



WALKER BRIEF 2018

THE BIG WALK

The Big Walk is a simple idea that connects people and communities and has the potential to engage with millions of people. Starting in mid-May, four teams will undertake walks on four routes that span the UK, connecting people and communities over three weeks as they walk home in time for the UK's biggest community led celebration - The Big Lunch on Sunday 3 June.

The Big Walk is an idea from the Eden Project delivered together with the National Lottery. Eden aims to improve the happiness and wellbeing of people across the UK through building more resilient and better-connected communities and supporting others to do the same. The Big Walk will actively seek to do this by physically and metaphorically connecting communities and shining a light on ordinary people doing extraordinary things to make a difference where they live.

The Big Walk will provide a canvas on which to tell the story of connected communities, showing the rich diversity of the communities that make up the backbone of the UK, with the walk itself demonstrating the commonality that we all share.

The Big Walk will finish with The Big Lunch, which has been bringing people together in their communities every year with over 9.3 million people taking part at over 96,000 events across the UK in 2017. The Big Lunch has been building social capital on a mass scale encouraging community, commonality and connections that benefit society since 2009.

KEY DATES

- Walk briefing and training at the Eden Project, Cornwall: 30 April-3 May
- The Big Walk start date: 15 May
- The Big Walk end date: 3 June



HOW THE BIG WALK WORKS

The Big Walk will start in mid-May 2018, when four teams of walkers will set off from Morecambe, Lancashire to walk home in time to join The Big Lunch. Setting off from the heart of the UK, The Big Walk teams will be heading home to the heart of their own communities in Northern Ireland, Scotland, Wales, and South England.

They'll reach home in time to celebrate The Big Lunch on Sunday 3 June, a day when millions of people across the UK will be coming together and having lunch with their neighbours. Every day along the route the walkers will be stopping in towns and villages to shine a light on amazing community projects around the UK which are having a positive impact on people.

Each walk team will visit a different initiative, idea, group or project every day on their journey home to celebrate people at the heart of our communities who go the extra mile to bring people together and make a difference. People from those projects will join the Walker for the next leg of the Walk and accompany them to the next project stop.

As well as engaging with over 100 community initiatives, The Big Walk will encourage individuals to find out more information about The Big Lunch and join in where they are with resources available at every stop for those hosting. We will also have a moment within the Walk dedicated to public participation in Walks - calling on the nation during National Walking month to get involved and walk with us at key location on route or where they are in the country.

WHY IT MATTERS

There are significant benefits to living in a connected community – one where people know one another, support one another and tackle local challenges together. Research shows that disconnected communities cost the UK £32bn a year in lost productivity, health, policing and community costs. We also know that 98% of people who do a Big Lunch feel it will be good for their community and 65% go on to do more in their community as a result of taking part.



If we can raise awareness of the variety of community projects and opportunities out there and can encourage more people to take that first step in participating, we will see the number of people engaging in community activity increase to the benefit of all.

The Big Walk will engage and visit over 100 community projects and initiatives as part of the lead up to The Big Lunch and as this story unfolds it could help change the current social landscape and encourage people to get more involved in community activities where they live. The Big Lunch and The Big Walk are both ideas designed to excite and engage people in taking a small step that could make a big difference.

The Big Walk is for everyone. Whether people are able to join a walk route or not, we want them to feel they can be part of it, and to feel connected to something bigger - just like The Big Lunch. In order to engage and connect more people we will be encouraging people to join in on the weekend of the 26 of May with self-organised walks or by join in each route for a public event.

COULD YOU BE ONE OF OUR WALKERS?

You'll need to be physically and mentally fit as this will be a hugely rewarding, but also challenging and demanding experience.

We're looking for people with interesting stories who can commit to the duration of the walk from the 14 May-3 June, in addition to time beforehand for briefings and training hosted at the Eden Project between the 30 April-3 May.

All expenses will be paid and a selection of clothing and equipment supplied.

The walker will be supported by a team of logistical and event specialists. The teams will include a Route Leader, Event Manager, Driver and a Route PR Manager.

Walkers need to be comfortable with being in constant company and happy to converse with the general public and communities about their projects and initiatives in addition to being interviewed by the media.



THE NITTY GRITTY

Each of our walkers will need to be:

1. Genuinely interested in community projects
2. Physically fit enough to walk up to 20 miles per day, averaging 12-15 miles per day for an extended period (up to 21 days)
3. Mentally resilient enough to handle being away from home life for an extended period and in the company of a new team with some shared evening accommodation
4. Able to cope with meeting new people daily and engaging with individuals, communities and the general public
5. Comfortable being interviewed by the media and being filmed for TV and social media – at a human rather than professional level
6. Available for the duration of the walk: from 14 May-3 June.
7. Willing to undergo a background health check
8. Willing to take part in local, regional and national promotion and media coverage in the lead-up to, during and after the event, as and when required
9. Willing to wear Project branded clothing during the walk and any public appearances
10. Willing to put on a Big Lunch for your return, in a format agreed upon by The Big Walk team.

If you would like to take part, or have questions about how you can get involved, please fill out this [application form](#) and we will be in touch.

Visit our website for more information www.thebig-walk.com or email us at communities@edenproject.com.