

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town:CHURCH STRETTON.....

To maintain your status as a Walkers are Welcome town, please send this report by email to the WaW Secretary 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 Church Stretton WaW Steering Group have undertaken the following actions during 2009...

- We hosted the 3rd Walkers are Welcome Annual Conference on 17th/18th October 2009.
- We prepared two draft papers which were sent to the National Executive for consideration. The first proposed a Regional Network with Church Stretton as a potential pilot and the second set out a basis for a National Peer Review Scheme.
- Our Parish Paths Partnership (P3) Group continued with their ongoing surveying and maintenance of all the local footpaths.
- We promoted the use of WaW logo/branding in Church Stretton tourist leaflets aimed at the general tourist community.
- Preliminary planning has taken place for a fifth WaW leaflet for another local walk.

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.

Representatives from our Steering Group met with representatives of other local WaW towns to try and establish a closer connection. We drafted a paper (see question 1) to try and establish a basis for a Regional Network .

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?

Our expenditure is covered by the sale of our four WaW walk leaflets and it is our intention to expand the walks series so we expect to be self financing in future years. Our WaW funds are part of the Church Stretton Area Tourism Group which, as a constituted body, has access to wider grant funding if required.

We have sold 1477 of our four WaW walk leaflets at £1 each during 2009 and these are clearly bought by walkers visiting the town who would also be spending money in local retail outlets.

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*)

The Church Stretton WaW Steering group have made the following contributions during 2009....

- Regionally we have met with representatives of other local WaW towns in order to try and establish a closer connection with them.
- We have also attended an open meeting at a local town which is interested in achieving WaW status in order to give them advice and the benefit of our experience.
- We have attended all three Conferences so far.
- We have submitted draft proposals to National exec on two issues to develop the WaW network at both regional (Regional Network Scheme) and national (Peer Review Scheme) levels.

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: Trevor Halsey (Treasurer)

Organisation: Church Stretton Area Tourism Group

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.