

## Dereham WaW Committee Meeting: 8 July 2024

<b>1</b>	<b>Minutes and matters arising from the meeting on 29 April 2024</b>																		
1.1	<u>Minutes</u> have been circulated and an edited version for the website has been written and uploaded. Minute 5.1 erroneously refers to tenants of premises in the Market Place when they are in fact owners.																		
1.2	<p><u>Matters arising</u> not elsewhere on the agenda:</p> <p>3.2 'Neatherd money': using the Dereham Society money to plant some trees has been suggested, as benches can get neglected or become overgrown and maintenance is costly and not high on either council's list. Also, tree planting could attract matching funds. Another alternative may be to have an information map about the biodiversity of the Neatherd which was central to the Friends of Neatherd Moor who gave the money to Dereham Society.</p> <p>After some discussion, it was agreed to pursue the idea of an information map when the country park was further developed. We will make some initial enquiries as to cost and who might be asked to design the map. It would be good if it was in the same design as the other information panels in the town. The Wildlife Trust could be approached for information on the flora and fauna to be found on the Neatherd. If more money is needed than the amount passed on to us by Dereham Society, all present agreed that DWaW could make a top up contribution from our own funds.</p>																		
<b>2</b>	<b>Website and IT</b>																		
2.1	The new DWaW address is now in use and fully working. As a precaution, on first sending out emails from the new address, we had also sent an email from the old address, asking recipients to let him know if they had not received the email from the new address. Four people had not received it, and all but one found it in their junk mail.																		
2.2	It was pointed out that the insurance certificate on the website is out of date. New certificate to be uploaded.																		
2.3	Statistics show that visits to our website have been overall steady, 30 unique visits a day on average (although some of these will be by search engines). People are regularly downloading our walks, the Short Walks Booklet being the most popular. There was an increase in downloads during May and June, which is to be expected with the better walking weather.																		
<b>3</b>	<b>Finance update</b>																		
3.1	<p><u>Update and regular outgoings</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Opening balance</td> <td style="text-align: right;">£2123.30</td> </tr> <tr> <td>Income from walks (May-July)</td> <td style="text-align: right;">£82.15</td> </tr> <tr> <td></td> <td style="text-align: right; border-top: 1px solid black;">£1903.12</td> </tr> <tr> <td> </td> <td></td> </tr> <tr> <td>New balance</td> <td style="text-align: right;">£2205.45</td> </tr> <tr> <td>    less Dereham Society gift</td> <td style="text-align: right;">£856.78</td> </tr> <tr> <td>    less publicity balance</td> <td style="text-align: right;">£278.78</td> </tr> <tr> <td>    less reserve</td> <td style="text-align: right; border-bottom: 1px solid black;">£400.00</td> </tr> <tr> <td><b>Available to use</b></td> <td style="text-align: right;"><b>£669.89</b></td> </tr> </table>	Opening balance	£2123.30	Income from walks (May-July)	£82.15		£1903.12	 		New balance	£2205.45	less Dereham Society gift	£856.78	less publicity balance	£278.78	less reserve	£400.00	<b>Available to use</b>	<b>£669.89</b>
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3.2	<u>Budget 2024</u> : Full year expenditure - £304 approx. Paid 2024: about Dereham (Jan £12), WaW sub (Jan £110), website (Mar £30), APM (Mar £28), insurance (May £99). To pay: AGT cost (Aug £25).
3.3	<u>Heritage Open Days</u> : HODs Dereham is expanding, with more organisations taking part than last year. There will be a Dereham leaflet again, which will be bigger and hold more information than last year. The Town Council has approved covering the cost of its publication, but some contribution may still be asked for from participating organisations. It was agreed to place this item on our list of regular yearly outgoings.
<b>4</b>	<b>Publicity</b>
4.1	<u>Contact list</u> : the list currently stands at 207 emails, plus 3 to phone. All of our email contacts are asked to let us know if they no longer wish to receive our emails. Approximately a third of our list are active.
4.2	<u>Logos</u> : logos placed in shop fronts have recently been checked, and a few more businesses have agreed to place one in their window. Further work is planned.
4.3	<u>Publications</u> : Leaflets, short walks booklets, Town Trail leaflets and Circular walk leaflets were being distributed as opportunity arose. We still have good stocks of all. We also keep the Partea Hut topped up. They have recently told us of a couple who come all the way from Norwich to have refreshments and then use the short walks booklet to go for a walk.  There has been no progress on reviewing the Town walks booklets but it is still planned, in order to bring them into the same format as our other leaflets and booklets.
4.4	<u>Social Media</u> : We continue to have a Facebook presence. Analysis shows that some of our web browsers have come straight from Facebook.
4.5	<u>Publicity</u> : Hill & Vale (covering Sparham, Elsing, Bylaugh and Lyng) has requested and published a piece from us. Currently we are sending regular articles to Litcham, Garveston, Gressenhall, North Elmham, Horningtoft, Ovington, Swanton Morley, Shipdham, Bawdeswell, Mattishall and Scarning (which is now on-line).
<b>5</b>	<b>Future work and plans</b>
5.1	It was agreed that proposals for an evening walk (NWT? Lolly Moor?) would be looked at for 2025, along with the request made at our Annual Public Meeting for more Bank Holiday walks.
5.2	We discussed a proposal that in selected locations and on those paths on obvious routes, we could put up some additional signage indicating where the path leads to, eg "To Northall Green". This could be potentially helpful and encouraging to walkers, and we could also put the DWaW logo on.  We would first need to get permission from Norfolk County Council and present them with a list of sites and what each sign would say. It was agreed that we would do some initial exploration with NCC, and if they are in agreement, we can then look at the design, format, and costs.
5.3	We could ideally do with recruiting another walk leader – it is good to have more than one walk leader to provide different ideas and routes.



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7.2	<p>8 RB28,30,31: clearance work by us was undertaken in June.</p> <p>9 RB32: encroachment at the eastern end did not seem to create problems after wet weather; DTC has put in a Parish Path Partnership bid to surface the western section, which has now been done.</p> <p>10 FP34: the woodland section is now added to the cutting contract; some clearance has been done by us, but it seemed that work had already been done.</p> <p>11 RB36 (Cherry Lane): the section from Norwich Road to the Windmill is once again badly potholed, but action is limited as with FP26. DTC are getting a quotation for doing some work, ideally shared with NCC.</p> <p>12 RB37: a litter bin has now appeared.</p> <p>13 Hurn Road path: the landowner (presumably) has cut back hanging vegetation, though nothing has been done to level the path. We have made some proposals via a Councillor to BDC.</p> <p>14 Etling Green trod: We attended a site meeting with a Councillor and NCC staff on 6 June, which identified the extent of the work anticipated to make a trod.</p> <p>15 Steps at South Green Gardens: DTC is contemplating making a claim.</p> <p><u>Dereham Town Council</u> The meeting of the Heritage and Open Spaces Committee for 25 June was cancelled. The next is scheduled for 24 September.</p>
8	<p><b>Walkers are Welcome national</b></p> <p>8.1 <u>Newsletter</u>: May and June issues, and the external <i>Walk this Way</i> in June have been circulated.</p> <p>8.2 <u>Annual Get Together 2024</u>: 1-13 October, Llanwrtyd Wells.</p> <p>8.3 <u>Economic Benefits of WaW Membership</u>: The material produced by Ross on Wye has been circulated. 7 towns, including Dereham, have expressed an interest in trialling it, though most have walking festivals or equivalents. We have looked at the spreadsheet and it is hard to make it work, which will be for the NEC to resolve.</p> <p>We could use our own form to gather economic data from our walkers, as we do not run a walking festival or other event. We would take on board the idea of not having tick boxes but using actual amounts when recording what has been spent. We may possibly be able to utilise data from our website and Facebook.</p> <p>It was agreed that it will be important to be open about the assumptions we are making and our methodology, so that the reliability of the figures will be transparent. We should aim to get the best figures we can, which will be rough estimates of the economic benefits, whilst listing all the assumptions we have made.</p> <p>Some information on economic benefits will be easy to obtain and interpret, eg the Easy Tuesday walks when everyone goes to The George to buy refreshments and then leaves or the MNR walks where spending on the train fare and in the café is part of the arrangements. There may be additional economic benefit if someone has a good experience in The George or the MNR and returns for an independent re-visit.</p>

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In other cases, there may be no actual economic benefit, just a change in when the benefit occurs, eg someone doing shopping after coming on one of our walks instead of the following day or weekend.

It was agreed that we would design one standard form for all types of walk. A draft will be circulated for comment.

**9**      **Next meeting:** Monday, 21 October 2024 **at the earlier time of 9.30am.**