bristol library as soon as possible. We will pick them up from there.

Logos

You'll find our logo in jpg and png format on the [Provider Resources](#) page - click on the file you want then save or download onto your device.

If you want to be fancy and use our colours to create posts in Canva or similar, our logo colours are

Green: #80ba27 / **Blue:** #1c355e / **Orange:** #ea530e

Social media

If you don't already, please follow us on our socials. And if we don't already, we will follow you back. Tag us in your posts and we will share them.

Instagram: @bristolwalkfest [instagram.com/bristolwalkfest/](https://www.instagram.com/bristolwalkfest/)

Facebook: @bristolwalkfest [facebook.com/bristolwalkfest/](https://www.facebook.com/bristolwalkfest/)

Bluesky: @bristolwalkfest.bsky.social bsky.app/profile/bristolwalkfest.bsky.social

Hashtags & tags

Please tag us on your social media when you are telling your networks about your walks - we will share them!

We have some standard hashtags that we use on our social media posts - if you are able to include them in your social media too it is more likely they will get noticed - let's get trending!

These are the hashtags we're using on our Instagram posts:

#bristolwalkfest #bristolwalkfest2026 #visitbristol #thingstodoinbristol #walking

For Bluesky/X and Facebook we keep the list a little shorter:

#bristolwalkfest #bristolwalkfest2026 #BWF26 #visitbristol

For stories we'll probably just use one: #bristolwalkfest

Tips

- As well as standard posts on your main socials page, stories and reels (very short films) get a lot of attention
- With Facebook, as well as on your own page, it works really well to share your posts into any groups that you are a member of
- Consider buddying up with other walk providers to like and share each other's content or invite them to collaborate then you get double the views!
- As well as publicising your own event, tell your networks which other walks you're going on
- Share links to interesting / related blog posts on our website
- Tag us in photos or videos after your event (but see section on image consent below)

Social media banners

We have prepared '*Proud to be part of Bristol Walk Fest*' banners that you can use on social media or other publicity materials.

BWF2026_banner_landscape.jpg — 1200×400px, for Facebook, Bluesky//X, LinkedIn

BWF2026_banner_square.jpg — 1080×1080px, for Instagram

Download on our Provider Resources page [here](#).



Sample posts

Here are some suggested posts you could use before and during Bristol Walk Fest. These are short enough to meet Bluesky & X character counts - you can add more detail for FB & Insta posts if you like. Don't forget to @ us so we can share.

Week beginning 20 April

We're looking forward to Bristol Walk Fest kicking off next week! This year's festival, which runs throughout May, has 150+ different, amazing walks and events in and around Bristol, with options for all ages, interests and abilities.

Full programme & more info here: bristolwalkfest.com

#bristolwalkfest

Week beginning 27 April

We're delighted to feature in this year's Bristol Walk Fest! The programme is packed full of walking events taking place across Bristol, look out for our event on [*date of your event*]. Find out more here: [*link to the online timetable here www.bristolwalkfest.com/events or directly to your own event listing*]

1 May

@BristolWalkFest starts today! Bristol's annual walking festival takes place throughout the National Walking Month of May and encourages people of all ages, interests & abilities to walk to enhance their health & wellbeing & to enjoy being outside in the city.

Full programme: bristolwalkfest.com

#BristolWalkFest #BWF26

1 week before your event

Our [*event name & date*] is part of Bristol Walk Fest, the annual walking festival that takes place from 1-31 May.

If you enjoy our walk why not check out what else is available - full walk listings here:

www.bristolwalkfest.com/events

Newsletter sample copy

If you have a regular printed or digital newsletter, or a mailing list you can contact your networks through, please include something about Bristol Walk Fest.

Here's a suggestion, feel free to adapt it as you see fit:

We are excited to be part of Bristol Walk Fest 2026: Bristol's annual walking festival, taking place throughout May. Bristol Walk Fest offers a wide range of free or low-cost walking events for people of all ages, interests, and abilities.

As part of the festival, we'll be offering this walk: *[your walk details, don't forget date, time & location]*

Drop in to pick up a printed programme from *[list your pick up details]* or find copies at most local libraries, leisure centres and community centres while stocks last.

Visit the Bristol Walk Fest website to find out more: bristolwalkfest.com

Website listing

If you have your own website, please add details about your Walk Fest event and mention that it is part of Bristol Walk Fest.

Along with our logo, you could use the newsletter sample copy above, or something brief like this:

This walk is part of Bristol Walk Fest 2026 which takes place throughout May. To find out about other walks available during the festival visit bristolwalkfest.com

Media

We are working hard to raise the profile of Bristol Walk Fest by getting featured in local and national media. If you have media contacts of your own feel free to send them articles and information about your walk. You could use any of our sample posts to get you started.

This year we have created a **new Press & Media Page** with lots of useful info about Bristol Walk Fest. You are welcome to use any of the information there, or simply add a link to any press release you send out.

You'll find it here: <https://www.bristolwalkfest.com/press-media/>

Word of mouth

Word of mouth cannot be underestimated. In fact, despite all the effort we put in, it's often the best way of spreading the word! So if you're catching up with friends and family and you think they might be interested, please start a conversation about walking and see where it leads you.

Photos and videos

We want your images and videos of Bristol Walk Fest events!

We would love to increase our library of Bristol Walk Fest images. It's another great way of documenting what happens, proving our value to potential funders, and publicising the festival in the future.

Image / video consent

You should get consent from everyone in the photos and videos you take. We will assume that any photos or videos you send us have the consent of anyone in them.

If you wish to use our photo consent form template, you can find it on the Providers Resources page [here](#) or online [here](#).

We do not need to see the completed forms as it is your responsibility to gain consent & we will assume all photos shared with us are fully consensual. All photos will be credited appropriately.

If people do not give consent, do not take their image and do not send us anything with them in.

Any images you send us may be used on our website, on social media or on other publicity materials.

Volunteer photographers

We have a small pool of volunteer photographers helping us increase our image library. Here is how the volunteer photographer process works:

- Volunteer chooses a walk they'd like to document
- We contact the provider & ask if they're happy to have a volunteer photographer take part. If it is a paid-for walk we would kindly ask you to provide them with a free place
- If the provider agrees, we put the walk provider & volunteer in touch with each other to confirm details
- The walk provider & volunteer should agree how photo consent forms will be organised
- After the event the volunteer provides us with photos. We will credit their photos if we use them and we ask that you do the same.

Videos

Moving images do really well on social media. It can be fun to gather video feedback from walk participants (portrait mode on a phone works best).

You could ask:

- What did you enjoy about today's walk?
- Have you done this route before?
- What do you enjoy about walking and why?
- Do you have any top tips?

These videos could then be posted as reels on social media.

Provider resources

We've mentioned this several times throughout this document!

We hope that our [Provider Resources page](#) has pretty much everything you will need to publicise and organise your walk.

You will find the following resources:

- Bristol Walk Fest Logo: .jpeg & .png
- Proud to be part of BWF: banner for Instagram & Facebook, X, Bluesky & LinkedIn
- Walk Leader's Checklist*
- Event Register**
- Led Walk Risk Assessment Template***
- Printable Participant Survey
- Online Participant Survey
- Bristol Walk Fest Participant Survey Flyer
- Photograph consent form
- Notes for Editors pdf

***Walk leader checklist** - advice and guidance on how to prepare for your walk and how you can ensure your participants make the most of it.

****Event register** - print out & ask participants to complete at the start of your walk. Please destroy after the event and do not use personal data for any other purpose - however we will ask you for participant numbers after your walk.

*****Risk assessment** - it is important to complete a risk assessment. We don't need to see these & you can use your own if you already have one; however we have created a template which you can adapt to suit your walk.

Launch & finale events

Launch

Friday 1 May, 7-9pm, Hamilton House, Bristol
Plus city centre pre-event walk, 5.30-6.45pm

Join us to celebrate the launch of Bristol Walk Fest 2026 at our fantastic in-person event that this year focuses on the ways that art & culture meet walking in the city.

We have an exciting lineup of guest speakers:

- Sheila Hannon, founder of Show of Strength Theatre Walks
- Anita Karla Kelly & Misfits poetry group for people with learning difficulties
- Dr Subitha Bagirathan - advocate for advancing health equity in Bristol, she also collaborates with Soultrail Wellbeing CIC
- Hana Sutch, co-founder & CEO at Go Jauntly, walking, wayfinding and nature connection app.

In addition Sheila & Show of Strength have created a pre-launch walk especially for Bristol Walk Fest, featuring highlights of some of their theatre street tours, starting at the Hole in the Wall Pub, Queen Square at 5.30pm, and ending at the event venue at 6.45pm.

Tickets:

Launch event £5

Pre-event walk £5 (available only with a launch event ticket)
(plus booking fee)

Tickets available online [here](#), from 1 April.

FB event here: <https://fb.me/e/6ygyHtBuP>

Please share with your networks & encourage people to attend - and we do hope to see you there too!

Finale

Saturday 30 May

Walk:Bristol is a trio of non-competitive, free-to-enter guided walks across Bristol. 3 fully accessible walks available: 1, 5 or 10 miles, all starting and finishing at Bristol's Castle Park bandstand.

You can register individually or as part of a team, with participants being encouraged to use the event to raise funds for local causes.

Find out more [here](#).

Good luck!

We wish you every success in your walking events!

Thank you so much for all your help promoting the Bristol Walk Fest 2026 - do let us know how it goes, and we'll contact you for official facts, figures & feedback after the event.

If you have any questions, comments or suggestions about how else we can help you to promote your events in Bristol Walk Fest 2026 or in the future please get in touch.

Contact Beccy via comms@bristolwalkfest.co.uk