

**WALKERS ARE WELCOME CIC**  
ANNUAL REPORT FOR THE YEAR JAN TO DEC 2016



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](mailto:webmaster@walkersarewelcome.org.uk) by **31 January 2017**.

Failure to submit an Annual Report on time may regrettably lead to loss of accreditation for 2017.

Please answer every question and tell us about the main activities you undertook in 2016 to ensure that your town/village continues to be one where walkers are welcome. We encourage you to provide the fullest information.

**Town/Village Name: Wellington, Shropshire**

**Name of Group/Organisation: Wellington Walkers are Welcome**

**Population: Approximately 25,000**

**1. Achievements & innovation 2016**

Tell us about your group's main achievement this year and anything you have done that you consider to be innovative.

We recommended a local walk for the 'Bradt Slow Travel Guide, Shropshire' and the author, Marie Kreft, came and walked the route. With considerable assistance from our secretary and footpath secretary, she included in her book, a detailed circular walk from Wellington train station to the Ercall and back. There is an acknowledgment in the book about the walk, stating " kindly devised for this book by Wellington Walkers Are Welcome ". The book was published in February 2016.

We produced a Newsletter this year, which highlighted what we do as well as all the opportunities for walking in our area.

We produced an updated version of our leaflet about walking in and around Wellington.

We suggested that Wellington Town Council provide notice boards to display walking information and this has been done.

We have undertaken a number of Walking Display Days i.e. having a stand at a local supermarket, at the local hospital, at the Telford Senior Citizens Forum and a local Retirement Fair, to talk to people about Wellington Walkers Are Welcome, the benefits of walking, as well as handing out leaflets and our newsletter. We have undertaken these promotional days with Walkabout Wrekin (Walking for Health).

We ran a Photographic Competition in our Walking Festival, inviting Festival walkers to submit photographs taken during a walk. We had lots of submissions and it has given us many good quality photographs for use in our promotional material.

We published our Annual Report on our website and pointed to it on Facebook last year and will continue to do this. We do the same with our AGM papers.

We ask all walkers to register as members. This is free and enables us to provide details of forthcoming events. It is helpful too when we apply for grants and the question is raised about how many members we have.

## **2. Demonstration of continued local support**

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

Walkabout Wrekin (WFH)

Telford and Wrekin Local Access Forum

Telford Green Spaces Partnership

Telford and Wrekin Visitor Economy Forum

Wellington Town Council Promotions and Liaisons Committee

Wellington Town Council Conservation Group

Wellington LA21

Friends of Dothill Local Nature Reserve

Wrekin Forest Partnership

Shropshire Way Association

Central Shropshire Walking Forum

Telford and East Shropshire Ramblers

Telford and Wrekin Neighbourhood & Leisure Services

Shropshire Wildlife Trust

Barclay Gardens Orchard Regeneration Project

Shropshire Wild Team

Severn Gorge Countryside Trust

Telford and Wrekin Community Payback Team

Telford Senior Citizens Forum

Shrewsbury WAW Application Team

## **3. Evidence of continued endorsement by your local council**

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

One committee member is a councillor on the Wellington Town Council.

Another committee member attends the Wellington Town Council Promotions and Liaison Committee meetings.

Wellington Town Council provides us with grants. They funded 5 large banners to advertise our Walking Festival and they put these up in strategic places around the town.

Wellington Town Council has provided notice boards to display walking information.

## **4. Maintenance of footpaths and Rights of Way**

Give examples of how your group has been involved in monitoring and improvements to your PROW network.

Our Footpath Secretary organises once or twice monthly Path Maintenance sessions. In the run up to the 2016 Walking Festival, the volunteer Team met every week to ensure that all paths were at their best for walkers.

We worked with another group, the Severn Gorge Countryside Trust Path Team, and together we cleared a badly overgrown path. It was nice to meet up with another group of path clearing volunteers and all work together.

Our Footpath Secretary and another member of the Path Maintenance team recently attended a brush cutter training session and we are planning to buy a brush cutter. We

have bought a hedge trimmer this year as we find our 2 strimmers are not always adequate to clear overgrown paths.

Our Footpath Secretary attends to any footpaths that are reported to have problems and will inform the Rights of Way Officer of any serious problems that the council needs to address. He monitors progress on these more serious problems and endeavours to get them resolved.

## **5. Marketing of your WaW status**

You have worked hard to become accredited, how do visitors to your town recognise this? 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?

Walkers Are Welcome window stickers are displayed in many shop and cafe windows around Wellington.

The new town noticeboards have the Walkers Are Welcome logo on them.

Our new Festival banners have the Walkers Are Welcome logo on them.

Our pop up Banner displays the Walkers Are Welcome logo.

We have produced a Newsletter with the Walkers Are Welcome logo on it.

We have produced badges with the Walkers Are Welcome logo, which we sell for 50p.

We have a website and Facebook page which is updated at least every 2 weeks by our secretary.

Our website gives most of the routes that we have walked on our regular Sunday walks so that people can take the same route again. It also provides a great deal of information and links for people interested in walking in and around our area.

Circular emails are sent out fortnightly advertising our Sunday walks on the 1st and 3rd Sunday of every month. Our secretary has switched to using MailChimp for this, which is working well.

We have a twitter account which is used sometimes to advertise walks.

We have had a few articles printed in the local newspaper.

We have been interviewed by Radio Shropshire to promote Walkers Are Welcome and our Wellington Walking Festival.

Our Walking Display Days have helped to promote who we are and what we do.

We have a stall at many local events such as Wellington Midsummer Fair and Wellington Carnival.

Our secretary attended a Telford Walking and Cycling Stakeholders Workshop to promote walking in the area.

## **6. Public Transport**

How are you promoting the use of public transport e.g. developing bus or train walks. If you have little or no public transport, are you looking for opportunities to improve the service?

Our regular Sunday walks start at Wellington Leisure Centre, which is close to the bus and train station.

We continue to have a bus walk and a train walk in our Walking Festival.

## **7. Maintaining status**

Provide the names of all your committee members, their roles and a brief background.



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.

Walkers express their gratitude for the work we do on clearing and maintaining paths.

We have assisted the Friends of a Local Nature Reserve (at Dothill) to open up and publicise walking routes in the Reserve and a map and new leaflet is currently being produced. This is mutually beneficial to both our groups.

We used feedback forms at this year's Walking Festival, either inviting people to complete them online or on a paper version. The feedback has supported our view that people have really enjoyed the walks that we have put on.

### **11. 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, exchange visits, national press releases etc)

Our Footpath Secretary went to the Annual Get Together this year. He highlighted the issue of Shrewsbury wishing to receive Walkers Are Welcome status and has been helping the town in their quest ( which has now been turned down). Our secretary is a mentor for Walkers Are Welcome. She attended the regional Walkers Are Welcome Get Together at Dursley in March

### **12. Priorities 2017**

What are your main objectives for 2017?  
(Two or three is normal, but here are some more examples of objectives)

Produce a leaflet of 5 walking routes to the north of the town (at present, most people focus on walking to the south to The Wrekin and the Ercall). We have now walked the intended routes on our regular Sunday walks and are writing a description of the routes in preparation for creating a leaflet of walks north of Wellington.

We wanted to ensure that the Shropshire Way, which is currently undergoing upgrading and re-routing, incorporates Wellington and a local Nature Reserve. We have heard that the project team has accepted our proposal and the maps are going to be amended accordingly.

We wish to continue promoting our Sunday walks and get more people coming on walks.

We want to continue to deliver a successful Walking Festival with new ideas and events to entice new and previous attendees to come and walk in and around Wellington.

We will continue to maintain footpaths, address footpath problems and actively pursue getting them rectified.

### **13. Records Update**

Please help us to keep our records up to date.

**Main contact:** Eve Clevenger, (chair)

**Second contact:** Naomi Wrighton, (secretary)

E-mail contact for enquiries: [info@wellingtonwalkersarewelcome.org.uk](mailto:info@wellingtonwalkersarewelcome.org.uk)

Your Website: <http://www.wellingtonwalkersarewelcome.org.uk>

Your Twitter: @WellingtonWaW1

Your Facebook: [www.facebook.com/WellingtonWalkersAreWelcome](http://www.facebook.com/WellingtonWalkersAreWelcome)

#### 14. Declaration

We wish to apply for continued status as a Walkers are Welcome town/village. We will pay our annual subscription to the Walkers are Welcome Treasurer in January 2017 on receipt of the usual invoice.

Name: Eve Clevenger

Position: Chair

Organisation: Wellington Walkers Are Welcome

WaW Mentor if known: Sam Phillips

Please email to: [webmaster@walkersarewelcome.org.uk](mailto:webmaster@walkersarewelcome.org.uk) by **31 January 2017**.

*If you would like information or help on any particular subject, please advise us on this form or by separate e-mail to [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk)*

***Thank you for help and support.***

***Note:*** *Extracts of the annual returns may be posted on the WaW website, so that others are aware of each town's achievements. Please advise us if for any reason you would rather that this information was not made public. Personal contact details will not leave the organisation.*