

Walking in Numbers

NHRG Walk Programme – August 2018 to November 2018

1 Introduction

The number of walkers attending the NHRG walks were recorded for the period August to November. The aim was to record attendance for the different walk opportunities offered and to identify other drivers affecting attendance such as walk mileage.

Our walks were categorised as:

- Dog friendly walks - 20 Walks
- Saturday walks - 14 Walks
- Sunday walks - 18 Walks
- Sunday figure of eight walks - 3 Walks (included in the figure above)
- Walks during social events - 2 Walks

Weather conditions were not recorded.

2 General Analysis

There were 54 walks in total in the programme for that period, (excluding the Area Walk Day where a number of our leaders led walks). This is an average of 3.2 walks per week! This is a big achievement for our Group and our leaders need to be congratulated for their effort. There were 712 attendances during our walks which is an average of 13.2 walkers per walk.

3 Walk Category Analysis

3.1 Dog Friendly Walks

Number of walks	20
Number of walkers	332
Average number of walkers per walk	16.6 (SD 6.3)
Average mileage	4.8 (SD 0.4)

3.2 Saturday Walks

Number of walks	14
Number of walkers	150
Average number of walkers per walk	10.7 (SD 4.7)
Average mileage	6.6 (SD 1.1)

3.3 Figure of eight Walks – (Part of Sunday walks)

Number of walks	3
Number of walkers on short leg	42
Number of walkers on long leg	27
Average number of walkers on short leg	14
Average number of walkers on long leg	9
Average mileage on short leg	5.6
Average mileage on long leg	10.3

3.4 Sunday Walks – (with 3 short figure of eight walks)

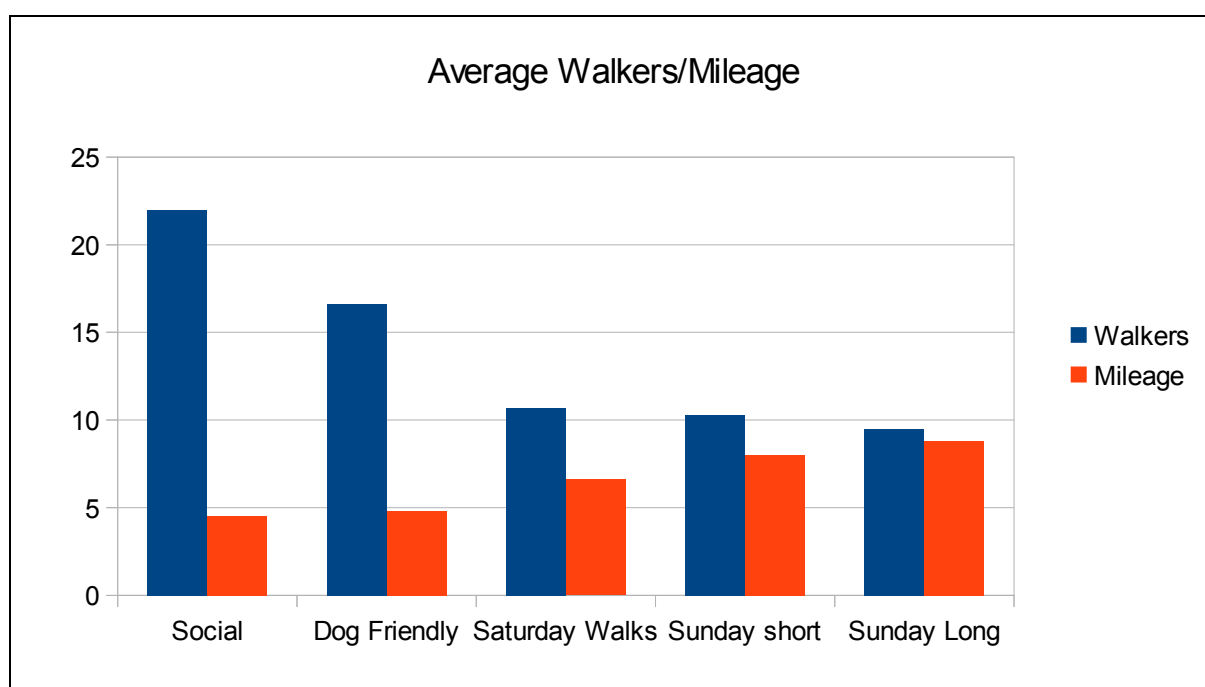
Number of walks	18
Number of walkers	186
Average number of walkers per walk	10.3 (SD 5.3)
Average mileage	8.0 (SD 1.9)

3.5 Sunday Walks – (with 3 long figure of eight walks)

Number of walks	18
Number of walkers	171
Average number of walkers per walk	9.5 (SD 4.7)
Average mileage	8.8 (SD 1.7)

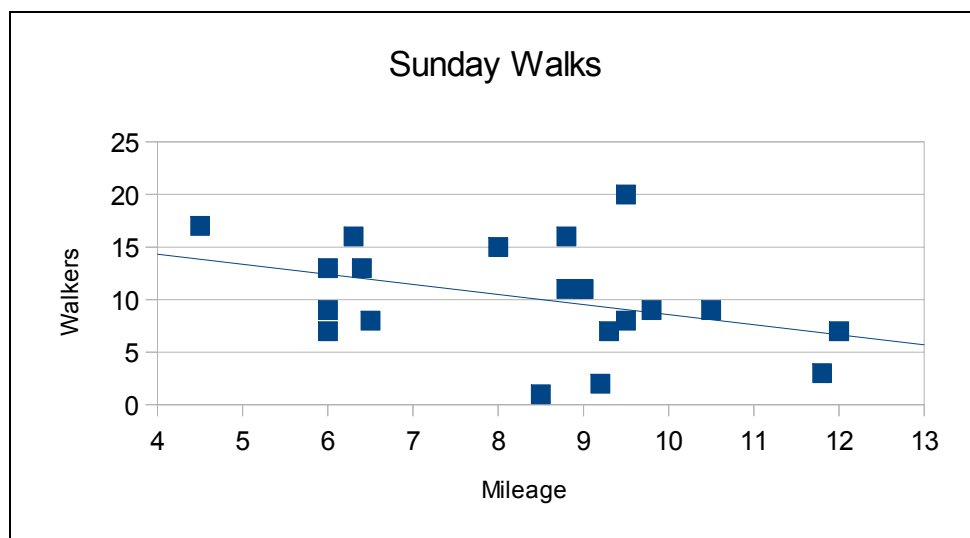
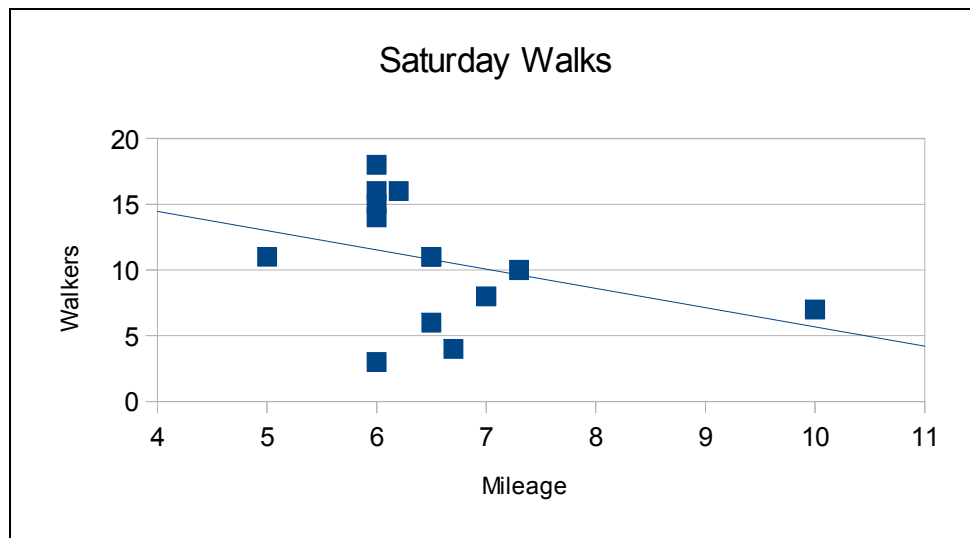
3.6 Walks during Social Events

Number of walks	2
Number of walkers	44
Average number of walkers per walk	22
Average mileage	4.5



4 Walkers and distance distribution

The plots below show how the number of walkers are distributed with mileage for the Saturday and Sunday walks. The Sunday walks include both short and long figure of eight paths. In addition a 'best fit' trend line has been included showing the drop of the number of walkers with increased distance. A special case with the Sunday walks occurred when only the leader turned up. This is very unusual for our Group and in this case it occurred because there was very heavy rain on the day and in addition a large part of our regular walkers came back late the day before from a holiday abroad. This should be noted when putting the walks programme together.



5 Conclusions

The dog friendly walks are attracting the largest number of walkers. There may be various reasons for this, such as the popularity of the short walks with the pub combination, the inclusiveness of dogs to the walks, the possible popularity of the Saturday day.

The social events that include short walks are a great recipe for attracting walkers.

Assuming the aim is to increase the number of walkers, one may think that cutting down the distance of our walks may help. This may discourage the walkers that prefer longer walks and thus have the opposite effect.

The Saturday walks attract on average just a few extra walkers compared to the Sunday walks. This may be because of the shorter walk mileage, or the popularity of the day. The Sunday walks with shorter mileage attract more walkers assuming the figure of eight results can be relied upon.

The figure of eight walks are an excellent example of how variety in choice can increase the walkers in the group. So perhaps this is the answer – to offer an increased variety of walks and offer everyone the opportunity to find the walk they like.