

# Wiltshire Walking Festival 2015

Your guide to getting involved





## Background

The Wiltshire Walking Festival takes place from 6 – 13 September 2015 and each area board is encouraged to engage with their local community to take part.

Exploring Wiltshire's countryside on foot is a great way to see the county at its best. Walking is also a healthy, enjoyable and free way to travel so there are plenty of good reasons to take walking seriously. It is a great way of exercising and unlike other physical activities it requires little or no equipment.

Wiltshire Council's Get Wiltshire Walking scheme already provides short, healthy walks across the county. The free walking groups are led by trained walk leaders and meet every week for approximately one hour and often end with a cup of tea and a chat in a local cafe. You will find more information on how to contact the Get Wiltshire Walking team later in this information pack.

Wiltshire's Big Pledge is back for its second year and you can pledge to 'make a difference' as an individual, group, business or community. You could enter your walking event on the Big Pledge website and make a difference in your community.

Now it's your turn to get involved and start walking to your local community.



## What you need to do...

- ✓ First of all, start planning now! September isn't that far away and the more time you have to plan, the bigger and better your event will be.
- ✓ You'll need to set up a group to help. You might be able to use an existing group - check out local walking groups and activity already taking place in your community as well as parish Councils.
- ✓ It is our aim to get all 18 community areas involved - think about how you can best showcase your local area on foot, choose paths and scenic routes and identify points of interest along the way. Try to avoid the road wherever possible.
- ✓ Be inclusive – people of all ages and abilities can take part in a local walk, so consider route lengths and any special facilities your participants may require.
- ✓ Ensure your participants have a good supply of water and food for the walk. Perhaps plan stops at local cafes along the route where you could have a comfort break.
- ✓ Think about how you raise awareness – what has been done before - did it work and could this be improved? – Speak to local supermarkets, shopping centres and leisure centres in your area.



## What you need to do...

- ✓ Are there any local groups or schools already working on walking activities – can these be linked to your event?
- ✓ Maybe organise a Big Walk in your area and raise some money for charity. If you plan to fundraise, charities often have additional resources that can help, so be sure to register with them first – Don't forget when fundraising, support the council leader's charity Hope for Tomorrow by donating 50% of all money raised to this cause.
- ✓ Register your event for The Big Pledge and encourage participants to register their individual pledges.
- ✓ Be creative - could a local company contribute, or provide sponsorship to help make your event a success?
- ✓ Remember, this is an opportunity to promote your local community and take part in a county wide festival.
- ✓ Don't forget to contact [events@wiltshire.gov.uk](mailto:events@wiltshire.gov.uk) for event and promotional support and to let us know how it went.



## How do you do it – tools to help

Quick action check list:

- Set up your working group
- Choose the event date and time and inform events team
- Plan your walk route and stops
- Register your group on the Big Pledge website
- Get sponsorship and plan promotional activity
- Print and distribute posters, flyers and other promotional items
- To promote your event use local communication networks and social media
- Set up and hold your event
- Tell us how it went



> **How do you do it – tools to help**

- Posters/flyers – an example is included with this guide
- Draft copy for local communication networks; Community Area Matters, Facebook page and Twitter – example below:

Walking is a great way to see the county and the Wiltshire Walking Festival takes place from 6 – 13 September 2015

A series of events will be happening across the county and as part of the festival you can get involved in your local event(s)

\*\*\*space for event details- venue, route, distance, time, date\*\*\*

Register at .....\*\*\*leave space for registration details/ website\*\*\*



## Useful links

**Connecting Wiltshire** gives advice on reasons to walk, walking routes, walking groups and rights of way.

**Get Wiltshire Walking** provides information on weekly walks in Wiltshire and other independent walking groups.

Find out more about the benefits of a healthy lifestyle with **Active Wiltshire**. A mile can be walked in under 20 minutes at a steady pace or that at a moderate pace, an average person can walk 2 miles in 30 minutes.

**Visit Wiltshire** has information on walking routes throughout Wiltshire.

Register your event online at **The Big Pledge**

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