

WALKERS ARE WELCOME CIC

MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2023



Your Annual Return and subscription are both due by 31 January, 2024. **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: Source of population figure?	20785 (2021) https://www.citypopulation.de/en/uk/eastofengland/norfolk/E34002816_dereham/
Amount of payment due, see subscription below	£110
New Subscription paid	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:	Overall Assessment
<p>Dereham WaW is to be commended for continuing to make steady progress on a broad range of fronts. Notable factors are the new Tuesday short walks, the continuing work on public rights of way, the working with an increasing number of local partners, a public annual meeting, the range of marketing media used (including nearly 200 people on the mailing list) and the availability of downloadable leaflets/booklets, including one for a new circular walk. The website is exemplary – full of easy to find information about guided walks, leaflets, events, partners and so on – very impressive. In all, this steady but wide-ranging approach is proving very effective in gaining walkers and general support and upping the organisation's profile. Very well done to all involved!</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>We have not added any major new activities, but we have done much more than mark time, with quite a growth in some areas. We have run a programme of new 'Easy Tuesday' walks for people who are unable or do not wish to walk for longer distances or can't manage rough surfaces. There has also been good progress in improving a number of public rights of way in the town, as well as working with the Town Council on legal and administrative blockages within the County Council.</p> <p style="color: green;">Steady, incremental progress on a broad range of activities - by far the best approach!</p>
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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>	<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 and visitors • We have 195 people on our emailing list for information

	<ul style="list-style-type: none"> • We have a regular attendance on our walks - averaging about 10-12 on our Easy Tuesday walks, 15-20 on our short walks and often more on our longer walks; walkers are a mix of a slowly changing core of 'regulars' plus a good mix of new walkers • Some walks are linked to local businesses, eg the Partea Hut (café at Dereham Windmill) and Mid-Norfolk Railway; and a HODS town walk run jointly with Dereham Heritage Trust • We held an Annual Public Meeting, generating proposals which have been incorporated into our planning • We have established links with Wellbeing Norfolk and Waveney <p>/ An impressive range of activities across different community groups, including several new initiatives.</p>
<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>	<ul style="list-style-type: none"> • The original supporting resolution of 2015 still stands • The DWaW Chair is also Community Access Warden (CAW) for Dereham Town Council, reporting formally to its Heritage and Open Spaces Committee 4 times a year; this role ensures continuing awareness by the Council of footpath issues, where DWaW can address problems both of 'ordinary' maintenance (eg vegetation growth and the like) and longer term issues requiring County Council action (eg the failure to enforce the use of a restricted byway) • A formal job role as CAW has been adopted, which allows for 2 or 3 assistants also to be covered by Town Council insurance • Our link Town Councillor regularly participates in DWaW activities and has hosted refreshments in his (and his wife's) garden at the end of a walk <p>/ There are clearly very strong, and sustained, links with Dereham Town Council.</p>
<p>3. Demonstrate a commitment that the local public path network will be maintained in good condition. This might be ensuring that all the local paths were walked in the last year and problems reported to the relevant authority (or landowner in Scotland) whilst checking that faults are rectified and/or reporting the actions which your own maintenance team have undertaken.</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 to date, we have spent 31 hours working on local paths • Minor issues (nettles, brambles, small fallen trees) are dealt with by WaW, bigger issues referred to the County Council; a new volunteer emerged during the year though sadly became ill which limited his contribution • Longer standing issues have been raised with the Town Council, with follow up including County Councillors <p>/ This has always been a particular strength. The task of PROW monitoring is taken seriously and done thoroughly.</p>
<p>4. Demonstrate that there is adequate marketing of the town's Walkers are Welcome status. This can be demonstrated in several 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>	<ul style="list-style-type: none"> • We are continuing distribution of the revised DWaW short walks booklets and leaflets, which are also on our website • Statistics indicate 500 or more separate visits are made to the website every month, with walks being regularly downloaded • Stickers with the circular WaW logo were purchased and distributed, concentrating on refreshment outlets • We continue to use Facebook and it has proved a source of people joining our walks • We have regular adverts in magazines in 12 villages just outside Dereham • In addition to an updated leaflet encouraging people to visit the Wayfinding panels installed around the town, we have also published a new circular walk leaflet

	<ul style="list-style-type: none"> We delivered a public talk on Dereham's Rights of Way at the town's Library <p>A wide range of media are used which I am sure pays dividends in terms of getting the message across and attracting a diversity of participants. The website is particularly impressive. It is full of relevant, useful, up to date information and is very easy to navigate</p>
<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>	<ul style="list-style-type: none"> The public transport available to reach Dereham is featured in our publicity materials All walks start within reach of public transport At least one walk each year is bus/train (heritage railway) out, walk back; in 2023 we did one by bus and one on the train Half of the 14 walks leaflets are bus/train out, walk back <p>Great use of public transport one way, walk the other for both leaflets and guided walks.</p>
<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>	<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, maintaining a comfortable reserve of funds Committee numbers have remained stable, with a new member joining in the year and already taking an active part in leading walks and bringing new ideas forward 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: walk leader Dorothy Sneesby: walk leader Celia Macey: walk leader All the above also contribute ideas and participate in some or all of DWaW's work <p>Good to see stability of Committee numbers now, and to see active new blood!</p>
<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>	<p>yes</p>
<p>Priorities 2024 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 2023</p> <ul style="list-style-type: none"> <i>Consolidate liaison with local councils on remaining significant PRow issues:</i> we continue to work closely with Dereham Town Council with detailed reports being presented 4 times a year; we have also developed a closer exchange and more positive link with the County Council's Countryside Access Officer <i>Visit a Suffolk WaW town (Eye) for a walk:</i> achieved <i>Trial the town walks further with Dereham Heritage Trust to inform decision about printing cheap and cheerful, or higher quality versions (funding needed):</i> no progress made (though funding is now available) <i>Continue a regular programme of walks, one a month:</i> exceeded, with monthly programmes of short walks and of

	<p>Easy Tuesday walks for those needing good level surfaces, plus a number of other, longer, walks</p> <ul style="list-style-type: none"> • <i>HODs participation</i>: we led one town walk with production of a leaflet for self guided walks around the sites visited • <i>WaW logos, refreshing logos at shops and businesses in the town</i>: partly achieved • <i>Production of a web map and descriptions of all public rights of way in Dereham</i>: not achieved • <i>Recruiting more people to the committee</i>: partly achieved. • <i>A report on all footpaths to Dereham Town Council</i>: started but not taken much further <p>2024 new plans</p> <ul style="list-style-type: none"> • Proposed guided walk led by a local landowner/farmer with interests in environmental issues • A new leaflet detailing our walks programme for the year, to attract a wider audience. • We have no other entirely new plans, but have plenty to do to continue and extend previous plans <p>A very sensible, steady, approach continuing, which will undoubtedly continue to pay dividends.</p>
<p>National Executive Committee: We always welcome your feedback. Here is an opportunity. We also encourage participation in WaW national events and activities - please let us know of anything you have done this year. Please make your suggestions here.</p>	<p>Our Chair is a member</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.**

Membership Subscription rates 2024

Based on population

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

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

We hope that you will not need an invoice, but should you require one, please contact The Treasurer treasurer@walkersarewelcome.org.uk. Please note that if your subscription is being paid by an external body which wants an invoice, it is for you to issue that invoice, not us, giving the above information to enable payment.

Name:	Ken Hawkins
Position:	Chair, Dereham Walkers are Welcome
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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