

WALKERS ARE WELCOME ANNUAL REPORT 2010

1. Please 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.

Pickering only became a WaW town in June 2009. The main activities undertaken prior to that were those to achieved accreditation as a WaW town. A summary since then –

- Demonstration of popular local support
 - *Repeated publicity in local papers.*
 - *Our own Pickering WaW leaflets displayed around town which need frequent replacement.*
 - *Requests from local business for window stickers.*
- Formal endorsement
 - *Invited to give an update of progress at a town council meeting, and expect to do so again.*
 - *Town mayor and deputy mayor continue to attend our committee meetings.*
- Maintenance of local facilities
 - *Launch event in October involved walking all the footpaths in the parish. See paragraph 2 for more information.*
 - *Planning to make walking of parish path an annual event, and continue to involve public.*
 - *Development of good relationship with North Yorkshire County Council (NYCC) and North York Moors Park Authority, who are responsible for local ROW.*
 - *Planning to organise an “adopt a path” scheme, and involve local people, especially children.*
 - *Maintenance of regular contact with local businesses who display window stickers.*
- Adequate marketing –
 - *Frequent submission of articles to local newspapers, most of which are published.*
 - *Contribution of a regular article to our local community magazine published quarterly and distributed to every household.*
 - *Presentation of our town WaW certificate to the town mayor, and now displayed in the local Tourist Information Centre (TIC).*
 - *Our own website.*
 - *WaW stickers offered to appropriate businesses, along with practical advice on how they can welcome walkers.*
 - *Production of Pickering WaW leaflets, displayed in the TIC, library and local walking shop.*
 - *Attendance at an information day organised by the local tourism partnership, providing an opportunity to promote WaW to local accommodation providers.*
 - *Development of good relationship with local TICs, local tourism organizations and appropriate local businesses.*
 - *Our first walking festival being held in April, over three days.*
- Encourage use of public transport –
 - *Being in a rural area, this is not always plentiful or adequate, especially on Sunday and/or during the winter. We have links on our website for local bus information and the North Yorks Moors Railway (NYMR), a preserved steam railway. Information on the Moorsbus (a seasonal bus service) will be included when this year’s timetable is published.*
 - *Our walking festival is planned entirely round private mini-bus, public bus service and NYMR.*
- Mechanism to maintain WaW status –
 - *An enthusiastic and active committee, involving three local walking groups, local business, local people, and local town council, which meets regularly.*

2. If you have undertaken any initiatives which you feel are particularly innovative and which might be of interest to other WaW towns/villages, please give details below.

- *Our launch event of a weekend of walking all the footpaths in the parish of Pickering, inviting members of the public to join us, was successful and gave us good local publicity. An officer from NYCC had already approached our group regarding some local footpath surveys. We used this event to complete the survey, and highlight issues surrounding footpath problems to members of the public. We are now liaising with NYCC, and offering to continue surveying footpaths within the parish. We hope by building*

on this relationship to have a positive effect on how they deal with local footpath problems. We want to make an annual event of walking all the parish footpaths.

- We have plans for an “adopt-a-path” scheme which will be developed after our walking festival.*
- We have our own website, which we manage ourselves, and which we believe is of immense benefit. This is supplied as free service by BT to community groups, and is easy to build and maintain.*
- Pickering Town Council is printing a new town guide, and we have obtained agreement that the WaW logo should be incorporated into it.*
- The Town Team, part of the RMT (Renaissance Market Town) programme, has recently secured funding, some of which will be used to create interpretation and information boards of the town. As our WaW group is playing an active role on the Town Team, we have obtained agreement that the WaW logo will be incorporated on these boards.*
- We are organising a walking festival on 16 - 18 April, but at this moment we have no idea how successful it will be!*
- We offer to help plan and lead walks to visitors, and advertise this on our website.*
- We have joined Ryedale Voluntary Action (a local group) and the National Council for Voluntary Organisations (NCVO), which both provide support and advice for community and voluntary groups.*

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?

- A grant from Pickering Town Council of £450.00.*
- Sponsorship of £100.00 from each of four local businesses for the walking festival, in return for advertising that sponsorship.*
- Voluntary donations from local businesses, particularly those which we provide a link to from our website.*
- We have no way of knowing how WaW status is helping the economy of our town, but understand this aspect needs to be researched – this would help the Network grow and gain credibility. However, we have no idea how to achieve this! Any evidence we have would be anecdotal.*
- After the walking festival, we will have evidence of walkers from outside the area who stayed for the weekend.*

4. The WaW 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 the last two conferences – Pickering is a WaW town as a direct result of going to the Prestatyn conference.*
- Planning to attend the next one in Kilsyth.*
- Willingness to mentor other towns, but as yet asked to do so.*
- Drafting a new WaW Town Network constitution, which is being considered at the next annual conference?*
- Our own group constitution is on the national website as a resource for other groups to use. We have obtained charitable status for tax purposes with this constitution.*
- A willingness to share experiences, offer help and answer any questions from other WaW or potential WaW towns.*

Declaration

We wish to apply for continuation of our status as a Walkers are Welcome town. We have sent a cheque for our annual membership to the Walkers are Welcome treasurer.

Name: Sam Borman

Organisation: Pickering Walkers are Welcome