

## WALKERS ARE WELCOME ANNUAL REPORT 2010

Town: ...Bishop's Castle,  
Shropshire.....

*To maintain your status as a Walkers are Welcome town, please send this report by email to the WaW Secretary [andrew@andrewbibby.com](mailto:andrew@andrewbibby.com) by 31 March 2010.*

1. Please use the space below to summarise the main activities you have undertaken in 2009 to ensure that your town/village continues to be one where walkers are welcome. *Please relate what you write to the six WaW criteria.*

*The Bishop's Castle Tourism Co. has continued to work closely with the town's Parish Paths Partnership Group (P3 Group) to make sure all our published circular walks around the area (eight leaflets) are well signed and way marked. Shropshire Council access team is very helpful in doing things we can't – installing bridges and negotiating with landowners over difficulties. This is on going. We work closely with farmers/landowners in this area who are generally helpful.*

By keeping our website up to date and making our walking leaflets freely available in the town, we encourage local people to walk. |This has been helped by the publication of our short walks – walks of less than one and a half hours and some of just half an hour.

2. If you have undertaken any initiatives which you feel are particularly innovative and which might be of interest to other Walkers are Welcome towns/villages, please give details below.

We don't have our walking leaflets published by a printer by obtaining grant money to publish a few thousand. We have found with experience that walks frequently change – stiles become gates, old barns and oak trees disappear, farmers divide fields.

So we have our leaflets photocopied by our local IT centre in batches of 50. The IT centre retains the computer version which goes on our website for downloading and can be easily updated – at least twice a year and sometimes more.

The photocopying is cheap and the costs off set by a donations box below the free leaflets. This has so far covered the entire cost.

3. What funding have you been able to obtain? Have you any evidence of ways in which WaW status is helping your community, your local economy?

Shropshire Council granted us £1000 this year for work in up keeping the paths and insures all our volunteer workers. It has been a good year for the B&B providers and camping and caravanning but we haven't linked that specifically to walking. We will in future undertake a survey. Nearly all our retail and refreshment premises, whether or not orientated to walkers, display the "Walkers are Welcome" sign and really do make an effort to be welcoming. We are not inundated by tourist hearer and that helps local people to engage visitors in conversation in our pubs and cafes.

4 The Walkers are Welcome principle is a 'bottom-up' one, operating on the basis of mutual support and activity. What contributions are you making towards developing the network, nationally and/or regionally? (*eg: attendance at conference, mentoring other towns*)

We are trying to persuade the nearby small town of Clun to join the Walkers are Welcome Network. That is part of our Tourism Strategy and we want to elect someone from Clun on to our board of directors.

It was unfortunate we couldn't attend the conference in Church Stretton but many of our directors run accommodation businesses and weekends are their busiest time.

#### Declaration

We wish to apply for continuation of our status as a Walkers are Welcome town/village. We have sent a cheque for our annual membership to the Walkers are Welcome treasurer.

Name: Jane Carroll

Organisation: Bishop's Castle Tourism Community Interest Company

*Note: Annual returns will normally 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 form was not made public.*