

**WALKERS ARE WELCOME CIC**  
**MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2019**



To maintain your accreditation as a Walkers are Welcome town or village, it is essential that you show how you have met the criteria during 2019 by completing this Annual Return. Please answer every question and provide the fullest information; the form expands to allow additional data.

We are always looking for proof that Walkers are Welcome members are making a difference in their communities and it is wonderful to learn of your achievements and to share innovation across the network. If you anticipate or experience any problems completing this form in time, please advise us as soon as possible.

<b>Town or village name:</b>	Wellington, Shropshire
<b>Name of group or organisation:</b>	Wellington Walkers are Welcome
<b>Population:</b>	25,000
<b>2019 Subscription paid:</b> Yes/not yet	Not yet
<b>Date paid and how:    Date it will be paid:</b>	this week, by 11.1.2020 by cheque
<b>Name of mentor:</b>	Baz Fewster

<p><b>1. Achievements &amp; innovation 2019</b>          Shout about your group's main achievements this year and anything you have done that you consider to be innovative.</p>	<p>We achieved a long held goal to get 2 large signs put up for both sides of the platforms at Wellington train station which says 'WELLINGTON for WALKING'</p> <p>We have produced a new improved updated edition of 'Wellington and the Wrekin Forest Walks' which now contains 10 walks. It also includes the Mural trail and much local information about parking, the Wrekin and its geology and the many different walking routes that pass through Wellington.</p> <p>We were involved in a local initiative - 'Get Telford Walking' on the 19th May when walks were led from every health centre in Telford to the start of the T50 trail in Telford Town Park. The Council has asked us to do another such event this year.</p> <p>We contributed a walk in the Shropshire Way Festival and 2 walks in the Wellington Spring Festival</p> <p>We were asked to provide assistance to a severely disabled man who wished to attempt to get up the Wrekin in his wheelchair. One of our committee members helped him achieve this and the man was delighted.</p> <p>We have finally got a publicity secretary</p>
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<p><b>2. Evidence of continued endorsement by your local council</b> A formal Motion or Minute is not necessary but add other evidence of support or collaboration.</p>	<p>One of our committee members is a member of Wellington Town Council. Our Footpath Secretary attends the Wellington Town Council Promotions and Liaisons Committee and the Town Clerk Department</p>
<p><b>3. Demonstration of continued local support for the concept</b> Detail here how other groups or partners and local residents, you are working with, to help you to achieve your goals.</p>	<p>We have links with the following groups:- Wellington Festival Group (ie the Arts festival) Wellington LA21 Halfway House on the Wrekin Friends of Bowring Park Friends of Wellington Station Walking for Health, Telford &amp; Wrekin Much Wenlock WaW Telford and East Shropshire Ramblers Telford Senior Citizens Forum Telford T50 50 mile trail consortium Shropshire Way Association Telford Local Access Forum</p>
<p><b>4. Indicate a commitment to ensure that the local public path network will be maintained in good condition</b> Give examples of how your group has been involved in monitoring your PROW area network and any improvements made in 2018.</p>	<p>We have a Footpath Secretary who takes up issues of public rights of way and applies pressure to get them resolved. He is also involved in weekly litter picks in the Wellington area We have a Path Maintenance Officer who organises twice monthly path maintenance sessions, identifying footpaths that need attention and organising our volunteers to achieve this. He maintains our equipment - brush cutter and trimmers. 26 sessions were held in a 12 month period spread over 21 sites.</p>
<p><b>And other facilities and amenities</b> This might be actions to save public toilets or a car park, installing boot cleaners etc.</p>	<p>We support the Friends of Bowring Park who are working hard to get more use of the park and its cafe. We included a walk around the park to hear the work of the Friends in our Walking Festival and we often have walks stop or end at the cafe to promote this very good facility. We are involved in helping establish a garden at Wellington train station. We included a film at The Orbit - Wellington's new Arts Centre and cafe - in our Walking Festival. The 63 seater cinema was sold out for this event, highlighting how collaborating with local groups benefits everybody. We have been involved in the 'Refill Wellington' project going around to local businesses to get them to sign up to refilling walkers' water bottles for free. We have been involved in meeting the judges for the 'Great British High Street, Rising Star Award' letting them know about our efforts to promote walking in the area and boost the local economy.</p>

<p><b>5. Ensure adequate marketing of WALKERS ARE WELCOME status.</b></p> <p>You have worked hard to become accredited but how do you promote your town and status? 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?</p> <p>Do you have published walk leaflets?</p>	<p>We have appointed a Publicity Officer at our AGM in July. She is now providing regular press releases to keep the work of our group in the public eye as well as giving information about future events, which again showcases what we are planning and when.</p> <p>We have published a host of leaflets which are all free e.g. Northern walks, Wrockwardine walks, New Work walks, Shropshire Way walks in Wellington and the updated Wellington and the Wrekin Forest Walks. There was a photo and article about the launch of the new town leaflet in the local paper highlighting our group's involvement in the project. We also give away postcards and business cards about Wellington Walkers are Welcome and we have a banner as well as pop up banners (one about us and one about our annual week long Walking Festival ) for use at events.</p>
<p><b>Does your organisation have a dedicated website?</b> Provide URL.</p>	<p>Yes <a href="http://wellingtonwalkersarewelcome.org.uk">wellingtonwalkersarewelcome.org.uk</a></p>
<p><b>Have you checked your profile entry on the national website is up to date with a photograph?</b></p>	<p>Yes</p>
<p><b>Does your organisation have its own facebook page?</b> Provide URL.</p>	<p>Yes <a href="http://www.facebook.com/WellingtonWalkersAreWelcome">www.facebook.com/WellingtonWalkersAreWelcome</a></p>
<p><b>Do you use other social media?</b> Please list.</p>	<p>Yes Twitter: @WellingtonWaW1</p>
<p><b>And National WaW</b></p> <p>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.</p>	<p><a href="#">Our secretary is a Walkers are Welcome Mentor and has rejoined the National Committee and is on the themed event subcommittee. She has produced a fact sheet about producing simple websites.</a></p> <p><a href="#">She also has been advising the neighbouring town of Broseley, who have now become a WaW town. She attended the National Get-Together at Kirby Stephen.</a></p> <p><a href="#">3 of our committee went to the Regional Get-Together at Montgomery in June.</a></p>
<p><b>6. Show how use of public transport has been encouraged.</b></p> <p>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?</p>	<p>All walks on the Telford T50 trail during our Walking Festival were accessed by bus to and from the start and end of each walk.</p> <p>One of our walks in our Festival was to Rodington Vineyard and then we took the bus back to Wellington.</p> <p>Our Sunday walks (on the first and third Sunday of every month) always start at Wellington Leisure Centre so that people can get to the start by public transport.</p>

<p><b>7. Demonstrate how you are ensuring that WaW status is maintained in future.</b>  This is a sustainability question. Provide the names of all your committee members, their roles and a brief background. (Contact information not required).  (Background was supplied)</p>	<p>Chair :- Eve Clevenger  Secretary;- Naomi Wrighton  Treasurer:- Sheila Jones  Footpath Secretary:- Bob Coalbran  Path Maintenance Secretary:- Malcolm Skelton,  Publicity Secretary:- Jean Escott  Dorothy Roberts;- Wellington Town Councillor  Brian Herring  Pam Hill:-  June Amos:-  Toni Carver:-</p>
<p><b>Please also let us know if you have any concerns about your sustainability.</b>  Could you use some help with this?</p>	<p>I don't think we have any at present</p>
<p><b>Governance</b>  We believe that every WaW group should have democratic governance and an independent bank account.  Do you have a constitution that has been submitted to the Secretary?</p>	<p>We do have a constitution which has been emailed to the secretary.</p>
<p><b>Funding</b>  Do your group have a bank account?  How have you generated income this year?  Please give details of sustainable income or any donations or grants or donations in kind.</p>	<p>Yes we have a bank account  We generate income by charging businesses to advertise in our walking festival leaflet. This covers the cost of producing our festival leaflets. We have patrons who pay an annual fee of £10 to support what we do.  We ask for voluntary donations from the walkers in our walking festival (all our walks are free) and many people are happy to make a donation.  We are members of Ramblers Worldwide Holidays Walking Partnership scheme, and receive money whenever one of our members goes on one of their holidays and nominates us.</p>
<p><b>8. Community Advantages</b>  It is always useful to receive anecdotal or measured evidence of ways in which WaW status and your efforts have helped your community or the local economy. e.g. increased car park revenue, increased occupancy levels in accommodation, new businesses opening to cater for walkers.  Measured information is always best.</p>	<p>An attendee at our Walking Festival came from the USA having chosen our festival from the national website. He stayed in a local hotel which is close to the train station (he used the train to get to venues) and ate in local restaurants. He had such a good time exploring the area in the festival that he said he would come back next year. We sent a photo and news item to the local paper, which they printed.  We walked to the Hospice at the edge of Wellington and were given a guided tour of the garden which is evolving into a haven for wildlife. Walkers were invited to make a donation to the Hospice. In this way local charities like the Hospice and other community ventures like the Canal Trust, Friends of Bowring Park and the Orbit get exposure and increase revenues from walkers' donations.</p>

<p><b>9. Priorities 2020</b> It is important each year to review the previous years achievements and equally to think about the year ahead. Please indicate your specific plans/priorities for the following year.</p>	<p>We will continue to lead walks on the 1st and 3rd Sunday of every month and work to ensure we always have a back marker.</p> <p>We will start planning our September Walking Festival, which will be from the 14th to the 20th September. It is our tenth anniversary as a Walkers are Welcome town so we will be planning to celebrate this at the festival.</p> <p>A local Primary School has asked for some help in creating a trail with ceramic tiles at key points. We will try to assist with the project.</p> <p>The local football club has asked for some help in planning a walk, so we will try and help there.</p> <p>We will take part in the 'national' litter pick event. We have scheduled this for the 24th March on and around the Wrekin.</p> <p>The next Get Telford Walking event will take place on the 24th May</p>
<p><b>10. National Committee:</b> We are constantly reviewing our priorities; do you have any thoughts about what the National Committee should pursue in the year ahead. that we might pursue?</p>	<p>I'd like the National Committee to publicise the brand of Walkers are Welcome more - shout about what we do and our aims and achievements, as well as strongly promote the benefits of walking nationally.</p>