



# Organise a walk that will help change young lives

The Countryfile Rambles for BBC Children in Need are one of the highlights of Pudsey's fundraising calendar. Now in their 4th year they have already raised more than £4 million.

This year we want to encourage even more people to ramble and raise money to help disadvantaged children in communities across the UK – and that's where you come in! We would like Rotary Clubs up and down the country to organise their own fundraising rambles and invite the Great British Public to take part.

By organising a ramble and raising money for BBC Children in Need, you will be helping to fund projects in every corner of the UK like Heel & Toe Children's Charity.

Meet ten-year-old James and his little brother, Harry, five. Both boys have Masa Syndrome, a very rare genetic condition which causes painful mobility issues and learning difficulties. Thankfully, James and Harry have Heel & Toe Children's Charity, a centre for Conductive Education Therapy in County Durham. Through fun and interactive weekly sessions with a BBC Children in Need funded therapist, the boys work through exercises to increase their core strength and flexibility, and independence.

**Interested? Here's some guidance on how to get involved.**



## COUNTRYFILE Ramble



# STEPS TO ORGANISING YOUR OWN PUBLIC RAMBLE (INTENDED AS GUIDANCE)

## #1

### When do you want to hold your ramble?

Countryfile and BBC Children in Need want to get as many people as possible rambling across the UK in the first two weeks of October. During this period there will be loads of rambling tips available on our ramble web hub [ramble.bbcchildreninneed.co.uk](http://ramble.bbcchildreninneed.co.uk) (launching mid-August)

## #2

### What type of ramble would you like to do?

This could be a challenge ramble (difficult terrain/long distance/timed), family-friendly or accessible ramble. You could take in history and culture, ramble in fancy dress or organise a walk with a theme.

## #3

### How big do you want your ramble to be?

Think about how many people can safely attend your ramble and how you'll keep track of who is coming. Please ensure you seek the appropriate advice and guidance on putting on voluntary events available on gov.uk [HERE](#).

As your event is not organised or sponsored by Countryfile or BBC Children in Need, the organiser is responsible for compliance with laws and safety of the individual ramblers.

## #4

### Choose your route

It's a good idea to walk the route yourself before deciding if it is appropriate for all of your group. You should also consider whether you need to get landowner or council permission to walk along some sections of your route.

Make sure the start and end point of your ramble has somewhere with facilities and refreshments such as a pub or café, and let them know you are coming well in advance. If they have a car park you'd like to use, please check they are happy for you to use it. If it is a long walk, consider organising a stop off point midway with facilities too.

## #5

### Promote your ramble

There are lots of ways to drum up support:

- If you would like your ramble to be promoted on the Countryfile Ramble for BBC Children in Need website, tell Paul Fisher about your plans well in advance ([volunteer@rotarycin.co.uk](mailto:volunteer@rotarycin.co.uk)). Paul will set you up with a unique email address for your ramble so that members of the public can contact you safely and directly. He can also pass on details of your ramble to the team at BBC Children in Need to be shared with the Countryfile production team for consideration to be featured on the show.
- A promotional press release will be available [HERE](#). Simply fill in the gaps and send it out to local media.
- A promotional poster will be available to download [HERE](#). Just fill in the gaps and display the poster wherever you have permission to do so.
- Use your contacts. Reach out to the schools, community groups and people that you know to encourage them to join in.

## #6

### Fundraise

#### Option one

- Raise money from your ramble either through sponsorship or by asking people to donate to participate. A sponsorship form is available [HERE](#).
- Bank any money that you raise in your club account.
- Pay the money raised into the Rotary/BBC Children in Need account ahead of BBC Children in Need appeal day on Friday 16th November
- Email Paul Fisher ([volunteer@rotarycin.co.uk](mailto:volunteer@rotarycin.co.uk)) with your Ramble total and the date that you paid it in, making sure to separate your ramble fundraising income from any other CiN fundraising income

#### Option two

This year we want to unite everyone who participates in a Countryfile Ramble for BBC Children in Need behind a shared mission to Walk the Nations. Together we're aiming to ramble the circumference of the UK. You and your participants can contribute their miles and money to this collective goal by setting up a special online fundraising page. Contact Paul Fisher for details.

## #7

### Check the weather forecast, don a Countryfile Ramble Hat and... Ramble!

**Useful links:** <http://www.countryfile.com/walks>; <http://www.ramblers.org.uk/>; <http://disabledramblers.co.uk/>; <https://www.walkingbritain.co.uk/>; <https://www.nationaltrust.org.uk/walking>