



Frodsham Festival of Walks 2026 Summary Report

May 2026

Overview

This year's festival took place between Friday 24th April and Monday 4th May 2026. We were able to offer 34 walks of varying lengths and themes, which was an increase from the 29 walks in 2025. A total of 955 places were made available, all free to book. This year we took a step forward by using the Eventbrite booking system which gave us increased reach as the walks were promoted directly by Eventbrite to their existing customers as well as through our own communication channels. The success of the Festival depends on the passion and experience of our Volunteers and this year we were delighted to welcome a number of new faces to the team of Walk Leaders and Assistants.

We were again fortunate with the weather, with generally good conditions throughout, and participants had opportunities to experience both the beautiful countryside and our built environment, as well as some specially curated walks that included talks on the history of the railways and Helsby Quarry, together with activities including foraging, wellbeing & mindfulness and family focused walks. All walks were completed safely, with only a small number of minor issues that were satisfactorily handled by the volunteer walk leaders on the day. Our proactive approach to ensuring that walk leaders carry out risk assessments for their walks ahead of the Festival helps everyone to be aware of not only the risks but being able to act effectively in the event of any unforeseen event.

Feedback from participants and walk leaders has again been positive, with suggestions for improvements and development for future years also gratefully received, and captured for consideration as we move forwards to planning the 2027 Festival. With the larger number of participants this year, compared with 2025, the cost per participant has fallen from over £ 6 to under £ 5 per participant, providing significant net social value in health and wellbeing, as well as boosting spend locally from participants travelling in to the area specifically to take part.



In numbers.....

	Number	Comments
Number of Walks	34	A varied selection of lengths of walk, themes and locations were organised. In addition to walks centred in Frodsham and surrounding villages, we offered walks starting in Chester, Delamere, Runcorn, and Warrington. There were 5 more walks in 2026 than the previous year.
Number of Individual Volunteer Walk Leaders & Assistants	42	The Volunteer number also includes the 6 members of the Steering Group who also led or assisted on at least one walk each.
Number of Walk Participants	614	This is the total of the participant numbers for each walk – some participants will have taken part in more than one walk. It represents a 35% increase on 2025 and a take up of approximately two thirds of the 955 places that were available across the Festival. The graph below shows where they heard about the Festival.
Number of “No Shows”	96	These are registered participants who failed to arrive for their booked walk. Although this is still disappointing it is a reduction from 21% in 2025 to 15% in 2026 of the number who had registered by the day before each walk.
Costs	£ 2861	Total cost for 2026 Festival of Walks is broadly similar to 2025. Additional professionally led, Forestry & foraging, and Tree & habitat events were added this year with a corresponding increase in instructor’ fees. These additional costs were offset by removing the “Walking with Poles” event, repurposing last year’s banners, and reduced costs of insurance and the walk leader’s briefing.
Supporting Organisations	11	Up from 7 last year. We are grateful for their support in curation of walks, and for the generous sponsorship provided by our main sponsors, as well as the many other organisations who helped in some way to make the Festival such a success, ensuring that costs were covered and some reserves are available to start to plan for 2027.

