

WALKERS ARE WELCOME ANNUAL REPORT 2010

Town: PRESTATYN & MELIDEN

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.

- *Organised annual walking festival in May, 2009 offering a diverse range of 26 walks which attracted 1,122 participants over 3 days, including 500 school children. The general theme was Pre-Romans in North Wales.*
- *Working in association with Prestatyn Town Council and Denbighshire County Council we arranged the launch of a special sculpture featuring Roman Helmet on the Offa's Dyke national trail. The WaW logo was incorporated in the design of the interpretation board for all to see. We organised a short walk from town centre to sculpture and the procession was led by two Roman Soldiers and over 100 people took part.*
- *We have established two new local walking routes from town centre to Roman Bathhouse and to Blue Bell Wood. £2,000 funding has been received from local authority towards costs of producing bi-lingual leaflets promoting the routes.*
- *A WaW representative is a trustee of Prestatyn & District Environmental Association and WaW have assisted them in creating new pathways in Blue Bell Wood and around a new community woodland in Prestatyn on the site of an old tip.*
- *We have produced and distributed a Welsh version of a flyer promoting Prestatyn & Meliden as a place to visit and walk with some funding from local council.*
- *Information on WaW was provided to Clywdian Range AONB for a major feature in their bi-annual brochure which is distributed nationally.*
- *We are engaged with Friends of Prestatyn Railway Station which is currently undergoing a £4m refurbishment. We plan to have a sign on each platform promoting the community as the first WaW town in Wales.*
- *We presented framed WaW certificate to the newly refurbished Scala Cinema and Cultural Centre and this in position in the reception for all to see.*
- *We promote the WaW concept in North Wales and are members of the North Wales Walking Forum which is organised by "Visit Wales" (TPNW)*

- *An independent retail outlet selling outdoor gear has opened on the High Street following suggestions from WaW group.*
- *A walker friendly cafe has been opened at the start/end of Offa's Dyke in Prestatyn and is proving popular with walkers and visitors.*
- *Members of the group regularly walk local public footpaths and problems are reported to Rights of Way Dept., who are usually good in addressing issues to help keep the network open and user friendly.*

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.

- We have purchased and supplied "Visitor Books" to key businesses in the town so that visiting walkers can sign in and offer comments.
- We organised a coach ramble to Church Stretton (WaW town) on 25th July, 2009 and 49 walkers from the Prestatyn area took part in the visit.
- The idea of offering Coach Rambles to other WaW towns is being developed following our success in Hebden Bridge and Church Stretton.

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 funding from town council and local authority who continue to be very supportive of WaW and openly recognise the benefits yielded by having the status.
- Whilst ,we do not have specific figures, it is generally felt that more walkers and visitors are becoming aware of what we have to offer and are returning.
- The 2008 WaW National Conference was held in Prestatyn and we estimated that the local economy benefited by £3,000 as a direct result of delegates attending the conference.

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? (e.g.: attendance at conference, mentoring other towns)

- We are very much a "bottom up group" and continue to actively promote WaW at every opportunity working closely with other towns & villages in Wales as well as some in England.

- In 2009 we helped Rhuddlan and Llangollan in organising their first walking festivals.
- Malcolm Wilkinson is the WaW mentor for Wales and is a member of WAWTN committee and former Chairman.
- Two of our members attended the 2009 Conference in Church Stretton.

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: Martin Fearnley - Chairman

Organisation: Prestatyn & District Festival of Walking

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.