

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town:Malvern.....

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.*

Unfortunately there is rather less to report that we would of liked for activity in 2009. Anthony Collis, the driver behind the establishment of Malvern as a Walkers are Welcome Town, retired in early 2009 and when he left the initiative was put on a hold for a time before the steering group was reinstated.

The steering group have been focussing on ensuring that information on the WaW status is available on the web and also developing a set marketing materials and promotions to ensure a high profile for the scheme. The Districts tourism web pages now containing information on the scheme itself as well as extensive information on walking in the Malvern's area and the link to the WaW website has been started.

We have also developed a set of promotional postcards which will be distributed around local shops, restaurants, hotels etc promoting the area to walkers and the WaW accreditation. We have also developed a 'charter' that we are encouraging local businesses, via the Towns Chamber of Trade and B&B Consortium, to sign up to reassure visitors that their establishment will provide Walkers with a Warm welcome and linking this to promotion via our web pages and TIC.

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.

Not sure but if the 'charter' initiative has been used elsewhere. Its kept deliberately simple and simply asks businesses to confirm they will offer and warm welcome to Walkers and identifies some of the key facilities, services or actions they will commit to offer. Those that sign up will get WaW sticker, mention and web link on our WaW web pages and referrals from the local TIC. This initiative is just about to be launched to coincide with the Malvern Walking Festival in June.

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?

We have received support in terms of design and printing from Malvern Hills District Council and local graphic designer. The cost of the WaW subscription has

been met by MHDC.

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 looking to encourage other towns across Worcestershire to join the WaW scheme and have offered to attend local tourism forums to promote the scheme and its application so far in Malvern and how this could benefit others. We intend to participate in future conferences now the Steering group is up and running again.

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: Simon Smith

Organisation: Malvern 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.