

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town:Mytholmroyd.....

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.*

- Reprinted our 50P Walks leaflet having sold the first batch of 2,000.(4)
- Continued to work closely with Council Rights of way and Countryside workers to improve our designated and other key footpaths (2 & 3)
- Published and distributed locally 4,000 free leaflets setting out six short walks all with some uphill paths, to encourage people who work in Mytholmroyd to get out walking (Walk@work) (1)
- Finalised 3 A0 display boards to erect at key points in the town with the support of local community groups, showing in map form all six walk@work walks (1)
- Planted thousands of spring bulbs along our designated walks
- Developed our own web-site, mytholmroydwalkers.org (4)
- Achieved significant local press coverage (4)
- Included a number of our walks in local walk festivals.
- Agreed one A0 walk@work board with Northern Rail for display at Mytholmroyd railway station (5)

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.

Walk@work launched in May with lots of publicity – engaging local employers, employees and others in promoting easy short walks, but ones that still contribute to improved health by including some uphill paths

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?

Hebden Royd Town Council – £499.99

Community Foundation for Calderdale - £3000

Take-up of our walks leaflets has been particularly strong at the local health centre, dentist surgery and pharmacy. We think this indicates a direct impact on target groups for whom walking (more) will lead to improved health.

The professional look of both our leaflets and very visible display boards is viewed locally as making a positive contribution to the Mytholmroyd visitor experience.

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*)

Attendance at and contribution to national conference

Participation in Upper Calder Valley advisory group

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: Rose Wheeler

Organisation: Mytholmroyd Walkers' Action

18 February 2010

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.