

CHARITABLE PARTNERSHIP

with

**WALK & TALK
TRUST**

WHO WE ARE

We are **THE WALK & TALK TRUST**. So, to a degree, the clue is in the name. But that doesn't tell the whole story.

Our charitable objectives aim to connect people with each other, with nature, with their local environment and, often vitally, with themselves.



By engaging with people from all backgrounds and, in particular, those who are socially isolated and/or vulnerable, we promote physical and emotional wellbeing and a sense of social inclusion.



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**WHY ARE WE
SPEAKING WITH YOU?**

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2024 sees the Walk & Talk Trust delivering a 'Festival of Walking' event in and around County Durham which invites schools and communities to take part in walking and talking events while raising money for their own schools.

The focus is on Year 6 students having their big send off as they unwind after SATs and prepare for the move into other schools.

Upon completion of the walks, children and parents will be invited to attend a picnic on their school grounds with healthy snacks and drinks provided by our generous sponsors.

The longer term legacy of this project is to signpost the children and families towards these walks, demonstrate the enjoyment of walking in your local environment in the hope they will continue to use the Heritage 100 routes.

HERITAGE 100 'FESTIVAL OF WALKING' 2024



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HERITAGE 100 'FESTIVAL OF WALKING' 2024

WHEN

Tuesday 9th - Friday 12th July 2024

WHERE

One of 20 Heritage 100 routes local to their school

WHO

Upper KS2 (Y5 & Y6) plus family and teachers

NUMBERS

50 - 60 per walk x 20 walks
bringing over 1,000 people together



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HOW DOES THIS RELATE TO YOU?

We cannot deliver this amazing opportunity for our school children without the support and generosity of corporate sponsorship.

Your donations will allow us to make this a special day for families and schools across County Durham. It would be fantastic to have your support for this event and help us grow this year on year.

YOUR DONATION WILL PROVIDE

- 1,200 healthy snacks & drinks
- 15 professional walking guides
- 600 medals
- 600 certificates
- 1,200 wristbands

HERITAGE 100 'FESTIVAL OF WALKING' 2024



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**WHAT DOES THIS
MEAN FOR YOU?**

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As a **THANK YOU** for your kind support, we will deliver:

10 COMPLIMENTARY PLACES ON OUR 'END OF SUMMER NETWALKING' EVENT

Choose from 3 dates in September (TBC) and nominate 10 of your team or guests to attend approximately 4 hour 'Netwalk' in and around Durham City.

Walks are set at 50 total participants and will provide a great opportunity to network with like-minded professionals in a relaxed environment.

At the end of the walk, the group will be invited to stay and enjoy refreshments while continuing the conversation.

YOUR BUSINESS REPRESENTED IN PERSON AT ONE STAGE OF THE FESTIVAL

A nominated member of your team is invited to take part in the schools 'Festival of Walking' event in July.

You will be invited to open the stage, present medals and certificates at the end and take the opportunity to meet those directly benefitting from your generosity.

All this, as well as featuring in all our 2024 marketing, promotional materials, press coverage and social media engagement as a key sponsor.



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MORE ABOUT US

WHAT WE DO

OUR CHARITABLE OBJECTIVES FOR 2024/25 ARE:

- To promote regular participation in healthy recreation to the people of County Durham and surrounding areas.
- To raise awareness and create educational opportunities about the health & wellbeing benefits of outdoor activity and connecting with nature.
- To provide information and practical advice to empower people to try for themselves.
- To organise and facilitate guided walks and events for the public benefit.
- To create accessible, navigable, way-marked routes for public use in an ongoing capacity.

EDUCATION • EXPERIENCES • EVENTS



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WHAT WE DO

EDUCATIONAL OBJECTIVES INCLUDE:

- To provide learning opportunities for children to explore and connect with their local environment through walking activities.
- To provide free resources to help people navigate routes with confidence.
- To highlight and preserve heritage areas where our walks take place, linking communities through walking and engaging with heritage.
- To recruit and train volunteers to become community walk leaders, creating a 'Walking Society' of ambassadors for walking to improve lifestyle.



EDUCATION • EXPERIENCES • EVENTS



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WHAT WE DO

EXPERIENTIAL OBJECTIVES INCLUDE:

- To facilitate walks in local communities to promote physical and emotional wellbeing. We currently deliver over 100 walks to local communities and aim to expand this as the Heritage 100 Project grows.



- To provide walking opportunities for people who are socially isolated or vulnerable to boost mental health.
- To lead walks for other organisations that support vulnerable individuals and communities.

EDUCATION • EXPERIENCES • EVENTS



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WHAT WE DO

EVENT PROVISION INCLUDES:

- **Heritage 100 'Festival of Walking'** - 20 walks over 4 days with 50 people per walk. Including 20 schools raising funds for their own cause.
- **Big Smile 2025** - Up to 1,000 people involved, to raise money for other charities and promoting walking and talking across the region.
- **Durham University Freshers' Welcome Walk** - An annual event welcoming students to the City and encouraging positive attitudes to walking and talking as part of a healthy lifestyle.



Durham
University

EDUCATION • EXPERIENCES • EVENTS



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YOUR TEAM

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We have a diverse board of trustees, chaired by the charity's founder **PETER BELL**.

Peter has worked at Director and Board levels in the Advertising, Property and Insurance sectors for over 30 years. From the North East, Peter has been a Trustee of various School and local charity organisations since returning to the North East from London over 20 years ago. In 2014 Peter had the distinct honour to serve as the High Sheriff of County Durham and continues to invest his time in supporting local and regional causes.



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**PLEASE FEEL FREE TO CONTACT
A MEMBER OF OUR TEAM FOR FURTHER INFORMATION**

THANK YOU



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Walk & Talk Trust is Authorised and Regulated by the Charity Commission (1190409).
A Charitable Incorporated Organisation, registered in England and Wales (CE022530).
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