



WALKERS ARE WELCOME CIC

MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2020

Please complete this report electronically and send it as a Word document by email to secretary@walkersarewelcome.org.uk **by 31 January 2021.**

To maintain your accreditation as a Walkers are Welcome town or village, it is essential that you show how you have met the criteria during the previous year by completing this Annual Return. Please answer every question and provide the fullest information; it is time to shout about your achievements. *The form expands to allow additional data.*

We are always looking for evidence that Walkers are Welcome members are making a difference in their communities and it is wonderful to learn of your successes and to share innovation across the network.

Your Annual Return and subscription are both due by 31st January 2021. If you anticipate or experience any problems completing the Return and/or making your payment in time, please advise us as soon as possible.

REMEMBER, WE ARE ALWAYS HERE TO HELP –

Please email the Secretary or your Mentor for assistance at any time

Town or village name	Wellington, Shropshire
Name of group or organisation	Wellington Walkers are Welcome
Population	25,000
2021 Subscription paid	Yes
Date paid and how <u>or</u> date it will be paid	December 2020
Name of mentor	Baz Fewster
WaW encourages contact between mentors and towns on a regular basis. What contact has there been in the last year?	I had feedback from our mentor on our last annual report. Our mentor came on a walk in our walking Festival (Thanks Baz)

<p>COVID-19 We are aware that your plans will have been severely affected by COVID-19. Please try to answer the following questions as best you can, but give a brief overview here of the main impacts of COVID-19 on your activity this year.</p>	
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Key to comment colours:	X	Well done, criteria met.
Also see summary and comments	X	Some concerns, your mentor will offer guidance and monitor progress.
	X	Criteria not met.

Your mentor may also add comments for you to think about, but which do not affect the overall assessment.

<p>1. Achievements & innovation 2020 Shout about your group's main achievements and innovation this year.</p>	<p>We restarted leading walks when the guidelines allowed this in June. All walkers had to book in advance and state that they were free of Covid symptoms both at booking and on the day of the walk. Social distancing was observed and sanitiser was available for going over stiles and through gates. We held our Walking Festival keeping to strict Covid guidelines. We scaled back our original plans to maintain safety but still managed 13 walks and a few more events. We put on a walk in National Tree week in keeping with that theme. We added to our website a new service offering to help people get walking and cycling routes to their place of work. We maintained our stock of walking leaflets at a local supermarket and these were snapped up. (Other sites like the library and leisure centre were no longer accepting leaflets) Our secretary expanded the local walking page on our website to include all of Telford, with leaflets, and this has been well used. We appointed a Minutes Secretary to help take away one of the tasks from our busy Secretary.</p>
<p>2. Evidence of continued endorsement by your local council A formal Motion or Minute is not necessary but add other evidence of support or collaboration, e.g. funding, membership of your committee, etc.</p>	<p>Our original member from the local council stepped down this year after being on the committee for 10 years. She has been replaced by an enthusiastic new council member. The local Mayor sent us a formal thank you email for putting on a Walking Festival.</p>

<p>3. Demonstration of continued local support for the concept</p> <p>Detail here how other groups or partners and residents you are working with will help you to achieve your goals.</p>	<p>We have links or liaise with:- Wellington LA21 Halfway House on the Wrekin Friends of Bowring Park Walking for Health Telford and East Shropshire Ramblers Telford Senior Citizens Forum Telford T50 50 mile trail consortium Shropshire Way Association The Orbit (local Arts Centre, cinema and cafe) Friends of Dothill LNR Friends of Apley Woods Friends of Wellington Station Get Telford Walking</p>
<p>4. Indicate a commitment to ensure that the local public path network will be maintained in good condition</p> <p>Give examples of how your group has been involved in monitoring your PROW area network and any improvements made this year.</p>	<p>Our Footpath Secretary investigates issues concerning public rights of way. He also has continued regular litter picking. Our Path Maintenance Officer has continued to monitor our path networks. He has continued to do maintenance work both on his own and when the Covid guidelines have permitted, with a few people in a socially distanced way.</p>
<p>4.1 Other facilities and amenities</p> <p>This might be actions to save public toilets or a car park, installing boot cleaners, water refill scheme, etc.</p>	<p>Wellington Station has installed water taps The Orbit cinema showed a film 'The Way' in the Walking Festival, within Covid guidelines. The evening showing was sold out and there was also an afternoon showing. It helps that we collaborate with this local facility, which needs all the support it can get in this difficult year.</p>
<p>5. Ensure adequate marketing of WALKERS ARE WELCOME status.</p> <p>You have worked hard to become accredited but how do you promote your town and status?</p> <p>Provide information 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? Do you have published walk leaflets?</p>	<p>Our new Publicity Secretary has publicised our activities in local newspapers. We have talked about our Walking Festival, and walking in general, on Shropshire Radio. Our Secretary writes a twice monthly email to all our members about our walks and keeps our website up to date. She has given coverage of our groups activities on our Facebook page, on Twitter, on the national W are W website and on the facebook pages of The Shropshire Way, Telford T50, Get Telford Walking and Telford and Wrekin Walking For Health. We have produced a wealth of walking leaflets which are all free.</p>
<p>5.1 Does your organisation have a dedicated website?</p> <p>Provide URL. Are you using another organisations website? Provide URL. Is the WaW circular logo shown? If you do not have your own website, will you consider this a priority for 2021?</p>	<p>Yes wellingtonwalkersarewelcome.org.uk</p>

<p>5.2 WaW Website Profile Please confirm here that you have checked that your profile entry on the national website is complete and up to date, including a photograph, and that the contacts shown are correct. If they are not, please note here and say when this will be corrected.</p>	<p>Yes. Our profile is complete and up to date</p>
<p>5.3 Does your organisation have its own Facebook page? Provide URL.</p>	<p>Yes www.facebook.com/WellingtonWalkersAreWelcome</p>
<p>5.4 Do you use other social media? Please list.</p>	<p>Yes Tweet at:- @WellingtonWaW1</p>
<p>5.5 National WaW How are you promoting the national brand and getting involved? Actions that you 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.</p>	<p>Our secretary is a Walkers are Welcome Mentor for Shropshire towns. She is a member of the National Executive Committee, director of WaW CIC and looks after some aspects of the WaW website. She plans to attend the Annual Get Together in October.</p>
<p>6. Show how use of public transport has been encouraged. 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 or lobby for better services?</p>	<p>Our regular twice monthly walks leave from Wellington Leisure Centre in the centre of Wellington, which is close to the bus and train stations, allowing our walks to be accessed by public transport.</p>
<p>7. Demonstrate how you are ensuring that WaW status is maintained in future. This is a sustainability question. List the names of all your committee members and their roles. (Contact information is not required).</p>	<p>Chair:- Eve Clevenger, Secretary:- Naomi Wrighton Treasurer:- Sheila Jones Footpath Secretary:- Bob Coalbran Path Maintenance Secretary:- Malcolm Skelton Publicity Secretary:- Jean Escott Julie Pierce:- Wellington Town Councillor Minutes Secretary:- Pam Hill Chris Jay:- new member and enthusiastic walker</p>
<p>7.1 Please also let us know if you have any concerns about your sustainability? Could you use some help with this?</p>	<p>None at present</p>
<p>7.2 Governance We believe that every WaW group should have democratic governance and a constitution has been compulsory for all new members for some years. Do you have a constitution or other governing documents? If not, will you consider this for 2021?</p>	<p>We have a constitution</p>

<p>7.3 Bank Account Does your group have an independent bank account?</p>	<p>Yes we have a bank account</p>
<p>7.4 Funding How have you generated income this year? Please give details of sustainable income plus any grants and donations in kind you have received this year.</p>	<p>We charge businesses to advertise in our Walking Festival leaflet. We have patrons who pay an annual fee to support what we do. We ask for voluntary donations from walkers in our Walking Festival, as all our walks in the festival are free. This year walkers donated £190. We were given a grant of £200 from Wellington Town Council.</p>
<p>8. Community Advantages How has WaW status and your efforts helped your community or the local economy, eg increased car park revenue, increased occupancy levels in accommodation, new businesses opening to cater for walkers? Measured information would be helpful if it is available.</p>	<p>One lady came to our Walking Festival whose original walking holiday in Italy had to be cancelled. She stayed in a local B&B all week. She chose our festival as Wellington is on a train line and all walks start in Wellington. (The fact that Wellington is on a train line brought us another walker in 2019. He was from the US and stated the same reason for choosing the Wellington Walking Festival, that our walks can be accessed by public transport.)</p>
<p>9. 9. Priorities 2021 It is important each year to review the previous year's achievements and equally to think about the year ahead. Please indicate your specific plans/priorities for the following year.</p>	<p>We are committed to holding our Walking Festival from 13th-19th September. This will be our 10th Walking Festival and we hope we can have a celebration after having to cancel the 2020 celebration, which was to mark 10 years of Wellington being a Walkers are Welcome. town. All depends on the state of Covid infections and whether restrictions will be in place.</p> <p>Members of our Committee are working with Telford and Wrekin Council to get their on-line definitive map correct in the Wellington area and to assist in their classification exercise.</p>
<p>10. 10. National Committee: 11. We always welcome your feedback. 12. Here is an opportunity.</p>	<p>I would like the National Committee to be able to quickly review any new rules related to what is and isn't allowed by the government and relay this quickly to local groups. This would save each individual group doing their own search for rules and advice.</p>