

## Application for full Walkers are Welcome status

Please complete the following form, and send it electronically to [secretary@walkersarewelcome.org.uk](mailto:secretary@walkersarewelcome.org.uk)

The signed hard copy application form and any additional material should be sent to the Walkers are Welcome Treasurer, Geoff Kitt, c/o Glendorch, Sidmount Avenue, Moffat, DG10 9BS

Date of Provisional Membership and amount:

1. **Name of town/village:** **Cromer**

2. **Population:** **8000**

3. **Name of the organisation coordinating the WaW initiative (steering group etc):**

**Cromer WaW Steering Group** (when accreditation achieved, then a formal constitution will be adopted) **Cromer Walkers are Welcome Community Committee** (CWaWCC)

4. **Please list the people working on your WaW steering group and their position held, plus a few words on what area of interest they represent and if they are walkers:**

Adams Tim	Deputy Mayor
Bartlett Tim	Town Councilor, Graphics Designer, Cyclist/walker
Brown Melanie	Organiser Active Norfolk, Health Promoter, walker
Cox Hilary	County & District Councilor; cyclist/walker
Davenport Don	Chair WaWSG, Public Relations, walker
Dewing Shelly	Retailer, in the town WaWSG Treasurer designate
Hind Lyn	Catering Manager 'About with Friends' Charity
Groom Richard	IT specialist, WaWSG webmaster designate, walker
Harbord Richard	Built heritage, writer/walker
Hussey Andrew	Retired, walker
Khilil Tracey	Cromer Chamber of Trade, (CCofT).Walker
Ramshaw Jim	B&B proprietor, active in CCofT
Rosier Janet	Retired, walker.
Rosier Paul	Retired Minister, walker
Smith Valerie	Volunteer - checking National/County Trails, walker
Timson Helen	Trails Officer, Norfolk County Council

5. **Please give the names of two people who will be WaW contacts.**

- a) Davenport Don
- b) Hussey Andrew

6. **Address:**

7. **Phone:**

8. **Email:** a) \_\_\_\_\_  
b) \_\_\_\_\_

9. **Website address:** Currently under construction, final title dependent upon achieving a prominent position upon browser web pages.

**WALK CROMER/CROMER WELCOMES WALKERS**

**Please indicate briefly below how you believe you have met the six criteria.  
(If you wish, you can send your answers on a separate sheet of paper.)**

10. **Popular Support:** A Public meeting was called by Norfolk County Trails Officers - the initial meeting was attended by 70+ townsfolk, and following a presentation by Chris Prescott of the Walkers are Welcome organisation; 20 pledged their active support. We have subsequently collected 663 signatures in support of our bid, which included many businesses throughout the town.
11. **Official Endorsement:** The Town, District and County Council are solidly behind our Accreditation bid. As further evidence we have members on the Steering Group from every tier of Local Government. Hilary Cox (then) Chair of Norfolk County Council, member of District and Town councils. Tim Adams (Deputy Mayor) and Tim Bartlett (councillors Cromer Town) have engaged with the WaW Steering group. We have had endorsement from the local Chamber of Trade, Bittern Line (rail services); Norfolk Green, Konnect and Sanders, bus service providers. Letters of endorsement from a major local Landowner and businessman, a member of North Norfolk District Council, has offered to provide parking and possible accommodation should the Steering group decide to run a public Walking Festival. Cromer Academy has written to support WaW, their students do an annual walk in and around the town for charity. We hope to include one or more of their senior year group on to the Steering Group. Initial funding towards the Accreditation bid was received from the COOL Tourism Project, a European partnership of eleven local authorities and organisations in the east and south of England and in the north-west of France, which aims to develop and promote the tourism offer in rural areas by enabling better understanding of the motivations of the visitors interested in rural tourism.
- (added) At Cromer Town Council meeting 28<sup>th</sup> October 2013, minute 19.1 **AGREED** to join Walkers are Welcome.
12. **Marketing WaW status:** We are in the process of developing two surveys – a) Retailers and Caterers in the Town and b) Accommodation-providers to enable us to show both by leaflet and via a WalkCromer website links, that we understand the needs of walkers' and how those needs will be met.
- The WaW logo and simple message of welcome will be incorporated in the Town Signs on all main approach roads. All local footpath signage to have the WaW logo incorporated.
- A dedicated fully interactive Walkers are Welcome website is in the process of construction, with links to all leisure and service providers. It will have a Twitter account with the aim of keeping the website high on Google and other search engines. We will have a presence on Facebook and twitter with the aim of keeping the Community and browsers up to date with events in and around Cromer.
- We plan to prepare a leaflet, available at the TIC, or downloadable, which will feature the WaW logo listing organisations that give a warm welcome to walkers and demonstrate that fact, by making special offers on production of a voucher.
- Produce a video show-casing the Town and two of the short walks in and around the area. This would be available via Youtube.
- We have already had front page coverage on both regional and local press. There will be further exposure when we achieve Accreditation; and in the near future Cromer hopes to feature on the National scene, when the first section of the extended English Coastal Path in Norfolk, is declared open toward the end of 2014.
- All accommodation, businesses and caterers within the town will be encouraged to display the WaW logo in shopwindows and reception areas of Boarding Houses and Hotels, and include in future reprints of their marketing literature.

Our transport (Train and Bus) already provide literature for walkers; initial contacts with the service providers suggest that they are enthusiastic about the concept and will show the WaW logo. The WaW logo will be prominently displayed on Timetables at bus and train stations within Cromer.

A stand will be manned at the **Cromer Carnival 2015**, a week-long celebration – attendance at other Town events arranged throughout the year. eg **Crab and Lobster Festival, COAST Arts Festival, Christmas Lights**. We will work together with Visit North Norfolk Coast & Countryside Ltd, the destination management organisation (DMO) for the north Norfolk coast, in integrating the promotion of Cromer's WaW status in their marketing activities and campaigns for the whole area.

**13. What have you done, and what will you do in future, to ensure that facilities for walkers are available locally and are maintained in good condition?**

Public Footpaths/Bridleways throughout the town area have been surveyed, the survey was conducted on 16/17<sup>th</sup> July 2014. With one or two minor exceptions they are in good order. Volunteers will undertake regular inspections. A 'problem path' report form will be incorporated into Cromer's website and a link to NCC's interactive map.

A bid for 'Big Society' funding will be made to the NNDC to enable upgrade work on some town footpaths to allow wheelchair access. Further monies will be sought for the provision of simple seating, suitably badged, on Town paths where there is no current provision.

Cromer is the hub of Norfolk Coastal Path (National Trail); Paston and Weavers Way - volunteers monitor these paths, in and well beyond the Cromer Town boundary, on a regular basis and report any issues to the Trails Officers at Norfolk County Council. Cromer also organizes a beach-cleaning exercise, that sees dozens of volunteers working to clear tidal and other debris, to ensure residents and visitors enjoy a litter-free environment.

**14. How are you Promoting usage of Public transport?** Cromer has first-class transport links; in particular the already walker-popular Coasthopper service,, one of the best bus services in the country. This service enables access to the Coastal Path running West to Hunstanton seven days a week throughout the year. We will be producing itineraries that will enable walkers, whether resident or visitors to plan a week's worth of linear walks, using the Coasthopper service. Kennect and Sanders, bus operators, provide give access to many inland areas. Train services run by the Bittern line (Norwich to Cromer) link with the National Network. The Bittern line, publish a regularly updated series of walks from all the stations along the line to Cromer. They will allow display of WaW logos at their Roughton road and Cromer stations. Members on the WaWSG sit on the transport Advisory panels to both the bus and train operators. Existing walking guides give links to service providers and timetables.

**We can genuinely offer a car-free walking experience.**

**15. How do you intend to ensure that your community maintains its interest in WaW status in the longer term? How will you contribute to the growth of the WaW Towns Network?**

With the adoption of a formal constitution a key role will be that of PR officer, reporting what the WaW committee achieved on behalf of Cromer, through local press, radio and television – telling everyone what is going on in the world of walking locally.

By follow-up surveys within the town to ensure that improvements made, are maintained.

To publish in press and radio call for volunteers to tackle the odd pockets of litter – a reminder to all that WaW is there to assist in improving our environment – by taking action where needed.

Keep our level of local government involvement; maintain liaison with Cromer Chamber of Trade, transport providers and other bodies that play a vital part in keeping Cromer such a vibrant community. We will attend other WaW meetings within the County. Aylsham is alongside us in terms of Accreditation process, North Walsham we believe, is about to start and Swaffham already have WaW status.

Attendance at the national WaW get-togethers, hopefully starting with Chepstow in October, when we expect to share and develop in areas we have not previously thought of. We will submit a bid

**16. What makes Cromer special for Walkers.** In a word – variety. Cromer is surrounded by an Area of Outstanding Natural Beauty (AONB). The coast, whether cliff top or sea marsh, heathland or saltings, arable land or pasture, wooded areas large or small, are stitched together by a network, of paths,

bridleways, Quiet Lanes and Trails that all walkers can enjoy. We have hills, not big – but the reward for climbing them can be stunning; nowhere can improve on the size of Norfolk skies and wide vistas. We have, short, medium and long walks - past National Trust and English Heritage sites; the paths give access to the largest group of medieval churches in Europe. SSI's where you can search for rare orchids, sea marsh where Sea Lavender and Samphire flourish. Habitats where Swallowtail butterflies survive. Animal wildlife -badgers, deer, hares, foxes, rabbits by the score. The walker, binocular in hand, will not be disappointed with the array of birdlife to be seen; Avocet, Buzzards, Jackdaws, Red Kites, tiny Reed Warblers to Yellowhammers – Ducks, Egrets, Geese in huge skeins, and for the cognoscenti the odd Spoonbill or other rarity.

A range of downloadable self-guided walks are available, to satisfy any or all of those interests. Writers have extolled North Norfolk in prose and verse – Poppyland, one Victorian writer christened the area; his writing brought thousands to enjoy what Cromer had to offer, but what Clement Scott did not mention - we '**do-different**' in Cromer. Clocks are put in their place – even the dedicated 'speed walker', slows down to enjoy the variety we offer – health warning, **Cromer is addictive**.

17. **Please advise us of any proposed WaW launch or other forthcoming events linked to your application for WaW status.** We will organize a Public Meeting once accreditation has been achieved – we hope that could be in September 2014. As indicated elsewhere we think the NCC launch of the extended Coastal Path should take place in Cromer in November/December 2014. NCC intend to have a County-wide Walking Festival in 2015...details have yet to be published...we will be play a full part in that undertaking.

***IMPORTANT: YOU SHOULD NOT PROMOTE OR MARKET YOUR LAUNCH UNTIL YOU HAVE BEEN AWARDED WaW STATUS. REMEMBER THAT THE COMMITTEE MEETS ONCE A MONTH – IT MAY THEREFORE BE AT LEAST A MONTH BEFORE YOU HEAR BACK FROM US.***

18. **For website purposes, we will require a high resolution photograph, website and contact details together with 90 words describing your town (please focus on walkers) that you would like entered when accredited.**

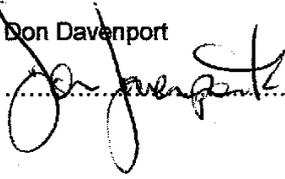


Cromer has welcomed walkers since time immemorial, fresh air, huge landscapes, enormous skies. We can satisfy all the walkers' needs, as the gateway to an amazing range of paths and trails. We have walks that are buggy, wheelchair and dog friendly, in a relaxed, unhurried townscape. When walking is done, we provide places to eat, rest and play. The picture across Happy Valley shows Cromer's handsome church, the tallest tower in the County, a challenge for all – scale it's heights – the reward, magnificent. A coast bathed in sunlight or battered by storm, allows the walker a different experience at every turn. So many reasons to visit and walk in Cromer.

Name of Mentor:...Chris Prescott... Have they endorsed your application: Yes

*This form should be signed by the named contact and by the Chair or Secretary of the coordinating organisation*

Signature of named contact: Don Davenport



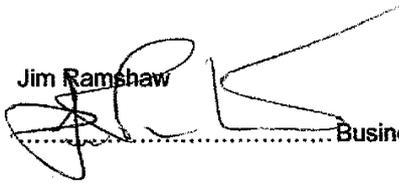
..... Chair WaW Steering Group

Second signature:

Name:

Jim Ramshaw

Position:



..... Business Member WaW Steering Group

Date:

4<sup>th</sup> August 2014

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