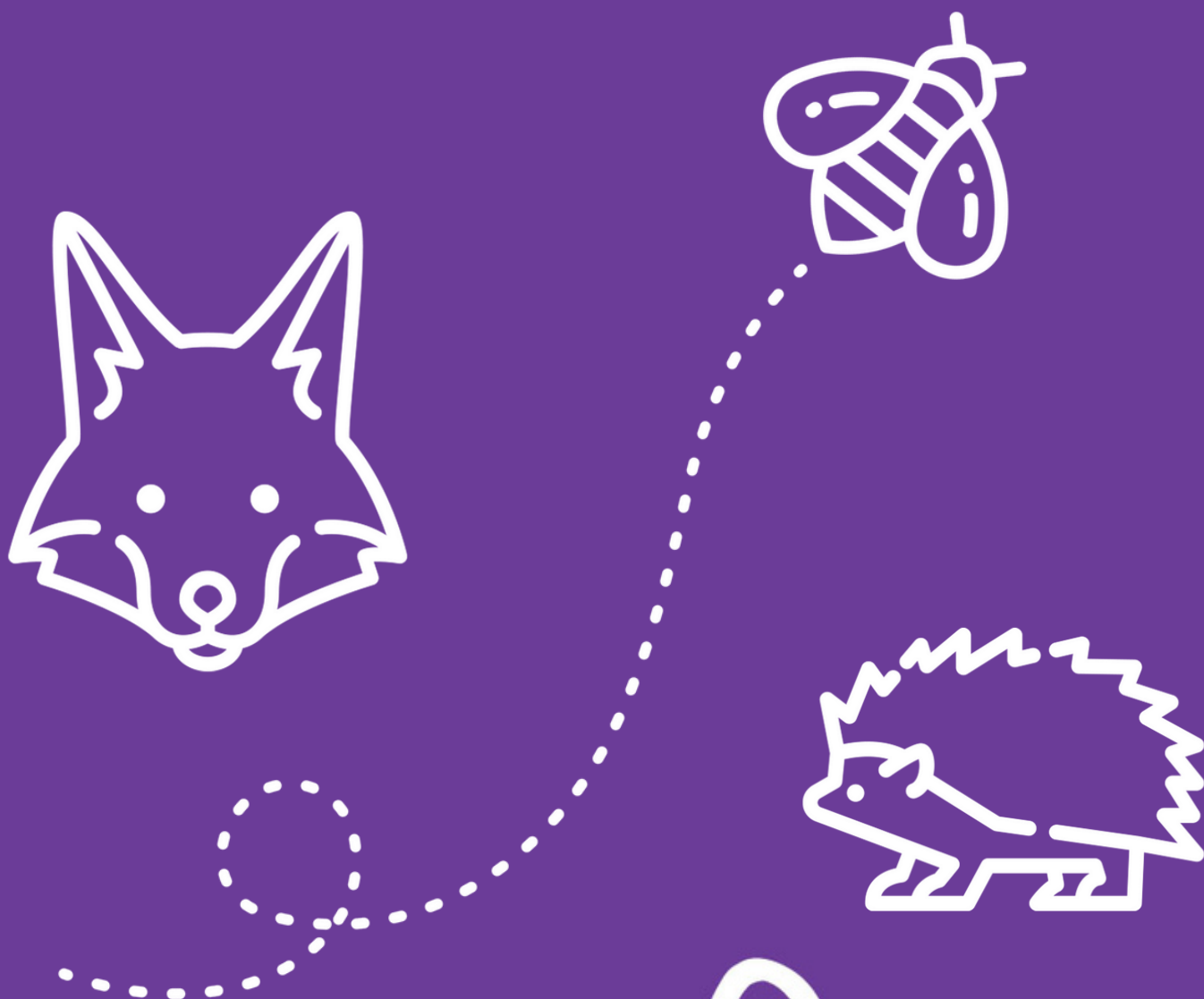


Do you want to join Manchester's wildest festival?



#mfon

Manchester Festival of Nature

Partners' Guide



The Manchester Festival of Nature

Or MFoN as we know it in these parts. MFoN is Manchester's wildest festival and was formed in 2019, when 7,000 nature lovers turned up in Heaton Park to enjoy lots of wild and wonderful activities .

It came as a bit of surprise as we were really just testing to see if there was a taste for knowledge about Manchester's plants and creatures. We had about 15 stalls but each one was a hive of activity. It appealed to families in the park and the hard work and worry was worth it on one of the hottest days of the year. This was the first year of the now legendaray Pollinator Parade with more than 500 people and two dogs dressing up as bees.

Covid put a stop to live events in 2020 and 2021 but a virtual festival pulled in more than 35,000 visitors as partners created some wonderful videos featuring activities and local wildlife spectacles.

In 2022, we were back at the beautiful Heaton Park for MFoN4, with more than 100 volunteers and visitors again topped 6,000.

Numbers at the 2023 event were down to around 4,000, only because there was a threat of a huge thunderstorm heading our way. It arrived at 4.30pm just as exhibitors were packing up. The rest of the day was amazing with more partner stalls, and music provided by the Solar DJ and Blackley Brass Band.

Plans are now underway for MFoN 2024, at the end of June, with more interest from potential partners and stall-holders.

Manchester Festival of Nature celebrates biodiversity across Greater Manchester. Our aims are:

- **Nature for everyone**
- **Nature for wellbeing**
- **Sustainability and climate action**
- **Spaces for nature**





MFoN 2022 at a glance:

Attendance: 7,000

Organisations involved: 16

Activities: 28 including scavenger hunts, arts and crafts activities, storytelling, mural painting and
MORE!

MFoN Twitter stats for June:

Impressions - 35,800

Profile visits - 16,700

Mentions - 259

New followers - 172

Funders: Toyota, Park Life, Northstone, My Wild City, Carbon Landscape



MFoN 2023 at a glance:

Attendance: 4,000 (down a little because of impending thunderstorm)

Organisations involved: 22

Activities: 24 including scavenger hunts, arts and crafts activities, storytelling, painting of plant pots, high-tech microscope and appearance of live bats (safely cared for by Lancashire Bat Group). Solar DJ providing music and compering, brass band to launch the now legendary Pollinator Parade around the gardens.

Young people from the MFoN Youth Panel and Wildlife Trust Youth Council collected pledges for a better environment

MFoN Twitter stats for June:

29.2k impressions

2,783 profile visits

61 mentions

Facebook - 3.4k

impressions

Instagram reach - 1,857

Total reach - 34.1k

Funders: Toyota, Park Life, Little Green Feet

Our amazing hosts





The Manchester Festival of Nature is a showcase for the work you are doing every day. It will introduce your work to all kinds of people in the wonderful setting of Heaton Park.. It is an opportunity to speak to possible partners, decision makers, potential volunteers and families.


You will be mixing and sharing ideas with fellow conservationists from the region's top organisations and finding out all the amazing work that goes on to help Manchester's diverse wildlife.

You can be part of Manchester's wildest festival

You can help Manchester Festival of Nature
to grow even bigger







Would you like to be part of MFoN and a partner in the Manchester Nature Consortium?

Contact Alan (awright@lancswt.org.uk), Ruth (ruth.crawford@tcv.org.uk) or Rachel (rachel.e.webster@manchester.ac.uk) for details of our sponsorship packages at:

Manchester's Wildest Festival

