



Promoting your walks with Walkingworld

A pocket guide

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This is a quick guide to using Walkingworld to promote walks in your area to thousands of potential visitors. Submitting a walk, so it can be printed out or followed in the Walkingworld app, is easy enough if you follow the guides in this small booklet.

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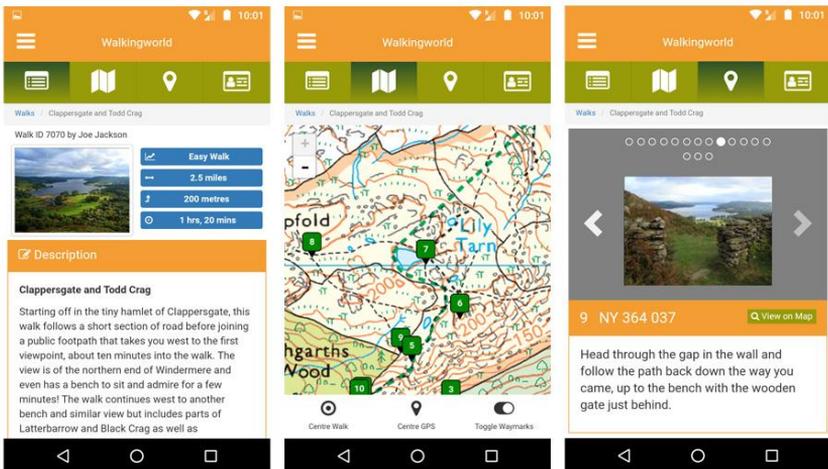
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The Walkingworld app is available for Android and Apple smartphones. Search for 'Walkingworld' (all one word) on the Apple and Google App Stores.

About Walkingworld



Walkingworld is a great way to promote walking routes in your area. Members of Walkingworld can download walks in a variety of styles, to print out or follow in the Walkingworld app.

It's completely free to publish a walk through the Walkingworld platform. In fact contributors earn a small royalty each time their walk is downloaded.

Walkingworld is a membership organisation and members benefit most from paying a small annual subscription. This allows them unlimited access to the library of walks (over 7000 in Great Britain and several hundred abroad). The British walks come with 'proper' OS maps. The app saves routes to follow while offline, so no mobile signal or data connection is needed while walking.

The app is free to install and allows non-subscribing members to download walks for free. The main limitations are that the maps are simpler (although still provided by OS) and only one walk can be stored in the app at a time. Hence it is possible to publish walks and point visitors to the app as a free method of following them. Of course we hope that people will, at some point, choose to upgrade.

The website and app also allow local businesses and organisations to promote themselves to walkers through the Walkingworld Directory. Directory entries are listed by proximity to walks, both on the website and in the app. The ability to set up an entry is included in the standard Walkingworld subscription.

A note on copyright

Contributors to Walkingworld retain the copyright on their words and pictures, so it is perfectly possible to use them in leaflets and other publications, as with the example walk in this booklet. A licence is needed to print any Ordnance Survey map but this can be obtained quite inexpensively, usually a few pence per printed copy. Walkingworld can act as your agent so you don't need an account with OS. We just need to report the amount of mapping in square kilometres, the type (e.g. OS Explorer or Landranger) and the print run.

Contributor's Guide

Please read these instructions carefully before booking to submit a walk. There is a significant amount of work involved in submitting a route and it's important for all of us that each route is described well. For the first walk submission we recommend that you do a short and easy-to-follow route to make learning the process as easy as possible. Please book ONE walk at a time to start with.

What you will need:

1. A Walkingworld account. To submit your walk and help us to administrate it, you need to be a member of Walkingworld.
2. A digital camera or smartphone. Walkingworld walks come in their own special format, so have a look at some of the walks in the library to get a feel for what is needed. You will see that the format relies on photographs, with a picture for every 'waymark' on your route. This makes the walk much easier to follow - a picture is worth a thousand words. It also makes the task of writing instructions simpler.
3. A digital mapping application and/or a GPS. Every walk is accompanied by a map, which we make up from your instructions. The map shows numbered 'waymarks' which correspond to the pictures and instructions you send in. You will need to tell us where those waymarks are, either by plotting them on a mapping application or exporting them from your GPS.

Step 1: Reserve your walk

We need to be sure that we haven't got two members doing the same walk or indeed that we don't already have a very similar walk in the library. Therefore we ask that you reserve your walk using the Contribute a Walk form which you will find in the 'My Walks' section of the website.

The link to 'Contribute a walk' is in the right hand menu under the Quick Links.

For the title please put the main places visited on the walk (e.g. Linlithgow – Beecraigs Country Park – Union Canal Avon Aquaduct - Linlithgow). This helps us to see whether a similar walk has already been booked or is in the library. After the title specify where the walk is geographically (using the drop down choices on the form) and give a short appealing description of the walk and the walk length. If you are not sure about any of these choices just make your best guess at this stage.

Walks are graded from Gentle Stroll to Mountain Challenge. We are keen to have walks in the database that suit every type of walker. If you are not sure how to grade your walk just make a best guess and we will help to pick the right grade later.

Booking your walk will create a unique ID number. After you are allocated this number you have eight weeks to complete the walk and submit it.

Step 2: Prepare for the walk

All you need to take on the walk is a map, your camera/phone and, if you have one, your GPS. Many people find it useful to carry a small notebook and pencil.

Note down any useful information about getting to the walk start, such as availability of trains and buses and the location of car parks. There's also space on the walk information for details of local attractions, such as museums. So record any information you think users of your walk will find interesting, intriguing or useful.

Step 3: Do the walk



At the walk start take a photograph showing the direction to be taken to begin the walk. It might be a picture of the first stile or gate or the footpath going off into the woods. This is Waymark 1. The one on the left is a typical example. In the walk instructions it will be accompanied by your text telling the walker how to get from Waymark 1 to Waymark 2.



From now on, at every point where a significant decision has to be made (e.g. turn left onto a new path, take the right fork, pass behind the farmhouse), take another picture. Try to show what the approaching walker will actually see, so that with your written instructions it will be absolutely clear where they should go next.

Make sure you know where you are on the map! This may sound obvious, but you will need to give an accurate location for each waymark. Mark the position on your GPS if you have one.

Continue on your walk, taking a photo for each waymark and noting where it is on the map or marking the position on your GPS. Jot down any details which may be useful for your instructions, such as the names of roads, houses and pubs.

All the photographs for the walks are in landscape format and in the ratio 4:3. You can take a portrait photo or a wider ratio photo but we will have to crop it, so make sure the vital stuff is in the centre. If possible take an attractive view along the way to use as a general image to promote your route on the walk summary page.

Step 4: Choose your pictures

Back home, download the photographs from your camera to your computer. The pictures should be at 640x480 pixels size or larger and saved as a jpeg file or similar.

Pick the photographs you intend to use as waymarks, put them into a new folder and number them consecutively. Name them 01.jpg, 02.jpg and so on (N.B. it is essential that you prefix single figures with a zero as we have done here). Please do not add any other words, extra numbers or letters to the file names. This will mean that Waymark 8, for instance, is always accompanied by the picture called 08.jpg.

Please also pick an attractive general view - not necessarily a waymark - and call it general.jpg. Or make a copy of the nicest waymark and call it general.jpg.

Step 5: Plot the waymarks on a map

By far the quickest and easiest method of recording the waymarks for the route is to use a mapping application like Memory Map, Quo, Anquet, Basecamp or Ordnance Survey's OS Maps. It is important that only the numbered waypoints for the single route are shown; there should be exactly the same number as your pictures.

If you have recorded your waymark positions on a GPS you can import them into many digital mapping applications, so that you have accurate locations as your starting point for plotting the route. You may need to delete ones that you decide not to use in your guide. In most cases you will need to join the imported waypoints into a route.

When you have finished organising your route in the mapping application export it as a GPX file.

Step 6 Write up your walk

Log in and click on My Walks at the very top of the homepage. Enter the ID number for your walk into the search field under 'My Contributed Walks'. Click 'Go' to reach the editing page of your walk.

Using the link on the page email your GPX file to us. We need this before you can see your waymark fields. In the meantime you can add or edit any of the general text fields, add the Features and also upload or send us the pictures.

General text

Fill in the remaining general information on the walk. All but the 'Additional information' fields are required before you can finally submit your walk.

The general fields are:

- Walk Title - a series of place names separated by a dash.
- Short Description - a sentence or two about the walk which people can read from the results when they search for a walk. Sell the walk!
- Long Description - a longer walk description explaining the delights of the walk in more detail. You can wax lyrical here but don't give a step by step account of the walk.
- Walk length - length of the walk in kilometres (N.B. not in miles).
- Height gain – total amount of ascent on the walk, in metres.
- Access information – how to get to the walk start by car and by public transport.

The screenshot shows the 'walkingworld.com' website interface. At the top, there's a navigation bar with 'My Walks' selected. Below that, a 'Warning!' box states: 'Do not have more than one walk open for editing at a time. If you have another walk open in a separate tab or in another browser window close it now.' The main content area is titled 'Summary Information' and contains the following fields:

- Walk ID:** 305
- Waymarks:** 19
- Walk Title:** John Strutt Foundation circuit
- Walk Short Description:** A delightful circuit of the land above Kirby Stephen held by the John Strutt Foundation. The walk, partly on permissive paths, includes a section of the old railway and fine views of the Eden Valley from a limestone escarpment.
- Walk Long Description:** This is a circuit of the land above Kirby Stephen held by the John Strutt Foundation. The walk, partly on permissive paths, includes a section of the old railway and fine views of the Eden Valley from a limestone escarpment.
- Walk Length (kms):** 9.5
- Height Gain (Mtrs):** 350
- Access Info:** Kirby Stephen is on the main road between the M6 (Junction 38) at Threy and Brough on the A66. Town centre parking is restricted to 2 hours so use the free car park in Christian Head or park in one of the side roads.
- Additional Info:** Toilets, tea shops and restaurants in Kirby Stephen. More information on the Walkers Are Welcome website at walkeden.org
- Walk Type:** Moderate Walk
- General Image:** A landscape photo of Kirby Stephen.
- Walk location:** Country: England; Big Region: North England; Small Region: Cumbria; Natural Area: Eden Valley.
- Paper Map:** Map (eg. Explorer 171): OL 19

On the right side, there's an 'Administration' section with links: 'Edit Features', 'Add/Edit Walk Images', 'Message WWW Admin', 'Email WWW Admin', and 'View walk'.

- Additional information – any other useful info about the walk or what is encountered on it.
- Walk type - Gentle stroll, Easy Walk, Moderate, Strenuous, Mountain Challenge.
- Walk Locations – the geographical location of the walk by country, part of the country, county and natural area or environment.
- OS Map Title - please provide the OS Explorer (1:25,000) map number here.

Features

Click to 'Edit features' on the right hand side, select the features appropriate for your walk and click Save at the bottom.

Pictures

There are three ways you can send the pictures to us:

1. You can email us the pictures, for instance by attaching them when you email the GPX file. Beware of sending very large image files which may not get through. With Microsoft Windows you can select the images in their folder, right click and choose 'Send to / Mail Recipient'. You can change the picture size to 'Medium 1024x768' which should make the file sizes small enough. Email to: admin@walkingworld.com

2. You can upload the pictures via the website. Go to the walk in My Walks and click the option in the right hand menu to 'Add/Edit Walk Images'. Note that there is a size limit of 1MB on each picture so you may need to scale them down first.

- Ensure your jpg files are the right format (landscape 4:3), named as specified above (01.jpg, 02.jpg etc.) and none are more than 1Mb each
- Click 'Select Images'.
- Browse your computer for the images and select them.
- Click 'Open' and the pictures will upload. It takes a few seconds (you can do more than one at a time).
- If the pictures displayed look OK, click 'Save' and they will appear on your walk page in the fields by each waymark. You may have to wait for those fields to be available to view if you have only just sent your GPX file, otherwise only the general picture will show at this stage.

3. You can upload the pictures to a file transfer service like Dropbox or Google Docs and send us the download link. Please check with us first that we can use the particular service you intend to use.

Waymarks

Please wait for us to upload the waymark location data in the GPX file. This is required for the waymarks to become available to view on your walk editing page. You will be contacted as soon as they are ready, usually within a day or two of sending us your file.

Waymarks
Please check that you have 19 steps before you save any step amendments

Once over Frank's Bridge take the path past the cricket ground, keeping the ground to your left, towards Kirkby Hill. Go through the kissing gate and, if you like, make a detour to the top of the hill where there is a viewing point. Continue across the field to cross Hartley Beck on a small concrete bridge.



[1]

Location:
Lat 54.473419 Long -2.346555 OS Grid 776087

Turn right onto the lane towards Hartley.



[2]

Location:
Lat 54.47637 Long -2.340981 OS Grid 780090

At the t-junction turn right and walk along the road for about 150 yards.



[3]

Location:
Lat 54.476352 Long -2.336979 OS Grid 782090

Go through the gate onto the permissive track leading up through the field. The path passes into another field. Keep right heading towards the gap in the old railway line that you can see top right of the field.



[4]

Location:
Lat 54.479088 Long -2.336477 OS Grid 782089

Each waymark must have some instructions telling the walker how to get from this waymark photo to the next. There are two methods for providing us with these instructions:

1. On the website:

Once we have uploaded the location data for the walk from your GPX file, you will be able to go back to the walk and insert your waymark instructions.

You may want to prepare your waymark instructions in a text document (e.g. Word) and copy them in. This is wise in case you lose your internet connection and get timed out.

2. Digital mapping application:

If you are using a digital mapping application like Memory-Map, Quo or OS Maps to submit your waymark positions you can also enter the waymark instructions while preparing the route. The instructions simply go in the 'Comments', 'Note' or 'Description' field for each waymark. If you do this the instructions will be included in the GPX export and you will find that they are already inserted into the waymarks when you go back to edit the walk.

Step 7: Submit the walk

Finally when you have entered all the walk information and are happy that it is all correct, click the Submit button at the very bottom of the page.

Step 8: Approve your walk

Once we get your walk submission it may take us a couple of weeks to process your walk and create the Ordnance Survey maps. We'll do it as quickly as we can. When we have completed this work we'll set the walk for your approval. Only you will be able to see it. To check the walk and the maps:

- Go to the home page and enter your walk ID number into the ID search.
- View 'Full walk details' and click on the 'Guide with pictures'.
- Check the 1:25 000 scale map, probably best by printing it out.
- Check the 1:50 000 scale map by returning to the print out options page.
By UNTICKING the 1:25 000 scale option, the 1:50 000 scale map will show.

When you are satisfied that the walk is correct, return to My Walks, find the walk and click the Approved button at the bottom of the page. Your walk will go live shortly after.

You can contact us at any time about your walk, for instance if you need to make changes to the route for some reason. Simply find the walk in your My Walks listing and click the 'contact' option to email us about that walk.

Step 9: Send us your profile

Once you have submitted your walk you may want to think about your profile page. Every contributor has a profile page linked from each of their walks detailing a list of their walks. It's nice for members to have a photo of you and a short biography.

If you are member of a walking group or organisation don't forget that your membership comes with the ability to set up a free directory entry. You'll find the form under My Directory at the top of the homepage.

Need help?

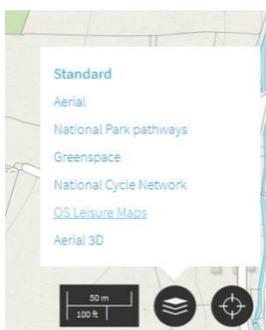
Contact Chris Stewart on chris@walkingworld.com and she'll be very happy to guide you through the process.

Creating a route on OS Maps

OS Maps is an inexpensive online mapping service and mobile app which gives you access to Ordnance Survey 1:50,000 and 1:25,000 Leisure Maps for an annual subscription of around £25. There are also other map types, some of which you may find useful for more urban routes.

Currently OS Maps does not allow the import of a set of waypoints from a GPS; it will only import a route. If your GPS or its associated software allows you to create a route from a waypoint list then you should be able to import it. Other software, such as Memory-Map, is easier to use with waypoints recorded on a GPS. In this case we are assuming you are starting from scratch, using your knowledge of where the waypoints are on the map rather than GPS recorded ones.

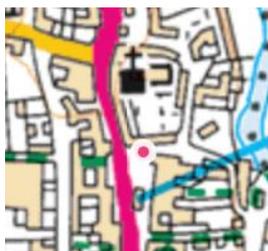
After finding the general location of your walk using the 'Search for Location' function, you can start plotting your route.



Select map type from the menu at the bottom right corner. For most purposes 'OS Leisure Maps' will be best.

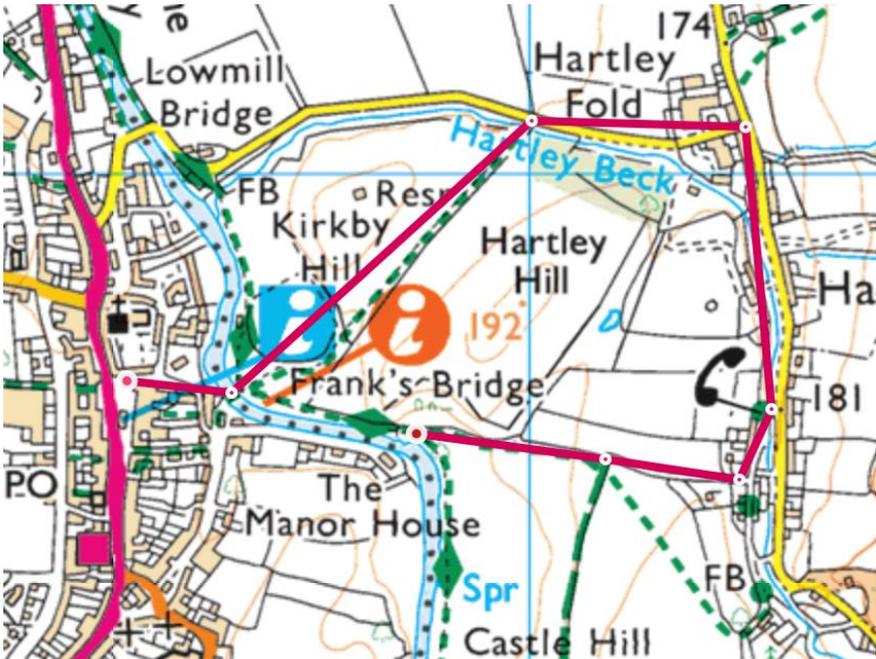
From the 'Routes' menu (found at the very top of the page), pick 'Create Custom Route'.

Turn off the 'Snap' function. This is only available in National Parks and automatically creates routes along public rights of way.

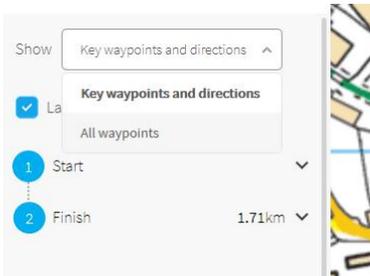


Zoom in and pan the map, by holding down the mouse button, to find your start point.

Click to place your start waypoint. It appears as a red dot inside a white ring.



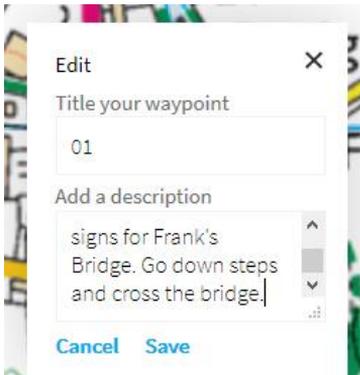
Continue clicking at each point on the map where you have taken a waymark photograph. If you misplace a waypoint you can move it or delete one later if you decide not to have it.



In the lefthand menu change the 'Show' setting to 'All waypoints'. This shows a list of your route waymarks and the distances between them, which you may find useful in writing your instructions.

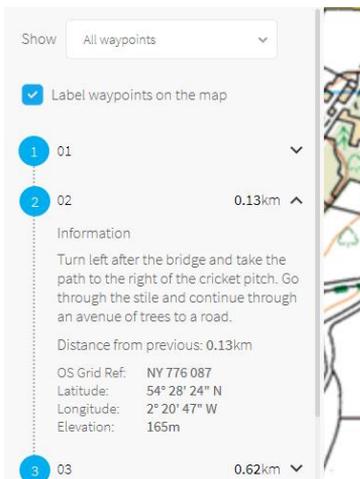
Hover over and click the first waypoint on the map to open it for editing. Choose 'Edit'. This opens up the dialog box so you can change the title name and write in a description.





Change the title from the grid reference to '01'. Write your waymark instructions into the 'Add a description' box. Click 'Save' when you are done, then close the dialog box for this waypoint.

Continue with the other waypoints, titling them '02, 03, 04 etc.'



You can review your waymarks in the lefthand menu bar to check that you have numbered them correctly and that you are happy with the instructions. At the top the total distance between the waymarks is shown, but remember that this doesn't include the final leg back to the start or allow for 'wiggles' in the paths along the route. At the very bottom the 'Total ascent' is given. This is likely to be quite accurate, unless there is a significant climb on that last leg, and can be quoted (to the nearest ten metres) in your walk information.

When you are finished click 'Save' in the menu at the top of the map. Name the route with the Walkingworld ID number you have been given and choose the option 'Only me' where it asks who can see your route. Add in a route description if you wish but this is not necessary.

After saving, pick the option in the lefthand menu to 'Export GPX'. Choose to save the file, which will probably go into your Downloads folder. You can now email that file to us, either direct to admin@walkingworld.com or by using the link on the walk submission page.

Your route can be found in Routes/My Routes if you need to find it again, perhaps to make amendments.

Sample walk: John Strutt Foundation circuit



ID: 305
Distance: 5.9 miles
Height gain: 350m
Map: OL 19
David and Chris
Stewart

This is a circuit of
the land above

Kirkby Stephen held by the John Strutt Foundation. The walk, partly on permissive paths, includes a section of the old railway and fine views of the Eden Valley from a limestone escarpment.

John Strutt owned a varied parcel of land near the market town of Kirkby Stephen. When he died he left it in trust and it has been maintained ever since to encourage wildlife and ecological diversity.

After walking up from the town through the pretty hamlet of Hartley the circuit takes in a section of the old Stainmore railway. After this the route rises further into the foothills and passes along a fine limestone escarpment. Paths down through open fields lead to the Hartley quarry road on which we return to Hartley and then to Kirkby Stephen.

Access:

Kirkby Stephen is on the A685 between the M6 (j.38) at Tebay and Brough, on the A66. Town centre parking is restricted to 2 hours so use the free car park in Christian Head or park in one of the side roads. Kirkby Stephen is on the Settle-Carlisle railway. It is a walk of about 2 miles from the station to the town centre. To get to Frank's Bridge at the walk start leave the Market Square by the cloisters towards the public toilets. Continue ahead, following signs to Frank's Bridge.



1 NY776087

Once over Frank's Bridge take the path past the cricket ground, keeping it to your left. Go through the kissing gate and, if you like, make a detour to the top of Kirkby Hill where there is a viewing point. Continue across the field to cross Hartley Beck on a small concrete bridge.



2 NY780090
Turn right onto the lane towards Hartley.



3 NY782090
At the t-junction turn right and walk along the road for about 150 yards.



4 NY782089
Go through the gate onto the permissive track leading up through the field. The path passes into another field. Keep right heading towards the gap in the old railway line that you can see top right of the field.



5 NY786087
Go through the gate and up onto the dismantled railway. Follow the old railway trackbed for about a mile, through the cuttings, to come out on a lane.



6 NY798100
Turn right onto the lane and follow it up hill.



7 NY801099
Go through the gate and continue on a rough track. It climbs for a while and then bends to the right. Where it bends again to the left look out for a gate on your right.



8 NY805091

Go through the gate and follow an indistinct grassy path to the right, climbing slightly up the hill just to the left of the small bump seen in the picture. Keep on this path as it gradually bears left. You eventually see a dry stone wall ahead.



9 NY801095

At the wall turn left and follow it for a short distance to reach the bottom end of Long Rigg.



10 NY801094

Now turn sharp left and follow Long Rigg south, either along the top or the bottom of the scar (there are probably better views overall if you stick to the top of the scar).



11 NY803087

Go over the stile and turn right down to a gate into the field.



12 NY802087

Cross the field on the grassy path and go through the gate into the next field. Continue in roughly the same direction looking for a gate into the next field.



13 NY798087

Go through the gate into the next field. Continue in roughly the same direction as before, parallel to the stone wall 100 yards or so on your left, on an indistinct path.



14 NY796087
At this point you can see a clearer well-used track in the small valley below you. Walk down to the track.



15 NY794087
Join the track and follow it to the road.



16 NY791086
Turn right onto the road and follow it down to Hartley.



17 NY783084
Turn left onto a small path which leads back onto the road again after about 100 yards.

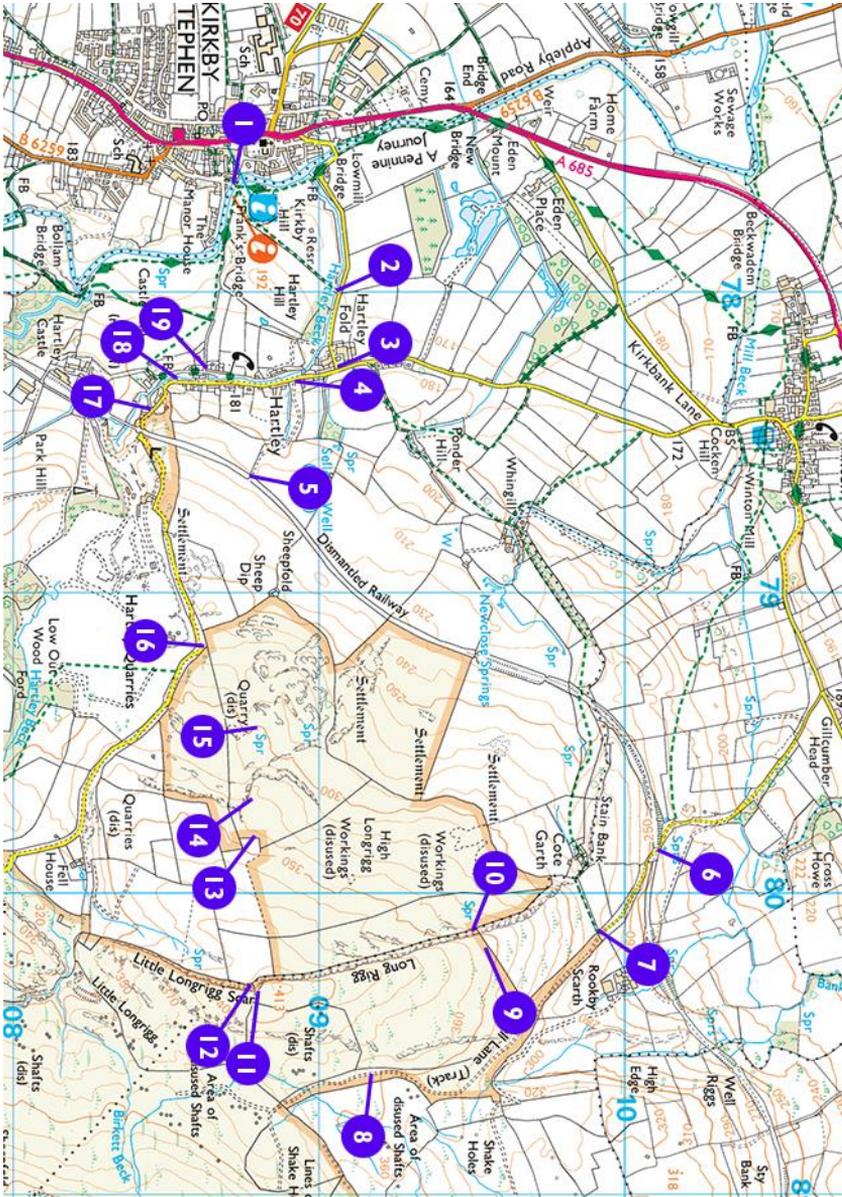


18 NY782085
Turn left to cross the beck on a small footbridge. Walk back up to the road on the other side and turn right to follow the road for a short distance.



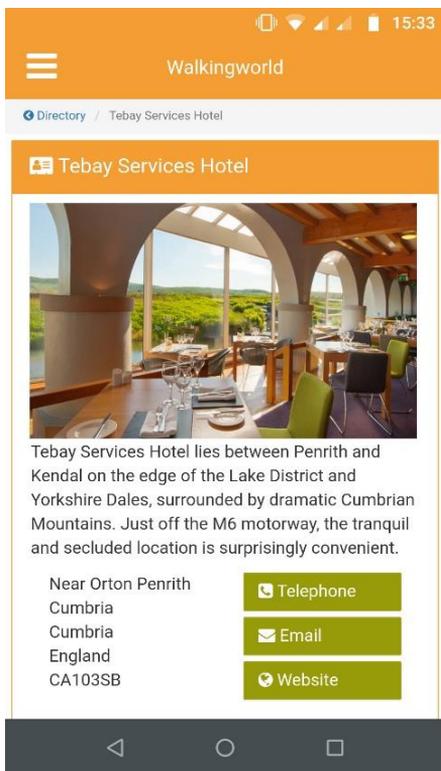
19 NY782086
Turn left onto the footpath that leads back to Frank's Bridge and Kirkby Stephen.

John Strutt Foundation circuit: 1:25,000 OS map



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Directory entries



A Walkingworld directory entry is a great way to promote a local business or organisation to visiting walkers, especially if they are using the app to follow routes.

A listing of local directory entries appears in the app for every walk and on the summary page for the walk on the website.

You can choose what information about your address, telephone, email address and contact name is displayed on your entry, and a website link will appear if you enter a web address.

Creating a directory entry

The ability to set up a directory entry is included in the standard Walkingworld subscription, so it is very good value.

To set up a directory entry simply fill in the form found by clicking 'My Directory' at the very top of the homepage.

The form will calculate the latitude and longitude of your location automatically from a UK postcode, so there is no need to look these up.

Every directory entry comes with a single image. Please reduce the picture in size to 400 pixels wide or less so that it uploads easily.

Directory entries can be edited whenever you like by returning to the My Directory form. They will not display on the app or website if the 'Display with walks' option is set to 'No', or if the subscription is allowed to expire (entries will display again automatically after renewal). A VAT receipt for subscriptions can be downloaded as a PDF from the member profile page.



Every Walkingworld publication has to have a portrait of Brough – it's the law

Contact information

Please get in touch if you have any questions about Walkingworld and submitting walks. Chris is the main administrator for walk submissions so get in touch with her if you need any help while working on your walk.

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