



NWR Walk 2022 - Making Strides Together

Planning Pack

This pack contains information about the NWR Walk for NWR members wishing to take part.

What is the NWR walk?

The NWR National Office Team are challenging NWR members to collectively walk the 628 mile distance between our most southerly group, Roseland in Cornwall, and our most northerly group, Bridge of Don in Northern Scotland.

There is no prescribed route or distance for their walk, and non-members of NWR are welcome to join NWR members on the walk.

Why?

It's a great excuse to get together with other NWR members, introduce others to NWR and enjoy the benefits of walking. As an added bonus - we will also find out how far NWR members can collectively walk over a two-week period!

The only rule

There must be at least two NWR members on the walk.

We hope that you are as excited about this new NWR event as we are! If you have any questions, contact Cath Heslop at cath.heslop@nwr.org.uk



Contents

THE WALK	3
Why are members being asked to walk 628 miles?	3
When should the walks take place?	3
Who can join us on the walk?	3
Where should we walk?	3
How are the walks organised?	3
How do we calculate how many miles we have walked?	4
Can we walk with other NWR groups?	4
THE ROLE OF THE WALK ORGANISER	4
Planning your walk	4
Do I need to let the office know that we are taking part?	5
After the event - submitting the miles walked	5
Photos	6
PROMOTING YOUR GROUP	6
Facebook	6
Local magazines and newsletters	7
CELEBRATING NWR	7

The Walk

Why are members being asked to walk 628 miles?

The NWR Office know that NWR members like to get together and they also like a challenge! Therefore, we would like to challenge our members to collectively walk the 628 mile distance between our most southerly group, Roseland in Cornwall, and our most northerly group, Bridge of Don in Northern Scotland, and maybe recruit some new members along the way.

When should the walks take place?

The walks can take place any time between 1 to 14 October 2022.

Who can join us on the walk?

Everyone is welcome! It is very much up to individual groups to choose who they wish to walk with.

The National Office Team encourages groups to invite non-members to join them as a way of introducing potential new members to your group.

At least two NWR members must be on the walk.

We ask that only the miles walked by the women (including non-members) on your walk are counted, not the miles walked by men or any four-legged companions!



Where should we walk?

That is up to you. There is no set distance or destination.

A popular choice will always be to end up in a café or pub for some well-earned refreshment.

How are the walks organised?

It is advised that each group has a nominated 'Walk Organiser'. This could be the Local Organiser or another member of the group. The Walk Organiser will gather the names of members of the group who would like to take part, schedule a time for the walk to take place and inform the walkers where they will be meeting and the details of the walk.



She will take into consideration the abilities and preferences of those who will be on the walk when deciding the distance and location of the walk.

It could be that there are sufficient numbers wishing to take part to schedule a few walks to give members a choice of times or type of walk.

The Walk Organiser will also be responsible for submitting the miles walked by your group to the NWR Office.



More information for Walk Organisers can be found later in the pack.

How do we calculate how many miles we have walked?

Not sure how far you've walked? An educated guess is fine.

The Walk Organiser will log the total miles walked by the women who took part. For example:

- If eight women walked one mile they would log eight miles with the office.
- If five women walked four miles they would log twenty miles with the office.

More information about how the Walk Organiser logs the miles walked will be provided later in this pack.

Can we walk with other NWR groups?

Yes! You could get in touch with other NWR groups in your area to find out what walks they have planned. Perhaps you'd like to join them? There are no limits to the number of walks NWR members can take part in nor the number of miles walked.

The role of the Walk Organiser

Thank you for taking on this role.

Planning your walk

Once you have established which members of your group are interested in taking part you will need to decide on a time for the walk and a route.



Please take into account the abilities of the members of your group. Perhaps a short walk around a local park could be arranged for those members preferring not to walk very far and a longer walk for keen walkers? Circular walks that end at a pub or café always prove popular!

Note that the sunset is around 17:45 in early October. When planning your walk consider whether it is suitable from a health and safety point of view, taking into account the abilities of the members of your group. Ensure that all walkers know in advance the route you will be taking, the type of terrain and the approximate distance.

Do I need to let the office know that we are taking part?

The NWR office requests that Walk Organisers register that their group is taking part. This can be done online via an online form. A link to the form can be found on the [NWR Walk webpage here](#).

It would be helpful if you could let us know by 21 September 2022, but you can still take part in the walk without registering, so don't worry if you forget!

The online form will ask you the below questions, this is just for us to gain an estimate of participants so don't worry if the numbers change, you can confirm actual numbers after the walk.

- your name and email address
- an approximate number of walkers across all walks planned
- number of non-members taking part
- is anyone from another group joining you?
- number of walks (some groups might hold more than one walk)

After the event - submitting the miles walked

Walk Organisers will inform the office of the combined miles walked via an online form.

The office will be posting regular updates throughout the first two weeks of October reporting how many miles have been walked so far. For this reason, please submit the miles walked as soon as possible after your walk, and before Sunday 16 October.

Please let the walkers in your group know that you will be submitting the combined miles walked to NWR, they do not need to submit the miles themselves.



Some Walk Organisers may have organised more than one walk. Please submit the miles walked for each walk separately. You will be able to click on the link to the online form multiple times to allow you to do this.

A link to an online form for logging miles has been created. It will ask you the following questions:

- your name and email address
- group name
- date of walk
- number of participants
- number of NWR Member participants
- number of miles walked collectively
- were photos taken? were permissions sought?
- did any female non-members join you?
- did any members from other groups join you?
- does your group have a walking sub-group?
- does your group go on occasional walks as part of its main programme?
- a text field for adding any other comments.

This can be done online via an online form. A link to the form will be found on the [NWR Walk webpage](#) from 1 October.

Photos

We would love to see photos of your group taken during the walk. Please be sure to ask all members of your group for permission to do so before taking the photo and before sharing it with the office and uploading to your Events pages on the website.

Promoting your group

Some groups have told the office that they would like to use the walk as a means to recruit new members and raise the profile of their group locally. For those groups, here are some ways of promoting your group locally:

Facebook

Joining local community groups on Facebook is a great way to raise the visibility of your NWR group locally – but this is not compulsory. Including an image in your post can make it more eye-catching. Do you have a recent photo of your group? (Please ensure you have permission to use it from everyone first!) Or you could use the NWR online advert – email Cath Heslop at cath.heslop@nwr.org.uk to ask for it.



Here is some suggested text you could use, feel free to adapt it to suit your group.

This October, instead of their usual programme of discussion topics, the [insert name] NWR group are stepping outdoors to take part in the NWR Walk, an annual event which will see NWR groups from all over the country going out for walks and recording how many miles they have collectively walked. Come and join us!

If you'd like to meet new people and enjoy talking about anything and everything, we'd love to see you! Women of all ages are welcome. Find out more about NWR on our website www.nwr.org.uk.

After you've posted on Facebook, don't forget to monitor the responses to your post. If people respond or like your post, you could message them via Facebook messenger:

I saw that you liked my recent post about the [insert name] NWR group. NWR is for women looking for friendship, conversation and fun. Would you be interested in hearing more?

Local magazines and newsletters

Timings are likely to be too tight for you to use local magazines/newsletters to promote the walk, so you might instead want to use them to showcase what your group has been doing and entice new members that way.

After the walk the National Office Team will provide a template article describing the walk and NWR for you to adapt.

And any more ways you can think of!

Celebrating NWR

NWR will be running another initiative alongside the NWR Walk during the first two weeks of October. In this initiative NWR will be inviting members to celebrate NWR and the positive contribution it has made to the lives of women over the last 60 years.

We will be asking members to share with the NWR National Office Team:

- Why did you join NWR?
- What impact it has had on your life?



Nearer the time, the National Office Team will provide you with a link to an online form through which you can answer the questions.

And finally...

Thank you for taking the time to get involved with the NWR Walk. We hope you find it a fun and enjoyable experience. If you have any questions, please contact Cath Heslop at cath.heslop@nwr.org.uk

Version 3, July 2022