



# Bristol Walk Fest Evaluation and Marketing Report 2019

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## Table of contents

1. Executive summary
  - 1.1 About this report
  - 1.2 Evaluation methods
  - 1.3 Summary: evaluation findings and festival impact
    - 1.3.1 Key operational statistics
    - 1.3.2 Audience demographics
    - 1.3.3 Participant feedback
    - 1.3.4 Event/walk provider feedback
    - 1.3.5 Marketing and publicity
2. Project background
3. Governance, management and funding
  - 3.1 Festival owners
  - 3.2 Festival management team
  - 3.3 Funders, sponsors and supporters
  - 3.4 Suppliers
4. Festival aims and objectives
5. Recommendations from 2018: progress on last year
6. Evaluation: methods, findings and interpretation
  - 6.1 Purpose of evaluation
  - 6.2 Data Protection
  - 6.3 Data sources and evaluation methods
  - 6.4 Walk and event participant feedback
  - 6.5 Provider feedback
  - 6.6 Evaluation strengths and limitations
7. Marketing analysis report
  - 7.1 Promotional materials and distribution
  - 7.2 Digital screens
  - 7.3 Media and PR
  - 7.4 Website
  - 7.5 Social media
8. Conclusions and recommendations
  - 8.1 Recommendations: festival management
  - 8.2 Recommendations: festival delivery, marketing and publicity
  - 8.3 Recommendations: evaluation

## **Graphs**

1. Gender (participants')
2. Age
3. Ethnicity
4. Sexual orientation
5. Disability
6. Where participants live
7. Participants' self-reported walking frequency
8. Time participants spend walking
9. Participants' intention to increase walking
10. Satisfaction with event submission process
11. Satisfaction with guidance for organisers document
12. Satisfaction with wording and posts document
13. Satisfaction with presentation of print/online listings
14. Satisfaction with online resource area
15. Satisfaction with marketing toolkit
16. Satisfaction with social media toolkit
17. Satisfaction with walk leaders' toolkit
18. Satisfaction with promotional channels
19. Satisfaction with overall level of communication
20. Satisfaction with overall level of support
21. Discovery pathways
22. Website traffic routes

## **Tables**

1. Festival aims and objectives - how we fared
2. Participants home postcodes by area of deprivation
3. Walk attendance by theme
4. Walk attendance by cost
5. Volunteer involvement
6. Social media followers
7. Top tweet

## **Appendices**

- Appendix A: Infographic (key points at a glance)
- Appendix B: Walk/event providers and steering group members
- Appendix C: Participant survey
- Appendix D: Text questions from online walk providers' survey
- Appendix E: Participant postcodes by ward
- Appendix F: Media coverage achieved
- Appendix G: References
- Appendix H: About the authors and declared interests

## 1. Executive summary

### 1.1 About this report

This report presents an overview of Bristol Walk Fest (BWF) 2019 and, in particular, the findings from its retrospective evaluation. It details evaluation methods and results in relation to how successful the delivery of the festival was - including how we fared against its aims and objectives. It also presents marketing and communication activity, and recommendations for future festivals.

### 1.2 Evaluation methods

The purpose of this evaluation was to ascertain if BWF 2019 met its aims and objectives, and understand whether it was received well. It also aimed to display accountability and transparency to funders and stakeholders.

A mixed-methods, summative approach was taken through distributing both participant (walker) and provider (event organiser) self-report surveys. We also present monitoring and output data such as participant demographics, promotional/media activity and other ad-hoc information required by BWF funders.

Overall, the responses of 635 participants and 50 providers formed the basis of the bulk of the data for analysis.

### 1.3 Summary: evaluation findings and festival impact

#### 1.3.1 Key operational statistics

- There were walks for travel, health, learning and inspiration/creativity across 6 separate themes: everything from Walk to Work Day to walking sports.
- Events were spread across the day - with more lunchtime walks to enable people who work full-time to attend, and 12 evening walks.
- 71% of walks/events were offered for free or 'pay what you think/donations welcome.'
- The festival was more inclusive than last year: 30% walks were wheelchair-friendly, 25% visually impaired-friendly and 16% mobility scooter-friendly.
- 98% of walks were accessible by public transport, and 86% started within the Bristol boundary.
- Simple, face value analysis suggested that the most popular walks by theme were History and Architecture, Nature and Wildlife and Green and Clean walks, and that charging for certain walks did not necessarily prevent people from attending.
- 10 out of 12 (83%) festival objectives were met and several targets bettered.

#### 1.3.2 Audience demographics

- 7,884 people took part in BWF 2019: a 77% increase on the 4,448 in 2018.
- 66% of the 635 participants that completed our survey identified as female, 31% as male and the rest (3%) either preferred not to say or preferred another term.
- Nearly three-quarters of walkers were aged 50 or above.
- 35 (5.5%) people came from Black, Asian and minority ethnic groups.

- 76% identified themselves as heterosexual, 17% did not want to say and 7% said they were gay, lesbian or bisexual.
- Three-quarters of attendees lived in Bristol, with a further 15% coming from one of the three surrounding local authorities.
- A small proportion (7.4% of walkers) said they lived with a disability.
- Festival-goers were quite regular walkers: only 98 people (15.4%) said they typically walked once a week or less frequently, and only 16 people (3%) said they walked for 10 minutes or less a day.
- Over 325 volunteers helped out across the festival.
- People of non-white ethnicities, living with a disability and/or living in more deprived areas of Bristol were likely under-represented, and older people, women and non-heterosexuals may have been over-represented.

### **1.3.3 Participant feedback**

- There was enormous praise for the festival's promotion, organisation and content: people generally had great fun and complimented their walk leaders.
- The printed programme was highly appreciated but people wanted even more publicity, with even more advanced notice and walk maps to take away.
- People learnt a lot, often discovering things "on their doorstep".
- There were occasional suggestions about walk leaders being more inclusive - in the broadest of senses - e.g. in terms of walk pace, volume of commentary and knowledge about public transport options. A couple also felt that briefing standards at the start of walks could be improved.
- Others complimented the good accessibility of the festival.
- The social advantages of walking as a group came across strongly, and the intrinsic benefits of physical activity were also briefly mentioned.
- 62% (n=391) said that BWF would encourage them to increase the amount of walking they do.

### **1.3.4 Event/walk provider feedback**

- 257 led walks and events were delivered by 71 providers – versus 163 delivered by 69 last year: a 58% increase.
- Organisations took part for a variety of reasons, but particularly to be part of a city-wide/national event, to increase community engagement and to attract new participants.
- Over 325 volunteers helped walk providers.
- There were plenty of suggestions for minor improvements - particularly around more publicity, should a future budget allow - and only a couple of pieces of negative feedback.
- High proportions of respondents - averaging at 90% across ten fixed response questions - felt 'satisfied' or 'very satisfied' with different aspects of event organisation, promotion and management.
- The highest level of satisfaction was at 96% for 'overall support providers received'.
- The lowest level of satisfaction - the social media toolkit - was still at an impressive 80%. However, respondents did not expand on what could be improved.
- The printed programme was highly appreciated.
- The level of communication about the festival from the management team was deemed about right, and there was high praise for its professional organisation.

- Thematic analysis revealed that providers appreciated the festival for many reasons: its opportunity to attract new walkers, 'being part of something bigger', community engagement and involvement, and the pleasure it brought them from seeing their audience enjoy themselves and give positive feedback.
- All 50 providers that completed our survey wanted to be contacted again about the festival next year.

### 1.3.5 Marketing and publicity

- There were 9,559 new users to the website from 1 April to 31 May 2019.
- 6,000 A5 programmes and 5,000 A5 flyers were printed.
- Between February 2019 and May 2019, the BWF Facebook page likes increased from 1,587 to 1,840 (a 16% increase).
- From 30 March 2019 to 1 June 2019, the BWF Twitter account had 332 new followers and achieved 125,800 tweet impressions - an average of 2,000 impressions per day. There was a total of 2,159 engagements.
- The most popular ways of finding out about the festival were (in descending order): through word of mouth (n=177, 27.9% of all 635 respondents), promotional materials (n=146, 23%), walking and community groups (n= 115, 18.1%), the website (n= 107, 16.9%), 'other' means (n=101, 15.9%), social media (n=85, 13.4%) and, lastly, newspapers (n=30, 4.7%). This was a similar pattern to last year. On examining 'other' reasons, it transpired that quite a few people (n=26) had heard about the festival because they'd participated in last or previous years.
- This year BWF achieved TV coverage, generated numerous print and online articles and over 10 radio appearances.
- Participants and providers both fed back a desire for more marketing.

Please see Appendix A for a summary of key points at a glance presented as an infographic.

## 2. Project background

BWF took place from 1 to 31 May 2019. The festival included 260 walks and events delivered by 71 organisations, as well as individual volunteers.

We received providers' attendance numbers from all of the walks and events which indicated that over 7,800 people got involved - a 77% increase from the previous year, which attracted an estimated 4,448 participants. Participant numbers at separate walks and events ranged from 0-555. Three walks and events were cancelled due to bad weather or the providers not being able to run them.

The Bristol Walking Festival started in 2013 with over 500 people taking part across the city: 2019 marked the seventh year of the programme. The original event offered over 40 walks - varying from urban exploring, apothecary walks, history trails to hikes led by walking groups, including Bristol Ramblers. Festival marketing encouraged people to explore the city and enjoy the social and healthy activity of walking.

This year, the festival was co-ordinated by Active Ageing Bristol a collaboration between Bristol Sport Foundation, The Anchor Society and St Monica Trust, working in partnership with Age UK Bristol. Principal funders were Active Ageing Bristol and the Travelwest Fund. See Appendix B, and Section 3, for further information on all our funders, partners, providers and sponsors.

Throughout the month of May, there was a packed programme of walks in and around Bristol. Many of the walks/events were free and, with different walks available nearly every day, there was something for everyone - especially local people.

We were able to bring people together around walking activity in all its forms, celebrate some of Bristol's great existing walking projects, strengthen our diverse walking community and stimulate new links and initiatives.

Working together as a city gave us a unique opportunity to showcase and nurture Bristol's already-vibrant and diverse walking offer - co-creating the active walking opportunities we want for the future, whilst celebrating existing opportunities.

For the last seven years, BWF has encouraged people of all ages to go out and get active at whatever level they can. Good weather played its part during this year's event, and from the available evidence, we consider this year as having been very successful.

### **3. Governance, management and funding**

#### **3.1 Festival owners**

Active Ageing Bristol and Age UK Bristol were the official bodies running BWF. Age UK Bristol operated under an official agreement with Active Ageing Bristol as the lead partner. Age UK Bristol provided banking, insurance and a policy framework on an in-kind support basis.

#### **3.2 Festival management team**

The festival management team was small and relied on contractors and a core group of committed volunteers to support with key duties.

Kerry Morgan, Project Manager, was responsible for all aspects of the festival including project management, commissioning and contracting, strategic planning, administration, finance, marketing and sponsorship. She worked flexibly for 87 days between November 2018 and June 2019 on a freelance contract. A significant amount of additional time was given on a pro-bono basis to ensure that the festival was delivered on time and budget.

Karen Lloyd, Active Ageing Bristol Manager, was the only permanent member of the management team. Karen had responsibility for the overall festival and provided support to the Project Manager where necessary.

There were two key volunteers - Eileen Bartlett and Wendy Britton of Bristol Ramblers - who were integral to the running of BWF. Between them, they provided 10 days of volunteer administration support and helped with inputting the participant surveys.



All other roles were dependent on project funding or securing value-in-kind for services and were part-time and freelance or voluntary.

A steering group of partners met monthly to help support and guide the festival: see Appendix B for a list of members.

### **3.3 Funders, sponsors and supporters**

The festival was funded to the total value of £14,897.73 by the following organisations:

- Active Ageing Bristol
- Travelwest Fund.

The festival received sponsorship in-cash to the total value of £4,050 from the following organisations:

- Bristol Ageing Better
- Bristol Waste Company
- Bristol Ramblers
- Living Streets.

The following sponsors provided value-in-kind to the total value of £3,434.80 for products and services:

- Cotswold Outdoor
- Doveton Press Ltd (print partner)
- Pam Beddard PR (PR and media partner)
- Pear Communications (distribution partner).

The festival was only made possible by the additional support, both direct and in-kind, from our institutional and commercial partners:

- Age UK Bristol: provided office space to support the management team, promoted the festival via their website, e-newsletter and social media channels. Fundraising and volunteer administration support was also provided on an ad-hoc basis.
- Bristol City Council: provided office space to house the management team and officers supported the steering group by taking minutes and providing ad-hoc administration support.
- Bristol Ramblers: provided 10 days of volunteer administration support and promoted the festival via their marketing channels.
- Bristol Walking Alliance: provided a series of walkability walks and an event at the Watershed, including promoting the festival via their marketing channels.
- Cotswold Outdoor: donated £100 gift card for the participant survey prize draw and a £50 gift card for the provider survey prize draw. In addition, a 15% discount was offered to BWF participants at their Bristol store during the festival month.
- Destination Bristol: provided marketing support via their marketing channels.



- Living Streets Bristol: provided marketing content for use on the BWF website, included articles in their newsletter, helped with print distribution to selected schools.
- The freelance evaluation consultant provided additional pro-bono hours.

### 3.4 Suppliers

BWF 2019 official suppliers were:

- Aurora; web copy and editing services.
- Bristol City Council; web and hosting services.
- Benji Graphics; graphic designer.
- The Branding Coach; graphic designer\*.
- Doveton Press Ltd; print services.
- Pam Beddard PR; PR and media services.
- Pear Communications; advertising services (poster board sites)
- Jeni Nott Photography; photographer.
- Cheryl Martin; photographer.
- Jo Coulson; independent/freelance Evaluation Consultant\*\*.
- Kerry Morgan; independent/freelance Project Management and Marketing Consultant\*\*.

\*BWF would like to pay special tribute to Mary Cook from The Branding Coach, who sadly passed away earlier this year, for her enthusiasm and dedication in the branding work completed for Bristol Walk Fest since 2018.

\*\*Please also refer to Appendix H for more information about the report authors and their declared interests.

## 4. Festival aims and objectives

Table 1 below lists the five festival aims and 12 festival objectives for BWF 2019. It is also designed to evidence how we met each one in turn in that it presents festival outputs and general monitoring data.

**Table 1: Festival aims and objectives - how we fared**

Festival aim	How we met/did not meet: evidence	Further comments	Met (✓) or not met (X)
1. To encompass walking for travel, health, leisure, learning and inspiration/creativity.	<ul style="list-style-type: none"> <li>• 257 walks and events took place across the month of May 2019 (this was a 58% increase on the 163 in 2018). This figure was comprised of 178 walks and 79 events, with only 3 walks cancelled.</li> <li>• There were 62 health and wellbeing walks, 54 history and architecture walks, 39 nature and wildlife walks, 23 art and creativity walks, 10 'green and clean' walks and 69 walking sport sessions. The latter was 130% up on the 30 offered last year.</li> <li>• Active travel was promoted through 'Happy Shoesday' (21/5/19, Living Streets, 2019) - when pupils are encouraged to wear their happy shoes and walk to school - 'Walk to School Week' (20-24/5/19) and 'Walk to Work Day' (31/5/19).</li> </ul>	-	✓
2. To encourage people to get out walking to enhance health and well-being.	<ul style="list-style-type: none"> <li>• The total attendance at walks and events was 7,884 people - 3,436 more than last year, representing a 77% increase.</li> <li>• Over 12,600 miles were walked*. This equated to a 72% increase on last year's figure which estimated that 7,323 miles were walked.</li> <li>• Qualitative evidence suggests that people appreciated participating for its intrinsic health and social benefits.</li> </ul>	*This estimate will have likely grossly underestimated actual miles walks as the active travel events mentioned above, and walking sports, could not be estimated.	✓
3. To bring people together in a way that benefits individuals, communities and the environment.	<ul style="list-style-type: none"> <li>• Participants' qualitative evidence suggests that many experienced social benefits from walking together.</li> <li>• Walk providers also reaped the rewards of engaging (sometimes new) people in their walks - being particularly enthusiastic about resultant social contact and cohesion. They themselves seeing walkers' enjoyment.</li> </ul>	-	✓

	<ul style="list-style-type: none"> <li>• The environmental benefits of all the walking cannot be objectively evidenced. However, it is obvious that active travel events such as 'Walk to School Week' and 'Walk to Work Day' would in particular have lessened people's carbon footprint on those days.</li> <li>• 'Green and clean' walks were offered for the first time - to raise awareness of environmental responsibility and the walking environment.</li> <li>• As nearly two-thirds of participants thought the festival would encourage them to walk more, there may be future environmental benefit.</li> </ul>		
4. To showcase organisations and professionals providing walks in Bristol.	71 organisations delivered walks and events.	-	✓
5. To raise the profile of Bristol as a walking destination (tourism).	We worked in partnership with Destination Bristol to raise the profile of Bristol as a walking destination by promoting BWF via their marketing channels.	-	✓
<b>Festival objective</b>	<b>How we met/did not meet: evidence</b>	<b>Further comments</b>	<b>Met (✓) or not met (X)</b>
1. Form a steering group to develop BWF.	This was formed of representatives from Bristol City Council, Bristol Ramblers, Bristol Walking Alliance, Forest of Avon Trust, Living Streets Bristol, Travelwest and the West of England Nature Partnership.	-	✓
2. All walks/events (received by set deadline) to feature in a printed programme.	All walks/events received by 6 March 2019 featured in a printed programme.	-	✓
3. Offer walks on 28 out of the 31 festival days.	Walks and events took place on 29 days of the month of May 2019.	-	✓

4. Offer more lunch time walks/events to enable people who work full-time to attend.	<ul style="list-style-type: none"> <li>• 38 lunchtime walks were offered (starting 12noon-1.59pm). As there were only 12 in 2018, we exceeded this figure by over 200%.</li> <li>• The rest of the walks were split between 151 (58.8%) morning walks, 24 (9.3%) afternoon walks (starting 2pm-5.59pm) and 44 (17.1%) evening walks (starting after 6pm). The latter may also have facilitated workers' participation.</li> </ul>	-	✓
5. Engage with a minimum of 50 different organisations offering walks/events.	We engaged 71, exceeding our target by 42%. (We engaged with 69 providers last year.)	-	✓
6. Achieve a reasonable geographical spread of walks/events across the city.	Some walks started in 'greater Bristol' - in that their locations were situated just over the border into South Gloucestershire, Bath and North East Somerset or North Somerset.	-	✓
7. Make at least 80% of walks/events free.	183 (71.2%) of the walks and events were offered either for free or 'Pay what you think/donations welcome'.	For the remaining 74 (28.8%) charged events, organisers were asked to offer a BWF discount where possible.	X
8. Make 10% of walks/events accessible to people with physical, mental and/or sensory impairments e.g. include disability and mobility-friendly features and information, guided walks for blind or partially sighted people.	76 (30%) walks were listed as wheelchair-friendly: an 81% increase on last year (n=42). There were also 42 mobility scooter-friendly events and a new category for visually impaired-friendly ones (n=64) - accounting for 16% and 25% of walks respectively. We therefore fared well against the 10% target.	-	✓



9. Bristol Ramblers to organise a minimum of 8 evening walks.	Bristol Ramblers delivered 12 evening walks exceeding the target by 50%.	-	✓
10. Achieve at least 60% of journeys to walk starts carried out by public or active travel e.g. 'bus-friendly' start times.	The festival was made as accessible as possible by 241 (98%) of the walks and events being accessible by public transport.	Participants were not asked about how they arrived at the start-point. This could be added to any future evaluation forms.	✓
11. 90% of walks to start within the Bristol boundary.	222 walks (86%) started within the Bristol boundary.	Although we narrowly missed this target, it should be taken into account that walks starting just outside the boundary allowed us to achieve a reasonable geographical spread of walks/events across the city (see objective 6 above).	X
12. To secure a minimum of two sponsors.	We secured eight sponsors which provided either 'in cash' or 'in-kind' support.	-	✓

## 5. Recommendations from 2018: progress on last year

The steering group and Project Manager were keen to build on the successes of previous festivals, and on 'lessons learnt' from last year. In last year's BWF Evaluation Report, Coulson and Morgan (2018) detailed recommendations regarding the festival content and organisation, marketing and publicity and evaluation. This year's budget and operational considerations allowed the following progress to be made:

- ✓ We updated BWF terms and conditions and agreements by making it a requirement for walk/event providers to use the logo on all their walk/event publicity, to take part in evaluation, and to undertake promotion through their own channels.
- ✓ We were able to secure a sponsor who provided the distribution service for the festival marketing materials.
- ✓ We produced a printed flyer, to complement the website and printed programme, in which we were able to list all walks/events. (They were not all included last year.)
- ✓ We negotiated a contra deal with Cotswold Outdoor to offer BWF participants a 15% discount in store and online during the festival month.
- ✓ We increased transparency by sharing last year's evaluation report on the website and via social media channels, as well as directly with partners and funders.
- ✓ We budgeted slightly more for an independent evaluation specialist.
- ✓ We offered a Cotswold Outdoor voucher for completion of surveys for both participants and walk providers, increasing incentive for responses. (In 2018, this was only offered for participants.)
- ✓ We revised the provider feedback form at the outset, to collect more meaningful evaluation data.
- ✓ We encouraged participants to fill in an evaluation form per individual walk completed - by inserting a field for walk/event title.

Future festival organisers are strongly recommended to consider both last year's and this year's recommendations, dependent on the funding secured.

## 6. Evaluation: methods, findings and interpretation

### 6.1 Purpose of evaluation

The purpose of this evaluation was to ascertain if BWF 2019 met its aims and objectives, and understand how well the festival was received. It also aimed to display accountability and transparency to funders and stakeholders. It also presents recommendations for future festivals.

### 6.2 Data protection

For the purposes of this report, and the data presented herein, Age UK Bristol is the 'Data Controller' (as per the General Data Protection Regulations 2018). There were not considered any significant ethical issues with the nature of the evaluation data. In particular, individuals' names and email addresses - collected only for the purposes

of the survey prize draws - were not transferred to the freelance evaluation consultant.

### **6.3 Data sources and evaluation methods**

A mixed-methods, summative approach was taken through distributing both participant (walker) and provider (event organiser) self-report surveys. We also collected basic monitoring and output data such as participant demographics, promotional/media activity and other ad-hoc information required by funders. Specifically, data sources were:

1. Walk and event 'submission forms' (online): Registered the nature and details of the walks and events, input by providers before the festival - to allow population of the programme.
2. Online booking system, email/telephone booking and participant register: Participant numbers per walk/event were collected by the provider and sent to BWF by email, which were then recorded on a spreadsheet.
3. A Participant-Reported Experience Measure (PREM): completed by festival attendees (see Appendix C). It included questions about demographics and the festival experience. 6,500 print versions were provided to walk/event providers in advance - to distribute and collect at the end of each of their walks/events. Participants could alternatively complete it online. Completion was incentivised with a £100 Cotswold Outdoor gift card.
4. A second PREM survey: to capture organisers'/providers' feedback (see Appendix D). This was available online only for completion during and after the festival, and was incentivised with a £50 Cotswold Outdoor gift card.
5. Social media (Twitter and Facebook insights) and website analytics (Google analytics).
6. Monitoring of print and broadcast coverage: Media impact was collected and recorded by the festival publicist where possible and the Project Manager, including via Google searches and using Google analytics.

### **6.4 Walk and event participant feedback**

#### **Participants' demographic profile**

Participant registers, completed by walk leaders, revealed that over 7,884 people participated in BWF 2019.

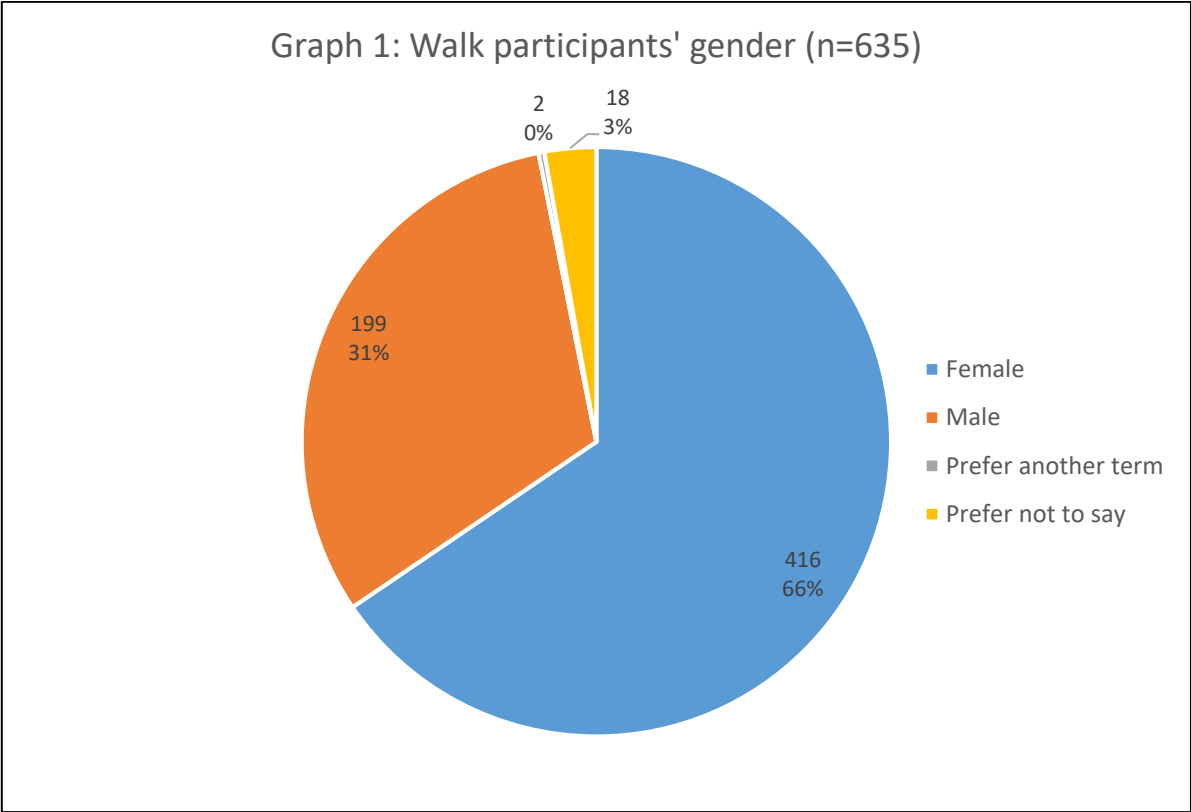
This estimate excludes walker numbers which were unfeasible to collect, namely those who took part in 'Walk to School Week' and 'Walk to Work Day.' However, the figure does include a very rough estimate of children (n=2000) who took part in 'Happy Shoesday' - when pupils are encouraged to wear their happy shoes and walk to school. Although participant numbers are therefore likely significantly underestimated, this still represents a 77% increase on the estimated 4,448 participants last year (see Coulson and Morgan, 2018).

As described above, the main source of data was our mixed-methods Participant-Reported Experience Measure (PREM) - a feedback survey (see Appendix C). We received 635 responses, representing less than 8% of festival-goers. The next

section presents a breakdown of demographic data, followed by an analysis of the qualitative data provided.

**Gender (participants’): graph 1**

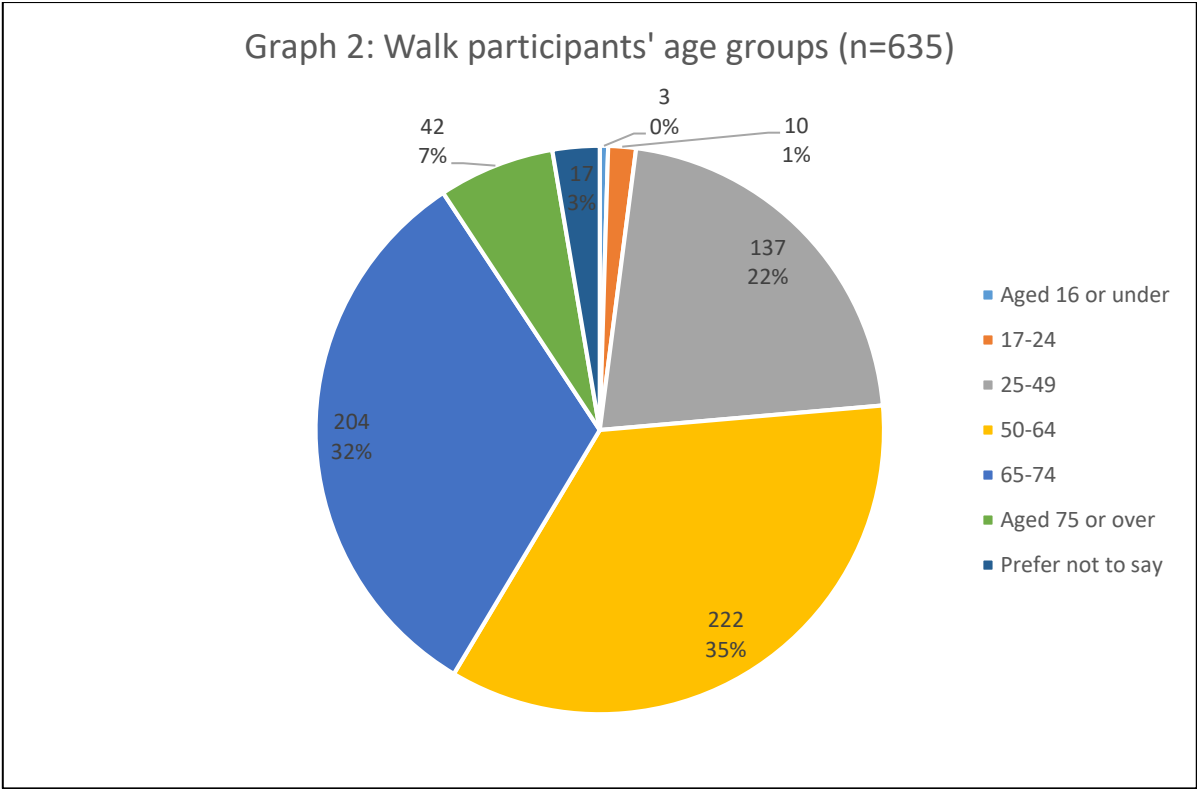
As last year, the event seemed to appeal much more to females, with the following graph showing that around two thirds (n=416, 66%) of participants identified as female. Thirty-one per cent (n=199) identified as male and the rest (n=20, 3%) either preferred not to say, or preferred another term. This compares with 49.9% of the wider population identifying as female and 50.1% as male (Bristol City Council, 2018).



**Age: graph 2**

As last year, the event particularly appealed to older people. Nearly three-quarters of walkers were aged 50 or above (n=468, 73.7%). This compares to 27.5% of the Bristol population at large (Bristol City Council, 2018) and 79.8% being ≥50 last year. One hundred and thirty-seven walkers (21.6%) fell into the 25-49 age group, and only 13 people (2%) were aged 24 or under. It is worth reiterating that many more younger people took part in ‘Walk to School Week’ where data could not be collected.



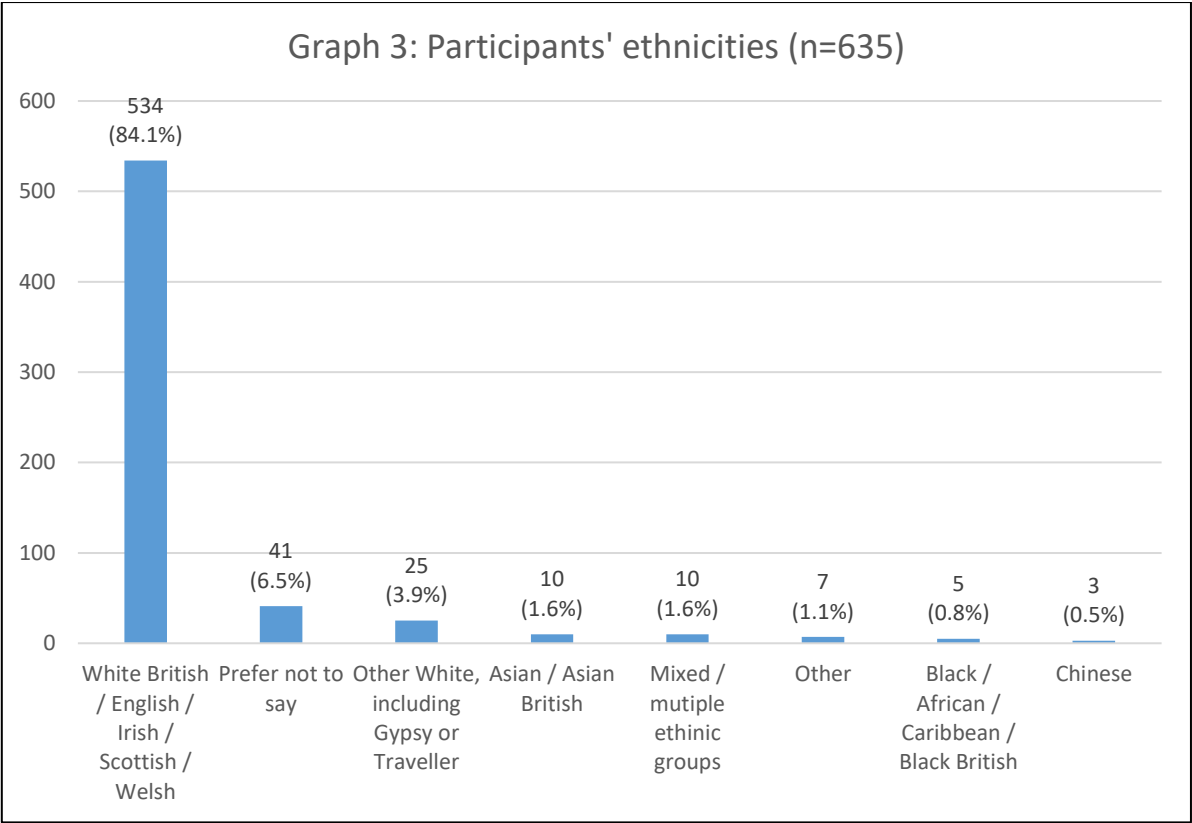


**Ethnicity: graph 3**

Most participants were white (n=559, 88%), with only 35 (5.5%) people coming from Black, Asian and Minority Ethnic (BAME) groups - slightly less than last year (at 6.2%). Forty-one people (6.5%) did not want to state their ethnicity. These figures compare to 84% for all white groups and 16% for all BAME groups in Bristol's population as a whole (Bristol City Council, 2018).





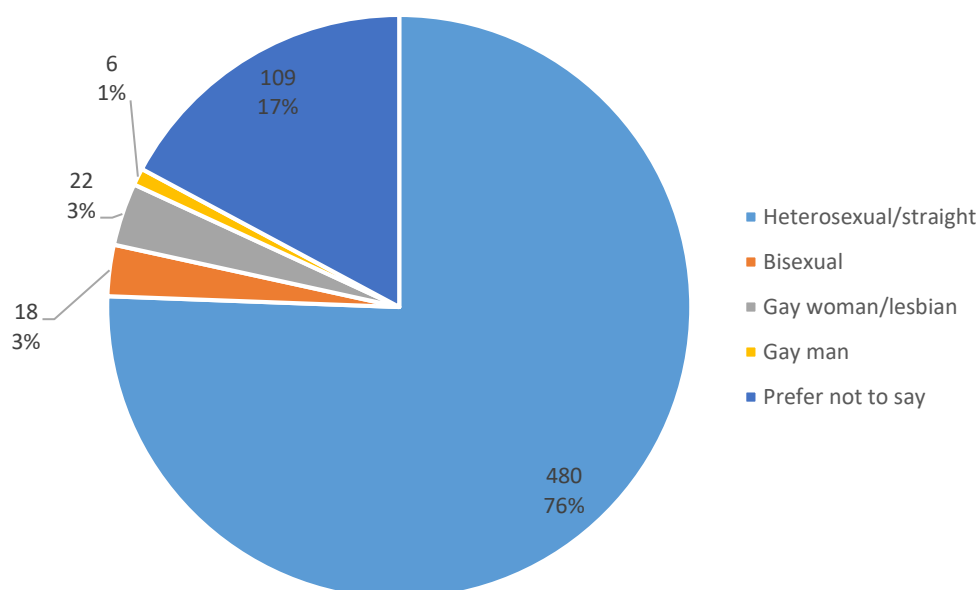


**Sexual orientation: graph 4**

Four hundred and eighty walkers (75.6%) identified themselves as heterosexual but quite a large proportion of respondents (n=109, 17.2%) did not want to say. Forty-six people (7.2%) confirmed they were either bisexual, gay or lesbian. The latter compares with the 4% of the wider population who identified as lesbian, gay, bisexual or transgender (Bristol City Council, 2015).



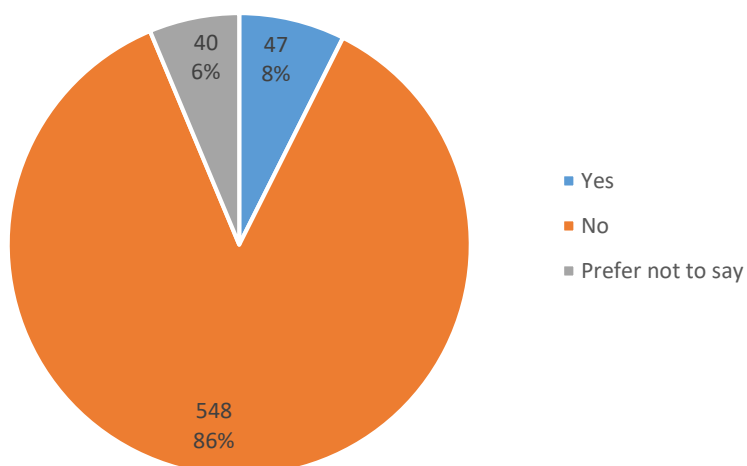
Graph 4: Participants' sexual orientation (n=635)



### Disability: graph 5

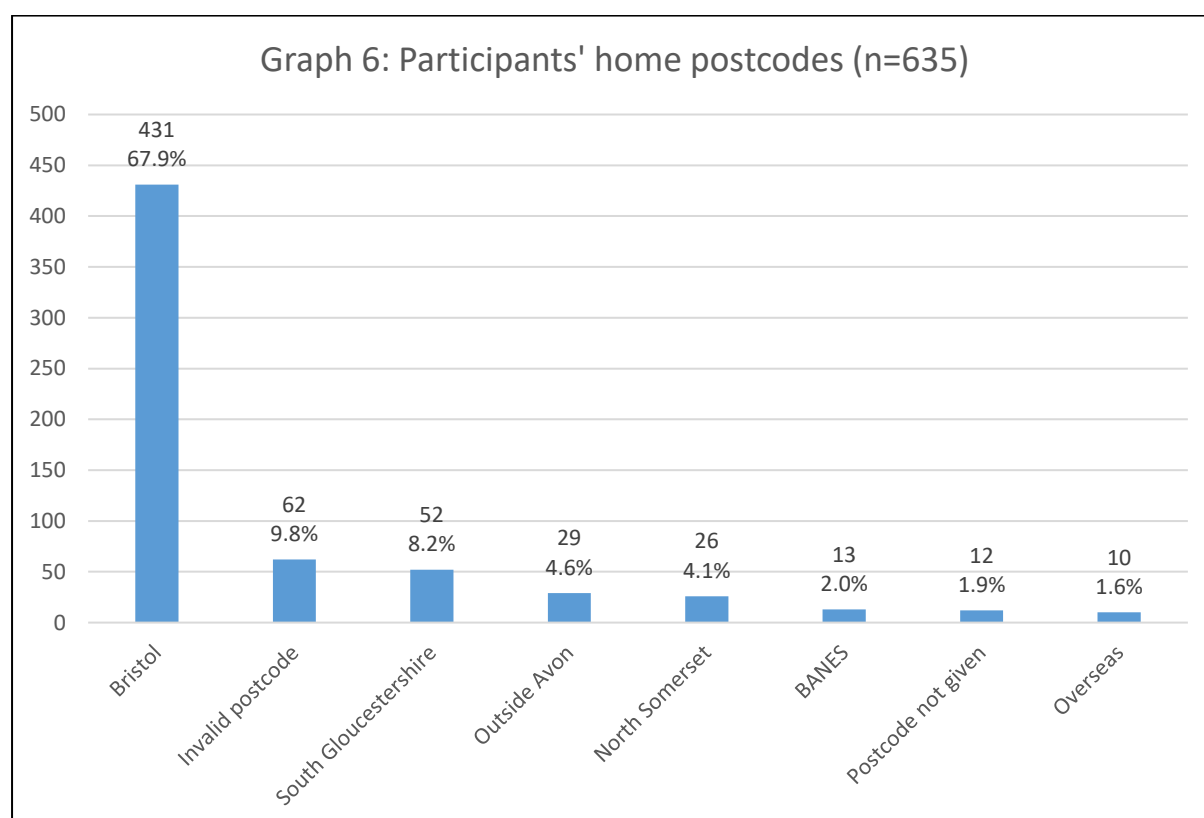
Forty-seven people (7.4% of walkers) said they lived with a disability. This compares with the most recent data (2011 Census, Mills 2014) which included a proxy that the proportion of Bristol's population whose day-to-day activities were limited was 16.7%.

Graph 5: Participants' disability (n=635)



## Where participants live: graph 6

Not surprisingly, and as graph 6 shows, most people lived locally in Bristol (n=431, 67.9%). A further 91 people (14.3%) came from one of the three surrounding local authorities of South Gloucestershire, North Somerset or Bath and North East Somerset. The rest (n=113, 17.8%) were from other UK postcodes, overseas, didn't provide a postcode or provided an invalid one.



Bristol City Council (2019) provided a further breakdown of the 431 Bristol residents' postcodes by ward (see Appendix E) and then went on to categorise them by relative level of deprivation.

Table 2 shows that 98 people (23%) lived in areas of above average deprivation. The five deprivation categories in the left column are deprivation quintiles (fifths) within Bristol, so 'most deprived' category is the most deprived 20% of Bristol lower super output areas (LSOAs), 'more deprived' is the next 20%, and so on. Deprivation categories were assigned by matching respondents' postcodes to LSOAs they lived in.

To have reached a representative sample of levels of deprivation, we would expect equal numbers of respondents in each of the five categories. In actual fact, people living in the more deprived areas of the city were under-represented at the festival.



**Table 2: Participants home postcodes by area of deprivation**

Deprivation level	Number of respondents
1 - least deprived	131 (30.1%)
2 - less deprived	95 (22.0%)
3 - average	107 (24.8%)
4 - more deprived	61 (14.2%)
5 - most deprived	37 (8.9%)
<b>Total of valid responses</b>	<b>431</b>

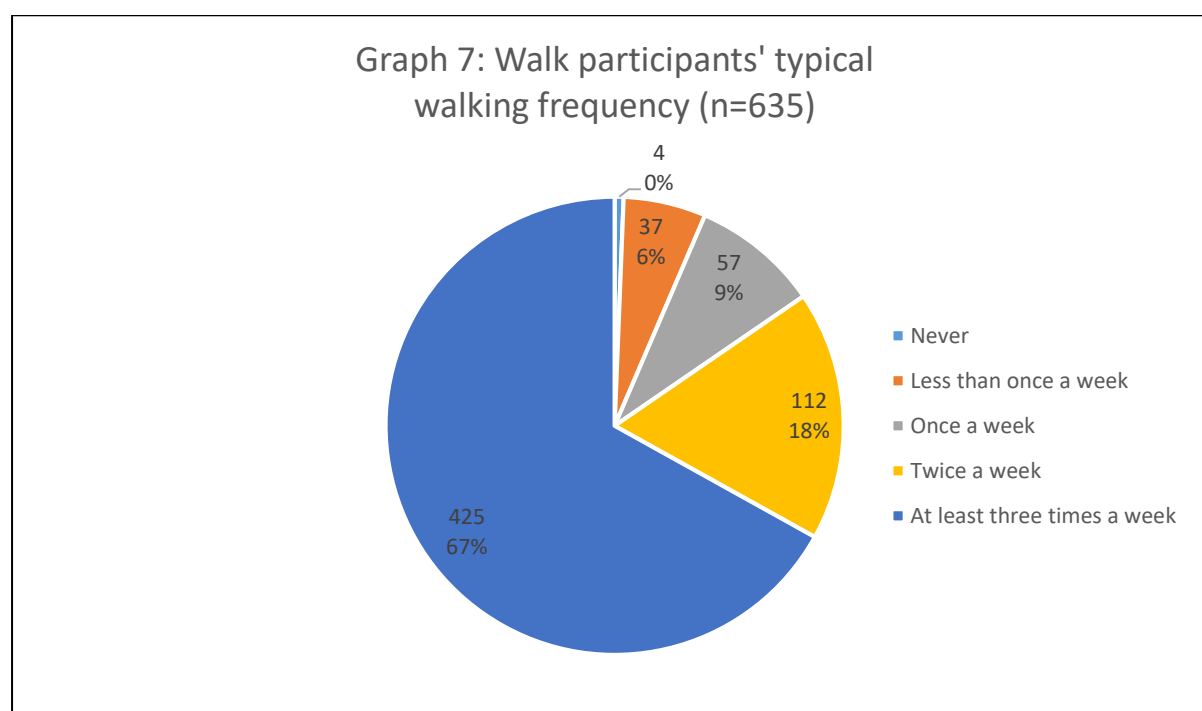
To conclude this section, although we only had feedback from 8% of attendees, people of non-white ethnicities, living with a disability and/or living in more deprived areas of Bristol were likely under-represented. And older people, women and non-heterosexuals may have been over-represented.

## Walking behaviour

Bristol City Council's reporting requirements asked that we collect data about people's self-reported normal walking behaviour (e.g. outside the festival).

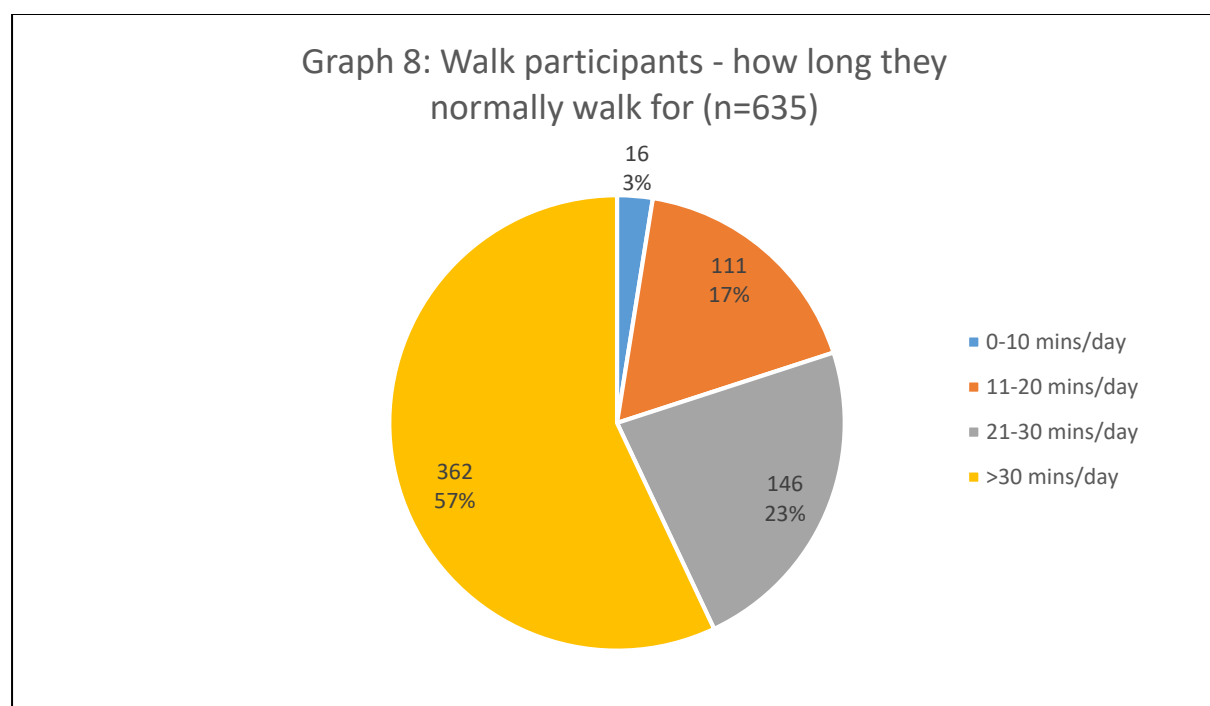
### Participants' self-reported walking frequency: graph 7

Two-thirds of people reported that they already walked at least three times a week. However, BWF 2019 attracted less-frequent walkers too in that 98 people (15.4%) said they typically walked once a week or less frequently.



## Time participants spend walking: graph 8

UK national guidelines (Department of Health and Social Care et al., 2019) state that adults should aim to be physically active every day and to accumulate 2½ hours a week of moderate intensity activity such as brisk walking. Encouragingly, over half of the walkers (n=362, 57%) reported that they walked at least thirty minutes a day. Only 16 people (3%) said they walked for 10 minutes or less. These statistics were quite comparable to some recent national statistics (Health and Social Care Information Centre, 2017) which found that 66% of adult men and 58% of adult women met the aerobic component of the national guidelines at that time.

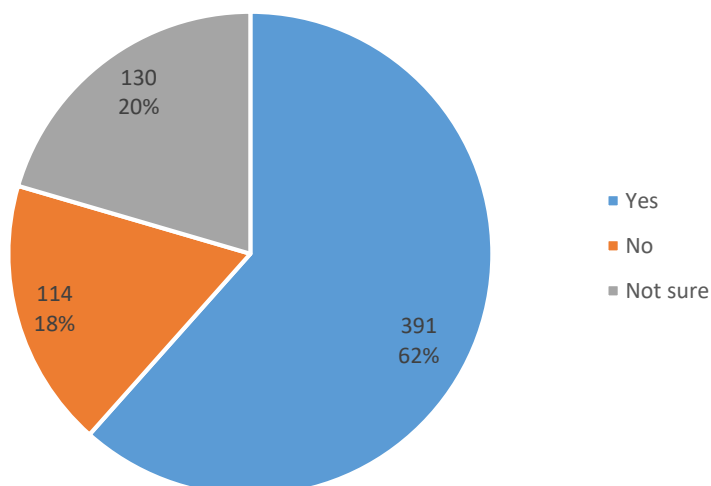


We also found out that around two-thirds of people 'sometimes' (n=320, 50.4%) or 'often' (n=109, 17.2%) walked in a group. It is quite possible that the remainder (n=206, 32.4%), who 'never' walk in a group, enjoyed additional psycho-social benefits from the novelty of having company whilst walking.

## Participants' intention to increase walking: graph 9

We wanted to know whether attending BWF 2019 was likely to prompt participants to walk more in the future. Graph 9 shows that nearly two-thirds (n=391, 62%) thought it would, and only 18% (n=114) thought it wouldn't.

Graph 9: Walk participants' intention to walk more (n=635)



### Walk/event popularity

It was felt useful to ascertain if certain walks were more popular than others. The following events were excluded in the next two tables on account of their bespoke (externally-organised) nature, and that they inherently attracted very large numbers: four parkruns, Happy Shoesday, Walk to School week, Walk to Work day and the Victoria Park Treasure Hunt (all categorised as 'Health and Wellbeing' walks). Table 3 gives a breakdown of the numbers of people attending walks by theme.

Table 3: Walk attendance by theme

Theme	No. of walks/events per theme	Total walkers per theme	Average walkers per themed walk	No. walks fully booked per theme
History and Architecture	54	1059	20	9
Nature and Wildlife	39	572	15	5
Green and Clean	10	148	15	0
Arts and Creativity	23	293	13	0
Walking Sports	69	827	12	0
Health and Wellbeing	54	412	8	0

Whilst the table above may provide a rough proxy for walk popularity (in descending order), care should be taken over relying on these figures for future festival planning. Amongst other reasons, this is because:

- Maximum capacities varied per walk/event.
- There were likely more fully booked walks. (Organisers were asked to inform BWF if walks were fully booked but it was discovered some didn't.)

- Walk categorisations were somewhat arbitrary - many walks could have been easily categorised under more than one theme, and organisers were left to subjectively choose the ‘best-fit’ category.

Another simple analysis was undertaken to try to understand if popularity (for adult walks) was affected by their cost. Although many factors are likely to affect walk choice, when taken completely at face value, table 4 does not suggest that charging for walks had a negative effect on participant numbers.

**Table 4: Walk attendance by cost**

Cost bracket (adults only)	No. of walks/events per cost bracket	Total walkers per cost bracket	Average walkers per cost bracket
Free*	173	2095	12
Up to £4	37	512	14
£4.01-£10	37	672	18
£10.01 and above	2	32	16

\*Also included: walks where donations were welcome/pay what you want, Nordic walking where an optional £1 charge was made for pole hire and walking sports where only the first session was free.

## Experience of Bristol Walk Fest 2019 (qualitative data)

The final survey question asked participants if there was anything further, they wished to add about their experience of BWF 2019.

Two hundred and forty-nine comments were received across 80 different walk/event types. After reading the comments twice, we decided that it was appropriate to re-use the qualitative theme headings from last year (Coulson and Morgan 2018). Importantly, though, we remained attentive to identifying any newly emerging or redundant themes. It transpired that this analysis framework was a relatively good fit in that six out of eight themes re-emerged and only one new theme - ‘bookings and briefings’ - needed to be created. There were under five totally ad-hoc comments which are not included in this report given that there was no consensus. The themes are now presented below.

## Enjoyment

As last year, there was great praise for BWF 2019 with words like “very enjoyable,” “fun,” “great,” “really good,” “fantastic” and “thanks” peppered throughout the feedback. Over forty comments linked this enjoyment to the quality of the walk leaders, with many people referring to them as “very knowledgeable.” People also commended the variety of walks and mentioned the inspiration to walk more.

*“This was an excellent and interesting walk. We heard stories about murders and macabre event in Bedminster. The stories were very informative and told so well that we were totally entranced.”*

*“Very professional. A fabulous way to view Brunel’s primary achievements. Delivered to perfection!”*



*"The leaders were like a double-act, and both very knowledgeable and amusing."*

*"Guide was excellently well-informed, charismatic and interesting."*

*"Great walk ... now seriously considering walking much more. Thank you for guiding us ☺"*

*"Loving the variety of walks."*

*"Excellent. Not sure you can do more."*

*"It's a great experience. I don't know how to improve this excellent idea."*

## **Promotion and media**

Much like last year, there were many comments about the promotional activity surrounding the festival - with a clear desire for it to be even better publicised, and with more advanced notice. The printed programme was highly appreciated again.

*"Delighted that there are proper programmes."*

*"Better advertising: only came across it by accident."*

*"Thanks for the printed programme/leaflet. Can they be more widely-distributed, sooner?"*

Several people made the request for maps to take away at the end.

*"It would be helpful if maps of the walks could be provided at the end so that they can be re-walked."*

## **Learning**

'Learning-en-route' was a dominant theme again this year - whether it be gaining new knowledge or exploring new places. Quite often people referred to discovering things "on their doorstep," and particularly felt historical walks were informative.

*"An adventure... found places I didn't know about."*

*"Loved discovering more of our neighbourhood."*

*"I've been amazed by the green areas I've never seen before."*

## **Accessibility/inclusivity**

Despite improvements in accessibility information this year, there were several comments relating to walks - or guides' demeanour - not being optimally inclusive. A learning point may be that organisers could be reminded in future years to be

actively attentive to all sorts of challenges people might have, especially in relation to the speed of walking.

*“Leaders should control groups better by looking after laggards more.”*

*“More organisation of presenting is needed so we could hear ... we missed a lot.”*

*“Faster than I expected for inclusion in a festival encouraging people to walk more.”*

*“Assure everyone it is all ages, and you don’t have to have done any sport before.”*

*“First part of walk up to pub was quite fast, not allowing time to look at scenery, recover from climbing hills, or take photos.”*

Although accessibility information (a symbol) about public transport was included in all listings, a small handful of people mentioned these could be improved through walk leaders supplying more actual specifics such as bus numbers. In contrast to last year though, no-one mentioned better timing of walk-starts to coincide with when older people could use their bus pass.

*“It would have been nice to know train times back at end of walk as everyone suddenly disappeared to an earlier train of which we were unaware, forcing us to wait another hour for next one.”*

*“We rang the walk organiser who had absolutely no idea about buses! Yet the key clearly stated it was accessible by public transport. We gave up! Please can walk organisers be aware that visitors to Bristol don’t all drive there?”*

*“[Need] better info about public transport.”*

Nonetheless, several positive comments were also made about festival accessibility, and in the widest of senses.

*“Wheelchair friendly – thank you.”*

*“Good pace.”*

*“A low-impact sport for those people who like competitive sports but have long-term medical conditions which makes running difficult...”* (Referring to walking tennis).

## **Bookings and briefings**

Just a couple of comments mentioned that there could be some improvements on the walk bookings process. Popular/fully booked walks could perhaps be offered more than once.

*“People who booked not put on the list, so some improvements in coordination needed...”*

*“Disappointed all fully-booked when trying to go on others.”*

Also, there was a little evidence to suggest that there was some variation in briefing standards at the start of the walks.

*“Walk should start with an explanation of where we are going, highlighting possible risks and deciding that people are appropriately equipped.”*

*“No introduction, no recording of next-of-kin. Very different to yesterday’s walk...”*

## **Social benefits**

The intrinsic social benefits of walking as a group came across very strongly again this year.

*“Very mixed ages, 10-75... Good because you could talk, or not, as you wished.”*

*“It was a fantastic group ... a mixed bag, all friendly and great comradery!”*

*“This is a very good initiative which brings together people from all walks of life. It’s health-promoting and social, and we should have this all year round!”*

*“I enjoy the sociability.”*

*“Really good mix of walk and talk.”*

## **Physical activity benefits**

There were a few ‘light touch’ comments about the benefits the physical activity involved. As they were mainly about walking tennis, this comes with the proviso that they may have come from predominantly regular attendees.

*“Great to hit a ball and get out to do some exercise ‘kid-free.”* (Referring to walking tennis).

*“Saved my mental health ... a lifeline.”*

*“I really do feel my fitness has improved and I feel more confident.”* (Referring to walking tennis).

## **6.5 Provider feedback**

Seventy-one providers delivered 257 walks and events across BWF 2019, exceeding the 69 providers that delivered 163 sessions last year (Coulson and Morgan, 2018). This equated to a 3% increase in providers and 58% increase in events.

All providers were asked to give feedback on their experience by filling in a mixed methods online survey (PREM), which included 11 fixed-response satisfaction ratings and four open-ended (qualitative) questions – see Appendix D. Providers' answers to the qualitative questions are presented in one of two ways: where relevant, findings are described alongside the upcoming pie charts and the rest are thematically analysed separately at the end of this section.

Fifty out of the maximum 71 providers filled it in, yielding a high response rate of 70% - which was better than last year's (at 55%). This may have been due to requesting that providers participate in the survey as part of their terms and conditions.

### Organisers' reasons for taking part

On average, organisers gave three reasons for taking part in BWF 2019. The most popular reasons were fairly evenly spread, namely: to be part of a city-wide/national event (n=36/50), to increase community engagement (n=35) and to attract new participants (n=33). Organisations also took part to maximise the free promotion (n=23) and/or to try out new walks (n=9). Only six 'other' reasons were given and are not detailed here due to their unique nature, or because they were very similar to the response options given.

### Volunteer involvement

As in previous years, providers enlisted substantial volunteer support for the event: on average, seven volunteers helped each provider for whom we received data. Organisations were also asked to approximate the ages and numbers of volunteers that helped them. As table 3 shows, this resulted in an estimated total of 325 volunteers across the whole festival – although this likely underestimates the actual number involved. Only seven (14%) of the providers that responded didn't have any volunteer involvement.

**Table 5: Volunteer involvement**

Age group	Estimated number of volunteers per age group
Children (under 17)	12
Adults (18-64)	190
Older adults (≥65)	123
<b>Total</b>	<b>325</b>

NB. Figures returned by 50 providers.

### Satisfaction with event management and organisation

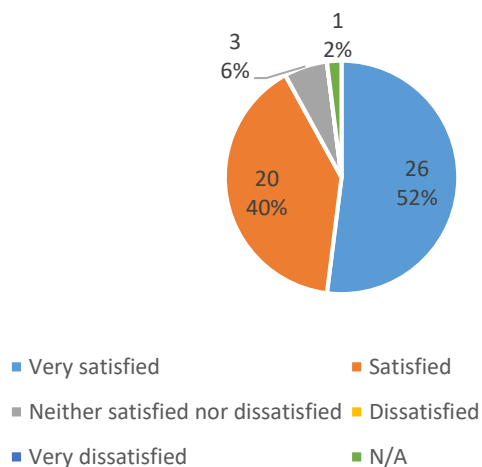
Like last year, providers clearly felt highly satisfied with the event management and organisation, and the pie charts in the following section show the breakdown of more specific aspects we asked about. Given ratings were so high, we provide consolidated percentages for those who were 'satisfied' or 'very satisfied' with the aspect in question - having first excluded those who answered 'N/A.'

As graph 10 shows, 94% of people (n=46/49) were satisfied with the online walk/event submission process. Two people mentioned the importance of including the maximum group capacity in listings to avoid potential disappointment of being turned away on the day.

Graph 11 shows that 88% per cent (n=42/48) were satisfied with the 'Guidance for organisers' document, with no further comments made.

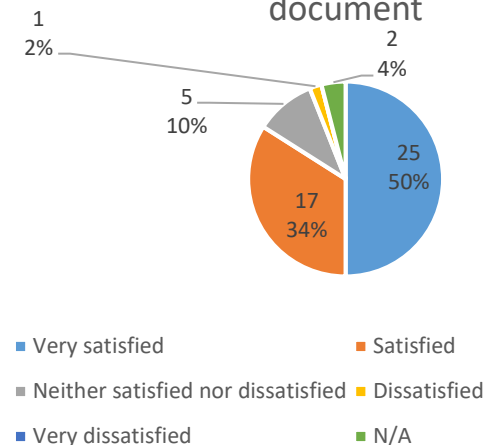
Graph 10

Satisfaction: event submission process



Graph 11

Satisfaction: guidance for organisers document





As graph 12 shows, 84% (n=36/43) were satisfied with the 'Suggested wording and posts' document. Graph 13 shows that 92% (n=46/50) with how their listings were presented - both in print and online. Additional feedback on the listings was a little mixed although people generally complimented the printed brochure. One pointed out that they'd like it sustainably sourced.

*"High quality print marketing helped a lot."*

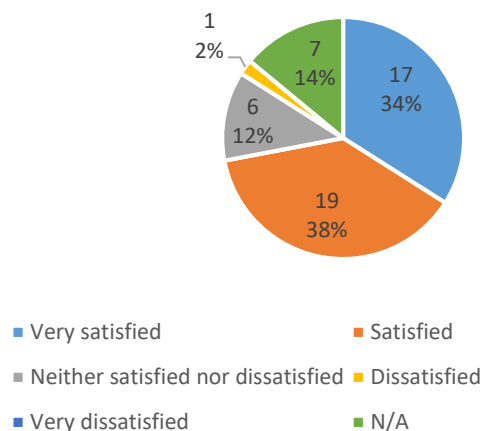
*"Less physical marketing materials - unless they are sourced sustainably."*

*"The only thing is that the [online] calendar thingy only shows the first 3 items - I think something that would show them all when you open up the calendar would be better, if such a thing exists."*

*"The printed programme [was the highlight for me this year.]"*

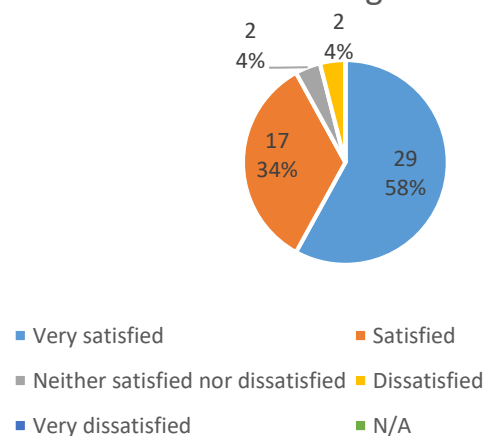
Graph 12

Satisfaction: wording and posts document



Graph 13

Satisfaction: presentation of print/online listings



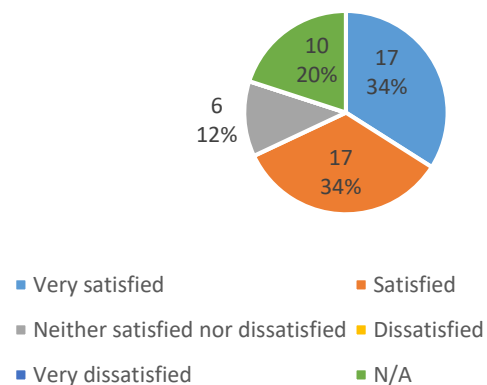
As graph 14 shows, 85% (n=34/40) of respondents were satisfied with the online resource area, which was new this year, although one provider could not find it.

*“[Very impressive] website [and] resources.”*

Graph 15 shows that 90% (n=37/41) were satisfied with the marketing toolkit which included a poster template. One respondent commented that the space in the poster template was quite small, leaving them limited space to put their own information in.

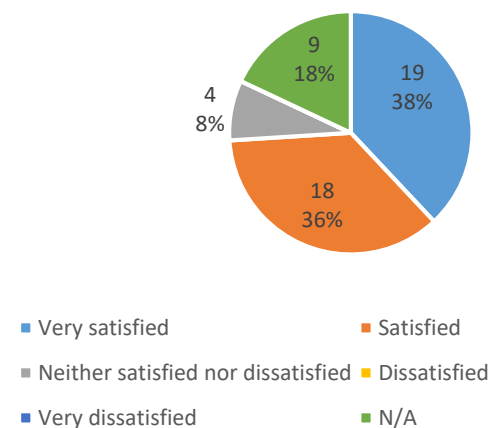
Graph 14

Satisfaction: online resource area (new this year)



Graph 15

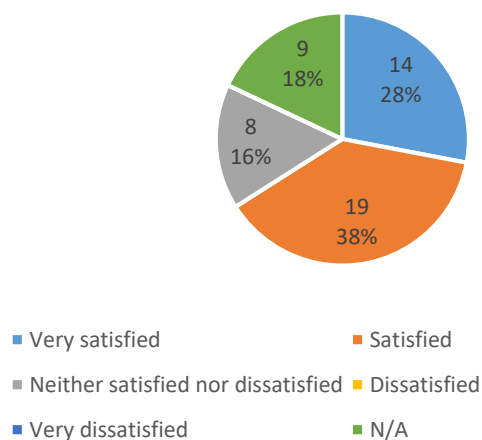
Satisfaction: marketing toolkit



As graph 16 shows, 80% of respondents (n=33/41) were satisfied with the social media toolkit. Graph 17 shows that 98% (n=40/41) were satisfied with the 'Walk leader toolkit' - which contained a walk organisation checklist, participant register and risk assessment template. No additional comments were received for these two questions, apart from one appreciating the "attention to health and safety matters [which the provider] probably wouldn't have thought of."

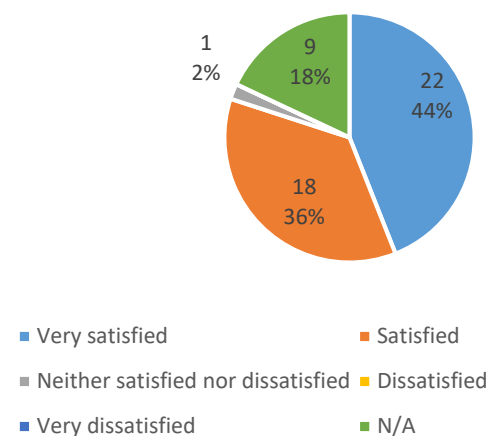
Graph 16

Satisfaction: social media toolkit



Graph 17

Satisfaction: walk leaders' toolkit



As graph 18 overleaf shows, 94% of people (n=44/47) were satisfied with the promotional channels available to them, such as the printed flyer, programme, a poster, the website and social media channels. Also, around ten comments were received about festival promotional activities which, on the whole, were widely appreciated.

*“Very impressive press launch.”*

*“Some good postings on social media.”*

*“We struggle to promote our own events, so the additional promotional support, activity and events were very welcome.”*

*“Thanks for organising photographer - much appreciated.”*

*“Thanks for all your support in promoting it.”*

*“Just continue to get it out there particularly to new or ‘haven’t-done-it-for-a-long-time’ walkers.”*

Providers suggested several ad-hoc improvements about festival promotion which are listed below. Although it is acknowledged that budget would be needed to implement them, there was obviously a strong appetite for even more promotion next year.

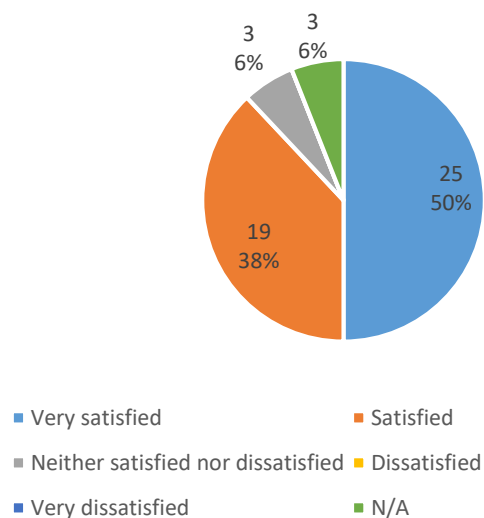
- Build a social media following throughout the year with regular posts about the benefits of walking.
- Badges, medals or certificates for volunteers and possibly participants.
- A 'Bristol Walk Fest' sign (with web address) to stick on the back of high viz waistcoat/yellow vests.
- Stickers as souvenirs for participants.
- Further promotion through networks/community/youth groups, health providers, doctors surgeries, TV news channels, bus adverts, A frames outside the Tourist Information Centre, post offices, corner shops etc.
- Paid marketing, perhaps just for people who are charging for their walks.
- ‘Celebrity city centre walk’ as the launch event to attract media attention.



Meanwhile, as graph 19 shows, 92% (n=44/48) were satisfied with the overall level of communication.

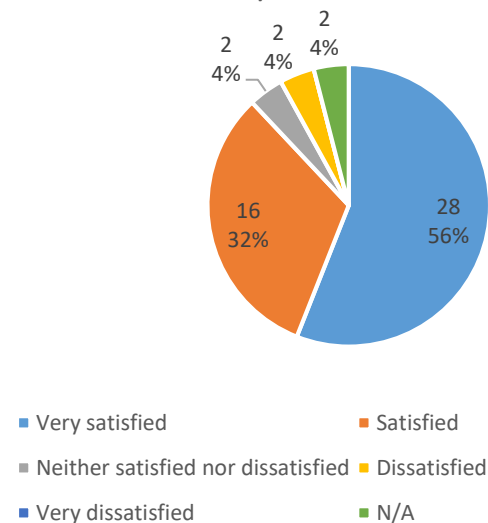
Graph 18

Satisfaction: promotional channels



Graph 19

Satisfaction: O/A level of communication



Although qualitative feedback also generally echoed a high level of satisfaction with communications - remarks were that it was 'good,' 'clear' and 'responsive' - it was also noted that it was important to get the right balance.

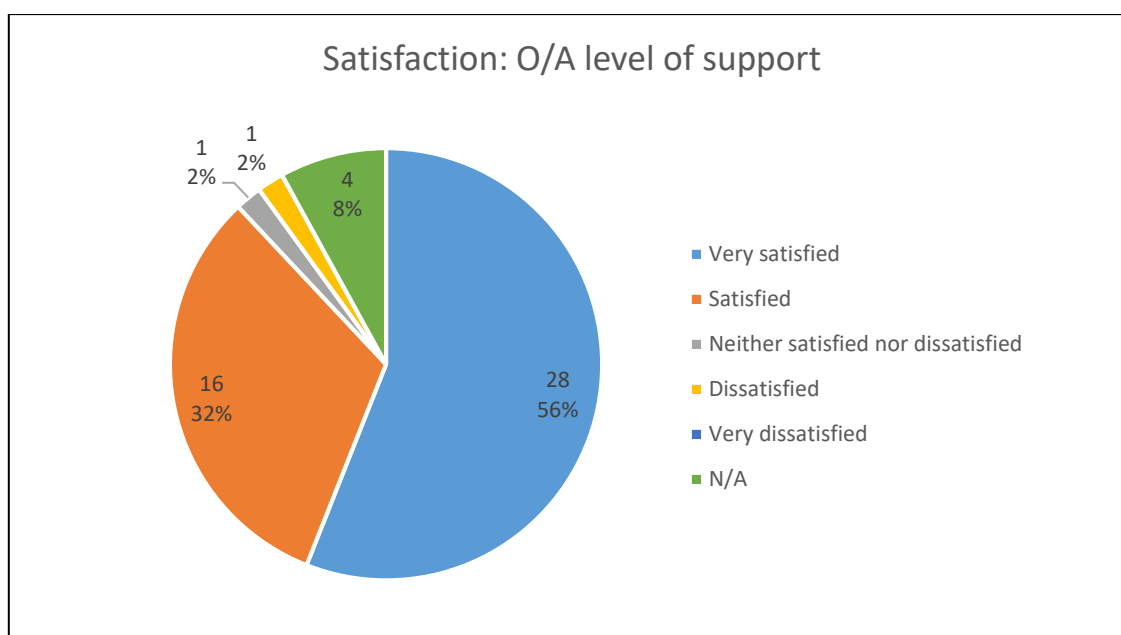
*"Level of communication prior to the walk was excessive e.g. emails to pick up the survey."*

*"The tone of some of the emails to organisers could be softened."*

*"The regular emails to gather data was helpful to keep on top of things."*

To summarise, graph 20 shows that 96% (n=44/46) of respondents were satisfied with the overall support they were provided with.

Graph 20



To further reinforce this overwhelmingly high praise, there were around twenty general comments about the organisation and management of the event, which were often accompanied by thanks.

*“The team/Kerry were absolutely on the ball the whole way through ... Most impressive.”*

*“The high level of organisation behind the scenes [was the highlight for me this year.]”*

*“Thank you to all of the organisers for your work to make the festival happen. We appreciate how easy this made it for us to take part.”*

*“This is the first year I've submitted walks for Walk Fest. I was blown away with how well it was organised and promoted, and I was delighted with the support from Kerry throughout. I will definitely submit walks for the 2020 Walk Fest!”*

*“I think it is working, and each year becoming better known. Don't be tempted to change it just for the sake of it.”*

*“I think you have it pretty well cracked on how to deliver an excellent walking festival.”*

## Other provider feedback

As well as the above specific feedback about the festival's organisation and operational management, providers described its many other benefits and successes. As with the participant feedback, our starting point was to re-use qualitative themes elicited in the Bristol Walk Fest 2018 Evaluation Report (Coulson and Morgan 2018). This approach was found to be fit-for-purpose.

## New walks and walkers

Like last year, providers often benefitted from attracting new audiences, or by the opportunity to try out new walks.

*"The freedom to create and launch a new walk which we can offer again in other circumstances [was a particularly good part of the festival]. It will be of lasting value."*

*"It's great that we attract people who'd not been to our site/engaged with our project before."*

*"New audiences was the highlight for me ... sold out a month before the walks."*

## 'Being part of something bigger'

Some organisers mentioned the advantage of contributing to 'something bigger' than their normal offer.

*"Being part of a really positive citywide event/festival which is genuinely inclusive was the highlight of the festival for me."*

*"We value being part of a well-established festival that's part of Bristol's cultural calendar."*

## Community engagement and involvement

Organisers reaped the rewards of engaging people in their walks, being particularly enthusiastic about the resultant social contact and cohesion.

*"For me the most positive aspect of Bristol Walk Fest was that it encouraged Bristolians and others living in Bristol to think more as a community, to consider what activities are on offer in Bristol, and which might be a nice way of meeting others."*

*"Getting so many people out, walking, chatting and learning..."*

*"The level of community engagement [was a] highlight for me this year. It was evident from our own walks that people from a very wide variety of backgrounds and ages were coming on the walks."*

*“Bringing people together...”*

## **Pleasure**

As last year, a theme emerged of leaders witnessing walkers’ enjoyment - which, in turn, brought them a sense of pleasure.

*“Feedback and gratitude from the walkers at the end of our walks was a particularly positive aspect of the festival for me.”*

*“We had an older participant (grandmother) who had spent lots of time in Eastville Park as a young person but had forgotten about it. [She] shared stories and it was great to see her pleasure in remembering and appreciating the park.”*

*“Happy walkers enjoying the walks that had been arranged for them was the highlight of the festival for me.”*

## **Other**

The subject of funding came up a couple of times.

*“The festival could be improved by more funding [and] sponsors.”*

*“Let’s hope for more funding...”*

All fifty respondents said they’d like to be contacted about the festival again next year. We conclude this section with a couple of illustrative quotes summarising the evident enthusiasm and appreciation for the festival.

*“It’s hard to imagine how the current model could be vastly improved upon.”*

*“It just worked.”*

*“Keep it up!”*

*“Bring it on for next year!”*

## **6.6 Evaluation strengths and limitations**

### **Strengths**

- Both Participant-Reported Experience Measures (PREM) were mixed-methods and targeted the two key stakeholder groups.
- The response rate to the providers’ PREM was particularly good this year at 70% (versus 55% last year). This may have been on account of encouraging participation through inclusion in the providers’ terms and conditions.
- A large volume of helpful qualitative material was elicited. This gave a valuable indication of the experiences of many participants and providers, and consequently evidenced the event’s great success.

- Where relevant, the participants' and providers' feedback broadly triangulated each another e.g. in terms of appreciation of the promotional/media efforts, and social/community benefits.
- This year walkers were encouraged to fill in an evaluation form per separate walk/event.
- Analyses were undertaken by an independent evaluation consultant.

## Limitations

- The evaluation data is unavoidably subjective (self-report) and cross-sectional – with its inherent limitations e.g. not being able to track whether the festival prompted participants to walk more.
- The response rate from participants was less than 8%, meaning that the feedback may not be representative of the large numbers of people that took part in the festival.
- Participant survey questions had the potential to be slightly better aligned with festival aims and objectives, and the UK national guidelines for physical activity (Department of Health and Social Care et al., 2019).

## 7. Marketing analysis report

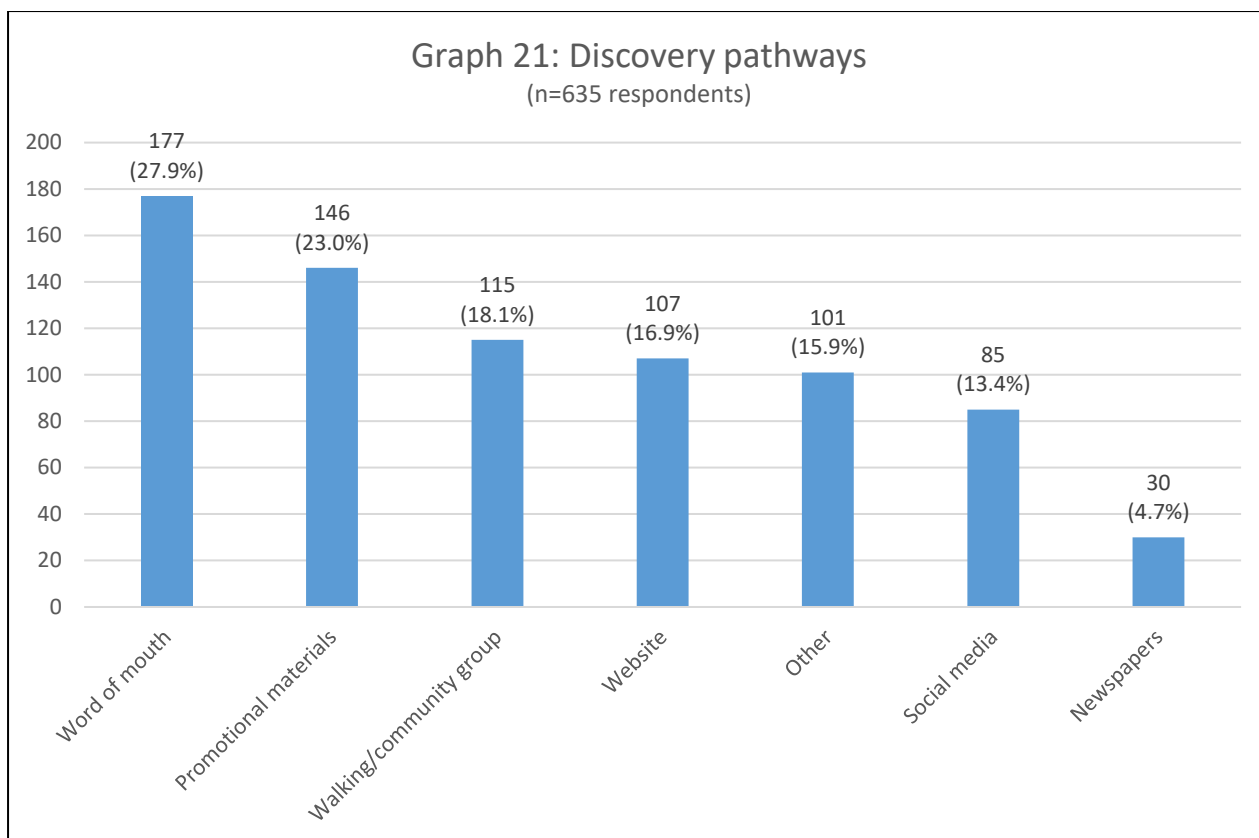
To get a better understanding of the effectiveness of the marketing methods used, the participant feedback survey also asked how they found out about BWF 2019.

From this analysis, it is evident that all of the marketing methods used to advertise the festival received a positive response.

Graph 21 presents discovery pathways and shows that the most popular way of finding out about the festival was through word of mouth (n=177, 27.9% of all 635 respondents). This was followed by promotional materials (23%), then walking and community groups (18.1%), the website (16.9%), 'other' means (15.9%), social media (13.4%) and, lastly, newspapers (n=30, 4.7%). This was a similar pattern to last year. On examining 'other' reasons, it transpired that quite a few people (n=26) had heard about the festival because they'd participated in last or previous years.

From this, we have interpreted that the print, online and distribution marketing campaign was a success. Direct marketing via promotional material was a top discovery pathway, and suitably reflects the emphasis that was placed on the production and strategic distribution of 'traditional' printed material at key locations across Bristol.





## 7.1 Promotional materials and distribution

BWF 2019's approach to print materials and distribution was an improvement on last year:

- 6,000 A5 programmes, 5,000 A5 flyers (new for this year) and 500 A4 posters were designed, printed and distributed across Bristol. Printing A5 flyers meant that BWF was able to widen the number of outlets where materials were displayed.
- A distribution partner was secured this year which meant that materials were distributed free of charge to 213 outlets consisting of: supermarkets, libraries, attractions, hotels, B&Bs, and outlets covering leisure and health, business and office, food and drink, retail, transport, arts and entertainment.
- In addition, materials were distributed via a bespoke list to Bristol Community Transport, GP surgeries, MPs and councillors, community centres and other key outlets via our partners and providers.
- 11 A3 premier poster sites were secured via Pear Distribution for six weeks' advertising (8 April to 20 May 2019) in key locations throughout the city, such as train stations, attractions, leading shopping centres (e.g. Cabot Circus) and supermarkets.
- 6,500 A5 double-sided surveys were designed, printed and distributed to providers.

## 7.2 Digital screens

Digital promotional slides were created to help promote the festival on the following outdoor and indoor TV screens:

- Big Screen Bristol (outdoor).
- Bristol Tourist Information (indoor).
- M Shed (indoor).

## 7.3 Media and PR coverage

BWF had ample coverage, including:

- Numerous regional and nationally circulating printed publications (10+ regional outlets and 1 national press article).
- Live local TV (x3) and radio (x10).
- Online pieces, listings and blogs.

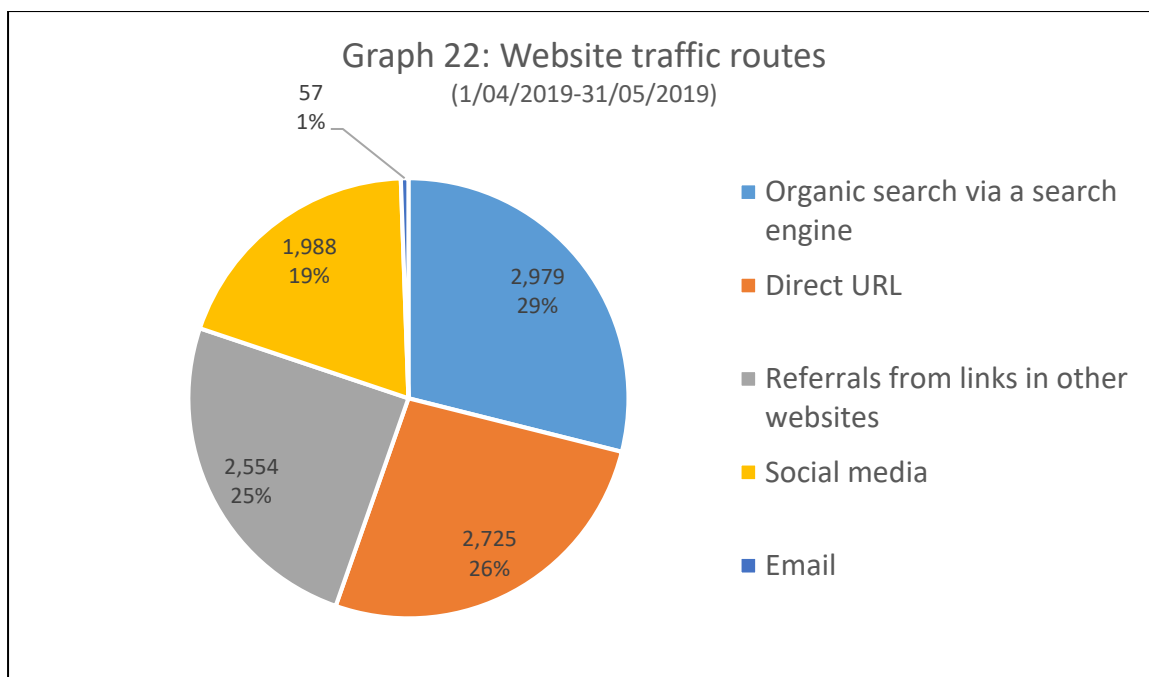
‘Appendix F’ details the media coverage achieved.

## 7.4 Website

The BWF website was updated and launched on 1 April 2019 at [www.bristolwalkfest.com](http://www.bristolwalkfest.com). The site acted mostly like an online programme, and people visited with a view to attending walks/events.

Google Analytics show that the website received 9,559 new users during the two-month campaign period (1 April to 31 May 2019), generating 53,098 page views across the site. Compared to the same period in 2018 new users rose 11% – from 8,633 to 9,559 and page views increased from 50,021 to 53,098 - a 6% increase.

In the same period, Google Analytics showed where the main website traffic came from – see graph 22:



These data show the most used route to finding the BWF website was via organic search from unpaid search engine results. Search terms used to find the website included: “Bristol Walk Fest 2019”, “Bristol Walk Fest”, “Bristol Walking Festival” and “Bristol Walking Festival 2019”.

Compared to the same period in 2018, direct URL traffic (e.g. people going straight to our website) increased from 21.8% to 26.4%. Referrals - traffic from links in other websites - dropped very slightly from 2,559 users to 2,554.

The high percentage of organic search results is consistent with word of mouth promotion e.g. people searching for BWF having seen or heard about it via various routes. Similarly, traffic from direct URL can be attributed to the BWF website address being printed on the large volume of programmes, flyers and posters.

Of the social media traffic received, 77% was from Facebook, 20% from Twitter, 2% from Instagram and 1% from ‘other’ networks. Compared to the same period in 2018 social media traffic decreased from 24% to 19.3% of the total traffic. This is likely due to the fact that no ‘paid’ advertising was undertaken on Facebook this year.

The top 10 website referral links were:

1. [visitbristol.co.uk](http://visitbristol.co.uk)
2. [itv.com](http://itv.com)
3. [bristolpost.co.uk](http://bristolpost.co.uk)
4. [bristolmusuems.org.uk](http://bristolmusuems.org.uk)
5. [boundless.co.uk](http://boundless.co.uk)
6. [visitengland.com](http://visitengland.com)
7. [bristol247.com](http://bristol247.com)
8. [ssgreatbritain.org](http://ssgreatbritain.org)
9. [ageuk.org.uk](http://ageuk.org.uk)
10. [getoutside.ordnancesurvey.co.uk](http://getoutside.ordnancesurvey.co.uk)

Notably, three local news sites appear in the top ten referral list, indicating that the press and media coverage was a success in generating traffic to the BWF website. The Visit Bristol website was also the most popular referral route.

Visitors stayed on the site for an average of 3:04 minutes, which is a relatively short amount of time when compared to Google's own benchmarked average in the UK of 5:23 minutes. However, BWF essentially acts as a listings and marketing site for the festival, and we can assume that once visitors found the walk/event they were looking for, they went elsewhere. This is evidenced by the top three most popular pages that visitors engaged with: they were looking for "what was on."

1. Homepage
2. Events calendar – all walks
3. Events calendar – all events

The vast majority of the visitors to the site (74.7%) were from the UK. This is unsurprising when viewed against the three most popular pages that visitors engaged with.

There were several spikes in visitor numbers to the site that were directly attributable to the TV and press coverage, and extra content being pushed through BWF and partner organisations' marketing and social media channels. A list of all the media coverage achieved can be found in Appendix F.

1 May 2019 saw coverage of BWF on local TV, regional outlets and e-newsletters. This contributed to a peak of 844 visits to the site.

## **7.5 Social media**

Social media played an integral role in promoting BWF with Facebook and Twitter being used to engage the public, stakeholders, partners and sponsors prior to and during the festival.

Regular updates were posted on Facebook and Twitter encouraging providers and participants to promote and share their experiences using #BristolWalkFest. Posts also targeted different groups of people and areas of interest.

All social reach was organic rather than 'paid', but despite this, referrals from Facebook and Twitter played a major role in raising awareness about BWF and for directing new users towards the website.

Over the four-month campaign period, social media follower numbers increased as shown in table 4.

**Table 6: Social media followers**

<b>Campaign period</b>	<b>February 2019</b>	<b>May 2019</b>	<b>% Increase</b>
Facebook	1,587	1,840	16%
Instagram (new for this year)	0	195	-
Twitter	353	685	94%
<b>Total</b>	<b>1,940</b>	<b>2,720</b>	<b>40%</b>

### **Facebook**

Facebook generated positive results which are outlined below for the period 15 January - 1 June 2019:

- 156 posts (versus 155 in 2018).
- 63,211 people reached (versus 89,067 in 2018, a 29% decrease).
- 1,840 page likes (the number of people who liked our page) - 253 new likes (versus, for the same period last year, 229 new page likes - a 10% increase).
- 3,759 post engagements (number of times users engaged with our posts through likes, comments, shares and more) – versus 2,888, in 2018 (a 30% increase).

### **Twitter**



Twitter generated positive results (30 March 2019 to 1 June 2019) which are outlined below:

- 145 were issued from 30 January onwards and into June 2019.
- 125,800 tweet impressions, an average of 2,000 impressions per day and a total of 2,159 engagements - versus 152,500 tweet impressions, an average of 1,700 per day and a total of 2,613 engagements in 2018.
- Our engagement rate was 1.6% versus 1.9% in 2018.
- 332 new followers compared to 353 in 2018.
- 377 link clicks: on average, we earned six link clicks per day - versus 513 link clicks in 2018.
- 371 retweets: on average, we earned six retweets per day - versus 436 retweets in 2018.

Our top tweet achieved the interactions and engagements shown in table 5.



**Table 7: Top tweet**

Tweet activity		X	
	<p><b>Bristol Walk Fest</b> @briswalkfest19</p> <p>You can now pick up a printed programme from your local Bristol library, Bristol Tourist Information Centre or use our online calendar and choose from over 250 #walks across #Bristol this May 📅 <a href="http://bit.ly/bwfcalendar">http://bit.ly/bwfcalendar</a> . There's something for #everyone #bristolwalkfest <a href="http://pic.twitter.com/LZHeTtwXUS">pic.twitter.com/LZHeTtwXUS</a></p>	Impressions	11,087
		Total engagements	199
 <p>Reach a bigger audience Get more engagements by promoting this Tweet!</p>		Media engagements	58
		Retweets	37
		Link clicks	37
		Likes	23
		Detail expands	23
		Profile clicks	15
		Hashtag clicks	6

## Instagram

A new Instagram account ([www.instagram.com/bristolwalkfest](http://www.instagram.com/bristolwalkfest)) was set up for BWF 2019 (14 March 2019) and achieved 195 followers. This was considered quite good, given that a very light touch was taken to manage this channel due to limited human resources.

In conclusion, the overall results signify a strong and varied marketing awareness campaign, effective press and media coverage, targeted direct marketing and the engaging use of social media. Also having a presence on websites such as Visit Bristol and online event listings generated good engagement.

## 8. Conclusions and recommendations

In conclusion, we consider that there is sufficiently varied evidence through both the surveys (PREMs) and the marketing report to indicate that BWF 2019 was a highly successful event.

However, we conclude with a list of recommendations for future festivals, as there were still some important lessons learned. The recommendations are based predominantly on reflections from the Project Manager and Active Ageing Bristol Manager, although they also incorporate learning from the evaluation and marketing reports.

### 8.1 Recommendations: festival management

- Secure funding for future festivals in advance to help with forward-planning, to source sponsors, and to use the opportunity of the current festival to promote the next one. In terms of overall planning, the festival was under-resourced in several areas such as administration, marketing and communications (especially social media).
- To build on the success of BWF 2019 will require increased local-level support and dedicated fundraising time. The current management structure should be reviewed in order to ensure that what's expected of key roles is clear, achievable and is sufficient to support the delivery of BWF. Reflect on

operational risk management and an alternative model of contracting out other responsibilities in addition to public relations.

- Engage more of a proactive working group of key partners with joint responsibility for delivering the festival – although it is strongly recognised that steering group members were fully supportive and positive this year. Investigate the potential of drafting terms of reference that members can sign up to, and/or explore the possibility of setting up a formal legal entity e.g. a Charitable Incorporated Organisation.
- Retain the same Project Manager for 2020 as it was recognised that having the same one for the last two years made a difference to the delivery and success of the festival. (In previous years the festival had always had a different Project Manager.).
- Consider how we might overcome the barriers of continuing to offer as many walks as possible for free - particularly in light of being just short of meeting this year's 80% target. This could be by charging some walk providers (e.g. those charging significant fees) for including their walks in the programme. However, it is recognised that additional resources would be required to administer charges.
- Investigate the feasibility of having a title sponsor.
- Redress demographic imbalances e.g. secure better representation of people living in higher areas of deprivation, people of non-white ethnicities and/or living with a disability. For example, fund more targeted work in key localities including a focus on central Bristol.
- Secure more administrative support, so the Project Manager's time can be better concentrated on tasks such as seeking/managing sponsors and contractors.
- Consider limiting 2020 festival's size and reach, so that the budget/delivery is kept at a manageable level.
- Reflect on whether retaining the aim of making 90% of walks to start within Bristol's boundary is feasible given the close proximity of some surrounding counties (e.g. edge of North Somerset and South Gloucestershire).
- Identify another organisation/entity to take on future event co-ordination.

## **8.2 Recommendations: festival delivery, marketing and publicity**

- Give feedback to walk leaders that some of this year's participants felt they needed to think more widely about inclusivity e.g. in terms of walk pace, volume of commentary and inclusion of detailed public transport information.
- Remind walk leaders how important it is to deliver thorough and inclusive briefings at the start of their walks.
- Try to address both participants' and providers' requests for even more advanced publicity and distribution of printed materials.
- Clarify the core purpose of using social media and set clear objectives, so that participating organisations understand the rationale for their involvement, where requested.
- Better resource social media management. This could be through appointing social media expertise and/or a volunteer-base to help manage the various channels.

- Continue to gather user-generated content ahead of time for use on the website and social media channels.
- Do some paid advertising on Facebook.
- Consider paid print advertising in publications - broker paid advertising with an editorial commitment to maximise and extend marketing reach.
- Increase investment for PR and media services to sustain, and if wanting to extend, the festival's reach and impact. This could be via a media partner.
- Consider investing a small amount on online advertising to test the success of this route in reaching new and wider audiences.
- Set up an e-newsletter to help promote BWF.
- Consider advertising posters at bus stops and the local train station which could also attract more participants.

### 8.3 Recommendations: evaluation

- Plan the evaluation as soon as funding is in place and operational discussions start.
- Budget for dedicated evaluation capacity again - ideally an expert, independent evaluator.
- Ensure aims and objectives are clearly measurable and that the right data is collected from the outset to best evidence how well they are met.
- Review the two surveys (PREMS). Consider introducing a small number of quantitative fixed-response ratings to the participant one to provide more meaningful data, ease analysis and to set against qualitative findings. For example, ask walkers to rate their experience or enjoyment out of 10. Also consider including method of transport to the festival.





## Appendices

### Appendix A: Infographic (key points at a glance)



Bristol Walk Fest 2019 was organised and co-ordinated by Active Ageing Bristol in collaboration with Bristol Sport Foundation, The Anchor Society and St Monica Trust, working in partnership with Age UK Bristol. Principal funders were Active Ageing Bristol and the Travelwest Fund.

## **Appendix B: Walk/event providers and steering group members**

1. Active Ageing Bristol
2. Admiral Plum's Fromagerie and Meditation Centre
3. Ambition Lawrence Weston
4. Arnos Vale Cemetery Trust
5. Ashton Court parkrun
6. Avon Gorge and Downs Wildlife Project
7. Avonmouth Community Centre Association
8. Beyond Bristol Walks
9. Blackbeard to Banksy
10. Brave Bold Drama
11. Bristol and Bath Hiking
12. Bristol Bears Community Foundation
13. Bristol Museums
14. Bristol City Council
15. Bristol Civic Society
16. Bristol Health Partners
17. Bristol Libraries
18. Bristol Nordic Walking
19. Bristol Ramblers
20. Bristol United Walking Football Club
21. Bristol Walking Alliance
22. Cary Grant Comes Home Festival
23. Clifton Suspension Bridge
24. Cressida Childs
25. Dame Emily Park Project
26. Exercise Bristol
27. Forest of Avon Trust
28. Friends of Badock's Wood
29. Friends of Horfield Common
30. Friends of the Avon New Cut (FrANC)
31. Friends of the Downs and Avon Gorge
32. Friends of Troopers Hill
33. Gloucestershire Cricket Board
34. Gloucestershire Football Association
35. Go Foraging
36. Great Dog Walk Together
37. Guide Dogs
38. Hartcliffe Health and Environment Action Group (HHEAG)
39. Holy Trinity Hotwells and Saint Stephen's in the City
40. Imayla
41. Jacobs Wells Community Hub
42. JustRun

43. Kingswood Rugby Football Club
44. Knowle West Health Park Company
45. Knowle West Media Centre
46. Knowle West Healthy Living Centre
47. Lawn Tennis Association
48. Living Streets
49. Living Streets Bristol
50. M Shed
51. Malago Valley Conservation Group
52. Max Minerva's Bookshop
53. Nordic Walking Bristol Club
54. Parkwood Leisure
55. People's University of Fishponds
56. Robert Collin Blue Badge Guide for the South West
57. Sea Mills 100
58. SevernNet
59. Show of Strength Theatre Company
60. South Lockleaze and Purdown Neighbourhood Group
61. SS Great Britain
62. St George Strollers
63. St Monica Trust
64. Steve England
65. Sustrans
66. The Bishopston Society
67. The Downs Walking for Health Group
68. The Future Economy Network
69. TRESAcic
70. Underfall Yard
71. The Woodland Trust

### **Steering group members**

- Active Ageing Bristol (Karen Lloyd)
- Age UK Bristol
- Freelance Project Manager (Kerry Morgan)
- Bristol City Council
- Bristol Ramblers
- Bristol Walking Alliance
- Forest of Avon Trust
- Living Streets Bristol
- Travelwest
- West of England Nature Partnership



## Appendix C: Participant survey

# Bristol Walk Fest Survey 2019

**COTSWOLD**  
outdoor

Win  
**£100**  
Cotswold Outdoor  
gift card

We hope you've enjoyed taking part in Bristol Walk Fest. To help us plan future festivals we'd be grateful for your feedback.

It should take no longer than 3 minutes to complete. Any personal information you give is confidential. We'll only publish the survey's overall results.

As a thank you, all those completing the survey will be entered into a prize draw to win a **£100 Cotswold Outdoor gift card**.

### About the festival

1. Title of event/walk attended  
(please write in below)

2. Will the walking festival encourage you to increase the amount of walking you do? (please tick one)

☐ Yes ☐ No ☐ Not sure

3. How did you find out about Bristol Walk Fest 2019? (tick all that apply)

- ☐ Word of mouth (e.g. colleague, family, friend, neighbour)  
☐ Walking group or community group  
☐ Promotional materials (festival programme, flyers, posters)  
☐ Website  
☐ Social media (e.g. Facebook, Instagram, Twitter)  
☐ Newspapers (e.g. Bristol Post, local newspaper)  
☐ Other (please specify)

4. Is there anything further you wish to add about your experience of Bristol Walk Fest 2019? We're keen to improve the festival for next year. How can we do this? (please write in below)

### About you

5. How many times do you walk in an average week? (please tick one)

- ☐ At least three times a week  
☐ Twice a week ☐ Once a week  
☐ Less than once a week ☐ Never

6. How long do you walk on an average day (including walking for leisure, exercise and to get around e.g. to work or to the shops)? (please tick one)

- ☐ Less than 10 mins a day  
☐ 10 to 20 mins a day  
☐ 21 to 30 mins a day  
☐ Over 30 mins a day

7. Do you walk as part of a group? (please tick one)

- ☐ Often ☐ Sometimes ☐ Never

Please continue overleaf

8. What is your home post code?  
(please write in below)

9. What is your age group?  
(please tick one)

- ☐ Aged 16 or under ☐ 17-24  
☐ 25-49 ☐ 50-64  
☐ 65-74 ☐ Aged 75 or over  
☐ Prefer not to say

10. Are you? (please tick one)

- ☐ Female ☐ Male  
☐ Prefer another term  
☐ Prefer not to say

11. What is your sexual orientation?  
(please tick one)

- ☐ Heterosexual/straight  
☐ Gay man ☐ Gay woman/lesbian  
☐ Bisexual ☐ Other  
☐ Prefer not to say

12. Do you consider yourself to be a disabled person?  
(please tick one)

- ☐ Yes ☐ No ☐ Prefer not to say

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

- ☐ White British / English / Irish / Scottish / Welsh  
☐ Other White, including Gypsy or Traveller  
☐ Mixed / multiple ethnic groups ☐ Asian / Asian British  
☐ Black / African / Caribbean / Black British ☐ Prefer not to say  
☐ Any other ethnic group (please specify)

### Prize draw

Thank you for completing our survey, we appreciate you taking the time. To enter into the prize draw to win a **£100 gift card from Cotswold Outdoor**, please provide your contact details below. We'll only contact you if you win. Your details will not be shared.

Name	Email or contact number
<input type="text"/>	<input type="text"/>

Please hand this survey back to the walk/event leader. Alternatively, you can fill it in online at [www.bristolwalkfest.com](http://www.bristolwalkfest.com). This survey closes at 5pm on Monday, 10 June 2019.

**Prize draw terms and conditions:** 1. Prize draw will be held on Tuesday, 11 June 2019. 2. Your chances of winning do not depend on any answers given in this survey. 3. Only those aged 16 or over and resident in the UK may enter the prize draw. 4. Only one entry per person will be eligible for the prize draw. 5. One prize of a £100 Cotswold Outdoor gift card and no alternative prize will be offered. 6. To be entered into the prize draw you need to submit this survey by 5pm on Monday, 10 June 2019. See website for full terms and conditions.

Age UK Bristol (AUKB) is the data controller for the personal information you provide for entry into the prize draw. Your personal information will be used only for the purposes of the Bristol Walk Fest 2019 prize draw. The personal information we collect are your name and email or phone number. This data will be retained by AUKB:

- To manage and administer the prize draw.
- For a reasonable period after the prize draw

closes to assist AUKB to operate prize draws in a consistent manner.

• To deal with any queries in relation to the prize draw. We will not share your personal data with any third parties unless we have your permission, or we are required or permitted to do so by law. For further information about how AUKB uses personal data, including your rights as a data subject, please see our 'Privacy Policy' on our website at [www.ageuk.org.uk/bristol](http://www.ageuk.org.uk/bristol) or email [admin@ageukbristol.org.uk](mailto:admin@ageukbristol.org.uk). Winners may be requested to take part in promotional activity and AUKB reserves the right to use the names of winners in any publicity both in paper and online.

active ageing  
BRISTOL

Bristol  
ageUK

travelwest+

## Appendix D: Text questions from online walk providers' survey

**Why did you take part in Bristol Walk Fest 2019? (please tick all that apply)**

- ☐ To attract new walkers
 ☐ To be part of a city-wide/national event  
☐ To try out new walk/s
 ☐ To maximise the free promotion  
☐ To increase community engagement
 ☐ Other (please specify)

**Please indicate how satisfied you were with the different aspects of Bristol Walk Fest:** (A response per row is required).

	Very dissatisfied	Dissatisfied	Neither satisfied or dissatisfied	Very satisfied	Satisfied	N/A (e.g. did not use this)
The online walk/event submission process						
Guidance for event organisers document						
Suggested wording and posts document						
How your listing/s were presented both in print and online						
The online resource area (new this year)						
The marketing toolkit (including the poster template)						
The social media toolkit						
The walk leader toolkit (including the checklist, register and risk assessment template)						
The Walk Fest promotional channels (e.g. printed flyer, programme, poster, website, social media channels)						
The overall level of communication (e.g. emails, phone calls)						
The overall support you received from Bristol Walk Fest						

## **Volunteers**

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

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

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

## **General feedback**

**What were the particularly good/positive aspects of Bristol Walk Fest 2019?** (Think about all aspects of its organisation, promotional activity and events).

**How do you think Bristol Walk Fest could be improved in the future?** (Think about all aspects of its organisation, promotional activity and events. This is also your opportunity to expand upon any aspects of Bristol Walk Fest you said you were dissatisfied with in the list above).

**In one sentence, what was the highlight of Bristol Walk Fest 2019 for you?**

**Any further comments?**

## Appendix E: Participant postcodes by ward

Ward code	Ward	Number
E05010885	Ashley	5
E05010886	Avonmouth and Lawrence Weston	14
E05010887	Bedminster	13
E05010888	Bishopston and Ashley Down	23
E05010889	Bishopsworth	20
E05010890	Brislington East	10
E05010891	Brislington West	7
E05010892	Central	8
E05010893	Clifton	14
E05010894	Clifton Down	9
E05010895	Cotham	13
E05010896	Easton	17
E05010897	Eastville	10
E05010898	Filwood	8
E05010899	Frome Vale	13
E05010900	Hartcliffe and Withywood	13
E05010901	Henbury and Brentry	11
E05010902	Hengrove and Whitchurch Park	10
E05010903	Hillfields	8
E05010904	Horfield	11
E05010905	Hotwells and Harbourside	10
E05010906	Knowle	19
E05010907	Lawrence Hill	6
E05010908	Lockleaze	4
E05010909	Redland	27
E05010910	St George Central	7
E05010911	St George Troopers Hill	3
E05010912	St George West	7
E05010913	Southmead	2
E05010914	Southville	17
E05010915	Stockwood	4
E05010916	Stoke Bishop	12
E05010917	Westbury-on-Trym and Henleaze	46
E05010918	Windmill Hill	30
Total for Bristol		431

## Appendix F: Media coverage achieved

Publication	Type	Coverage	Date
Visit Bristol	Website	Blog - 119 Things to do in Bristol in 2019	December 2018
Official Bristol Visitor Guide 2019	Guide	Feature	January 2019
Walks Around Britain	Website	Event listing	January 2019
GetOutside	Website	Event listing	February 2019
Visit Bristol	Online news	Walking festival urges event planners to step lively to secure a slot in 2019 line-up	February 2019
Ujima – The Word	Radio	Festival Director discusses the festival's call for event submissions	22 February 2019
BBC Radio Bristol – Jonathan Ray	Radio	Festival Director discusses the festival's call for event submissions	23 February 2019
Travelwest	Online news	Walking festival urges event planners to step lively to secure a slot in 2019 line-up	25 February 2019
Avon Area Ramblers	Online News	Article announcing festival 2019 dates	9 March 2019
Bristol Festivals	Website	Event listing	March 2019
Ramblers	Website	Event listing	March 2019
Visit England	Website	Event listing	March 2019
iVisit England	Website	Event listing	March 2019
Bristol Walking Alliance	E-bulletin	BWF mention	March 2019

Publication	Type	Coverage	Date
Visit Bristol	Website	Event listing	March 2019
Walk	Magazine	Featured picture and event listing	April 2019
On Your Doorstep	Newsletter (online)	Community news from Lawrence Weston - event listing	April 2019
Travelwest	E-newsletter	Festival returns mention	2 April 2019
BCfm - Sports Bar	Radio	Festival Director plus special guest talking about a specific event and Walk Fest more generally	9 April 2019
Travelwest	Online news	BWF article	11 April 2019
365Bristol	Online news	BWF article	14 April 2019
Visit Bristol	Website	Blog - BWF 2019 highlights	15 April 2019
BBC Radio Bristol – Jonathan Ray	Radio	Festival Director plus special guest talking about a specific event and Walk Fest more generally	20 April 2019
Ujima – Babbers Show	Radio	Festival Director plus Bristol Ramblers member discusses Walk Fest	22 April 2019
Bristol Property Guide	Newspaper	Featured picture and article about our Festival Director	23 April 2019
Boundless	Website	25 free things to do in May: days out and events around the UK	25 April 2019



Publication	Type	Coverage	Date
Bristol Post – Weekend Magazine	Newspaper	Featured picture and event listing	26 April 2019
Bristol24/7	Online news	Feature - The best picks for BWF 2019	30 April 2019
Muddy Stilettos	Online magazine	Event listing	30 April 2019
Age UK Bristol	E-newsletter	BWF mention	May 2019
Bristol24/7	Newspaper	Featured article and map illustration	May 2019
Bristol Life	Newspaper	Event listing	May 2019
UK Metro	Newspaper	Print article	May 2019
The Pigeon	Newspaper	Print article	May 2019
South Bristol Voice and various other Voice newspapers	Newspaper	Print article	May 2019
Mature Times	Newspaper	Print article	May 2019
Saga Magazine	Newspaper	Print article	May 2019
The Rambler	Newspaper	Print article	May 2019
BBC Points West	TV	Launch mentioned in the Points West bulletin	1 May 2019
Bristol Live	TV	BWF is back	1 May 2019
ITV West Country News	TV	BWF 2019: all you need to know	1 May 2019
The Bristol Magazine	Magazine	Event listing	1 May 2019
Bristol24/7	Online news	Feature - A morning stroll with BWF	1 May 2019

Publication	Type	Coverage	Date
Mind Mental Health and Wellbeing	E-newsletter	BWF mention	1 May 2019
Travelwest	E-newsletter	Festival launch mention	1 May 2019
BBC Radio Bristol – Jonathan Ray	Radio	Special guest talking about a specific event and Walk Fest more generally	4 May 2019
BCfm - One Love Breakfast Show	Radio	Special guest talking about walking, a specific event and Walk Fest more generally	9 May 2019
BristolLive	Online news	What's on - The ultimate guide to all the Bristol festivals left in 2019	9 May 2019
BristolLive	Online news	What's on news - A huge walking festival is happening in Bristol	9 May 2019
BristolLive	Online news	What's on - BWF 2019: The best walks in and around Bristol to do with the kids	12 May 2019
BBC Radio Bristol – The Sports Store	Radio	Special guest talking about a specific event and Walk Fest more generally	15 May 2019
Travelwest	E-newsletter	Walk To Work Day mention	31 May 2019
Contrary Life	Online magazine	Event listing	May 2019
The eBoot	E-newsletter	BWF mention	-
BCfm - Saturday Morning Show	Radio		



## Appendix G: References

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### Footnote:

Older Bristol Walk Fest evaluation reports can also be accessed via  
[https://www.bristolwalkfest.com/bristol-walk-fest-enjoys-another-successful-year/\(accessed 15/11/19\).](https://www.bristolwalkfest.com/bristol-walk-fest-enjoys-another-successful-year/(accessed%2015/11/19))

## Appendix H: About the authors and declared interests

### Jo Coulson

Jo was the freelance Evaluation Consultant for BWF 2019. She is an evaluation specialist with 17 years' voluntary and community sector and public health evaluation and service delivery experience. She has expertise in advising on the full evaluation cycle: from start (bid development) to finish (dissemination) - helping organisations co-produce evaluation plans, logic models and evaluation questions to be able to conduct robust but proportionate impact measurement. Jo has strong mixed-methods analysis and report-writing skills, and particularly enjoys working with qualitative data.

Jo also has substantial experience in academic physical activity and wellbeing research, especially with older people. She was Senior Research Associate for the seminal 'Older People and Active Living' projects at The University of Bristol. More recently, Jo has more recently been employed in Research/Evaluation Officer positions at Penny Brohn UK and within the Bristol, North Somerset and South Gloucestershire STP area – where she advised healthcare commissioners on incorporating evaluation into their primary care and social prescribing interventions. She has a four-sided publications and presentations list with several first authorships and many peer-reviewed papers.

You can read more about Jo on [LinkedIn](#).

*Declared interests:* Jo did not have any role in BWF 2019's steering group or operational delivery and did not participate in the festival. She helped revise the 2019 providers' survey.

### Kerry Morgan

Kerry was the freelance Project Manager for BWF 2018 and 2019. She is a freelance communication and project management specialist and particularly enjoys working on sports, health and leisure projects.

Kerry has a wealth of experience in advising and delivering across the full communications mix, including development of marketing strategies and communication plans, distribution, events planning and delivery, content and fulfilment for tactical marketing for print, digital communication including web and social media.

Kerry has more than 12 years' experience in public sector marketing. Prior to becoming a freelance consultant, she was a Marketing and Communications Officer at Bristol City Council.

*Declared interests:* BWF 2019 Project Manager.

You can read more about Kerry on [LinkedIn](#).