

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town:**ILKLEY**.....

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.*

Ilkley received its accreditation in August 2009.

Prior to this the necessary work was taking place – public meetings, petition, support from Ilkley Parish Council and Bradford Council - so that accreditation could be applied for.

Planning for the Launch of Ilkley Walkers are Welcome in September where a venue was hired, local businesses invited to have a Stall and 7 walks arranged for the Day.

A free booklet of walks was produced by the Walkers are Welcome Group and the Ilkley and Wharfedale Tourism Partnership to be given out on Launch Day. This is available to download on the visitilkley.com website.

The Group started work on producing new routes, some of which use public transport and /or the Embsay and Bolton Abbey Steam Railway. When finalised these will be put on the website so they can be downloaded.

Work continued on spreading awareness to the business community and encouraging them to include their details on the website and to display Walkers are Welcome stickers.

Work started on a Newsletter to be issued early in 2010.

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.

The booklet of walks mentioned above in No 1 which uses one single format to give details of the walks. These walks are downloadable from the website.

The booklet is also available from the Visitor Information Centre in Ilkley so that residents and visitors can learn about the Walkers are Welcome Scheme.

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?

The Ilkley and Wharfedale Tourism Partnership has helped to fund the book of Walks.

We have had access to a Bradford Officer's time to help publicise the Launch Events.

Betty's of Harrogate produced a cake for Launch Day with Walkers are Welcome iced on it.

It is still early days but we are aware that there are many links to the visitilkley website from the Walkers and Welcome site, and vice-versa.

The Yorkshire Post featured one of the walks from the Booklet for their Saturday walk and this resulted in about 1,000 requests for copies of the Booklet.

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*)

A representative of the Group attended the Conference at Church Stretton.

Ilkley would be happy to mentor another community, but no approaches have been made to us, as yet.

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: Cllr Kate Brown

Organisation: Ilkley Walkers are Welcome Steering 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.