



WALKERS ARE WELCOME CIC

MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2021

Please complete this report electronically and send it as a Word document by email to secretary@walkersarewelcome.org.uk by 31 January 2022.

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 2022. 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

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| Town or village name | Wellington, Shropshire |
| Name of group or organisation | Wellington Walkers are Welcome |
| Population: Source of population figure? | 25,500, (from UK census 2011) |
| 2021 Subscription paid | Not yet |
| Date paid and how <u>or</u> date it will be paid | 30/1/22 |
| Name of mentor | Baz Fewster |

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| Key to comment colours: | X | Well done, criteria met. |
| | 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. | | |

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| <p>1. Achievements & innovation 2021 Shout about your group's main achievements and innovation this year.</p> | <p>We have continued to lead walks every first and third Sunday afternoon of every month. We held a successful Walking Festival in the second week of September with 25 events and celebrated it being our 10th festival with 10 as our theme - a 10 mile walk on the Ways of Wellington; 10 hamlets visited on another walk of 10 miles; 10 Telford tree walk; and we ended our 3rd Sunday of the month walk with a 10th Festival Celebration party in the local park which was covered in the local press.</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 new member from the local council is extremely appreciative of the group and is most supportive. She took part in several of our Walking Festival events and thoroughly enjoyed it, appreciating the benefits to herself and the town. She even said how much she enjoyed the first event of our Festival - a Litter Pick, which we held in the area around and on the Wrekin, in conjunction with the Borough Council's Community Volunteer co-ordinator and the Street Champions. Wellington Town Council have given us a grant again this year of £350 which covers our cost of Public Liability Insurance, our website and our annual subscription.</p> |
| <p>3. Demonstration of continued local support for the concept Detail here how other groups or partners and residents you are working with will help you to achieve your goals.</p> | <p>Our local cinema 'The Orbit' is happy to put on a walking themed film during the week of our Walking Festival. This year the film "Wild" was shown twice during festival week. We liaised with the Friends of Bowring Park to host our 10th anniversary celebration with afternoon tea and celebratory cake using the facilities from their cafe. The Town Council kindly gave us funds towards this too. The Friends of Dothill Local Nature Reserve put on a Bat and History walk for the walking festival; LA21 Project Officer led a walk around Wellington telling us about the international cultural heritage of the town. There are a number of Walking For Health walks (now Ramblers Wellbeing Walks) which we include in our festival and 4 of our committee lead Walking for Health walks</p> |
| <p>4. Path network maintenance</p> | <p>Our Footpath Secretary Bob sadly stepped down from the committee this year due to health issues. However our Path Maintenance Officer Malcolm has agreed to take on some of Bob's roles and our Councillor has agreed to be our link with the Friends of Wellington Station and Friends of Bowring Park. Malcolm leads a twice monthly path maintenance session and keeps us updated on path issues by email and uploading photographs onto our website.</p> |
| <p>4.1 Other facilities and amenities This might be actions to save public toilets or a car park, installing boot cleaners, water refill scheme, etc.</p> | <p>We lent our support to the Halfway House on the Wrekin which held a quiz in August to raise money to become a community asset. The afternoon coincided with our regular Sunday walk so we did our walk (in the pouring rain!) ending up at the Halfway House for the quiz. We entered a team and came second!!</p> |

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| <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.</p> <p>Have your activities been mentioned in newspapers or magazines?</p> <p>Do you have published walk leaflets?</p> | <p>Our publicity secretary, Jean regularly writes articles for the local newspaper. She had a piece put into the Shropshire Star about Bob's retirement from the committee and mentioned the gift he was given to express our gratitude for all is hard work. She also talks on Radio Shropshire.</p> <p>Our secretary writes twice monthly emails to all our contacts letting them know about all the walking events taking place locally. She continues to publicise our events on the Facebook pages of The Shropshire Way, Telford T50, Get Telford Walking and Walking for Health.</p> <p>There is a new version of the 'Wellington and the Wrekin Forest Walks ' which has the Walkers are Welcome logo and website on the front. We have produced a guide to the Rights of Way in New Works which have changed with the open cast mining. We produced a guide to the Shropshire Way as it passes through Wellington.</p> <p>All these and the original leaflets that we produced, are available to download from our website.</p> <p>Wellington LA21 have liaised with us to produce 3 walking routes on the iFootPath platform, now part of AllTrails. These can also be accessed from our website.</p> |
| <p>5.1 Does your organisation have a dedicated website?</p> <p>Provide URL.</p> <p>Are you using another organisation's website? Provide URL.</p> <p>The WaW circular logo must be shown? Please check and confirm.</p> <p>If you do not have your own website, will you consider this a priority for 2022?</p> | <p>Yes</p> <p>wellingtonwalkersarewelcome.org.uk</p> <p>Yes our website does have the circular logo on it.</p> |
| <p>5.2 WaW Website Profile</p> <p>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>Our profile on the national website is correct.</p> |
| <p>5.3 Does your organisation have its own Facebook page?</p> <p>Provide URL.</p> | <p>Yes</p> <p>www.facebook.com/WellingtonWalkersAreWelcome</p> |
| <p>5.4 Do you use other social media?</p> <p>Please list.</p> | <p>Yes</p> <p>Tweet at @WellingtonWaW1</p> |
| <p>6. Use of Public Transport</p> | <p>Our regular Sunday walks start from the Leisure Centre which is close to the bus and train station.</p> <p>We had 2 'bus walks' in our Walking Festival. And another using the train to get to Chirk to walk part of Offa's Dyke to coincide with its 50th birthday.</p> |
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| <p>7. Demonstrate how you are ensuring that WaW status is maintained in future.</p> <p>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 Path Maintenance Officer and Footpath Secretary:- Malcolm Skelton Publicity Secretary:- Jean Escott Julie Pierce:- Wellington Town Councilor Minutes Secretary:- Pam Hill Chris Jay;- walk leader</p> |
| <p>7.1 Please also let us know if you have any concerns about your sustainability?</p> <p>Could you use some help with this?</p> | <p>None at present</p> |
| <p>7.2 Governance</p> <p>We believe that every WaW group should have democratic governance and a constitution has been compulsory for all new members for some years.</p> <p>Do you have a constitution or other governing documents? If not, will you consider this for 2022?</p> | <p>We have a constitution</p> |
| <p>7.3 Bank Account</p> <p>Does your group have an independent bank account?</p> | <p>We are in the process of changing our bank account from HSBC to Nat West to avoid charges</p> |
| <p>7.4 Funding</p> <p>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 local businesses £25 to have an advert in our Walking Festival leaflet. This covers the cost of producing the leaflet. Patrons pay a £10 fee annually to support us. We ask for voluntary donations from walkers in our Walking Festival. Wellington Town Council gave us a grant of £350</p> |
| <p>8. Community Advantages</p> <p>How has WaW status and your efforts helped your community or the local economy, e.g., 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>We don't have measured information . Parking in Wellington is free. Covid has made some people more cautious about going into shops or cafes. But people have been especially grateful to join the walks, especially those that live alone, as it has helped them get out and be with people in a safe way.</p> |
| <p>9. 9. Priorities 2022</p> <p>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 have started to plan for this year's Walking Festival which will be held from the 12th to the 18th September. There are local events planned for this year that we have been asked to be involved with, and provide walks including Get Telford Walking, Wellington Festival, "Spring into St Georges" and an Open gardens event. We are getting involved in Slow Ways by suggesting favourable local routes.</p> |
| <p>10. 10. National Committee:</p> <p>11. We always welcome your feedback. 12. Here is an opportunity.</p> | <p>I feel the annual subscription fee for our town is rather large. All our walks are free in order that no-one is unable to join us because of cost, so we don't generate a large income.</p> |

Records Update

Please help us to keep our records up to date in compliance with the Data Protection Act 2018.

We require two internal contacts which will be used for contacting your organisation and on our mailing list.

Submission of these details constitutes your acceptance that we may hold and use them to contact you about Walkers are Welcome matters; we will not use them for any other purpose or pass them to anyone else without your explicit agreement. The full WaW data protection policy is on the website. To have the full benefits of membership, please complete your profile on the website with identified information and note above that it is up to date. **If you need help with login details or completing your profile, please ask.**

Declaration

- We wish to apply for continued status as a Walkers are Welcome town/village.
- We will pay our annual subscription to Walkers are Welcome in January 2022. Send your payment to The Treasurer, 1 Murray Close, Pocklington, York, YO42 2HD. Please make sure that cheques are payable to *Walkers are Welcome Towns Network*. A separate subscription request for use as an invoice or a payment advice has been supplied, this includes details for bank transfer if required.
- Should you require an invoice for the exact amount, please contact The Treasurer treasurer@walkersarewelcome.org.uk.

Note: Extracts from the Annual Returns may be publicised so that others are aware of member town's achievements. Please tell us if, for any reason, you would rather that this information was not made public. Personal contact details will not leave the organisation.

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| Name: | Eve Clevenger |
| Organisation: | Wellington Walkers are Welcome |
| Position: | Chair |
| E-mail: | |

If you would like information or assistance on any subject, please advise us on this form or by separate email. **WE ARE HERE FOR YOU.**

Please email as a Word document to: secretary@walkersarewelcome.org.uk by 31 January 2022.

THANK YOU FOR YOUR HELP AND SUPPORT

AS12/2021

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| Mentor's feedback summary: | Overall assessment: | Green, Amber, Red |
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