

# WALKERS ARE WELCOME CIC

## MEMBERS' ANNUAL RETURN FOR THE YEAR JAN TO DEC 2025



Your Annual Return and subscription are both due by 31 January, 2026. **Please complete this report electronically and send it as a Word document to [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk)** If you anticipate or experience any problems completing the Return and/or making your payment on 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.

<b>Town or village name</b>	Dereham
<b>Name of group or organisation</b>	Dereham Walkers are Welcome
<b>Population:</b> <b>Source of population figure?</b>	19,256 <a href="https://www.citypopulation.de/en/uk">https://www.citypopulation.de/en/uk</a>
<b>Amount of payment due, see subscription below</b>	£110
<b>New Subscription paid</b>	not yet
<b>Date paid and how or date it will be paid</b>	cheque to be posted 12 January
<b>Name of mentor</b>	not known

<b>Key to comment colours:</b>	<span style="display: inline-block; width: 15px; height: 15px; background-color: green; border: 1px solid black;"></span> <b>Well done, criteria met.</b>
	<span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> <b>Some concerns, your mentor will offer guidance and monitor progress.</b>
	<span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> <b>Criteria not met.</b>
<b>Mentor's feedback summary:</b>	<b>Overall Assessment</b>

An excellent Annual Return as per usual, please pass on our congratulations to the rest of your team. For flying the Walkers are Welcome flag. Good to see partnerships with other organisations. Agree that it is hard to quantify what revenue it brought to the area through walking but it must be something. Had a look at your Facebook page and that you regularly have posts. You could consider adding a few more photographs to the posts featuring the local landscape to tempt people to visit. Maybe there is local photographer that you could follow to share his photos. Here's to another successful year.

<p><b>Achievements &amp; innovation this year</b> 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>More a mention than a shout, but new this year, over and above our regular programme, have been</p> <ul style="list-style-type: none"> <li>• a summer evening walk with invited leaders from Norfolk Wildlife Trust and Dereham Town Council (DTC), visiting the developing country park being established and followed by a meal in a local pub</li> <li>• publication of a town quiz booklet jointly with Dereham Heritage Trust (DHT)</li> <li>• pressing for participating in a meeting between DTC and Norfolk County Council (NCC), to discuss a range of public rights of way issues; this was also attended by the two local county councillors</li> <li>• participating in the second Christmas tree festival organised by the parish church</li> </ul>
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<b>The six criteria are:</b>	
<p><b>1. Demonstrate popular local support from the community and local businesses for the concept</b> Detail here how other groups or partners and residents you are</p>	<div style="background-color: green; width: 15px; height: 15px; margin-bottom: 5px;"></div> <ul style="list-style-type: none"> <li>• We are an active part of aboutDereham, an umbrella group for community organisations, pressing for actions which enhance Dereham as an attractive destination (Strapline: A good place to live, a great place to visit)</li> <li>• We have maintained involvement with the Dereham</li> </ul>

<p>working with have helped you to achieve your goals.</p>		<p>Action Partnership, bringing together local government, local businesses and community organisations under the leadership of our local MP and the town's rector</p> <ul style="list-style-type: none"> <li>• We again provided a stall at the <i>Dereham Day</i> event which brought in large numbers of residents and visitors</li> <li>• We have 200+ people on our emailing list for information; in addition we have a good Facebook following and there are regular downloads of walks from our website</li> <li>• We have a steady attendance on our walks - averaging about 10-15 on both our Easy Tuesday walks and our First Friday short walks (though largely different people) and often more on our 'special' walks; walkers are a mix of a slowly changing core of 'regulars' plus a good mix of new walkers</li> <li>• Some walks are linked to local businesses, eg the Partea Hut (café at Dereham Windmill) and the Mid-Norfolk Railway, with the Tuesday walks regularly ending at <i>The George</i> for refreshment there</li> <li>• We have continued our links with Dereham Heritage Trust, with which we jointly produced town walk leaflets as well as jointly running a Heritage Open Days town walk</li> <li>• We held our Annual Public Meeting, generating proposals which have been incorporated into our planning</li> </ul>
<p><b>2. Demonstrate that the local council formally endorses the application for Walkers are Welcome status.</b></p> <p>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"> <li>• The original supporting resolution of 2015 still stands</li> <li>• 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</li> <li>• A significant outcome of the above has been a meeting with the relevant NCC Officer which has led to an increased receptivity to issues raised by us. It's early days still, but a number of issues have been addressed or resolved already; many are comparatively small, but all add to improvements to the walking environment</li> <li>• 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</li> </ul>
<p><b>3. Demonstrate a commitment that the local public path network will be maintained in good condition.</b></p> <p>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"> <li>• We undertake regular monitoring of all public rights of way and other public open space in the town</li> <li>• Minor issues (nettles, brambles, small fallen trees) are dealt with by DWaW, bigger issues referred to the County Council</li> <li>• Longer standing issues have been raised through DTC</li> <li>• See also the notes in the preceding section</li> </ul>
<p><b>4. Demonstrate that there is adequate marketing of the town's Walkers are Welcome status.</b></p> <p>This can be demonstrated in several ways: for example, online presence, press coverage; signs/map in the</p>		<ul style="list-style-type: none"> <li>• We are maintaining distribution of all of our walks booklets and leaflets, joined this year by a quiz booklet inviting people to identify town centre features by taking a short walk; all of these are also on our website</li> <li>• Our original longer walks booklet remains available as a free download</li> </ul>

<p>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"> <li>• Stickers have again been distributed, concentrating on refreshment outlets</li> <li>• We continue to use Facebook and it has proved a regular source of people joining our walks</li> <li>• We have regular adverts in magazines in 12 villages round and about Dereham</li> </ul>
<p><b>5. Demonstrate how the town encourages the use of public transport.</b> This can be demonstrated, for example, by including clear public transport advice on marketing leaflets or lobbying for improvements. Alternatives to traditional public transport might be investigated.</p>	<ul style="list-style-type: none"> <li>• The public transport available to reach Dereham is featured in our publicity materials</li> <li>• All walks start within easy reach of public transport</li> <li>• At least one walk each year uses the bus service and another the train (heritage railway) out, walk back</li> <li>• Half of the 14 walks leaflets are bus/train out, walk back</li> </ul>
<p><b>6. Demonstrate the mechanisms in place to maintain Walkers are Welcome status.</b> 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"> <li>• Donations from those walking with us has continued to provide us a good income, allowing us to maintain a comfortable reserve of funds and to welcome anyone who wants to walk with us, whether or not they donate</li> <li>• Committee numbers have remained stable, though two share the leading of the Tuesday walks, another two look after our Facebook platform and one mainly looks after the website, so much of the planning falls to just 2 of us and we are always seeking new members</li> <li>• Current committee: <ul style="list-style-type: none"> <li>➢ Tim Birt: website management</li> <li>➢ Carolyn Coleman: Facebook back up</li> <li>➢ Catherine Hawkins: Secretary</li> <li>➢ Ken Hawkins: Chair</li> <li>➢ Becca Holland: Facebook</li> <li>➢ Philip Morton: committee member</li> <li>➢ Sue Rothwell: walk leader</li> <li>➢ Dorothy Sneesby: walk leader</li> </ul> </li> <li>• All the above also contribute ideas and participate in some or all of DWaW's work</li> </ul>
<p><b>Records Update – 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 updates required and say when this will be corrected in your profile.</p>	<p>Yes - it is checked monthly to ensure it remains accurate</p>
<p><b>Priorities 2026</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.</p>	<p><i>Updated from 2025:</i></p> <ul style="list-style-type: none"> <li>• <i>An evening walk in conjunction with DTC and Norfolk Wildlife Trust to learn about the developing country park: achieved</i></li> <li>• <i>Review three town walks booklets produced for use on Heritage Open Days to consider wider permanent publication: not taken further - online is adequate</i></li> <li>• <i>Continue a regular programme of walks, one a month: achieved with a monthly programme of short Friday walks and Easy Tuesday walks, plus a number of other longer or themed walks</i></li> <li>• <i>HODs participation, one town walk: achieved</i></li> <li>• <i>WaW logos, refreshing logos at shops and businesses in the town: partly achieved - not as many renewed places as originally planned</i></li> <li>• <i>Production of a web map and descriptions of all public rights of way in Dereham: not achieved</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Recruiting more people to the committee: partly achieved.</i></li> <li>• <i>A report on all footpaths to Dereham Town Council: started but still in progress</i></li> </ul> <p><i>New for 2026:</i></p> <ul style="list-style-type: none"> <li>• <i>No specific plans at present but maintaining all current activity</i></li> </ul>
<p><b>National Executive Committee:</b> We always welcome your feedback, here is an opportunity, please add any suggestions here. We also encourage participation in WaW any regional or national events and activities - please let us know of anything you have done this year or whether you would like to host an event.</p>	<p>Our Chair is a member</p> <p>We attempted to track our economic impact. The circulated model is essentially aimed at large, single, events, such as festivals, where participation can be identified and tracked. Our impact is mainly from those who join our walks and other occasional events. But if someone comes walking with us, then spends money on refreshments or shopping, how do we know they wouldn't have spent that anyway? We concluded that the only identifiable impact would be refreshment spent after a walk, where we have arranged the venue. These are relatively small sums, so we have not tried to continue to measure it.</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. (See separate invoice).**

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

#### THANK YOU

REMEMBER, WE ARE ALWAYS HERE TO HELP –

Please email the Secretary [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk) or your Mentor for assistance at any time.

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