

Be part of the 'Let's Walk' Virtual Walking Festival



Ways for organisations to get involved

The Let's Walk Festival is designed to encourage and motivate people to walk more as part of their daily lives over a focussed two week period. It offers a variety of activities, goals and challenges for people with a little or a lot of confidence and experience of walking, and it aims to help people whatever their motivation may be.

Each individual walking activity logged will contribute to a chosen goal and the overall collective Greater Manchester Let's Walk Festival goal of walking 25,000 miles around the world.

We also understand that employers, schools, community organisations, sports clubs, places of worship, have a huge role to play in helping to recruit and encourage participation in the Festival fortnight.

For organisations, the Festival offers:

- A tangible opportunity to bring people together through collective endeavour.
- A great way for people to connect and help motivate each other
- A focus for support and conversation – either on the phone, by text or WhatsApp or through social media channels.
- A way to raise funds for a good cause

Key features:

- 1 mile = 2000 steps
- Walking activity can also be entered as a time e.g. 20 minutes. The website will calculate how far has been walked in that time. Any amount of time counts! Any walking - #ThatCounts!
- People can take part in more than one activity throughout the festival. But please don't enter the same walking activity for more than one goal.
- Participants can use a phone, tablet or computer to enter their walking activity.

How to get your organisation involved

We'd love organisations to set their own internal target and for the individuals who are part of the organisation to make their efforts count. Please see some ideas for how to get involved.



Go to the website: gmwalkfest.co.uk



Option 1

1. Agree a goal as an organisation. This can be in time, steps or distance
2. Nominate an organisation '**Team Captain**' to collate the walk distance for your chosen activity
3. Encourage your participants to sign up to the [Let's Walk Festival](#). They enter their own personal details and input your organisation's name.
 - o **TIP:** Get them to put the organisation name in a consistent way. Show them **exactly** what to enter in the organisation field
4. They select the team choice of activity as chosen by the Team Captain
5. They will see their contribution to their own goal and the GM Let's Walk Festival goal.
6. Ask participants to share their progress with you on a regular basis so you can see how the organisation is doing.
7. GM Walking can run a report on an organisation name and share with a single point of contact from the organisation at the end of Week 1 and at the end of the Let's Festival period.
8. Be part of the GM Walking activity via social media **#GMWalkFest @GMWalks** and your own organisation tag.
9. Your organisation will be an **exemplar and champion** of walking to showcase their efforts to others on social media

Option 2: For targets of 50 (combined) miles or less

This option is best suited for small organisations or where participants have limited access to digital platforms.

1. One organisational representative or '**Team Captain**' signs up and joins an activity/sets a goal for everyone to contribute to.
2. Individuals make their own record of their walking activity without using the festival website. They could use Let's Walk Festival walk log sheet saved under [Activity resources](#) on the Info and Ideas page.
3. You can then enter their data on their behalf
4. Be part of the GM Walking activity via social media **#GMWalkFest @GMWalks** and your own organisation tag to demonstrate that you are an **exemplar and champion of walking**

For workplaces

As well as taking part in the Let's Walk Festival fortnight, on Wednesday 14th and 21st we will be showcasing workplaces as **#WorkplaceWednesday**

Encourage all your staff to log activity and get involved for a specific challenge or take a walk at a particular time to create a workplace buzz. Don't forget to log your walking activity and share via social media. People can add a description and photos via the log activity page too.





Sign up and get planning!

- Encourage staff to put their challenges and goals into their calendar. If there is a set time and date to do a challenge it's more likely to happen
- Discuss with your colleagues a focus for #workplace Wednesday. E.g. all staff to go out on a Greenspace walk, or a Discover and Explore walk or car swap walk. Encourage people to share photos of their workplace Wednesday walk.

Let's WALK

The Greater Manchester Virtual Walking Festival 2020

Sign up is now LIVE!

**Choose a goal.
Sign up.
Get walking.**

#GMWalkFest 12-25th October 2020

Any Questions?

If you have any queries, please contact Louise Robbins, GM Walk Programme Lead via Louise@gmmoving.co.uk or 07740 883080

For more information about the Let's Walk Festival please visit our [website](#).



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