



## Celebrating walking; reaching out to new walkers

For the past five years the Greater Manchester Walking Festival has encouraged new people across Greater Manchester to get out and enjoy a walk, make new connections, discover new places and perhaps learn new things.

The 2019 festival attracted over 5000 participants to take part in one or more of the 400 free led walks across Greater Manchester on offer during May. The Festival celebrates walking, places to walk and people to walk with and is a great way to promote the physical health, mental wellbeing and social and community development benefits of walking.

The 2020 Festival aims to celebrate and promote walking to Greater Manchester residents. We want to reach non walkers, the neighbours, colleagues and friends that think a Walking Festival is boring. It's not all about muddy boots and long hikes, although that counts too.

**To achieve this, we need your help.  
 Could you or your organisation  
 plan and host a walk (or two or three...)  
 that will encourage people who don't  
 usually walk to get outdoors next May?**



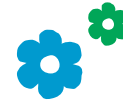
## Walking by stealth

We want to tap into people's interests – we call it walking by stealth – and provide a programme of fun walks that will remind people, or perhaps help them discover for the first time - how joyful walking is. So, we're planning an ambitious programme of **joyful** and **fun** events to run throughout May 2020.



## Background and context

Could **you** help us to make the Festival more **joyful** and **fun** than ever before? You know and understand the people you work with and you are ideally placed to tap into the interests of your community.



## Funding now available!

**We have set up a fund** to help encourage groups, organisations, teams or individuals to organise a walk or walks during May that appeal to people that are less active than the population as a whole, and who may be encouraged to be more regularly active through walking more. According to data, groups that are less active include:

- Women
- People from black and minority ethnic communities
- Older adults
- People on lower incomes
- People living with life limiting long-term conditions



We are also interested in organising walks that may appeal to families.

We plan to make the walks more accessible to people who live in areas where data shows that there are lower levels of regular activity among the population. We are therefore looking for walks to start in the shaded areas shown on the map which can be found [here](#).

The list of wards we're focussing on in each Greater Manchester borough can be found [here](#)

## We are particularly interested in supporting ideas that:

- Are based on requests or ideas from the community
- Appeal to groups of people that are inactive and/or do not regularly walk
- May help people to walk more regularly after the festival
- Involve the community in developing the idea and bringing it to fruition
- We could learn from and share with other areas or communities

## How you can help

Could you plan and host a free led walk as part of the Greater Manchester Walking Festival May 2020? Ideas include:

- Organise a free, led walk for the people in the target areas, for the any of the specific groups listed or for those that could do with getting out and about more often.
- Have a theme for your walk. Photography? History? Music? Art? Nature? Local landmarks?
- Design a themed 'treasure hunt' or trail e.g. points of interest, fairy doors, nature
- Add walking to regular activity that you do in May? E.g. the book club, lunch group or social meet ups.
- Invite existing group members to bring someone new to walk with you in May?
- Could your group travel to take part in a walk in a different place to that where you usually meet?





## Walking related events

If you're doing some work to encourage wider community connections, could you plan a walking related event in May? Examples include:

- A consultation event including a walking element
- A street walkabout or audit to understand more about how it feels to walk in your area
- A workshop to gain ideas from the community?
- Incorporate walking into an existing community fun day or group activity in May
- Plan and deliver a series of walks for 4-8 weeks prior to and after May

### Walks and events with a walking element can be:

- Open to everyone and promoted on the GMWalking Festival [website](#). Or
- A closed event only for people from a particular group or area

## Considerations for walk and event planning

- Can people get there by public transport?
- Is the starting point near to where the people live that you hope to join the walk
- Does the route showcase what you want? E.g. scenery, points of interest, greenspace, quiet routes – the joy and fun of walking!
- How far is it and how long would it take for someone you're hoping will come along?
- Could you involve people from your group or community in the planning of the walk?
- Could your walk help local people have the confidence to walk regularly in the area after the festival?
- Do people need to book on your walk or can they just turn up on the day?

## How we can support your walk



- Promote your walk & group on the GM Walking Festival website (if you would like us to)
- Provide logos and summary text to help promote your walk and explain what the walking festival is about
- Provide GM Walking Festival promotional materials for social media and local distribution. This can be used in addition to your own promotion
- Provide registration and evaluation forms for the walk and walkers
- Support taking the group with informal group walk training and supporting resources (if you would like them).
- Work with you to understand the process you went through to create and deliver your walk

If you would like some training for those taking the walk, we can offer some places on a 2 hour workshop. Please register your interest [here](#). Alternatively, some walk planning guidance will be issued to GM Walking Festival event coordinators in March.

Go to our website: [www.gmwalking.co.uk/Festival](http://www.gmwalking.co.uk/Festival)



## Funding available to help

We wish to distribute funding through organisations working in the target areas across Greater Manchester and anticipate supporting 8 targeted walks or 'events with walking as part of the event' per local authority area.

Up to £250 funding per walk is available to **plan and deliver walk(s) in May**. Each walk should aim to attract a minimum of 15 people to take part. Ideally, these people should not be regular walkers and may not be regularly active. They should live in the areas shown on the map.

### Funding could be used for:

1. Creative work to support a themed event (e.g. creating a trail, costumes, activities surrounding a walk)
2. Facility hire or refreshments at the end of the walk
3. Local promotion of the walk to the people you aim to attract

## Community Events

For a **community event for which walking is a significant part, held during May**.

Events should aim to attract over 50 people and £500 is available to support the event. Funding could be used for:

1. Facility hire or refreshments
2. Community engagement facilitation at the event
3. Walking related activities at the event
4. Promotion of the event and the walk-related activities
5. Temporary road closures (Traffic Regulation Orders (TRO)) if required





## Criteria for Funding

To be eligible for festival funding support walks or walking events must:

- Be held 1<sup>st</sup>-31<sup>st</sup> May 2020
- Start in areas of inactivity (see attached map and list of target wards)
- Be free for participants to take part
- Hold some appeal for new walkers
- Have an approach for engaging at least one of the target groups listed
- Have an identified event/walk contact that we can work with. This person does not have to be the nominated walk leader
- Be able to identify a confident walk leader. This person must have knowledge of the area the walk is in, the planned route and be able to help others to take part in the walk.
- Collect evaluation data about participants to feed into the Greater Manchester Walk Festival evaluation.
- Have an overview of the nature of the walk/event by 9<sup>th</sup> February 2020



## Organisations eligible for funding should:

- Be based in or work with the communities in one of the identified areas.
- Be a community or voluntary organisation, club or society, charity or similar
- Be able to pay any funding into an organisation's bank account with two signatories

You will be notified within 2 weeks of us receiving your application so that you can start planning. **Applications must be received by 9<sup>th</sup> February 2020**

Funding will be allocated:

- 50% in advance – after acceptance of the walk to the festival
- 50% once registers and evaluation forms have been returned (May/June 2020)

