



## HELPFUL HINTS

### For completing your Walk/Activity Leaders Submission Form

Thank you for considering leading one or more walks for the 2019 Lincolnshire Wolds Walking Festival. We hope these notes will help you with the form, but if you have any queries, please contact the Wolds office 01522 555788 and we should be able to help.

Once again we are keen to offer a diverse programme of long and short walks, some talking-walks with a range of themes, 'activity' walks and events suitable for families, and some robust and challenging walking-walks. Also to be included for 2019 is 'Outdoor Activities' that do not include walking. We also know that:

- Walkers who have work obligations really appreciate more evening and weekend walks
- Building in a refreshment/comfort stop at the beginning/end or middle of your walk really goes down well (and this can also help support local businesses)

Please note that we will be strictly adhering to the cut-off submission date of Monday 29th October 2018 for the 2019 programme. If you have any problems in providing information by that date then please let us know.

- **Title of Walk** – please note this may be changed to fit in with consistency and also to alleviate any confusion with other walks that may be taking place
- **Day & Date of Walk** – flexibility in this is a great help so that we can vary the offer (walk length and location) each day.
- **Start time** of your walk/activity.
- **Distance of Walk** (where applicable) – this is often omitted but we can't guess it! Please make sure to provide the number of miles (plus .25, .5 or .75).
- **Duration of your walk/activity** - rather than state a finish time we like to state the estimated time the walk/activity will take.
- **Booking Only walk** – sometimes it is helpful to know numbers, either to keep groups small and manageable (for instance when delivering a town-based walk) or when refreshments are to be provided. This creates added work for the walk leader as they need to be contacted by everyone who wishes to attend.
- **Leader Name(s)** - The name you put here will be printed in the brochure.
- **Back Marker Names(s)** – It is vital that you share the load with at least one other person, especially important when 50+ people with different walking speeds need to be co-ordinated, if you have a first aid emergency (it could even be you!) or someone really needs to be guided back via a shortcut.

- **Description** - This is the area where you can really make a difference in attracting walkers to your walk. Put yourself in their shoes and give as much info as you can (within a 75 character limit for the brief description and a 300 character limit for the long description) on what they are going to see, why the walk is of interest – and to make them choose your walk. We really need more than a listing of the route – remember - this may be a first time visit for some people. The steering group reserve the right to edit any description to keep with consistency. If you get stuck, please don't worry, just put in what you can.
- **Contact number** - The number here will be printed in the brochure for walkers to contact you if they have any queries. Please put times for when the number will be manned are given (e.g. if it is an office phone, or your home number and you are only there in the evening). If you would prefer to supply an email this is fine but please be aware that not everyone uses the internet.
- **Organisation** – The festival depends on the support of volunteer walk leaders who have the backing of an organisation (for instance The Ramblers or a local farm) and whose public liability insurance covers the provision of your walk. The organisation will be stated in the brochure.
- **Map and Grid References** – please try and give your walk references, it really helps save time when preparing over 100 walks for print! If you are a booking only walk, please still complete this section, for our office use only. You can find your grid reference details by going to: <http://www.gridreferencefinder.com/>
- **Start Point** - Please give the start point of your walk e.g. Village Hall, Somewhere Road, and its postcode. If the start point is off the beaten track then please provide any additional information that a non-local participant might need.
- **Parking** - If you choose to park at a venue (e.g. village hall), please check with them before submitting the form that this is possible. It may be that their facilities can be made available, and they may even wish to fundraise by offering refreshments – everyone benefits! Of course it is only courteous to do this, an event may already be being held and there may not be room for your walkers. Please note – verge parking is not acceptable as this can be damaging to our landscape.
- **The Symbols** - The information you give here will be printed as a symbol, please note there will be no additional room for text. If there is anything extra you feel you need to add, please put it into your description.
- **Linked Walks** - If your walk is being tied in with another one, or the opening day of an attraction etc., please indicate this and we will do our best to promote your event as part of our brochure.
- **Cost** - If there are any costs for participants please indicate this (either a 'ticket' charge, donation to a local charity involved with the walk or a warning that other charges, for instance for food and drink, will apply).

## **Charging for walks**

- LWWF is co-ordinated by Heritage Lincolnshire, a local Charity, and the Lincolnshire Wolds Countryside Service, with support from LCC and East and West Lindsey District Councils. In more recent years we have been finding that the financial support received has not been enough to cover the running costs of the festival and is not guaranteed year-on-year. We therefore are increasingly relying on much needed income from walk charges and donations (along with festival sponsorship and brochure advertising) to cover the full running costs of the festival and ensure we can keep it going for the future. From 2017 – 2019 we have been fortunate to have been in receipt of a 3-year grant from Access Lincoln, but this will end soon.

## **Fees or Donations**

- Walkers are often confused why some walks charge a set fee or invite voluntary donations. Some walk leaders who represent certain organisations (such as District or County Councils, or the Ramblers) are not allowed to charge a fee and therefore can only ask for donations. Where walk leaders have a choice between charging a fee or asking for voluntary donations, feedback from income analysis clearly shows that there is a higher income generation on walks which charge a fee. It is important that some walks remain as donations only; however, the ability to collect a generous donation often depends on the persuasive personality of the walk leader! The following fees apply to all charged walks.
- £2 for 0 – 3 miles.
- £3.50 for over 3 miles.
- Under 18s go free.
- Charges may vary for special events or activities.

## **Splitting income**

- It is easiest if walk leaders nominate the LWWF as their only good cause for any income to be donated to. However, if the walk leader is affiliated to another related charity who is providing their insurance or are using a local good cause for their walk (e.g. a local not-for-profit museum), then they can opt to split the income from their walk between this and the LWWF. Please do not ask for money to be donated to a non-related good cause. All charities are, by their nature, good causes, but the income generated from the LWWF is needed to continue to fund the festival.

## Walking Expenses

- During the course of planning a walk, there may be the possibility of needing to fund additional expenses e.g. venue hire. Whilst this may be unavoidable, prior to confirming these arrangements, please discuss them with Natalie Lunt, Festival Coordinator. Any unexpected expenses eat into the festival budget and, if we have not agreed these costs in advance, then we may, at our discretion, not be able to reimburse them.
- If you are completing your form electronically for email submission you may wish to copy and paste the 'tick' symbol  in place of relevant boxes or put an **X** in the box. This will make your selection more clear.

## Not forgetting .....

- Are there any events taking place that might conflict with your walk on that day, or perhaps with which you could tie in? We will be delighted to promote these in the brochure and on the website.
- Is there a Select Lincolnshire business nearby that could benefit from a walk starting/finishing there, or stopping en-route?
- Importantly - check that the route you plan to use is either a public or permissive right of way; this can be done by logging onto the Lincolnshire County Council Countryside Access website which has maps and Rights of Way on it. Go onto [www.lincolnshire.gov.uk/countryside](http://www.lincolnshire.gov.uk/countryside) and then click on Countryside Access Map.

Note that some previously designated permissive paths are not now publicly accessible.

- Please complete a pre-walk in good time. This will enable you to make a risk assessment of any hazards on the route; identify any points where it may be helpful to divert on the day (e.g. cattle in fields and lots of dogs on your walk); and enable you to contact your local authority to request path maintenance where required. Note that they will need at least a month's lead in time in order to do this. The following link will take you directly to Lincolnshire County Council's Public Rights Of Way Problem Report Form.
- [https://lincolnshirecounty-self.achieveservice.com/service/Report\\_it\\_\\_\\_Rights\\_of\\_Way\\_Reporting](https://lincolnshirecounty-self.achieveservice.com/service/Report_it___Rights_of_Way_Reporting)
- The Bank Holiday for 2019 is Monday 27<sup>th</sup> May. Half term week is from Monday 27<sup>th</sup> May to Friday 31<sup>st</sup> May inclusive. We would love to offer more family-friendly walks and Outdoor (non-walking) Activities during half term. **If you wish to submit walks for the Launch Day at Legbourne on Saturday 18<sup>th</sup> May or for the Finale Day at Scrivelsby on Sunday 2<sup>nd</sup> June we will be organising a local programme with our host venues. Please contact Natalie at the office for guidance.**