

WALKERS ARE WELCOME CIC
ANNUAL REPORT FOR THE YEAR JAN TO DEC 2015



To maintain your status as an accredited **Walkers are Welcome** town, please complete this report and send it by email to: webmaster@walkersarewelcome.org.uk by **31 January 2016**. Failure to submit an Annual Report on time may regrettably lead to loss of accreditation for 2016.

Please use the space below to summarise the main activities you have undertaken in 2015 to ensure that your town/village continues to be one where walkers are welcome.
We would encourage members to provide the fullest information.

<p>Town/Village Name: Wellington Name of Group/Organisation: Wellington Walkers are Welcome Population: Approx 25,000</p>
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1. Demonstration of continued local support

Detail here other groups or partners you are working with to meet your aims.

Wellington Town Council, Telford and Wrekin Town Council, Shropshire Town Council, Shropshire Hills WaW Cluster, Shropshire Hills Forum, Central Shropshire Walking Forum, Telford and East Shropshire Ramblers, Telford and Wrekin Local Access Forum, LA21, Wellington H2A, The Shrewsbury and Newport Canals Trust, Wrekin Forest Partnership, Walkabout Wrekin (aka Walking for Health) Telford Senior Citizens Forum
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2. Evidence of continued endorsement by your local council

A further formal Motion or Minute is not necessary but other evidence of support or collaboration.

One of our committee is a councillor on the Wellington Town Council. Another of our committee sits on the Wellington Town Council Promotions and Liaison Committee. We continue to receive grants from Wellington Town Council. Wellington Town Council are funding a banner for our Walking Festival
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3. Maintenance of footpaths and Rights of Way

Give examples of monitoring and improvements to your PROW network.

We have a designated and most dedicated Footpath Secretary who both identifies footpaths that require attention and organises fortnightly path maintenance sessions to work on identified paths that need attention. He also reports more serious footpath problems that our volunteer group cannot tackle to the Telford and Wrekin Senior Rights of Way Officer and follows up progress to ensure action is taken. He has a seat on both the Telford LAF and the Central Shropshire Walking Forum.
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4. Marketing of your WaW status

Give examples of where WaW window stickers are displayed and examples of the logo in print and online. Have your activities been mentioned in newspapers or magazines? Have you a website and do you use social media?

We have distributed WaW window stickers and they are displayed on a number of shops, hotels and local businesses in and around Wellington.
We put the WaW logo on all our advertising ie:- Walking festival leaflet, Walking Festival Advertising Banner, Pop up Banner, postcards, posters and our Free Guided Walks leaflet and our Walking in Wellington and the Wrekin Forest leaflet.
We have a website (www.wellingtonwalkersarewelcome.org.uk) and a facebook page which are regularly updated, fortnightly at least by our secretary. The updates include advertising our Sunday walks, which take place on the 1st and 3rd Sunday of every month, as well as the routes taken on our walks.
We write articles for our local newspapers, we have been interviewed by the local Radio Shropshire, we have a stall at many local events e.g. Wellington Midsummer Fare, Telford Senior Citizens Forum, Wellington Carnival.

5. Public Transport

How are you promoting or lobbying to improve the use of public transport e.g. developing bus or train walks.

Our Sunday walks start at the local Leisure Centre, close to the bus and train stations.
We put on a bus walk in our Walking Festival each year and a train walk too, taking the train to Telford and walking back to Wellington.
All the walks on the walking leaflet we produced with the Town Council start at the Railway Station, as does the walk we contributed to the Bradt guide (see 11 below).

6. Maintaining status

Provide the names of all your committee members, their roles and a brief background.
E-mail addresses of officers would be useful. *(included in full report but removed from here)*

Chair: Eve Clevenger, retired GP and previous walk leader for Walking For Health.
Treasurer: Kevin Nicholls, accountant and keen walker.
Secretary: Naomi Wrighton, Open University associate lecturer in Computing, local Walking for Health treasurer and walk leader .
Others: Footpath Secretary:- Bob Coalbran, retired IT specialist;
Betty Bleloch:- Walking for Health walk leader and member of the East Shropshire Ramblers;
Dorothy Roberts:- Wellington Town Councillor;
Chris Hogarth:- Team Leader for Midlands Land Management Team and for Natural England;
Brian Herring:- LA21 member;
Pam Hill:- T and E Shropshire Ramblers;
Tricia Peak:. keen walker, recently arrived in Wellington
We hold committee meetings every 4-6 weeks
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7. Governance

Does your group have a Constitution? ✓ Yes
Bank Account? ✓ Yes

8. Funding

How have you generated income this year?

Please give details or any donations or grants or donations in kind.

Please attach your latest accounts if this is easier.

We continue to receive grants from Wellington Town Council.
We charge local businesses a fee of £20 to have a link on our website
Local businesses pay a fee to advertise in our Walking Festival leaflet and this covers the cost of producing our Walking Festival Leaflets.
We are continuing the practice of inviting people who attend our Walking Festival to make a voluntary donation to our funds.
We have instituted the concept of Patrons and have a number of people (12 currently) who have paid a small amount to become a Patron and support what we do.
We obtained a grant from the Ramblers Holidays Charitable Trust.

9. Community Advantages

Have you any anecdotal or measured evidence of ways in which WaW status is helping your community and your local economy? e.g. increased car park revenue, increased occupancy levels in accommodation, new businesses opening to cater for walkers.

We have had feedback that our maintenance of footpaths is extremely welcome and helpful; and walkers are grateful that we are improving the walkways in and around Wellington

10. National WaW

How are you promoting the national brand and how are you getting involved. What actions are you taking to promote the network nationally and/or regionally? (e.g. attendance at meetings, mentoring other towns)

2 of our committee attended the National Get together in Whitchurch.
Our secretary is a Mentor for WaW.
I, Eve Clevenger, attended the Talgarth Best Practice Day for Walking Festivals in Talgarth in February 2015
We have been active members of the Shropshire Hills cluster of WaW towns

11. Achievements & innovation 2015

What do you consider your group's main achievement this year?

We worked with Shropshire County Council to create an online updated version of the Ironbridge to Wellington section of the Shropshire Way and on to Haughmond Hill. We subsequently obtained a grant from the Ramblers Holiday Charitable Trust which enabled us to produce hard copies of the guides.
In addition we have collaborated with the author of the Bradt Guide, Shropshire (Slow Travel) to produce a section of this new book which will be published in February 2016.
We have decided to publish this report as a pdf on our website

12. Priorities 2016

What are your main objectives for 2016?

Continue our regular walks on the 1st and 3rd Sunday of every month
Organise and deliver a successful Walking Festival which we have decided will take place annually in the 2nd week of September, 12-18th September in 2016.
Create a new updated version of our leaflet about walking in and around Wellington.
Work on a project to produce a guide containing walks from Wellington which we are planning to call ' Wellington 360 '

13. Records Update

Please help us to keep our records up to date. *Contacts removed for the web version.*

Weblink from our website: <http://www.wellingtonwalkersarewelcome.org.uk>

E-mail contact for enquiries: info@wellingtonwalkersarewelcome.org.uk

Your twitter:

Your facebook: www.facebook.com/WellingtonWalkersAreWelcome