

Welcome Back Walks 2021

Project Brief:

On May 17 2021 the UK Government withdrew some of the COVID 19 restrictions allowing groups of up to 30 unrelated people to gather outside in public spaces.

IW AONB with the assistance of AONB Partnership partners sort to deliver a programme of 'Welcome Back Walks' to entice and excite people into the fantastic countryside of the Isle of Wight.

As this programme was a first venture in to delivering individual bespoke walking activities a wide variety of types of experiences were considered these included hiking, rock pooling, storytelling, long walks and shorter historic trail walks.

The programme of walks were delivered from May 17 2021 to July 31 2021. This is considered a shoulder tourist season to the main tourist season of 31 July – 4 September 2021.

Walk Leaders:

At the end of March 2021, IW AONB enquired with partners organisations and individuals, who had previously led walks, whether there would be an appetite to look to deliver a walks programme as the UK 'opened up'. Walk leaders were a self-selected group of 5 different individuals or organisations, understandably most previous walk leaders did not want to undertake walks due to COVID 19 restrictions.

IW AONB sent out a brief for the walks to ensure those who had shown interest wanted to comply with the restrictions:

Welcome Back Walks

IW AONB and Isle of Wight World UNESCO Biosphere Reserve Guided Walks Summer 2021

1. Guided walks programme runs from 17th May to 31st July – 11 weeks
2. Programme consists of 20 walks or 4 per walk leader / partner
3. Each walk starts from a bus stop or train station – exception for urban walks / from town centre or well know civic structure.
4. Walk details advertise bus or train and walk coincides with bus / train timetable.
5. Up to 30 people attending. Some people have specified a max of 15.
6. 2hr in length with an element of walking in it.
7. Book through IWAONB – this will be using Event Brite and will be set up by 30th April 2021
8. Advertise entire programme on AONB and Biosphere website and Visit Isle of Wight Website
9. Weekly notification / reminder on IWAONB Facebook – Walk leaders to share walks using their own social media presence.
10. Organiser comes up with dates – negotiation may be necessary if clashes occur.
11. Walk Leaders to notify AONB as soon as possible if there is a problem or need to cancel.
12. Walks leaders can claim £100 for each successfully delivered walk, this is payable on receipt of an invoice to IW AONB.

13. Please could you undertake a risk assessment for your walk.

Reporting to IWAONB, what we need to know:

1. How many attendees
2. How long the walking element was – approx. / actual
3. IWAONB to produce Freepost postcards (1000) for walk leaders to distribute – card will be blank so respondents can be creative about their feedback. Postcard will include questions:
 - a. How did you get to the start of the walk?
 - b. Did you enjoy the walk – rate 1-5?
 - c. Would you do the walk again without the leader / self-guided?

Offering:

The Final Walks Programme consisted of:

- 4 History Walks – Spencer Brown, Brading Roman Villa
- 4 West Wight Walks - Frankie and Chris, New Carnival Company
- 4 Food walks and Under the Pier Walk - Matt and Cat, Pinkeye Graphics
- 6 Story Walks and early evening walks – Sue Bailey
- 6 Family Walks and Rockpooling – Kathy Grogan

Advertising:

AONB WALKS MAY - JUNE 21 FACEBOOK PEOPLE REACHED

Matt & Cat

17 May 21	51	
24 May 21	64	
14 Jun 21	29 + 95	
25 Jun 21	281	Total = 520

Chris & Frankie

25 May 21	102 + 119	
1 June 21	91 + 158	
8 June 21	71 + 105 + 132	
15 June 21	38 + 167	Total = 983

Lines with + are extra posts by the groups and feedback posts posted by the groups which I shared on our facebook – these seemed to gain a lot of views so are worth recommending in future.

Kathy Grogan

2 June 21	74 + 172	
4 June 21	127 + 125 + 181	
9 June 21	61 + 125	
27 Jul 21	141	Total = 1006

Sue Bailey







30 May 21	61	
2 Jun 21	36	
3 Jun 21	40	
9 Jun 21	74	
29 Jun 21	142	
1 July 21	182	Total = 535











Brading Roman Villa

16 Jun 21	121 + 75	
23 Jun 21	152	
30 Jun 21	115	
7 July 21	157	Total 620

The IW Council posted 3 posts which I shared – reach = 361
 Gift to Nature posted once which I shared – reach = 84

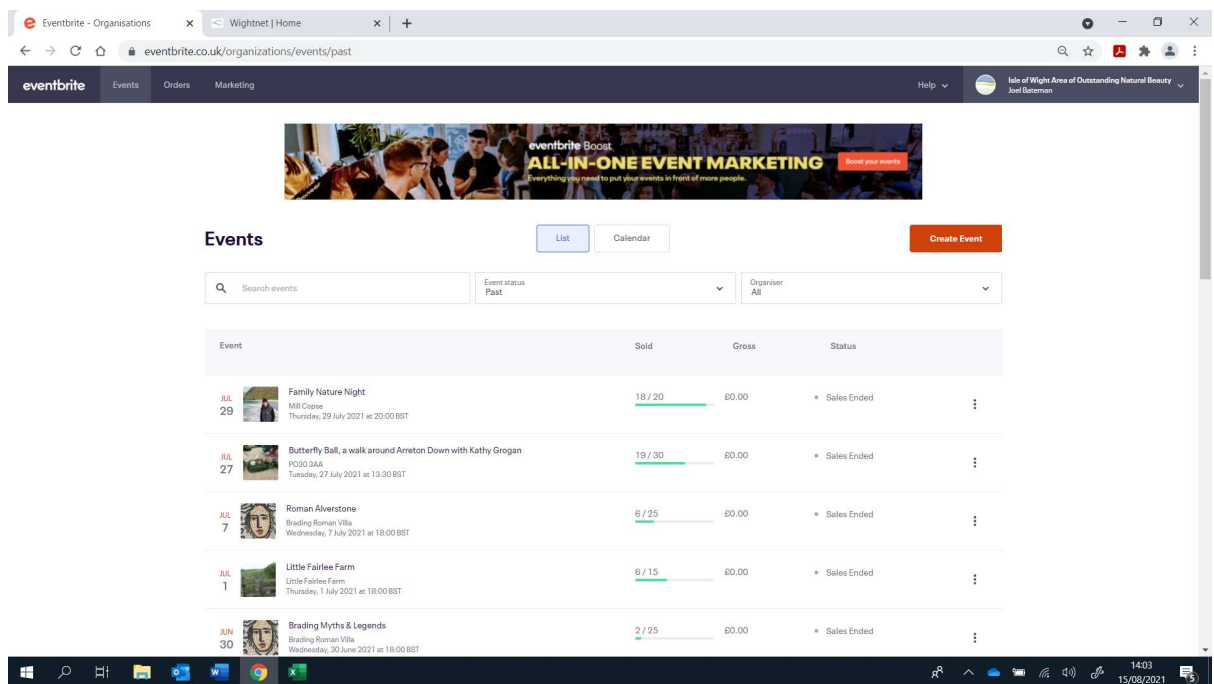
Attendees / Tickets Sold:

Walk Leader	Welcome Back Walk 2021	Tickets Sold (£0)
Kathy Grogan 	July 29 Family Nature Night Mill Copse Thursday, 29 July 2021 at 20:00 BST	18 / 20
Kathy Grogan 	July 27 Butterfly Ball, a walk around Arretton Down with Kathy Grogan PO30 3AA 13:30 BST	19 / 30
Spencer Brown 	July 7 Roman Alverstone Brading Roman Villa 18:00 BST	6 / 25
Sue Bailey 	July 1 Little Fairlee Farm 18:00 BST	6 / 15
Spencer Brown 	June 30 Brading Myths & Legends Brading Roman Villa 18:00 BST	2 / 25
Sue Bailey 	June 29 Beautiful Bowcombe with Sue Bailey Carisbrooke High Street 18:00 BST	5 / 25
Mat and Cat 	June 25 Post-Work Paddling Under Ryde Pier with Matt and Cat RYDE PIER CAFE 17:30 BST	17 / 25

<p>Spencer Brown</p> 	<p>June 23 Brading Marshes with Spencer Brown Brading Roman Villa 18:00 BST</p>	<p>4 / 25</p>
<p>Spencer Brown</p> 	<p>June 16 The Butterfly Walk Brading Roman Villa 18:00 BST</p>	<p>4 / 25</p>
<p>Frankie and Chris</p> 	<p>June 15 The Trail of Two Forts with Frankie and Chris 18:00 BST</p>	<p>17 / 25</p>
<p>Mat and cat</p> 	<p>June 14 Who is Bettina of the Medina? A Lunchtime walk with Matt and Cat 12:30 BST</p>	<p>5 / 25</p>
<p>Sue Bailey</p> 	<p>June 10 Carisbrooke loop walk with Sue Bailey 17:00 BST</p>	<p>5 / 15</p>
<p>Kathy Grogan</p> 	<p>June 9 Rockpooling for grown-ups Horse Ledge, Shanklin 17:00 BST</p>	<p>15 / 15</p>
<p>Frankie and Chris</p> 	<p>June 8 High Loop out West with Frankie and Chris 17:30 BST</p>	<p>9 / 25</p>
<p>Kathy Grogan</p> 	<p>June 4 Rockpooling, Horse Ledge, Shanklin with Kathy Grogan 13:30 BST</p>	<p>15 / 15</p>
<p>Sue Bailey</p> 	<p>June 3 Connie's Way Family story walk with Sue Bailey 16:00 BST</p>	<p>15 / 15</p>
<p>Kathy Grogan</p> 	<p>June 2 A family night walk around Mill Copse, Yarmouth with Kathy Grogan 19:30 BST</p>	<p>20 / 20</p>
<p>Sue Bailey</p>	<p>June 2</p>	<p>12 / 15</p>

		The Medham Loop, Cowes with Sue Bailey 17:00 BST	
Frankie and Chris 		June 1 All around the Riverbank with Frankie and Chris 17:30 BST	21 / 25
Sue Bailey 		May 30 Cowes seaside story walk with Sue Bailey 11:00 BST	15 / 15
Frankie and Chris 		May 25 The Trail of Two Forts with Frankie and Chris 18:00 BST	14 / 25
Mat and Cat 		May 24 Matt and Cat's Newport Food Walk 12:30 BST	0 / 30
Mat and Cat 		May 17 Matt and Cat's Ryde Food Walk 12:30 BST	2 / 30

Screen shot of Event Brite:



The screenshot shows the Eventbrite website interface. At the top, there's a navigation bar with 'eventbrite', 'Events', 'Orders', and 'Marketing'. Below that is a search bar and filters for 'Event status' (set to 'Past') and 'Organiser' (set to 'All'). The main content area displays a list of past events with columns for 'Event', 'Sold', 'Gross', and 'Status'. The events listed are:

Event	Sold	Gross	Status
JUL 29 Family Nature Night Mill Copse Thursday, 29 July 2021 at 20:00 BST	19 / 20	£0.00	Sales Ended
JUL 27 Butterfly Ball, a walk around Arreton Down with Kathy Grogan PO30 3AA Tuesday, 27 July 2021 at 13:30 BST	19 / 30	£0.00	Sales Ended
JUL 7 Roman Alverstone Brading Roman Villa Wednesday, 7 July 2021 at 18:00 BST	6 / 25	£0.00	Sales Ended
JUL 1 Little Fairlee Farm Little Fairlee Farm Thursday, 1 July 2021 at 18:00 BST	6 / 15	£0.00	Sales Ended
JUN 30 Brading Myths & Legends Brading Roman Villa Wednesday, 30 June 2021 at 18:00 BST	2 / 25	£0.00	Sales Ended

The bottom of the screenshot shows a Windows taskbar with the date and time: 14:03, 15/08/2021.

Eventbrite - Organisations x Wightnet | Home

eventbrite.co.uk/organizations/events/past

JUN 30		Bradling Myths & Legends Bradling Roman Villa Wednesday, 30 June 2021 at 18:00 BST	2 / 25	£0.00	• Sales Ended	⋮
JUN 29		Beautiful Bowcombe with Sue Bailey Carisbrooke High Street Car Park Tuesday, 29 June 2021 at 18:00 BST	5 / 25	£0.00	• Sales Ended	⋮
JUN 25		Post-Work Paddling Under Ryde Pier with Matt and Cat RYDE PIER CAFE Friday, 25 June 2021 at 17:30 BST	17 / 25	£0.00	• Sales Ended	⋮
JUN 23		An after work walk to Brading Marshes with Spenser Brown Brading Roman Villa Wednesday, 23 June 2021 at 18:00 BST	4 / 25	£0.00	• Sales Ended	⋮
JUN 16		An after work walk from Brading Roman Villa to the Butterfly Walk Brading Roman Villa Wednesday, 16 June 2021 at 18:00 BST	4 / 25	£0.00	• Sales Ended	⋮
JUN 15		The Trail of Two Forts with Frankie and Chris PO41 OPD Tuesday, 15 June 2021 at 18:00 BST	17 / 25	£0.00	• Sales Ended	⋮
JUN 14		Who is Bettina of the Medina? A Lunchtime walk with Matt and Cat PO30 SWT Monday, 14 June 2021 at 12:30 BST	5 / 25	£0.00	• Sales Ended	⋮
JUN 10		Carisbrooke loop walk with Sue Bailey Carisbrooke Health Centre Thursday, 10 June 2021 at 17:00 BST	5 / 15	£0.00	• Sales Ended	⋮
JUN 9		Rockpooling for grown-ups Horse Ledge, Shanklin PO37 GBN Wednesday, 9 June 2021 at 17:00 BST	15 / 15	£0.00	• Sales Ended	⋮
JUN 8		High Loop out West with Frankie and Chris PO39 GBN Tuesday, 8 June 2021 at 17:30 BST	9 / 25	£0.00	• Sales Ended	⋮

Windows taskbar: 1403 15/08/2021

Eventbrite - Organisations x Wightnet | Home

eventbrite.co.uk/organizations/events/past

JUN 10		Carisbrooke loop walk with Sue Bailey Carisbrooke Health Centre Thursday, 10 June 2021 at 17:00 BST	5 / 15	£0.00	• Sales Ended	⋮
JUN 9		Rockpooling for grown-ups Horse Ledge, Shanklin PO37 GBN Wednesday, 9 June 2021 at 17:00 BST	15 / 15	£0.00	• Sales Ended	⋮
JUN 8		High Loop out West with Frankie and Chris PO39 GBN Tuesday, 8 June 2021 at 17:30 BST	9 / 25	£0.00	• Sales Ended	⋮
JUN 4		Rockpooling, Horse Ledge, Shanklin with Kathy Grogan PO37 GBN Friday, 4 June 2021 at 13:30 BST	15 / 15	£0.00	• Sales Ended	⋮
JUN 3		Connie's Way Family story walk with Sue Bailey Newport Bus Station Thursday, 3 June 2021 at 16:00 BST	15 / 15	£0.00	• Sales Ended	⋮
JUN 2		A family night walk around Mill Copse, Yarmouth with Kathy Grogan Mill Copse Wednesday, 2 June 2021 at 19:30 BST	20 / 20	£0.00	• Sales Ended	⋮
JUN 2		The Medham Loop, Cowes with Sue Bailey Medham Farm Lane Wednesday, 2 June 2021 at 17:00 BST	12 / 15	£0.00	• Sales Ended	⋮
JUN 1		All around the Riverbank with Frankie and Chris PO28 GBN Tuesday, 1 June 2021 at 17:30 BST	21 / 25	£0.00	• Sales Ended	⋮
MAY 30		Cowes seaside story walk with Sue Bailey Northwood House Sunday, 30 May 2021 at 11:00 BST	15 / 15	£0.00	• Sales Ended	⋮

Windows taskbar: 1404 15/08/2021

Kathy Grogan:

Butterfly Ball – Family Walk

Positives

Most people seemed “happy and gave 5 out of 5” on the feedback cards.

Learning Points:

The adults who came without children were surprised that it was a family event, with activities for children.

Family Nature Night 2

Positives:

All respondents gave a 5 out of 5 for quality of the walk.

Everyone seemed to enjoy it. We even had fireworks at the end, with the Needles firework display visible while we were still monitoring bats with the bat detector on the way back along the estuary.

Learning Points:

13 people on this walk - 7 adults and 6 children. Only two of this group had tickets from Event Brite.

Some confusion over the start point of the walk for one participant.

Spencer Brown

Positives

All respondents gave 5 out of 5 for the Walks.

Comments such as:

“We loved it”

“Excellent walk”

“Loved the sense of ancient ways. You could feel the atmosphere.”

“Very pleasant walk, very well lead – leader very agreeable and knowledgeable. Delighted to have found this walk.”

Learning Points:

Euro 2020 (and England matches) influence whether people turned up for the Walks.

Frankie and Chris

Positives:

“I thought I would struggle, but I loved every minute. Really need to do this more often. Can't wait to do it again with little one”

“Thank you, Chris and Frankie, again, another lovely walk tonight”

“Super evening. Thankyou Chris and Frankie and lovely to meet everyone”

Learning points:

Some super slow walkers on longer routes.

Some walkers did not have the fitness to take part in the walks and needed to drop out part way round.

Mat and Cat

TBC

Sue Bailey

TBC

Project Review

The walk guides attended a review meeting on Tuesday 10th August at 2pm, Newport. The meeting examined:

How did walk leaders feel the programme went.

The response was positive and there was an appetite to deliver a similar event in 2022.

A varied walks programme was thought to be very positive.

There are people who want to walk but need the encouragement of a group and a fixed time.

Short walks - 3-4 miles is more than enough and 2 hours is long enough for guided walks.

Many people who partook preferred a slow pace, with time to stop to admire what is to be seen in terms of the view, the flora and the fauna.

People identified that having a leader to begin the explanation and allows others to contribute, is highly valued.

Feedback from participants and Joel (back office issues)

There were some problems with getting the correct information on the website and it was recommended that a standardised form for information about the walk should be produced.

Conclusion

The event programme was a success and Government restrictions in place surrounding COVID 19 were possible to work with while delivering outdoor events.

A short programme leading up to the main tourist season was well received, and a more focused event week (School Half Term in this case) was considered an important part of the success of the events.

The date of the events in 2022 will be a little earlier in the year to coincide with the Easter Holiday / School Term Break to allow more visitors the opportunity to attend.

Advertising was successful through social media, however advertising to a wider audience in 2022 will need to include Visit Isle of Wight and advertising in Island tourist magazines and newspapers.

Throughout the event there were no reported cases of COVID 19 to report; however, in 2022, if the Trace App is still being used by the UK Government then participants may be required to register their participation. As COVID 19 is a changing landscape it is difficult to know what restrictions will be in place for 2022.

IW AONB would like to thank all walk leaders and participants in taking part in a successful series of events.