



Walk Notts Festival Partner Toolkit

'Our ambition is to inspire, support and enable residents and communities to walk and wheel in their everyday lives'





Introduction

We're delighted to announce the first ever Walk Notts Festival, which will be held from 01 – 31 May, linking in with National Walking Month.

The aim of the Festival is to encourage as many people as possible to walk and wheel during May; and we'll be sharing and promoting walking and wheeling opportunities and events throughout the month across both Nottingham and Nottinghamshire.

We're keen to use this as an opportunity to promote some of the amazing work within our communities to help make Nottinghamshire more safe, inclusive and accessible for walking and wheeling; as well as gather insight on the ways our communities like to move in their everyday lives.

We also want to use this as an opportunity to build a community of walking and wheeling advocates.

We'd love for you to support the Festival through your communications and help us to raise awareness of walking and wheeling opportunities within the city and county.





How you can support

We'll be launching the Walk Notts Festival communications on **Wednesday 9 April** so would love your help to promote this by doing one or more of the following:

1. Follow [@ActiveNotts](#) on Facebook and [@ActiveNotts](#) on Instagram and share any posts relating to the Walk Notts Festival
2. Create your own social media posts by either using the content in this toolkit or with your own messaging
3. Share the Walk Notts Festival programme with your audiences (we'll send you this as soon as it's available)
4. Feedback anything you hear about the Festival (good and bad) to us at info@walknotts.org.uk
5. Join in on an event or create your own, speak to Sara or Laura about how to do this





Social media posts examples

Facebook suggested post

We're supporting the Walk Notts Festival from 01 to 31 May. It's a celebration of everything walking and wheeling through #NationalWalkingMonth so head over to www.walknottsfestival.com to find out more and get involved
#WalkNottsFestival #WalkingAndWheeling



Instagram suggested post

We're supporting the Walk Notts Festival from 01 to 31 May. It's a celebration of everything walking and wheeling through #NationalWalkingMonth. If you want to find out more, head over to Google and search for Walk Notts Festival
#WalkNottsFestival #WalkingAndWheeling





Images

You can download and use these images to go with social media posts

[Walk Notts Festival Social Media Graphic](#)

[Green Heart of Nottingham](#)

[Benches in Gedling Country Park](#)

[Litter picking](#)

[Countryside walk](#)

[Walk by a river](#)

[Muddy boots](#)

[Blidworth Oaks](#)

[Town trail](#)

[Town walk](#)

[Nordic walking](#)

[Night adventure](#)

[Country park map](#)

[Town treasure trails](#)

[Nature trail](#)

[Walking meeting](#)

[Woodland Walk](#)

[Forest Clearing](#)





Press Release

Please use this [Press Release](#) in any of your communications or newsletters





Other assets

Bingo Cards

We have developed a range of Bingo Cards for various audiences which can be downloaded and used for walking or wheeling activities. The five different Bingo cards are:

[Early Years](#)

[Primary School children](#)

[Young People](#)

[Adults](#)

[Older adults](#)

Walk Notts Website www.walknotts.org.uk

With resources on how to get started; and information on walking routes and groups throughout the city and county

Walk Notts Festival Programme

This is being finalised and we'll share the final version soon. This will be a digital booklet formatted for mobile phones





Useful contacts

For further information about the Walk Notts Festival
in Nottingham, contact Laura.Armitage@activepartnertrust.org.uk
in Nottinghamshire, contact sara.davies@activepartnertrust.org.uk

Website: www.walknottsfestival.com

Email: info@walknotts.org.uk

Facebook: [@ActiveNotts](https://www.facebook.com/ActiveNotts)

Instagram: [@ActiveNotts](https://www.instagram.com/ActiveNotts)

