

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town:**Pentrefoelas**

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.*

Regular inspection/survey of promoted routes made quarterly.

Works required carried out under the Community Footpath Maintenance scheme through the Pentrefoelas Community Council.

Strimming schedule arranged and agreed with Local Authority

Met with the Local Authority Environmental Health Department to discuss programme of work required to keep public toilets up to an acceptable standard.

Information on promoted routes available at all local businesses and holiday accommodation plus Tourist Information Centres.

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.

Probably not innovative but.....a free leaflet of 5 circular walks produced with funding from the Welsh Assembly Government Rural Development Plan Rights of Way and Improved Access grant. The routes range from half hour to two hour walks and are priority one i.e. easily accessible and in good order. The leaflets are available in all the local businesses, holiday accommodation, caravan and camping sites as well as local Tourist information Centres and include a little about the village history, culture, heritage, flora and fauna.

The leaflet helps keep staying visitors in and around the village when they return to their accommodation at the end of the afternoon. Looking for something to do late afternoon/early evening and Pentrefoelas being within close proximity to the metropolis of Betws y Coed, visitors tend to go there and end up eating and shopping there resulting in Pentrefoelas businesses losing out. This is a small step in addressing this issue.

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?

Funding for footpath maintenance – Community Council – Community Maintenance Footpath Scheme.

Funding for Small Walking Festival – Rights of Way and Improved Access – Marketing (Welsh Assembly Gov/RDP)

Local businesses are questioning WaW investment return.

Parking is free, toilets are free, great deal of local authority investment in maintaining paths; walking groups are using all of these but very little evidence of actual spend in local tea room, café's & pubs. No conscious effort made to sustain local economy which is disappearing in rural Conwy and will continue to disappear unless this habit changes. Granted, this is not unique to rural Conwy and the blame cannot be laid purely at the walker's boots but the decline will not affect the visiting walkers until they are no longer available.

We are aware that Walking North Wales have a target to achieve an 800K increase spend from walkers over the next three years. I can only assume that the results of this objective will be an indicator for future investment by the Local Authority, Visit Wales and other tourism partners.

We ask that WaW committee consider the above and act as they feel they are able to in order to assist in achieving sustainable local economies so that communities, in turn, can continue to meet Waw objectives.

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*)

Attended the Church Stretton AGM and gained valuable information.

The local community group here in the village take an active interest in WaW.

I have mentored a neighbouring village i.e. Dolwyddelan – not sure why they have stalled!

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: Haf Williams

Organisation: Pentrefoelas

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.