

## Dereham WaW Committee Meeting : 20 July 2023

<b>1</b>	<b>Minutes and matters arising from the meeting on 13 March 2023</b>																						
1.1	<u>Minutes</u> have been circulated and an edited version for the website has been written and uploaded.																						
1.2	<u>Matters arising</u> not elsewhere on the agenda, none.																						
<b>2</b>	<p><b>Website and IT</b></p> <p>We looked at statistics on our website traffic for June 2023. There were 7140 visits, an average of 238 a day, and 41 downloads of the short walks booklets - 206 downloads altogether, as the walks from our 14 walks pack are also being regularly viewed and downloaded.</p> <p>We will upload some photos from an Easy Tuesday Walk.</p> <p>The server our website sits on is due to retire, and we will need to move the website to a different server. There may be a slight downtime whilst this is done. We will unfortunately lose our historical statistics.</p> <p>It is to be noted that whenever we have had some publicity such as a news article, there tends to be a spike in visit to the website.</p>																						
<b>3</b>	<p><b>Finance update</b></p> <p>3.1 <u>Update and regular outgoings</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Cash at bank last statement 16 June 2023</td> <td style="text-align: right;">£2584.29</td> </tr> <tr> <td colspan="2">Transactions not yet on statement:</td> </tr> <tr> <td style="padding-left: 20px;">Zurich insurance</td> <td style="text-align: right; color: red;">-£99.31</td> </tr> <tr> <td style="padding-left: 20px;">Three June walks</td> <td style="text-align: right;">£34.00</td> </tr> <tr> <td style="padding-left: 20px;">July walk</td> <td style="text-align: right;">£18.80</td> </tr> <tr> <td></td> <td style="text-align: right; border-top: 1px solid black;">£2537.78</td> </tr> <tr> <td style="padding-left: 20px;">Less Dereham Society gift</td> <td style="text-align: right;">£856.78</td> </tr> <tr> <td style="padding-left: 20px;">Less Co-Op Community Fund balance</td> <td style="text-align: right;">£441.81</td> </tr> <tr> <td style="padding-left: 20px;">Less DTC grant</td> <td style="text-align: right;">£500.00</td> </tr> <tr> <td style="padding-left: 20px;">Less reserve</td> <td style="text-align: right;">£400.00</td> </tr> <tr> <td><b>Available to use</b></td> <td style="text-align: right;"><b>£339.19</b></td> </tr> </table> <p>Payments are due to Interprint for printing 5000 updated short walks booklets (invoice awaited), expected £898.67, to be paid from £500 DTC and £398.67 Co-op, leaving £43.14.</p> <p>Proposed: Transfer £43.14 Co-op balance to general funds – all agreed.</p> <p>If we carry on with our current walks programme, we will accrue steadily more money. It was agreed that whilst we do not want to have too much of a surplus, to have some would be useful, so that we can undertake other printing projects without looking for outside funding.</p> <p>Our walkers are now automatically making a donation on walks, and it is averaging out at £1 per person. We always say that we would rather see people on walks even if they cannot afford a donation, and in light of our current surplus we may emphasise this a bit more.</p> <p>3.2 <u>Budget 2023</u>: Full year expenditure - £331 approx. Due 2023: AGT cost (Aug £30). Due 2024: aboutDereham (Jan £12), Independent Examiner gift (Jan £10), WaW sub (Jan £110), website (Mar £30), APM (Mar £40), Insurance (May £99).</p> <p>3.3 <u>Tesco Bookstall</u>: This is going well and one of the collecting tins is already full. We have asked a member of staff to empty it, and have also topped up and</p>	Cash at bank last statement 16 June 2023	£2584.29	Transactions not yet on statement:		Zurich insurance	-£99.31	Three June walks	£34.00	July walk	£18.80		£2537.78	Less Dereham Society gift	£856.78	Less Co-Op Community Fund balance	£441.81	Less DTC grant	£500.00	Less reserve	£400.00	<b>Available to use</b>	<b>£339.19</b>
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	tidied the books. The short walks booklet numbers are low, we will take some more in.												
<b>4</b>	<b>Publicity</b>												
4.1	<u>Contact list</u> : the list currently stands at 184 emails, plus 3 to phone. It continues to slowly grow, with more people joining than leaving it.												
4.2	<u>Logos</u> : We will approach more businesses about placing our logo in their window, keeping each other informed as to which businesses have been asked so that there is no duplication.												
4.3	<u>Leaflet</u> : 562 of 10000 distributed.												
4.4	<u>Short walks booklets</u> : The supply has now been exhausted and 5000 of the revised version are now available. Old ones should be used first if possible, such as the ones that Dorothy has.  The Social Prescribers need to be reminded to distribute the short walks booklets we have passed to them, and given more if needed.												
4.5	<u>Wayfinding leaflets</u> : 540 of 1000 distributed (Partea Hut, Library, aD and walkers). They will also be distributed to MNR when we visit for our walk on 27 July. We could do a reprint and split the cost with DHT and aD again, although it need not be an equal split, all agreed.												
4.6	<u>New town walk</u> : It is planned to use this as the HODs walk, then review if it warrants publication as a further leaflet. £150 would be a likely cost for 1000. Much of the walk is town based. It was agreed that it would be good to aim for a consistent style in our publications, a different one for town based and footpath walks. There are more information boards going up at the Ellenor Fenn Garden and Gidneys Works, so there may be more content at the reprint stage. It was suggested that rather than have extra pages, we could shrink the map and key columns and have a column on the map page.												
4.7	<u>Social media</u> : Information is passed on and quickly uploaded to Facebook.												
4.8	<u>Media/Publicity</u> : We discussed the possibility of submitting an article on the train walk with a photo to the Dereham Times.												
<b>5</b>	<b>Future work and plans</b>												
5.1	<u>Town walks booklets</u> : no change, update needed. There are still plans to put them into a common format.												
5.2	<u>Library meeting</u> : Talk planned for 24 July.												
5.3	<u>Easy Tuesday Walks</u> : The walk leaders have agreed that they will continue to run the Easy Tuesday Walks, although there may have to be a break over winter when walking conditions may not be so good. Keeping the walks to two miles and keeping to flat terrain can be quite tricky, but the walk format is working well with regular attendees. Some of the walks would be suitable for a mobility scooter, and this may be specifically advertised next year.												
<b>6</b>	<b>Events programme</b>												
	<b>Debrief</b>												
6.1	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><u>Short Walks</u></td> <td style="width: 20%;">7 Apr</td> <td style="width: 60%;">19 walkers, £19.00 donations</td> </tr> <tr> <td></td> <td>5 May</td> <td>18 walkers, £13.48 donations</td> </tr> <tr> <td></td> <td>2 Jun</td> <td>?? walkers, £21.50 donations</td> </tr> <tr> <td></td> <td>7 Jul</td> <td>16 walkers, £18.80 donations</td> </tr> </table>	<u>Short Walks</u>	7 Apr	19 walkers, £19.00 donations		5 May	18 walkers, £13.48 donations		2 Jun	?? walkers, £21.50 donations		7 Jul	16 walkers, £18.80 donations
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	<p><u>Easy Tues walk</u> 11 Apr 10 walkers, £11.00 donations  9 May 10 walkers, £15.00 donations (£5 for APM)  13 Jun 7 walkers, £9.00 donations  11 Jul 7 walkers, £9.50 donations</p> <p><u>Full walk</u> 29 Apr (APM) 23 walkers, £25.70 donations; noted discussion about communication with people without online access  29 May 20 walkers, £29.35 donations  24 Jun Eye 10 walkers, £3.50 donations (after £20 to Eye)</p> <p><u>Litter pick</u> was abandoned as there seemed little to collect; One of our members and her partner conducted a pick on FP10.</p> <p><b>For review - Planned Events</b></p>
6.2	<p>2023 events proposals</p> <p>Thu 27 Jul MNR walk, Thuxton  Fri 4 Aug short walk Neatherd  Tue 8 Aug Easy Tuesday walk  Mon 28 Aug garden party  Fri 1 Sep short walk Market Place  Sat 9 Sep HODs walk, linking to the windmill &amp; explosives store  Tue 12 Sep Easy Tuesday walk  Fri 6 Oct short walk from Neatherd  Tue 10 Oct Easy Tuesday walk  Wed 11 Oct bus walk Market Place (Mattishall)  Fri 3 Nov short walk windmill  Tue 14 Nov Easy Tuesday walk  Fri 1 Dec dual length walk  Tue 12 Dec Easy Tuesday walk  Mon 1 Jan 24 longer walk (Bank Holiday)  Fri 5 Jan short walk from Neatherd</p>
<b>7</b>	<b>Footpath issues</b>
7.1	<p><u>Footpath work.</u> (map circulated with agenda) See issues raised with DTC and this update</p> <ol style="list-style-type: none"> <li>1 FP2, RB3: no action, still pressing NCC. DTC is sending a solicitor's letter to NCC. It is hoped that this will be enough to generate some action.</li> <li>2 Litter at FP13/14: still chasing the Diocese, no response so far. The litter is unsightly and unpleasant. It has previously been cleared up, but unless a fence is built, the rubbish will always collect again.</li> <li>3 FP14: fallen tree believed to still require clearance</li> <li>4 FP14a: no change, the boardwalk still needs renewing.</li> <li>5 RB32: surfacing work: no change, either to surface of existing improved path or to extending further to The Neatherd. Potential encroachment at the eastern end will require monitoring after wet weather.</li> <li>6 RB36, RB37 are much improved and now open. The plan had been to clear the vegetation, then tackle the litter, then fence the area off. DWaW to pursue as the litter is still there.</li> <li>7 Hurn Road path: ongoing, DWaW have submitted an enforcement complaint to BDC. A member of the public raised a complaint with DTC about overgrowth on this path, which ultimately led to the involvement of a interested councillor.</li> </ol>

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7.2	<p><u>Dereham Town Council</u></p> <ol style="list-style-type: none"> <li>1 <u>Report</u>: The report submitted to the Town Council's Heritage and Open Spaces Committee meeting for 27 June 2023 was circulated prior to the meeting. Future meeting dates have (again) been changed, now to 26 Sep, 28 Nov 23, 27 Feb, 23 Apr and 25 Jun 24.</li> <li>2 <u>Toilets</u>: DTC had agreed the implementation of a Community Toilet Scheme in Dereham, whereby participating businesses allow the public to access their toilet facilities. The idea was modelled on a similar scheme in Kendal. The scheme has been budgeted but no action taken yet, having never made it to the top of DTC's priority list. It was agreed that DWaW would make a representation to DTC about the need to have a greater range of toilet facilities to direct groups of walkers to (rather than criticising the state of the current toilet provision in Barwell Court).</li> </ol>
7.3	<u>BDC</u> : Nothing to report
7.4	<p><u>NCC</u>:</p> <ol style="list-style-type: none"> <li>1 <u>Disks</u>: Our contact at NCC has kindly topped up our supply of spare waymarking disks.</li> <li>2 <u>Experience Art Trail</u>: We have linked NCC with Tony Needham to explore the possibility of the project installing art work at the new country park.</li> <li>3 <u>Jubilee Trail</u>: (Dereham to Gressenhall) launched 11 May (two DWaW committee members attended).</li> </ol>
<b>8</b>	<p><b>Walkers are Welcome regional</b></p> <p><u>Eastern England</u>: No meeting currently planned.</p>
<b>9</b>	<p><b>Walkers are Welcome national</b></p> <ol style="list-style-type: none"> <li>1 <u>Newsletter</u>: March to July issues, and the external <i>Walk This Way</i> in March and June have been circulated.</li> <li>2 <u>WaW Handbook</u>: the revised version included in the May newsletter was circulated prior to the meeting. It was agreed that we would all read it and forward any comments via email as to any potential ideas for future projects.</li> </ol>
<b>10</b>	<p><b>Any Other Business</b></p> <p>10.1 <u>WaW Accreditation</u>: the question was raised as to what we receive in return for paying a yearly subscription to NWWaW. The answer is that we receive accreditation, newsletters, support if we have any questions or need help, and all the resources on the website.</p> <p>10.2: <u>Insurance</u>: there was a discussion as to whether it would be cheaper if NWWaW organised insurance for all WaW towns. The main problem with this is that different towns have different insurance needs, for example, some towns run walking festivals and others do not. There is no obligation for us to remain with Zurich however. It may be useful to approach other insurance companies for comparative quotes.</p>
<b>11</b>	<p><b>Next meeting</b></p> <p>To be arranged.</p>