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Co-ordination and management of Lincolnshire Wolds & South Lincolnshire Walking Festivals



In 2010 Heritage Lincolnshire took on overall responsibility for running the Lincolnshire Wolds Walking Festival, working in close partnership with the Lincolnshire Wolds Countryside Service to deliver one of the largest and best attended events of its kind in the UK. Established in 2005, the festival attracted around 4,000 walkers annually to the Lincolnshire Wolds, a nationally designated Area of Outstanding Natural Beauty (AONB).



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Guided by a steering group featuring representatives from Lincolnshire County Council, East Lindsey District Council and West Lindsey District Council, the festival offered a wide variety of walks led by walk leaders, including volunteers from local Rambler's groups, East Lindsey Heart Support, local landowners and a wide range of town and village groups. The varied programme of long and short walks over different terrain offered something for everyone to enjoy, creating a sustainable and healthy way for participants to explore and discover a beautiful part of the county.

The festival generated a significant amount of secondary spend for local business, increased tourism within the area and also encouraged external visits from across the UK and even abroad. Utilising the experience of managing this successful event, Heritage Lincolnshire led on the development of a walking festival for the south of the county and in 2015 the first South Lincolnshire Walking Festival took place; a month long festival covering North and South Kesteven, Boston and South Holland delivered with support from local councils and other partners.

Over the next 4 years Heritage Lincolnshire continued to successfully co-ordinate both festivals. Volunteer walk leaders were offered training and support and encouraged to develop new and interesting ideas in order to keep the programmes fresh. These ranged from railway rambles, Nordic walking, night walks, photography walks, high tea walks...and not forgetting





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the hugely popular great walk which took 6 days to complete! Family friendly walks encourage young people to take part, offering fun activities for toddlers right through to teens. Each festival also featured walks suitable for wheelchair users and accessible with pushchairs.

Run as a not for profit initiative, the festivals were funded by contributions from county and district authorities together with income generated through sponsorship by local business and donations. Due to financial pressure on local authorities coupled with an increasingly competitive funding and sponsorship environment, the final festivals were delivered in 2019 marking 15 fantastic years of the Lincolnshire Wolds Walking Festival and 5 successful years of the South Lincolnshire Walking Festival. East Lindsey is currently working to develop the Lincolnshire Wolds Walking Festival, building on its success and refreshing the offer for 2021.



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South Lincolnshire Walking Festival



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