

BLOOMSBURY 
FESTIVAL
13 - 22 OCTOBER 2023

Walks Programme Brief - 2023 'Grow'

In 2023 Bloomsbury Festival is curating a walks programme to offer the widest range of subject matters and styles for our festival walks. Walks can be aimed at any demographic but we would be interested in receiving ideas appealing to families and young adults as well as a more usual walks audience.

We are inviting outline proposals to be received by 5pm on 30 March 2023 (the same deadline as all other call outs for proposals). We will then discuss proposals with you in April.

We will aim for our walks programme to have a wide range of topics, audience age groups and styles, along our theme. (See main briefing document for more details on theme).

Number of total walks:

In 2023 our curated programme will feature 11 daytime walks across the 10 days of the festival with some additional short free taster half-hour walks as part of our evening opening launch event on Friday 13 October (these may be short versions of featured walks). This year we will not be programming repeats of featured walks.

Walks will not be pre-ticketed but will be turn-up and pay on 'door'. We will again have fixed starting points for walks.

Current programme schedule of walks:

Please note one of the 11 walks slots is pencilled in for our Festival trainees working with Camden Tour Guides on a special project. The current timeline of the main featured walks is as follows:

- 2x Saturday 14
- 2x Sunday 15
- 1x Wednesday 18
- 1x Thursday 19
- 1x Friday 20
- 2x Saturday 21
- 2x Sunday 22

Starting times can be **11am, 1pm or 2pm**, though these can be negotiated if necessary.

Target brief:

The theme of 2023 Bloomsbury Festival is 'Grow'. This can be interpreted in multiple ways and will be up to the event/walk partner to decide on the direction they take. However, it will be expected that all walks have something to do with 'Grow'. If possible, a new walk that is tailored to the theme, or an existing walk which matches the theme.

Ticketing:

In response to the results of the 2022 box office and feedback from guides and audiences, it has been decided that all walks will be ticketed at the starting points. We are doing this as

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there were substantial drop-outs, even paid-for tickets, and the starting point sales were more successful. We will advertise start times 15 mins prior to actual start time to allow for this.

The festival will manage the ticket sales process at the walks start point and also provide a steward for each walk where possible.

If any guide wishes to offer free walks we can accommodate this and will just advise people to turn up.

50% of net profit from ticket sales will be offered to the walks leader (i.e. after any izettle bank commission and VAT has been accounted for).

We ask that all selected guides help market and share information about their walks to their mailing list (if applicable) and any interested parties. The Festival team will help in marketing but we ask that this be a joint effort between the Festival and the guide. Where walks leaders or partner organisations promote their walks on social media - the ticket sales/attendance was much improved in 2022 compared to walks only promoted by the festival.

Capacity:

Each guided walk will have a minimum of 1 volunteer steward that will accompany the group throughout the walk. Due to this a capacity of 25 people will be advised for every walk. We will advise that there are limited numbers for walks on publicity.

If a guide would like to alter this capacity, this must be communicated and agreed upon with a member of the Festival team.

Starting Points:

Based on the positive feedback from staff, stewards, and audiences about established starting points, this will be carried over to the 2023 Bloomsbury Festival.

4 starting points will be established and all walks must begin at one of these starting points. In all proposals the preferred starting point from the list below must be shared, be aware that the starting points may alter depending on permissions by venues. Any changes will be communicated with selected guides.

Possible starting points include:

- Blooms Cafe, Royal National Hotel, Bedford Way
- Outdoor Amphitheatre Stairs, Senate House, Malet Street
- Holborn Library, Theobalds Road
- St Pancras Parish Church Garden, Euston Road/Upper Woburn Place

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At all starting points there will be a steward with a 'Walk Start Point' poster, they will be in high-vis vests for easy recognition and we aim for all starting points to have toilet facilities and a cafe area close by.

Running Time:

All tour guides will be expected to tailor their walk to 1 hour in running time but, if needed, should not exceed 1.5 hours. To properly prepare audiences for walks, we wish for the running time to stay true to the listed maximum length in the programme of 90 minutes.

If you believe that your walk will run beyond 1.5 hours you must warn the Festival team that this could be the case so we can make the necessary arrangements with stewarding and disclosures to the audiences.

Walk Titles:

To avoid repetitive titles in the programme we ask that all titles do not include the word 'Grow' or a variation of it.

In the case that multiple titles have a similar wording the Festival team will suggest alternatives in the programming phase based on the descriptions of the walk given. Any changes to titles will require approval from the relevant guide.

The festival may also suggest enhancements to walks descriptions but will seek approval from the guide before making any changes to listings.

Event Images:

All events, exhibitions and walks in the Festival programme will require a photograph or image for their online listing (ticketed or not). To help with the marketing of your walk, if you are able to provide an eye-catching image this will help attract audiences and promote on our newsletters and social media.