



A good
stroll's
good
for your
northern
soul.



This is where we walk.
Strutting our stuff,
To fill our lungs,
clear our heads
Or just get home
and back in our beds.

**A good stroll's good
for your northern soul.**
We all know it, even if
other places don't get it.

**Because that's The
Greater Manchester Way.**





Our campaign is all about inspiring people to consider walking in their everyday lives. It's about making people connect with the idea that walking has a lot more to offer, and showing them the multitude of benefits that walking can bring. By showing the real reasons people walk, and what they get from it, we want to help people to make more active choices.


The Greater Manchester Way embodies a pioneering spirit. There are so many different ways to walk in Greater Manchester, but we want everyone to find their own way, and see where it can take them. That's where you come in.



**There's always a walk for you.
No matter who you are.
Even a punk like me.**

John, Tameside.

What we're doing
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With an initial burst of activity in spring 2020, our campaign will be bringing stories, poetry and colour to the streets of Greater Manchester. We'll build on this new energy throughout the summer months, so wherever you are, keep your eyes peeled.

Let's see what we have planned...



Stories

We're bringing real people's walking stories to life. Watch out for their stories on posters and billboards near you. You might even spot them walking by! And for those journeys that can't be done on foot, we'll be showing our stories across TfGM's Metrolink network.

Film


Our Greater Manchester Way video will be showing on ITV Hub—as well as YouTube and social media—all summer. See if you can spot any of your favourite walking spots! We're also bringing walking stories to life with some short films, something else to look out for.

Digital

We'll be banging the drum on social media with a full calendar of posts. Whatever your favourite channel, keep updated on all the latest walking activity.



How you can help
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When it comes to getting the message out, your support means everything. You'll find all the resources you need in this toolkit.

Here's a quick guide to get you started...



Let's get social

Social media is key. We'll be using it to tell everyone across Greater Manchester about the campaign. We'll be sharing stories, films, and content galore—generally making a lot of noise about walking. And luckily, we've made it a walk in the park to support our campaign.

Share and engage with our posts

Look out for our content and like, share or comment whenever you can. The more you share, the more people we can inspire.

Step 1: follow us

 @GMWalks

 @GMWalks

Across Facebook and Twitter we'll be posting every day. This means there'll be plenty of content for you to get involved with.

Post your own content

If sharing our stuff is simple, take the lead by posting your own content. We've designed a series of posts (all in the toolkit) which you can use to promote the campaign on your own social media platforms. To help you along, we've shared some ideas for what you could say, as well.

If you want to share our films (and we're sure you will) you can find them online at gmwalking.co.uk

A few quick tips on sharing or posting social media content:

Do

Add your own comments and share positive experiences.

Use hashtags and tag in your friends to spread the reach.

Don't

Post negative comments about others (whether they walk or not)

Use other people's images without their permission.





Keep it real

Digital is great, but walking happens in the real world, right! If you're not so tech-savvy, or just prefer good old pen and paper, how can you support our campaign? Don't worry, we've thought about that.



Organise a walk

Inspiring walking is the whole point of the campaign, so why not organise a walk? From a half-hour stroll to an all-day hike, it all counts. And you can use the posters and leaflets we've provided to help promote your walk.

If you're stuck for ideas, the GM Walking website offers loads of information on walking routes, groups and other resources. You can find all the information you need at gmwalking.co.uk

Join the Walking Festival

Looking for something more eventful? We'd love for you to join us at our GM Walking Festival 2020. Celebrating the joy of walking, the Festival brings together neighbours, friends and communities to have fun and re-discover the joy of the journey. Join in with the action between the 1st and the 31st of May.

Curious? Find out more at gmwalking.co.uk/festival

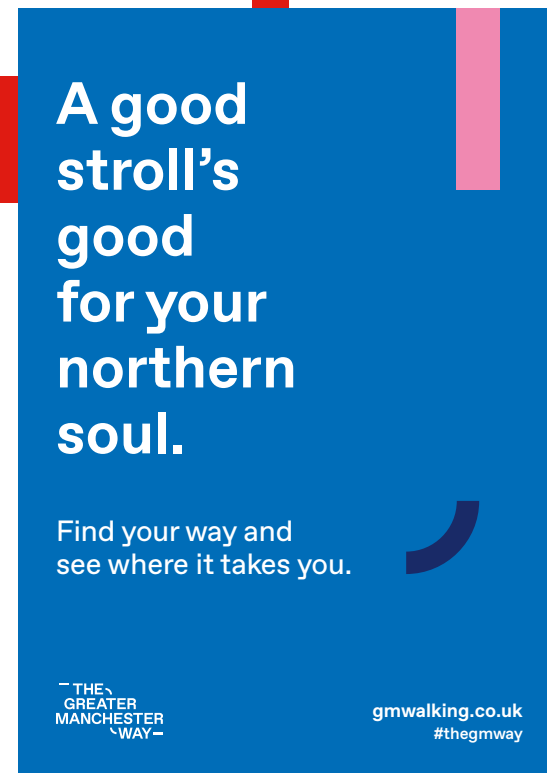
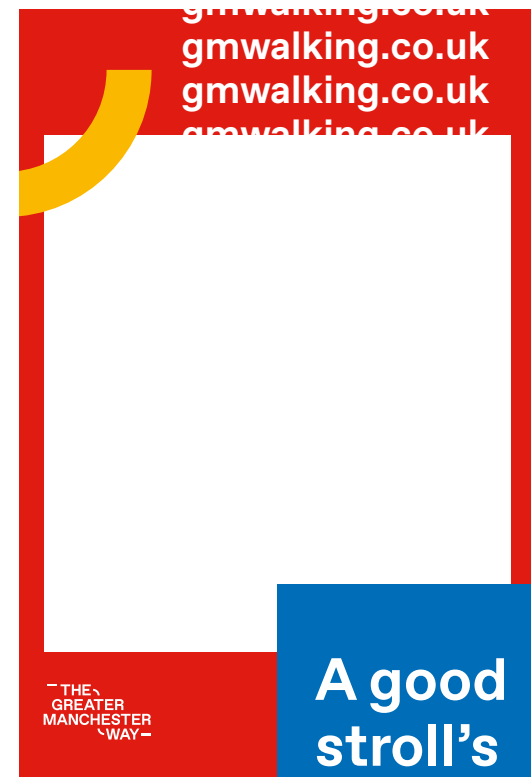
Stick up some posters

This toolkit includes some of our poetic posters and lyrical leaflets. These have a nice empty space available for you to fill in.

You could add:

- The times and dates of local walking events
- Hints and tips for local walkers—or those who want to start
- What inspires you—and might inspire others—to walk
- If you're feeling really bold, have a go at your own walking story!

Feel free to share these posters with your group, your friends, families and neighbours so they can get involved too. Then, of course, stick them up or hand them out! The more people see them, the more people we can inspire.





— THE
GREATER
MANCHESTER
WAY —



For more information about the campaign visit
gmwalking.co.uk