

WALKERS ARE WELCOME CIC ANNUAL RETURN FOR THE YEAR JAN TO DEC 2018



To maintain your status as an accredited **Walkers are Welcome** town it is essential to show how you have continued to meet the required criteria during 2018. As you will be aware, it was decided at the 2017 AGM that any town or village not submitting an adequate Annual Return and making payment of the subscription by 30 April would lose accreditation. This has been done to avoid the need for committee members to spend a lot of time chasing returns. This is not an invitation to delay your returns until April: Please make every effort to complete all actions by the end of January, but if you do anticipate or experience problems, please advise us as soon as possible and ask for help as needed.

Please answer every question and provide the fullest information, the form expands to allow additional data. It is always wonderful to learn of your achievements and share innovation. We are always looking for proof that Walkers are Welcome members are making a difference in their communities.

We are always here to help - please email the Secretary or your Mentor.

Please complete this report electronically and send it by email to: secretary@walkersarewelcome.org.uk by 31 January 2019.

Town or village name: Dereham

Name of group or organisation: Dereham Walkers are Welcome

Population: 19316* 2019 subscription paid: YES Date paid: 2 January 2019

* <https://www.citypopulation.de/php/uk-parishes-eastofengland.php?adm2id=E04006108>

PART ONE

Achievements & innovation 2018

Shout about your group's main achievements this year and anything you have done that you consider to be innovative.

We have continued to run walks on most Bank Holidays, all including (usually ending) with refreshments. In one case, we fixed the date to fall into the period of Norfolk County Council's Walking & Cycling Festival, though not as a registered event as we found the terms and conditions onerous. Our most popular event would have been the Easter walk, with 32 bookings, but the forecast (and previous day's actuality) of heavy rain put many off, though we still ended up with 14.

In addition, on Easter Monday we arranged an event for children and families - *A Potter around the Neatherd* - based around Beatrix Potter's characters. There were only 12 entrants, but they all came in spite of the cold and steady rain, and appreciated the event.



A new event was adding a town trail to our programme, building on work done some years ago by the Dereham Antiquarian Society. We had the opportunity to trial this when U3A Wymondham brought a group to the town and were led around the planned route (and made us a welcome donation). The subsequent walk proper was well attended, and gave us further links with St Nicholas Church, Dereham Antiquarian Society, the Mid-Norfolk Railway.

We have now built up all but 100 contacts for our email list (all with appropriate data protection permissions), though some of these may not renew when we refresh the list in 2019. We email regularly, as well as keeping our website (www.DerehamWaW.org.uk) up to date.

In the autumn, we started distributing customised Dereham Walkers are Welcome logo 'stickers' (we have purchased a supply which peel off without leaving a residue). By the end of the year, we had 50 on display, with more still to approach. We have also obtained leaflet holders (again paid for by Dereham Town Council) and placed these in most of our supporting businesses: to date, some 1200+ *Dereham Walks* packs have been distributed through these outlets, which are topped up on a monthly (at least) basis.

Following the success in 2016 of an initial pack of 4 walks, all 3000 of which had been distributed, we had obtained funding last year for a bigger pack of 14 walks, half using our local heritage railway or a bus service to make 'travel out, walk back' routes. The new packs - again 3000, and again free - were launched in February, and by the year end, all but a hundred or so had gone.

Addressing the criteria

1. Demonstration of continued local support for the concept

Detail here other groups or partners you are working with to meet your aims.

We have set out quite specifically to work with other groups and organisations in the town wherever possible. In doing this, we have linked with some of the town's businesses and attractions, including The George Hotel, Smile (a Portuguese café), Dereham Windmill, the Mid-Norfolk Railway and Gressenhall Museum; all of these were by arrangement, building up relationships and their knowledge of our activities, as well as promoting theirs. One welcome benefit was the invitation to attend the Model Railway Exhibition run by Mid-Norfolk Railway, to run and benefit from the raffle: we gained good publicity and £77 for our funds.

In 2016, we had been founder members of *Visit Dereham*, a small group seeking to promote Dereham as a tourist destination, as well as raising its profile with its residents. In 2018, this has been essentially absorbed into *aboutDereham*, a larger and more active organisation with similar aims. (www.aboutdereham.org). We are represented on the small steering committee for this group, and also featured in its free leaflet distributed to all 15000 household in the town.

2. Evidence of continued endorsement by your local council

A formal Motion or Minute is not necessary but add other evidence of support or collaboration.

On 12 May 2015, Dereham Town Council formally resolved "to work with those responsible to ensure that all public rights of ways are kept in good order at all times" and has continued to support Walkers are Welcome in a variety of ways.

The Council provides a councillor presence at our committee meetings, and close contact with the Town Council is maintained both through this representation and by virtue of the voluntary Footpath Warden (Ken Hawkins) being a member of the WaW committee, reporting on matters to meetings of the Heritage and Open Spaces Committee. This involvement has enabled input on planning applications affecting the footpath network in the town, in addition to the many more routine matters of path maintenance and usage. Our own website has a link from the Town Council website.

The Town Council also allows us use of a meeting room free of charge and has funded equipment to support path maintenance (saws, hedge trimmer, strimmer, litter picking equipment).

We have been actively consulted as the Town Council has worked to develop its Neighbourhood Plan.

3. Indicate a commitment to ensure that the local public path network will be maintained in good condition

Give examples of how your group has been involved in monitoring and improvements to your PROW area network.

Our Chair, Ken Hawkins, is also Footpath Warden for the Town Council, and has undertaken to monitor all of the public rights of way in the town. In this, he is regularly supported by his wife Catherine (also a WaW committee member) with further support from other committee members as required. As well as walking the routes on a regular basis, we have continued to track the maintenance and clearance work we have done, including two litter picking sessions:

- April 2017 to March 2018: 112 hours of work, plus 43 hours monitoring
- April 2018 to December 2018: 65 hours of work, plus 19 hours monitoring

Norfolk County Council values path monitoring work by its volunteers at £20 per hour, and on this basis, we have completed work to the value of about £4800.

We have been pleased to know that the claims for Definitive Map Modification Orders submitted last year, on which we and The Ramblers worked closely with the Town Council, have now resulted in the recognition of 6 new Restricted Byways in the town.

3b. And other facilities and amenities

This might be actions to save public toilets or a car park, boot cleaners etc.

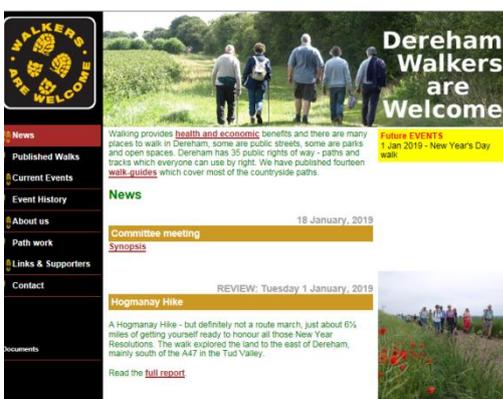
Walkers are Welcome, Dementia Friendly Dereham and Friends of Dereham Memorial Hall joined last year in seeking improvements to Dereham's town centre pedestrian signage, which was out of date and often irrelevant to visitors to our town. As part of *aboutDereham*, we have been successful in obtaining £5k funding from Breckland District Council for a professional study of signage needs, modernising the pedestrian signage so as to give visitors the information they need and increase visitor engagement.

4. Ensure adequate marketing of WALKERS ARE WELCOME status.

You have worked hard to become accredited. How do visitors to your community recognise this? Provide information of where WaW window stickers are displayed and examples of the logo in print and online. Have your activities been mentioned in newspapers or magazines? Have you a website and do you use social media?

Our walks are featured on the national Walkers are Welcome website, plus the Breckland District Council and aboutDereham websites. We submit press releases to the local (Dereham Times) and regional (Eastern Daily Press) newspapers. We now have 50 Walkers are Welcome logos on display in the town, all but a few accompanied by our *Dereham Walks* packs. We had an article published in *Blastpipe*, the journal of the Mid-Norfolk Railway, about one of our walks using their train.

We have distributed some 470 *Dereham Walks* packs to 9 neighbouring parishes, through whose areas our linear walks run.



We have a regularly updated extensive website (www.DerehamWaW.org.uk), which holds local event details, a link to the National website, reports of committee meetings and more besides.

In addition to the 'Dereham Walkers are Welcome' banner, we have also just bought a pop up banner for indoor use - more fragile, but also more colourful.



We have discussed using social media, and consider this would be a useful addition to our publicity work, but have so far not identified anyone who would take this on for us, the existing committee members all feeling they already have enough to do.

4b. National WaW

How are you promoting the national brand and how are you getting involved? What actions are you taking to promote the network nationally and/or regionally? e.g. attendance at meetings, mentoring other towns, exchange visits, national press releases etc.

National: We ensure full reference to the national organisation on our website, and with information always presented at the bottom of our press releases (from where it has sometimes been picked up). Our Chair is a member of the national committee. Both he and 2 other committee members attended the Annual Get Together.

Regional: We have attended the quarterly meetings of the Suffolk Alliance of WaW towns and villages: our Chair is mentor to these towns and villages.

We have continued our good working relationships with Cromer, with whom we exchange committee papers, and have provided support to Aylsham as it has worked towards reapplying for accreditation.

5. Show how use of public transport has been encouraged.

How are you promoting the use of public transport e.g. developing bus or train walks. If you have little or no public transport, are you looking for opportunities to improve or lobby for better services?

We still have no hard evidence to offer on this. All of our car parks are free, and we have few hotels or B&Bs (though have contacted all of them and all are displaying our logo and/or have promised to take our *Dereham Walks* packs).

We have had a very good take up of *Dereham Walks* packs especially through the Library, but also from shops in the town and from adjoining parishes, all of which suggest local and visitor appreciation. Other indicators are our membership of *aboutDereham*, the steady increase of numbers on our mailing list, and through the links we have made with other bodies such as Mid-Norfolk Railway and Dereham Antiquarian Society.

Priorities 2019

At this time of year, it is always useful to take stock and consider your objectives, goals and ideas to develop over the following year. What are you planning?

We plan

- a similar programme of walks as for 2018, including a family/child friendly walk
- identification of additional walks, including a visit to a Suffolk WaW town (Clare)
- development of the heritage walk(s)
- maintenance of publicity especially through logos and *Dereham Walks* packs in the town
- a further print run for the *Dereham Walks* packs
- production of a web map and descriptions of all public rights of way in Dereham
- a full path report for DTC, agreed in principle for publication

PART TWO

Records Update

Please help us to keep our records up to date in compliance with the Data Protection Act 2018. We require two contacts which will be used for contacting your organisation and on our mailing list. Submission of these details constitutes your acceptance that we may hold and use them to contact you about Walkers are Welcome matters; we will not use them for any other purpose, or pass them to anyone else without your explicit agreement.

To have the full benefits of membership, please complete your profile on the website. You are then able to keep the information up to date yourself. **If you need help** with login details or completing your profile, please advise us. The required information on the profile is listed below.

Please confirm your profile has been updated: **YES**

If NO, when do you anticipate it will be updated?

If, exceptionally, you are unable to complete your profile before the end of January, please supply the requested details below:

[not applicable](#)

PART THREE

Declaration

We wish to apply for continued status as a Walkers are Welcome town/village.

We will pay our annual subscription to Walkers are Welcome in January 2019.

Send your payment to The Treasurer, Geoff Kitt, 2 Tyerman Court, Heathhall, Dumfries DG1 3RA
treasurer@walkersarewelcome.org.uk (see separate subscription call)

If you require an invoice for the exact amount, please advise.

Name: [Ken Hawkins](#)

Position: [chair](#)

Organisation: [Dereham Walkers are Welcome](#)

E-mail: dtc.fpwarden@talktalk.net

WaW Mentor if known: [Ann Sandell](#)

Please email to: secretary@walkersarewelcome.org.uk by 31 January 2019.

If you would like information or assistance on any particular subject, please advise us on this form or by separate e-mail. WE ARE HERE FOR YOU.

**Please tell us of any problems you are having in maintaining your group or committee.
Contact the national committee or mentors or enter here.**

[no problems](#)

THANK YOU FOR YOUR HELP AND SUPPORT

Note: Extracts of the annual returns may be publicised so that others are aware of member town's achievements. Please tell us if, for any reason, you would rather that this information was not made public. Personal contact details will not leave the organisation.

Dec. 2018