

WALKERS ARE WELCOME CIC

MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2021



Please complete this report electronically and send it as a Word document by email to secretary@walkersarewelcome.org.uk by 31 January 2022.

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 the previous year by completing this Annual Return. Please answer every question and provide the fullest information; it is time to shout about your achievements. *The form expands to allow additional data.*

We are always looking for evidence that Walkers are Welcome members are making a difference in their communities and it is wonderful to learn of your successes and to share innovation across the network.

Your Annual Return and subscription are both due by 31st January 2022. If you anticipate or experience any problems completing the Return and/or making your payment in time, please advise us as soon as possible.


**REMEMBER, WE ARE ALWAYS HERE TO HELP –
Please email the Secretary or your Mentor for assistance at any time**

Town or village name	Dereham
Name of group or organisation	Dereham Walkers are Welcome
Population: Source of population figure?	19460 https://www.citypopulation.de/en/uk/eastofengl/and/admin/breckland/E04006108_dereham/
2021 Subscription paid	not yet
Date paid and how or date it will be paid	cheque in the post
Name of mentor	Derek Blake

Key to comment colours:	X	Well done, criteria met.
	X	Some concerns, your mentor will offer guidance and monitor progress.
	X	Criteria not met.

Your mentor may also add comments for you to think about, but which do not affect the overall assessment.		
1. Achievements & innovation 2021 Shout about your group's main achievements and innovation this year.	X	<ul style="list-style-type: none"> • We have continued to provide input to the Wayfinding project run by <i>aboutDereham</i>, resulting in the installation of 12 display panels around the town, highlighting aspects of Dereham: one in particular features walking routes and carries our WaW QR code and email • Our Chair is also the voluntary Footpath Warden for the town, reporting to the Town Council partly in this role, and partly as Dereham Walkers are Welcome. Through this, we have maintained our relationship with the Town Council, especially regarding some long standing path problems, and the developing management plan for The Neatherd, a large common close to the town centre. • We have also maintained contact with the County Council on the above path problems. A meeting had finally been arranged involving the Footpath Warden and town and county councillors, which we then missed through illness; we are following up on the discussions made, with the positive involvement

		<p>of the county councillor.</p> <ul style="list-style-type: none"> We have a presence in the magazines for 2 neighbouring parishes and plan to extend this to more in the future. <p><i>Clear evidence of activities across the local community.</i></p>
<p>2. Evidence of continued endorsement by your local council</p> <p>A formal Motion or Minute is not necessary but add other evidence of support or collaboration, e.g., funding, membership of your committee, etc.</p>	X	<ul style="list-style-type: none"> The original supporting resolution of 2015 still stands, and our Chair is invited to attend and report to Dereham Town Council's Heritage and Open Spaces Committee meetings, though many have been cancelled this year. A Town Councillor attends our meetings and has been active in following up and pressing our concerns. The Town Council has taken a number of active steps (levelling of a potholed Restricted Byway, cutting vegetation on a path, not a public right of way, and supporting our push on other path issues). <p><i>Strong links with the Town Council have been maintained with clear practical benefits.</i></p>
<p>3. Demonstration of continued local support for the concept</p> <p>Detail here how other groups or partners and residents you are working with will help you to achieve your goals.</p>	X	<ul style="list-style-type: none"> We keep close links with Norfolk Ramblers, especially for path maintenance work We are an active member of <i>aboutDereham</i>, an umbrella organisation of community groups. We have a mailing list of 100+ people who have opted in to receive information about our walks and other activities. We worked with Dereham Heritage Trust to develop three town walks; although scheduled to be held during Heritage Open Days week in September, they were cancelled following illness, but will be run in 2022. <p><i>Good links maintained with a number of local organisations. 100+ on the mailing list is impressive.</i></p>
<p>4. Indicate a commitment to ensure that the local public path network will be maintained in good condition</p> <p>Give examples of how your group has been involved in monitoring your PROW area network and any improvements made this year.</p>	X	<ul style="list-style-type: none"> We monitor all our public paths by walking them on a regular basis; the time spent on this, and on maintenance work, is reported to the Town Council. We undertake litter and vegetation clearance using equipment provided free by the Town Council. We report bigger problems to Norfolk County Council (NCC) for action. NCC has also supplied us with waymarking disks to install. With strong assistance from The Ramblers, and our link town councillor, we renewed two sets of steps linking the severed public right of way across the dual carriageway A47. <p><i>This is a real strength. I have seen from meetings' minutes some of the detail on path maintenance etc and it is exemplary work. Links with DTC, NCC and the Ramblers clearly help. A big tick here.</i></p>
<p>4.1 Other facilities and amenities</p> <p>This might be actions to save public toilets or a car park, installing boot cleaners, water refill scheme, etc.</p>	X	<ul style="list-style-type: none"> Through <i>aboutDereham</i>, we are contributing to a developing Town Plan, initiated by our District Council. We have supported <i>aboutDereham's</i> work to introduce a community toilet scheme, whereby businesses are paid a modest sum to make their toilets available to non customers; the sole set of public toilets in the town are universally regarded as unacceptable. <p><i>Helping tackle a difficult issue, but one vital to attracting walkers and other visitors to the Town, is good to see. Can nothing be done collectively about the unacceptable public toilets?</i></p>

<p>5. Ensure adequate marketing of WALKERS ARE WELCOME status.</p> <p>You have worked hard to become accredited but how do you promote your town and status?</p> <p>Provide information of where WaW window stickers are displayed and examples of the logo in print and online.</p> <p>Have your activities been mentioned in newspapers or magazines?</p> <p>Do you have published walk leaflets?</p>	<p>X</p>	<ul style="list-style-type: none"> • With restrictions coming and going on access to businesses, we have not sought to maintain and refresh the 50+ stickers we had placed in the town. We have purchased new ones (round instead of square logo, and also including our own web address and QR code), but will not seek to place them until 2022. • Our original 14 walks remain downloadable from our website, though we no longer have hard copies. These have been supplemented by a booklet of short (mostly 4 miles maximum) walks, funded from the Co-operative Community Fund. These are also on the website, with hard copies also available from the Library, at the Co-op itself and in a few other selected locations. • The Co-operative Community Fund also enabled the production of a short leaflet; distribution has been postponed to 2022. • We were able to get a piece about DWaW published in the regional newspaper, the EDP. <i>The new logo, with web address and QR code is terrific. Good progress made with the short walks booklet, the leaflet and EDP article.</i> 
<p>5.1 Does your organisation have a dedicated website?</p> <p>Provide URL.</p> <p>Are you using another organisation's website? Provide URL.</p> <p>The WaW circular logo must be shown? Please check and confirm.</p> <p>If you do not have your own website, will you consider this a priority for 2022?</p>	<p>X X</p>	<ul style="list-style-type: none"> • www.DerehamWaW.org.uk • The circular logo is used. <i>Double tick for this!</i>
<p>5.2 WaW Website Profile</p> <p>Please confirm here that you have checked that your profile entry on the national website is complete and up to date, including a photograph, and that the contacts shown are correct. If they are not, please note here and say when this will be corrected.</p>	<p>X</p>	<p>Yes - https://walkersarewelcome.org.uk/waw-towns-c-d/waw/52/</p>
<p>5.3 Does your organisation have its own Facebook page?</p> <p>Provide URL.</p>	<p>X</p>	<p>Yes - https://www.facebook.com/DerehamWaW</p>
<p>5.4 Do you use other social media?</p> <p>Please list.</p>		<p>No</p>
<p>5.5 National WaW</p> <p>How are you promoting the national brand and getting involved? What actions have you taken to promote the network nationally and/or regionally?</p> <p>Have you:</p> <ul style="list-style-type: none"> • attended the AGT? - yes/no • worked with another town or towns? - yes/no • sent news in for the website or newsletters? - yes/no • entered events in what's on? - 	<p>X</p>	<p>Have we ...</p> <ul style="list-style-type: none"> • attended the AGT? - planned, stopped by illness • worked with another town or towns? - yes • sent news in for the website or newsletters? - yes • entered events in what's on? - no • provided a mentor? - yes: Ken Hawkins is a mentor for Suffolk and Lincolnshire members, and keeps close contact with the other Norfolk towns - Zoom meetings have been held in February, May, August and December. • other action(s) Ken is also an active member of the WaW NEC

yes/no • provided a mentor? - yes/no • other action(s)? - please list		<i>Despite KH's illness Dereham's profile remains high. KH was quickly back in action and has continued to be a strong influence for good nationally, regionally and in Dereham.</i>
6. 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?	X	<ul style="list-style-type: none"> • Our walks leaflet pack includes a general leaflet which records the public transport available to reach Dereham and surroundings. • Half of our 14 walks leaflets are bus/train out, walk back. • We would plan to use this format on some of our led walks, but have been unable to do so this year (like last year). <i>Bus/train out, walk back gets a big tick.</i>
7. Demonstrate how you are ensuring that WaW status is maintained in future. This is a sustainability question. List the names of all your committee members and their roles. (Contact information is not required).	X	<ul style="list-style-type: none"> • Ken Hawkins - Chair • Catherine Hawkins - Minutes Secretary and Fundraising • Sue Rothwell - Committee member • Tim Birt - Webmaster • Carolyn Coleman - Social Media <p>All of the above work across all of our activities.</p>
7.1 Please also let us know if you have any concerns about your sustainability? Could you use some help with this?		<ul style="list-style-type: none"> • Although we have been pleased to welcome Carolyn as an extra committee member (and additionally for hosting our Facebook account), we remain aware that having only 5 of us organising our work leaves us vulnerable, and continue to approach others to join us. We know that this is a widely experienced issue, and it needs to be solved locally. <i>As stated, this is undoubtedly a common problem. Good to see a new person recruited, the awareness that 5 is still a small team and that action continues to be taken</i>
7.2 Governance We believe that every WaW group should have democratic governance and a constitution has been compulsory for all new members for some years. Do you have a constitution or other governing documents? If not, will you consider this for 2022?	X	<ul style="list-style-type: none"> • Yes, reviewed and amended 2021.
7.3 Bank Account Does your group have an independent bank account?	X	<ul style="list-style-type: none"> • Yes
7.4 Funding How have you generated income this year? Please give details of sustainable income plus any grants and donations in kind you have received this year.	X	<ul style="list-style-type: none"> • We have continued to seek donations for walks, rather than charging for them; sometimes this has brought in very little, at other times more; overall, we believe that total income has been little different. <i>Interesting to see that getting donations for walks has had little impact on income. I noted the funding from Co-operative Community Fund. Are there any other local funding streams, grants etc that can be tapped in 2022?</i>
8. Community Advantages How has WaW status and your efforts 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 would be helpful if it is available.	X	<ul style="list-style-type: none"> • As stated in previous years, Dereham is not yet an obvious tourist destination, though we are pleased that some people come on to our walks from well outside the town. Our intention remains to build on a largely local or regional recognition of walking opportunities, and join in with other organisations (mostly under the <i>aboutDereham</i> umbrella) to feature good walking as one among many other attractions of the town.

		<ul style="list-style-type: none"> • Our input to the developing Town Plan has included the idea that it would be good for Norfolk if tourist promotion moved away from pushing the north coast (in many people's view already well oversubscribed at peak times), and central Norfolk (Dereham is <u>right</u> in the middle!) and The Brecks are good alternatives. • copies of the Short Walks Booklet (see Q5) have been provided to the Social Prescriber Link Worker to pass on to patients as appropriate and for distribution to GP practices in Dereham and surrounding areas. <p><i>Innovative idea about central Norfolk and the Brecks as an alternative to the NN coast which I know from personal experience is "rammed" a lot of the time. Great idea to link the Short Walks Booklet with social prescribing – why didn't we think of that!</i></p>
<p>9. 9. Priorities 2022 It is important each year to review the previous year's achievements and equally to think about the year ahead. Please indicate your specific plans/priorities for the following year.</p>	<p>X</p>	<p>Priorities 2021 success or not</p> <ul style="list-style-type: none"> • continuing a regular programme of walks, one a month - largely achieved. Will be a priority for 2022 • doing the Town History Walk and the Industrial Heritage Walk - arranged but cancelled though illness. Will be a priority for 2022 • producing and printing a new leaflet - achieved. Distribution will be a priority for 2022 • producing and printing a Short Walks leaflet - achieved. Distribution will be a priority for 2022 • refreshing logos at shops and businesses in the town - postponed. Will be a priority for 2022 • production of a web map and descriptions of all public rights of way in Dereham - not achieved. Will be a priority for 2022 • recruiting more people to the committee and specifically someone with a social media remit - partly achieved. Will be a priority for 2022 • a report on all footpaths to Dereham Town Council - started. Will be a priority for 2022 <p><i>It is understandable that the pandemic continued to impact adversely through 2021, but encouraging that these initiatives will be pursued/completed during 2022.</i></p>
<p>10. 10. National Committee: 11. We always welcome your feedback. 12. Here is an opportunity.</p>		<ul style="list-style-type: none"> • not needed!

Records Update

Please help us to keep our records up to date in compliance with the Data Protection Act 2018. We require two internal 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. The full WaW data protection policy is on the website. To have the full benefits of membership, please complete your profile on the website with identified information and note above that it is up to date. **If you need help with login details or completing your profile, please ask.**

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 2022. Send your payment to The Treasurer, 1 Murray Close, Pocklington, York, YO42 2HD. Please make sure that cheques are payable to *Walkers are Welcome Towns Network*. A separate subscription

request for use as an invoice or a payment advice has been supplied, this includes details for bank transfer if required.

- Should you require an invoice for the exact amount, please contact The Treasurer treasurer@walkersarewelcome.org.uk.

Note: Extracts from 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.

Name:	Ken Hawkins
Organisation:	Dereham Walkers are Welcome
Position:	Chair
E-mail:	ken-hawkins@tiscali.co.uk

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

Please email as a Word document to: secretary@walkersarewelcome.org.uk by 31 January 2022.

THANK YOU FOR YOUR HELP AND SUPPORT
AS12/2021

Mentor's feedback summary:	Overall assessment:	Green
<i>It is very great to see the continued progress made by Dereham WaW, despite the pandemic and the illness of the chairman. The approach is always innovative, with a wide range of issues tackled. The work on footpaths is outstanding, as is the partnership working with a range of organisations from the Town and County Council to about Dereham and others. Good progress has been made on the publications front. The new logo is a great idea, as is the placing of the Short Walks Booklet with the Social Prescribing Link Worker. In all, excellent progress has been made despite the difficulties. KH continues to provide outstanding leadership to the region, as well as now serving as national chairman. He suffered a severe health problem in the summer and is to be applauded for the way he has taken this in his stride and continued his service to both Dereham and Walkers are Welcome.</i> <i>Derek Blake 19 January 2022</i>		