

## Be an ambassador for the Chilterns Walking Festival in your community!!

In November 2016 the Chilterns Conservation Board secured funding for a 3 year programme of Walking Festivals (6 Festivals in total, spring and autumn each year). The first two Festivals have now taken place (in May and September 2017) which were very well received, attracting over 1,200 participants on the bookable events. Many attendees were new or non-regular walkers (16% of survey respondents) and many tourism businesses benefited from additional spend in pubs, shops etc.



However we are not resting on our laurels and would like to make the Festivals bigger and better next year. We are very thinly resourced and much of our promotion has been Chilterns-wide. We have not had the resources to promote walks and events at a local community level. This is where we need your help for just a day or two, leading up to each Festival.

### What promotion is already being done?

- 1) Press/PR -circulating press releases to local Chilterns press plus some specialist PR input targeting London Press and leisure/walking publications.
- 2) We print and circulate 10,000 fliers, mainly to libraries in the Chilterns area
- 3) On-line promotion [www.visitchilterns.co.uk](http://www.visitchilterns.co.uk) and [www.chilternsaonb.org](http://www.chilternsaonb.org), Facebook (and Facebook advertising), Meetup groups etc.
- 4) Promotion via walk leaders, partners and Chilterns Conservation Board's contact lists.
- 5) A4 posters on local noticeboards, company noticeboards, Tesco/Asda/supermarket notice boards etc. BUT VERY LIMITED as this is so resource heavy.

### What needs to be done?

We would love your help promoting the Chilterns Walking Festival in your area - whether it's a community, village or town. We would like to have a team of people who can make their local residents aware of the Walking Festival walks and events taking place locally. This will include:

- 1) Putting up A4 posters on local Council notice boards, company noticeboards, Tesco/Asda/supermarket notice boards etc - anywhere you can think of!
- 2) Distributing fliers in local cafes, pubs, Dr surgeries, public buildings, community spaces
- 3) Emailing fliers to local groups or companies you think might be interested. This may involve some research to find local groups and their contact details.
- 4) Being an ambassador of the Festival and telling people you know / local groups about it as and when you can.
- 5) And, if you're a Social Media sort of a person, then sharing the event on social media via Facebook and Twitter etc - but this is absolutely optional!

**Time commitment:** We're not looking for huge amounts of time, but an hour or two a week in the 6/8 weeks leading up to each festival would be fantastic, or less. This can be done whenever you like, there is no set commitment; any help that can enable us to let more people know about the festivals is most appreciated. You will be provided with fliers and posters of course, so no cost to you.

### Get in touch

For an informal chat please contact Annette [aweiss@chilternsaonb.org](mailto:aweiss@chilternsaonb.org) tel 01844 355508

**Next Chilterns Walking Festivals will take place: Saturday 19<sup>th</sup> May to Sunday 3<sup>rd</sup> June 2018**