

GREATERSPORT

GM Walking Festival Project Capacity Requirements

January 2023- June 2023

[GreaterSport](#) are seeking some short term project capacity to lead the coordination of the Greater Manchester (GM) Walking Festival 2023.

Background

The GM Walking Festival is held each year during May, national walking month. It was started in 2015 by Transport for Greater Manchester (TfGM) and operates as a free, led group walk offer supported by a promotional campaign. In 2019 the GreaterSport Walking project team took on the management of the GM Walking Festival to support the GM Moving ambition for Active Lives for All. GreaterSport have worked to make it:

- More diverse (increasing the range of organisations hosting walks)
- More targeted to encourage people who don't regularly walk to take part
- More sustainable by moving online and supporting hyper-local promotions

These aims are achieved by promoting involvement in the GM Walking Festival to support wider aims. Depending on the organisation hosting and organising the walk, these include connecting people in an area, providing opportunities to have fun, learn and discover, helping people to explore new areas locally or further afield or a range of health and wellbeing benefits. It is also an opportunity to promote the many walking resources available on the [GM Walking website](#) to support regular walking.

The 2022 GM Walking Festival had 66 separate organisations hosting over 280 walks across Greater Manchester during May. Of these organisations over 50% had not taken part in the GM Walking Festival before.

Purpose of role

1. Promote the Walking Festival as an opportunity to build walking into the local offer. Walks to be hosted in targeted areas including, but not limited to:
 - o the [Local Pilot](#) areas
 - o the areas around the developing [Bee Network schemes](#) and Active Neighbourhood areas identified through TfGM
 - o Areas of highest inactivity
 - o Areas with a large proportion of diverse ethnic groups
 - o Areas with large proportion of people living from lower socio-economic groups
2. Diversify the range of organisations hosting walks and through them, broaden the audience and diversity of communities the GM Walking Festival is promoted to.

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3. Coordinate a public facing Festival promotion campaign to encourage participation in the GM Walking Festival
4. Gather feedback on the GM Walking Festival 2023 coordination and delivery and produce evaluation report.

Project Overview

Month	Main Task	Milestone
Planning and Preparation		
January	Appoint a project worker	Understand project scope and milestones.
January	Engage stakeholders and agree festival priorities	Agree objectives Adapt presentations and project plans, share with stakeholders Adapt documents to support the work
January	Confirm process for securing walks	Website launched and ready for walk organisers to use by end of January
Building up the Festival walking Offer		
February – March	Targeted approaches to potential walk organisers	TfGM colleagues including Bee Network schemes and activation plans Local pilot areas and partners in each of the 10 localities Health system and mental health partners Hyper local population stratification Previous Festival walk organisers and leaders, GM walking networks, other networks
February – March	Comms plan and social media assets	PR stories, links to the work; walkers Case stories from 2022 organisations PR – with Marcomms
February – March	Evaluation plan – pop up surveys /polls?	To develop in relation to objectives and also GM Moving process learning Work with website designer on how this built into the site when public facing
Promoting the Festival and amplifying participation		
April	Public facing campaign to promote participation	Messages participation get walking
May	Festival delivery	Keep an eye on Festival, social media, PR, themes work
Festival Reflection and Evaluation		
June	Evaluation	Evaluation and reporting

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Project Capacity Role

Including but not limited to:

1. Work with the GreaterSport project team and wider GM colleagues to plan, coordinate and promote the GM Walking Festival 2023.
2. Coordinate and liaise with the GM Walking Festival steering group
3. Manage the relationship with the web developer to support the hosting of the Festival walks and the subsequent promotion of the walks to the public
4. Develop resources to present to stakeholders, networks and forums to secure engagement in the Festival, and speak to, meet or present to GM system partners about the festival.
5. Be the point of contact for the GM Walking Festival 2023 enquiries
6. Following up potential walk organisers for walk submissions as deadline approaches and targeting gaps geographically or for intended participants.
7. Checking details of the walks submitted, along with project team.
8. Commission and co-ordinate a promotions campaign across a range of media, including a targeted social media campaign.
9. Monitor the social media posts on the @GMwalks platforms during the Festival and work with GreaterSport comms team to amplify messages and experiences particularly around themed weeks
10. Produce a monitoring report working with stakeholders and GreaterSport project team and research and evaluation team.

Skills and experience Required

- Good project management skills and experience, including budget management.
- Understanding of how walking can help a range of agendas and be able to articulate how the GM walking assets can support ongoing walking behaviours
- Have good communication skills.
- Working within complex system relationships, and working on projects as a third party.
- Ideally be familiar with Greater Manchester.
- Have attention to detail, for example with walks, promotional materials, comms plans
- Ideally have experience of editing websites in WordPress

Capacity Required

Part time work of around 1-3 days a week from January to mid June. It is anticipated that the most intense period February to April is likely to require up to three days a week. Estimated project capacity required, approximately 50-60 days.

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Timescales for appointment of capacity support

Activity	Timeline
Brief issued	Wednesday 7th December 2022
Date for any conversations about the project (by appointment)	Friday 16 th December 2022 10am -12pm Monday 19 th December 1pm – 3pm
Closing date for submissions	Midnight Tuesday 3 rd January 2023
Meetings/discussions with short list	Friday 6 th January 2023 9am-12pm
Agency appointed	Monday 9 th January 2023
Inception meeting	Friday 13 th January 2023 (morning)
Project takes place	January 2023 – June 2023

Recruitment Process

We welcome applications to deliver this role from individuals or organisations.

Your application should include:

- What attracted you to the project and your understanding of how moving more can help improve people's lives.
- Your approach to the work and estimated time allocated to the project in each of the key phases. Please include your day rate and overall cost to deliver this project
- Your costs per day and break down of days allocated to each
- Evidence of project management experience, with examples of similar or comparable work and how this has informed your proposed approach. This can be shared via links to previous research, work or case studies.
- The names and contact details of two references.
- Applications should be a maximum of 3 pages A4 in equivalent font size Arial 12pt, not including the cover sheet.

To book in an informal discussion about the Gm Walking Festival project for **Friday 16th December** or **Monday 19th December**, please contact **Louise Robbins** on louise@gmmoving.co.uk

Applications to be submitted to louise@gmmoving.co.uk by 11:59pm (midnight) on Tuesday 3rd January 2023.