

# WALKERS ARE WELCOME CIC

## MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2020



Please complete this report electronically and send it as a Word document by email to [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk) by 31 January 2021.

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 2021. 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**

<b>Town or village name</b>	Dereham
<b>Name of group or organisation</b>	Dereham Walkers are Welcome
<b>Population</b>	19464 <a href="https://www.citypopulation.de/php/uk-parishes-eastofengland.php?adm2id=E04006108">https://www.citypopulation.de/php/uk-parishes-eastofengland.php?adm2id=E04006108</a>
<b>2021 Subscription paid</b>	In progress
<b>Date paid and how or date it will be paid</b>	
<b>Name of mentor</b>	Derek Blake
<b>WaW encourages contact between mentors and towns on a regular basis. What contact has there been in the last year?</b>	As mentors, Derek and I convened a Zoom meeting for the 7 members in Norfolk, Suffolk and Lincs (but not Kirkby Stephen). In regular contact with Ann Sandell.

<p><b>COVID-19</b>          We are aware that your plans will have been severely affected by COVID-19. Please try to answer the following questions as best you can, but give a brief overview here of the main impacts of COVID-19 on your activity this year.</p>	<ul style="list-style-type: none"> <li>• Litter pick and planned walks (regular and short walks) all brought to a halt with lockdown. Regular walks restarted in August, and short walks in October, though the latter were interrupted in the second lockdown and have not recommenced.</li> <li>• Further walks added to the programme, and ceased charging (invited donations instead).</li> <li>• Moves to get litter moved (beyond our means) from 2 locations were halted, yet to get things moving again.</li> <li>• Annual Public Meeting postponed then held on Zoom.</li> <li>• Website maintained, as we became aware that walks were being downloaded more often</li> <li>• Other activity (reported below) less affected</li> </ul> <p><i>You have clearly carried on as much as circumstances allowed.</i></p>
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<b>Key to comment colours:</b>	<b>X</b>	Well done, criteria met.
Also see summary and comments	<b>X</b>	Some concerns, your mentor will offer guidance and monitor progress.

	X Criteria not met.
<p><b>Your mentor may also add comments for you to think about, but which do not affect the overall assessment.</b></p>	
<p><b>1. Achievements &amp; innovation 2020</b></p> <p>Shout about your group's main achievements and innovation this year.</p>	<ul style="list-style-type: none"> <li>We provided input to the Wayfinding project run by aboutDereham, aimed at installing 12+ display panels around the town, highlighting aspects of Dereham: one in particular features walking routes and will carry our WaW QR code and email.</li> </ul> <div data-bbox="687 371 1334 808" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;"><b>Neatherd Moor then and now</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Neatherd Moor</b></p> <p>The moor is the only surviving common land in Dereham that was not included in the Enclosure Act of 1812. It was described in medieval documents as Galevestrom (Gallows Tree Common) and it is believed that it had the town gallows on it.</p> <p>A possible origin for its current name is shown on some maps and documents as Near Neath Moor. Neatherd's Moor or Neatherd's Moor is a person who has the care of neat cattle or a cowherd. This suggests that the common was used for grazing cattle even in the post-enclosure period.</p> <p>In the north is Back Lane, shown in red on the map, probably an ancient track which also marked the southern boundary of a Deer Park. This was documented in AD1215, which is the earliest reference of a deer park regime were described: trees were felled, deer taken and the pasture overgrown by cattle.</p> <p>The blue track to the south is known as Shillings Lane and could have been a drove route along which cattle were driven to the market in Dereham.</p>  </div> <div style="width: 30%;"> <p><b>Early History</b></p> <p>People from every period have left their traces on the common. Evidence of early human activity in the area dates back to finds of worked flint from the Stone Age.</p> <p>The remains of hearths and tools show settlement in Neolithic times and the Bronze Age - that's 6,000 years ago.</p> <p>Roman finds have also been found on the common, including a hoard of Roman coins which were buried for safekeeping inside a pit. Other Roman finds have been everything objects such as a clay lamp, fittings and a soapstone book.</p> <p>While many remains, cattle have grazed on the moor and grazed pastures for the park.</p>  </div> <div style="width: 30%;"> <p><b>Paths and tracks</b></p> <p>There are a number of public rights of way between The Neatherd and Eling Green. Nearly all are Neatherd Paths not open to any motorised vehicles. You can walk along Shillings Lane which now also acts as a valuable wildlife corridor between Neatherd Moor and Eling Green.</p> <p>Dereham Walkers are Welcome encourage the use of the 11 public rights of way in and around the town and work to keep them clear of vegetation and other obstacles. The website has a range of local walks, some of which use the routes by way across The Neatherd.</p>  </div> </div> <div style="width: 30%;"> <p><b>Public Access and Wildlife</b></p> <p>In 1910 now by law made the Neatherd a public park allowing access to all parts of the common. As times have changed the need for grazing cattle has given way to that of access to a public open space and a protective habitat for wildlife.</p> <p>In 2013, Neatherd Moor was designated a County Wildlife Site, in recognition of its biodiversity and the variety of habitats with areas of mainly open grassland, woodland and scrub, hedgerows and trees, ponds and ditches all providing a home for a range of plants, birds, animals and insects. These include some rare protected species such as the great crested newt, bats and some rare plants.</p>  </div> </div>

<p>Give examples of how your group has been involved in monitoring your PROW area network and any improvements made this year.</p>	<p>X</p>	<p>specific maintenance issues, where we will supply labour and NCC the materials.</p> <p><i>The commitment is very clearly backed by action. Joint working with the County Council is very commendable.</i></p>
<p><b>4.1 Other facilities and amenities</b> This might be actions to save public toilets or a car park, installing boot cleaners, water refill scheme, etc.</p>	<p>X</p>	<ul style="list-style-type: none"> <li>We are actively involved in about Dereham's Wayfinding project, which is designed to inform residents and visitors about the attractions of Dereham.</li> </ul>
<p><b>5. Ensure adequate marketing of WALKERS ARE WELCOME status.</b> 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? Do you have published walk leaflets?</p>	<p>X</p>	<ul style="list-style-type: none"> <li>In 2019, we had logos and leaflet packs in some 50 shops around the town. The leaflets ran out, and we lacked the funds to reprint them, and in any case decided we would in future concentrate them at the library and one or two other locations. But this plan ground to a halt with lockdown, when shops were not welcoming non buying visitors. We plan a refresh of the logos in 2021</li> <li>Walks leaflets remain downloadable from our website</li> <li>All walks have been reviewed and revised for relaunch in 2021</li> <li>One of our walks has been included in the December issues of the EDP magazine; this was facilitated by a Ramblers contact.</li> </ul> <p><i>50 sites for logos is impressive. Good idea to refresh them in 2021.</i></p>
<p><b>5.1 Does your organisation have a dedicated website?</b> Provide URL. Are you using another organisations website? Provide URL. Is the WaW circular logo shown? If you do not have your own website, will you consider this a priority for 2021?</p>	<p>X</p>	<ul style="list-style-type: none"> <li><a href="http://www.DerehamWaW.org.uk">www.DerehamWaW.org.uk</a></li> <li>Circular logo shown.</li> </ul> <p><i>WaW prominent. Review of past walks a useful feature. 14 walks all easily identifiable and downloadable. Footpath work shown in detail. Some advertising of local organisations and attractions. All in all, a very informative site.</i></p>
<p><b>5.2 WaW Website Profile</b> 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>	<ul style="list-style-type: none"> <li>Yes - <a href="https://walkersarewelcome.org.uk/waw-towns-c-d/waw/52/">https://walkersarewelcome.org.uk/waw-towns-c-d/waw/52/</a></li> </ul>
<p><b>5.3 Does your organisation have its own Facebook page?</b> Provide URL.</p>	<p></p>	<ul style="list-style-type: none"> <li>no</li> </ul>
<p><b>5.4 Do you use other social media?</b> Please list.</p>	<p></p>	<ul style="list-style-type: none"> <li>no</li> </ul>
<p><b>5.5 National WaW</b> How are you promoting the national brand and getting involved? Actions that you are you taking to promote the network nationally and/or regionally?</p>	<p></p>	<ul style="list-style-type: none"> <li>Ken Hawkins is a mentor for Suffolk and Lincs members, and keeps close contact with the other Norfolk towns - a Zoom meeting was held in November, and another is planned for early 2021</li> <li>Ken is also an active member of the WaW NEC</li> </ul>

e.g. attendance at meetings, mentoring other towns, exchange visits, national press releases etc.	X	<i>Impressive regional and national leadership consistently demonstrated by KH.</i>
<b>6. Show how use of public transport has been encouraged.</b> 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"> <li>• Our walks leaflets include a general leaflet which records the public transport available to reach Dereham and surroundings.</li> <li>• Half of our 14 walks leaflets are bus/train out, walk back.</li> <li>• We would plan to use this format on some of our led walks, but have been unable to do so this year.</li> </ul> <i>Bus/train out, walk back is great use of public transport, albeit not possible for led walks in 2020.</i>
<b>7. Demonstrate how you are ensuring that WaW status is maintained in future.</b> 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"> <li>• Ken Hawkins - Chair</li> <li>• Catherine Hawkins - Minutes Secretary and Fundraising</li> <li>• Sue Rothwell - Committee member</li> <li>• Tim Birt - Webmaster</li> </ul> All of the above work across all of our activities. <i>Quality compensates for quantity here.</i>
<b>7.4 Please also let us know if you have any concerns about your sustainability?</b> Could you use some help with this?	X	<ul style="list-style-type: none"> <li>• We are acutely aware that having only 4 of us organising our work leaves us very vulnerable, and continue to approach others to join us; this will remain a priority in 2021.</li> </ul> <i>The need to spread the load and achieve greater resilience is well articulated.</i>
<b>7.5 Governance</b> 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 2021?	X	<ul style="list-style-type: none"> <li>• yes, reviewed and amended 2020.</li> </ul>
<b>7.6 Bank Account</b> Does your group have an independent bank account?	X	<ul style="list-style-type: none"> <li>• yes</li> </ul>
<b>7.7 Funding</b> 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"> <li>• Recognising the financial impact of covid, we moved this year to seeking donations for walks, rather than charging for them; we believe that total income has been little different</li> <li>• We have been more than pleasantly surprised that our involvement in the Co-op's Community Funding scheme brought us £1717 – far more than we had expected. We are however planning to allocate this to specific outcomes, and continue to generate the money to cover our regular annual costs (£300 approx) from walks and other fundraising (eg a quiz).</li> </ul> <i>Interesting that switching to donations has had little impact on income. Achieving CCF of £1717 is seriously impressive: interested idc to know about the specific outcomes.</i>
<b>8. Community Advantages</b> How has WaW status and your efforts helped your community or the local economy, eg increased car park		<ul style="list-style-type: none"> <li>• Even had this year not been affected by the covid restrictions, we would not expect to have been making a major contribution to the local economy; Dereham is not an obvious walking honeypot! Our</li> </ul>

revenue, increased occupancy levels in accommodation, new businesses opening to cater for walkers? Measured information would be helpful if it is available.	X	intention is to continue to build on a largely local or regional recognition of walking opportunities, and join in with other organisations (mostly under the aboutDereham umbrella) to feature good walking as one among many other attractions of the town. <i>Sensible, realistic, approach.</i>
<b>9. Priorities 2021</b> 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.	X	<ul style="list-style-type: none"> <li>• continuing a regular programme of walks, one a month</li> <li>• doing the Town History Walk and the Industrial Heritage Walk</li> <li>• producing and printing a new leaflet</li> <li>• producing and printing a Short Walks leaflet</li> <li>• refreshing logos at shops and businesses in the town</li> <li>• production of a web map and descriptions of all public rights of way in Dereham</li> <li>• recruiting more people to the committee and specifically someone with a social media remit</li> <li>• a report on all footpaths to Dereham Town Council</li> </ul> <i>Realistic, SMART, priorities, carrying forward where appropriate the priorities for 2020 that it had not been possible to pursue. Hopefully vaccinations etc will allow this agenda to be pursued in a way that was not possible last year.</i>
<b>10. National Committee:</b> We always welcome your feedback. Here is an opportunity.		<ul style="list-style-type: none"> <li>• not needed!</li> </ul>

## 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 2021. 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.
- Should you require an invoice for the exact amount, please contact The Treasurer [treasurer@walkersarewelcome.org.uk](mailto: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.

<b>Name:</b>	Ken Hawkins
<b>Organisation:</b>	Dereham Walkers are Welcome
<b>Position:</b>	Chair
<b>E-mail:</b>	<a href="mailto:ken-hawkins@tiscali.co.uk">ken-hawkins@tiscali.co.uk</a>

**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](mailto:secretary@walkersarewelcome.org.uk) by 31 January 2021.

**THANK YOU FOR YOUR HELP AND SUPPORT**

AS04/2020

<b>Mentor's feedback summary:</b>	<b>Overall assessment:</b>	<b>Green</b>
<p>A very solid story about a difficult year for all, and one that is well told. Dereham WaW demonstrably works in partnership with a number of organisations in the area on a range of issues, and pursues the WaW agenda very effectively. The website is informative, and the 14 self-led walks offer plenty of opportunity for circular and linear walking. In addition the Chairman provides exemplary WaW leadership regionally. Well done and thank you. Derek Blake</p>		