



# GM Walking Festival 2024

## **Invitation To Tender: GM Walking Festival Marketing Agency Support**

### **The GM Walking Festival 1<sup>st</sup> – 31<sup>st</sup> May 2024**

Aligning with National Walking Month in May, [The GM Walking Festival](#) is a celebration of walking and wheeling\*, and an opportunity for everyone to join in with a programme of free, group walks across Greater Manchester.

The month-long programme of activities is organised and shaped by local people to spread the joy of walking and connect each other to local places, which has huge benefits to physical health, mental wellbeing, our infrastructure, and the environment.

This is an annual user-led campaign that sees individuals, groups, and organisations hosting or joining in walks throughout the month of May. The deadline for people to submit walks is Friday 22 March.

The long-term ambition is for people to discover the joy of walking and wheeling, and embed it into daily life. In this sense May's Walking Festival is a catalyst for change around walking and wheeling as the norm.

Based on data and insight around particular barriers to people being active, we are focussing our efforts to increase participation in this year's festival on the following priority groups/themes:

- Women and girls aged 18-30
- Those with long term health conditions
- Mental wellbeing

\*by wheeling we mean moving at walking pace e.g. pushchairs, wheelchairs, and other forms of mobility aids.

### **The opportunity**

We are seeking an enthusiastic, motivated, and creative individual or agency with relevant digital marketing and social media expertise to support the promotion of the festival to the general public through a range of media.



The support would involve:

- a) Designing and developing physical assets -
  - i) x 2 generic A4 posters promoting the walks to the general public. One with a health and care focus, and the other more generic TBC
  - ii) x 10 flyers A5, one for each borough across Greater Manchester listing example walks in the area
- b) Social media campaign –
  - i) Coordinating and managing a 6 week (mid April-end May) paid targeted social media ads on Facebook and Instagram using existing assets. GM Moving to provide assets and budget of £3,000 for the paid ads
  - ii) Consider forming links with influential accounts that have bigger followings to help promotion and amplify reach

### **The deliverables**

- Work with GM Moving to:
  - i. develop and agree design and appropriate messaging for physical assets
  - ii. identify target audiences and agree comms plan for social media paid ads
- Manage content and targeting for social media channels
- Provide weekly social media analytic updates and on completion

### **To submit a response**

Please share:

- Your approach and ideas for the campaign
- A costed plan for both elements of the work
- An example of previous social media campaign used for a similar purpose
- Suggestions of strengths and creativity you would bring to the campaign
- The total cost (inclusive of VAT) based on the above

Please separate out the cost for each element of the brief.

This is a small, short-term project which will run from mid March to 31 May 2024 (this includes designing/developing physical assets and social media 6 week ad campaign). Please note there is a quick turnaround for bid submissions.

**The deadline is 5pm Tuesday 27 February.**



### **Timeline**

Submission deadline	27 February
Possible follow up conversations	28 Feb – 4 March
Successful agency notified	5 March
Planned inception meeting with GM Moving	8 March (tbc)

Please send submissions to [info@gmmoving.co.uk](mailto:info@gmmoving.co.uk) before 5pm on Tuesday 27 February 2024.