
Wellington Walking Festival Report 2019



The Festival

The 8th Wellington Walking Festival ran from 8th to 15th September 2019 and comprised 28 events. The walks were divided almost equally into themed walks with expert leaders and just walks. The just walks ranged from about 1.5 miles (the shortest Walking for Health walk) and 15 miles. Many of the themed walks were fully booked. See the festival leaflet for full details of the events.

Three people completed the whole of the Telford T50 5 Mile Trail in the anticlockwise direction going by bus train where necessary to get to the start or finish of the stage. Many more joined in one or more stages. The number doing the whole route would have been higher but for the atrocious weather on the first day and some blisters. The weather also affected attendance at the litter pick and the geology walk, fortunately the weather was better for the rest of the week.

The booking system for the bookable events worked well and there were only a few cancellations and very few “no shows”.

There were around 650 occurrences of someone going to an event connected with the festival (including the film at the Orbit).

Throughout the week about 1750 miles were walked by attendees.

Feedback

The number of feedback forms received (33) is a little disappointing but they are enough to draw some conclusions as below:-

Beyond those living in the borough, attendees came from a wide area covering Gnosall, Codsall, Broseley, Sedgely, Wolverhampton, Leominster & Shrewsbury. We also are aware that we had 2 people staying for several days – 1 from Wolverhampton and 1 from **Chicago, USA**.

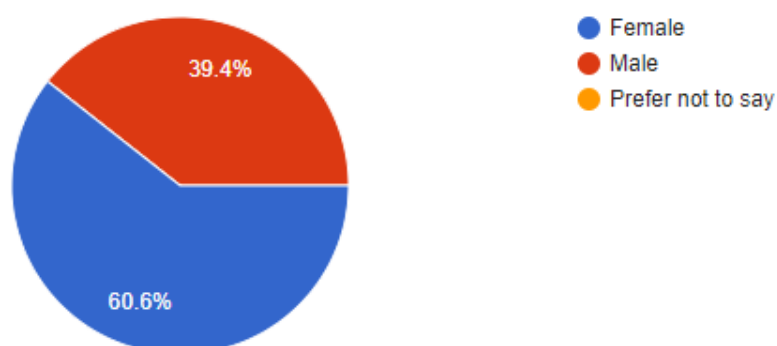
The festival had an economic benefit to the Wellington area. As well as donations to Wellington Walkers are Welcome of about £200, there were donations to Severn Hospice, Shrewsbury and Newport Canals Trust, the Sunnycroft conservatory fund, and the Friends of Dothill LNR, Bowring Park and Apley Woods. In addition, the Wellington Orbit funds will have benefitted from the full house and pre film drinks.

33 forms is about 5% (although some forms covered more than one event) so the information below may not be very reliable but it gives a flavour.

The gender and age distribution look about right, but we did have children on the Fungus Foray and we know walkers aged 80+ took part in the festival.

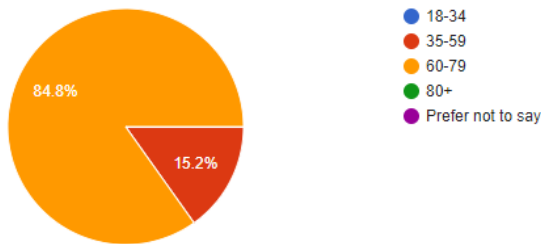
First a few demographic questions - Gender

33 responses



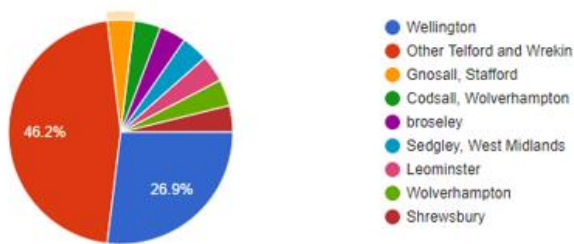
Age Group

33 responses



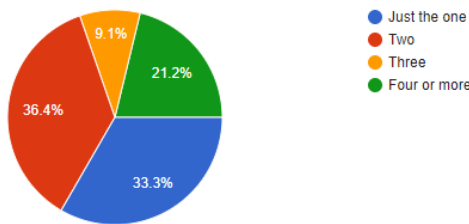
Where do you live?

26 responses



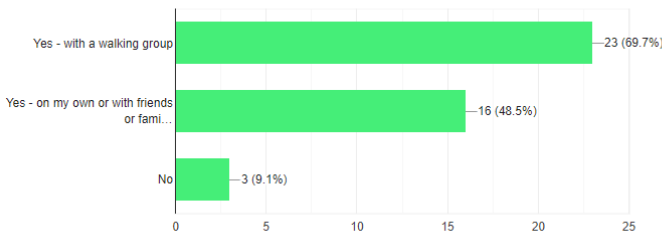
How many events did you take part in?

33 responses



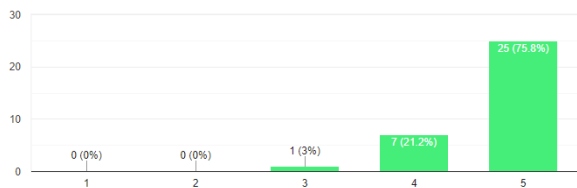
Would you consider yourself to be a regular walker

33 responses



What is your opinion of the event

33 responses



Finding out about the Festival

Twenty of the 33 said they used the festival leaflet, although the website, Facebook and Wrekin News also attracted walkers. People tended to learn of the event from word of mouth, or perhaps those that did felt more obligated to fill in a feedback form. Many answers to "Where did you get a leaflet?" referred to committee members or walking friends, but the library, Wappenshall and our stall bottom of the Wrekin also featured. Although not evident from the feedback, we know that the visitor from Chicago initially found the festival on the national Walkers are Welcome website.

Typical comments

The walk to Wappenshall:, via 3 locks to the SNCT event:" A very enjoyable day on a well planned walk. ". "All those involved were experts who made it a pleasant experience. The walker leader made sure that everyone kept going at an appropriate pace. The visit to the Wappenshall Wharf was very informative and so worthwhile. "

Navigation : "Very informative day. It would be good to build on this with another day next year." "The map reading/walk was brilliant. Great fun and useful too."

Haughmond Hill Walk: Beautiful walk, very well organised. Easy to find and park at the meeting point. Toilets and refreshments available. Jane and Marie are lovely walk leaders, they set a good, comfortable pace and allowed time for a few pit stops to admire the views and have a drink of water and a nice spot for a lunch stop. This is really important, as it makes the difference between an enjoyable walk and a route march!!!

Wrekin Forest Walk: The walk was enhanced by the addition of a commentary of points of interest along the way - there's so much heritage and other things of interest in and around Wellington that ought to be celebrated more.

Attingham, Bowring Park, Vineyard All excellent, we have learned even more about our local area. All walks well organised and enjoyable, most grateful for all the work and effort put into the walking festival, thank you all concerned.

The only negative comments (3 out of 21) were:

Sunnycroft: Was surprised that the meeting place was in the car park (and most people appear to have driven there) when we could have easily had a short walk from and back to the Leisure Centre which is a very convenient place to meet. The NT guide with whom I spoke briefly, independently asked if we had had a walk before arriving at the house.

Wappenshall: I thought the heading of Thomas Telford in the Festival leaflet was misleading - it was really a walk to Wappenshall and back and should have been described as such in my opinion.

Denso Eco Garden: Group too big so kept splitting and then others having to wait for them to catch up should be limited spaces with perhaps two separate dates

Thanks

Thanks to all the leaders and walkers and to Alan Hill for the majority of the photographs. Also to the Wrekin News, Shropshire Star and Radio Shropshire for coverage before, during and after the festival.

Next Year

All in all we were pleased with how the festival ran and are now planning for September 14th to September 20th 2020.

More photos from Malcolm https://www.dropbox.com/sh/t3xsaarw73keqlr/AAANiWVk_GS6wnWC7D3s2l_5a?dl=0

and Alan https://www.dropbox.com/sh/5mycuccgkjbvaf0/AACVwQsebCP_1NJxQYqt2268a?dl=0

