

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town: **Otley**

1. Main Supporting Activities you have undertaken in 2009 to ensure that your town/village continues to be one where walkers are welcome.

Criteria 1. Popular Local Support has been demonstrated by

- Increased membership of our walking club
- High level of demand for our brochure (on-going)
- Well-attended showcasing event (September)
- Great success of our 9th Walking Festival (June)

Criteria 2. Formal Links with Town Council

Accepted invitation to be part of the Tourism Sub-group of Otley Town Council
Awarded a further £500 grant from Otley Town Council

Criteria 3. Maintaining Paths & Extending Opportunities

Development of Six Dales Trail from Otley (opportunities for walking)
Checking and maintaining signage and clearance of paths for our Otley Four Walks (but not a strength)
Working closely with NYCC on repair and signage of paths north of Otley

Criteria 4. Marketing of WaW status

- Walks Brochure – sales 1200+ - in second print – sold directly by members at local market or via a number of Otley shops
- Showcase Event – joint evening with local Camera Club to showcase our achievements and our plans for the future
- Long Distance Trail and Guidebook – “commissioned” by Nidderdale AONB to create and launch a long distance walk from Otley to Middleham
- Regular Articles in local press (Wharfedale Observer, North Leeds Life, West Riding Ramblers.)
- 54 window stickers now on display – and monitored
- Web Site – improved and kept up to date

Criteria 5. Encouraging Use of Public Transport

- Combined Metro bus route/Four Walks leaflet available free on local buses and at Leeds Central and Otley Tourist Information Centres.
- Sunday bus service negotiated from Otley to Nidderdale
- Worked closely with local transport officer on links to walks and Six Dales Trail and the dissemination of this information via brochure and guidebook and web site

Criteria 6. Maintaining WaW status

Consistently well-attended steering group meetings with an average turnout of 8 members.

Attendance at and support from relevant Town Council and Town Partnership planning groups

2. Initiatives

Linking with the LDWA and AONB to prepare a long distance walk with WaW logo in evidence and well promoted in the guidebook.

Holding showcase event in conjunction with the local camera club

Developing our own website, waw-otley.org.uk

3. Funding / Economic Impact

Funding

Two grants from Otley Town Council

One grant from Leeds CC

Annual sponsorship from four retailers with shops in Otley

Income from sale of our Four Walks brochure

Funding from Nidderdale AONB for creation of Six Dales Trail

Impact on Local Economy

Ideas on how to measure/assess this impact would be welcome

We can provide anecdotes and.....

We think the sales of our Four Walks brochure (1200+) ought to have increase the number of walkers in town

We imagine the 2,500 hits on our website have resulted in some extra walkers in town and some more customers for our linked businesses

Our local B&B does not report any significant gain from walkers..... yet.

4. Contributions to developing the WaW network

Mentored many other towns e.g. Ilkley, Settle, Skelmanthorpe, Marsden, Bradfield (North Sheffield), Pateley Bridge.

Attended and contributed to the Church Stretton Conference

Maintained our presence on the National Executive Committee.

Helped to

- organise the system for national mentoring
- provide national guidelines for WaW mentors

Gave WaW presentations to groups at Marsden, Bradfield, Skelmanthorpe

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: Jan Bartholomew, Peter Corkill

Organisation: WaW Otley