

WALKERS ARE WELCOME CIC

MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2022



Your Annual Return and subscription are both due by 31 January. **Please complete this report electronically and send it as a Word document to secretary@walkersarewelcome.org.uk by 31 January. If you anticipate or experience any problems completing the Return and/or making your payment in time, please advise us as soon as possible.**

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.

Town or village name	Dereham
Name of group or organisation	Dereham Walkers are Welcome
Population:	21,231 [2021]
Source of population figure?	https://www.citypopulation.de/en/uk/eastofengland/norfolk/E34002816_dereham/
Amount of payment due, see subscription below	£110
New Subscription paid	Yes/not yet
Date paid and how or date it will be paid	early January
Name of mentor	Derek Blake

Key to comment colours:		Well done, criteria met.
		Some concerns, your mentor will offer guidance and monitor progress.
		Criteria not met.
Mentor's feedback summary:	X	Overall Assessment
<p>It is really pleasing to see the scope and scale of progress achieved by DerehamWaW. There is so much good stuff happening it is hard to know what to highlight! Of particular note is the activity across the community, and the involvement with a range of other community organisations. There are lots of common-sense, practical, initiatives, and it is good to see a lot of this activity quantified eg the amount of effort that goes into footpath monitoring and maintenance, the number of people on the emailing list, the number of website visits etc. The marketing activity has used a range of media and this can only enhance coverage. In all, exemplary activity under all the WaW headings.</p> <p>It is really good that, following health problems in 2021, Ken Hawkins has been able to continue serving Dereham, and WaW nationally, so strongly.</p>		

<p>Achievements & innovation this year Shout about your group's main achievements this year. Please include innovation and projects that go beyond the criteria that you are proud of.</p>	<p>2022 has been largely a year of 'steady as it goes'.</p> <ul style="list-style-type: none"> • we have continued our monthly short walks (under 4 miles) programme • our short walks booklets have been distributed to the 3 GP surgeries in Dereham, plus the county Social Prescribing team • longer walks have included one with Jubilee connections, one ending with a garden party (courtesy of our council colleague and his wife), and 4 town walks jointly with Dereham Heritage Trust, two as part of Heritage Open Days week • we joined the consultation on a developing country park in the town • Good to see a mix of short and longer walks in the programme. Great idea to distribute short walks leaflets to GP surgeries plus the county Social Prescribing team
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The six criteria are:	
<p>1. Demonstrate popular local support from the community and local businesses for the concept Detail here how other groups or partners and residents you are working with have helped you to achieve your goals.</p>	<p style="text-align: center;">X</p> <ul style="list-style-type: none"> • we continue to maintain close links with The Ramblers and Dereham U3A • we are an active part of aboutDereham, an umbrella group for community organisations, pressing for actions which enhance Dereham as an attractive destination • we provided a stall at the <i>Dereham Day</i> event which brought in large numbers of residents • we have 150+ people on our emailing list for information • we have a regular attendance of 20-25 walkers on planned walks • some walks are linked to local businesses, eg the Partea Hut (café at Dereham Windmill) and Mid-Norfolk Railway; town walks were run jointly with Dereham Heritage Trust • we held an Annual Public Meeting, generating proposals which have been incorporated into our planning • Good things happening here: • Strong links with other community organisations • Dereham Day stall • Very strong mailing list • Linking some walks with local businesses • An Annual Public Meeting • All exemplary evidence of working within and across the local community
<p>2. Demonstrate that the local council formally endorses the application for Walkers are Welcome status. This would have been originally demonstrated by the local council (Town, Parish or Community Council) passing a resolution in support, being represented on the steering group, and making a financial contribution where possible. How has this developed in the current year?</p>	<p style="text-align: center;">X</p> <ul style="list-style-type: none"> • The original supporting resolution of 2015 still stands • The DWaW Chair is also Community Access Warden (CAW, formerly Footpath Warden) for Dereham Town Council, reporting formally to its Heritage and Open Spaces Committee 4 times a year • active involvement by one of the local County Councillors is helping to get issues considered • our link Town Councillor regularly participates in DWaW activities and has hosted refreshments in his garden at the ends of two walks • a formal job role as CAW is in course of adoption, which allows for 2 or 3 assistants also to be covered • Strong links with DTC clearly maintained, and link with County Councillor clearly beneficial. • Interesting change to CAW – does this mean the role is enhanced in scope?
<p>3. Demonstrate a commitment that the local public path network will be maintained in good condition. This might be ensuring that the local ROWs were all walked last year and problems reported to the relevant authority whilst checking that faults are rectified and/or, what actions have your own maintenance team undertaken this year?</p>	<p style="text-align: center;">X</p> <ul style="list-style-type: none"> • we undertake regular monitoring of all public rights of way and other public open space in the town • from 1 April 2021 to 31 March 2022, we spent 91 hours (underestimate) monitoring and 60 hours working • minor issues (nettles, brambles, small fallen trees) are dealt with by WaW, bigger issues referred to the County Council; a new volunteer has emerged this year and is proving very helpful • longer standing issues have been raised with the Town Council, with follow up including County Councillors • in part as a result of our lobbying, funding (£64k) has been found to significantly improve the surface of a lengthy byway, and a deteriorating boardwalk has been renewed • This is an impressive, quantified, record of activity in both monitoring and taking action, and continues the excellent work of past years.
<p>4. Demonstrate that there is adequate marketing of the town's Walkers are Welcome status. This can be demonstrated in several</p>	<p style="text-align: center;">X</p> <ul style="list-style-type: none"> • we are continuing distribution of the DWaW short walks booklets and leaflets, which are also on our website • statistics indicate between 400 and 500 separate visits are made to the website every month, with walks being

<p>ways: for example, online presence, press coverage; signs/map in the centre of town advising visitors of walks they can undertake; waymarked walks starting from the town centre; leaflets readily available; local shops encouraged to display Walkers are Welcome stickers.</p>	<p>regularly downloaded</p> <ul style="list-style-type: none"> • stickers with the circular WaW logo were purchased and distributed, concentrating on refreshment outlets • we are now using Facebook • we have regular adverts in magazines in 9 villages just outside Dereham • we have led on the production of a leaflet encouraging people to visit the Wayfinding panels installed around the town • we have over the year been joined by 2 (with a third coming in the New Year) visually impaired people - this may be pure coincidence, but it would nice to think word is getting round • Again, exemplary activity. The combination of booklets/leaflets, website visits and downloads, customised stickers and use of Facebook means that a range of media are used in communicating with potential walkers. A big tick here.
<p>5. Demonstrate how the town encourages the use of public transport. This can be demonstrated, for example, by including clear public transport advice on marketing leaflets or lobbying for improvements.</p>	<p>X</p> <ul style="list-style-type: none"> • the public transport available to reach Dereham is featured in our publicity materials • at least one walk each year is bus/train (heritage railway) out, walk back; in 2022 we did one by bus and one on the train • half of the 14 walks leaflets are bus/train out, walk back • A real effort made to promote public transport in publicity, walks leaflets and some of the walks
<p>6. Demonstrate the mechanisms in place to maintain Walkers are Welcome status. This can be demonstrated through having a well-balanced and committed WALKERS ARE WELCOME steering group from within the community. Please list your current committee or organisation members and state how their roles support the group continuing.</p>	<p>X</p> <ul style="list-style-type: none"> • a switch to seeking donations from those walking with us, combined with a regular turn out for walks, has brought us a good income, allowing for the first time the establishment of a reserve • committee numbers are still a concern, though we have one more person on the fringes, assisting with path work though not (yet?) formally a committee member • Current committee: <ul style="list-style-type: none"> ➢ Tim Birt: website management ➢ Carolyn Coleman: Facebook ➢ Catherine Hawkins: Treasurer and Minutes Secretary ➢ Ken Hawkins: Chair and Secretary ➢ Sue Rothwell: committee member • All the above also contribute ideas and participate in some or all of DWaW's work • Really good to hear that the switch to donations has worked out well. • Good to hear that the committee situation may improve although still flagged as a concern (a perennial problem for a lot of organisations)
<p>Records Update – Website Profile 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 updates required and say when this will be corrected.</p>	<ul style="list-style-type: none"> • yes
<p>Priorities 2023 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>Updated from 2022</p> <ul style="list-style-type: none"> • 2022: continuing a regular programme of walks, one a month - achieved. 2023 - 12 short and 10 other walks planned • 2022: Town History and Industrial Heritage Walks (cancelled though illness in 2021) were held, plus a Georgian Dereham walk (twice). 2023 - one led town walk, plus production of a booklet for self guided walks

	<ul style="list-style-type: none"> • 2022: Distribution of new leaflet - limited. 2023 - complete and maintain distribution • 2022: Distribution of short walks booklet - achieved. 2023 - continue distribution • 2022: refreshing logos at shops and businesses in the town - partly achieved. 2023 - complete and maintain distribution • production of a web map and descriptions of all public rights of way in Dereham - not achieved. 2023 - review and formulate realistic plan • recruiting more people to the committee - partly achieved. 2023 - continue to seek more committee members or support • 2022: a report on all footpaths to Dereham Town Council - started. 2023 - complete and submit <p>2023 new plans</p> <ul style="list-style-type: none"> • consolidate liaison with local councils on remaining significant PRow issues • visit a Suffolk WaW town (Eye) for a walk (no others in Norfolk!) • trial the town walks further with Dereham Heritage Trust to inform decision about printing cheap and cheerful, or higher quality versions (funding needed)
<p>National Committee: We always welcome your feedback. Here is an opportunity. Please make your suggestions here.</p>	<p>We have a direct input!</p>

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.**

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*.
If you wish to pay directly to Bank, the details are:

Account No: 06000835
Name of Account: Walkers are Welcome Towns Network
Sort Code: 80-09-11
Name of Bank: Bank of Scotland

Membership Subscription

Based on population

Up to 3,000	£ 50
3,001 - 8,000	£ 70
8,001 - 15,000	£ 90
Over 15,000	£110

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

Name:	Ken Hawkins
Position:	Chair
E-mail:	ken-hawkins@tiscali.co.uk

THANK YOU

REMEMBER, WE ARE ALWAYS HERE TO HELP –

Please email the Secretary secretary@walkersarewelcome.org.uk or your Mentor for assistance at any time

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