



WALKERS ARE WELCOME

Towns and villages with something special to offer all walkers
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Newsletter July 2016

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Pic. Ancient lane, dappled. Attractive photos sell your area. Who wants to walk down this lane?

EU referendum

Whether you were IN or OUT, Remain or Leave, the democratic decision has now been reached with this momentous decision. Many of you will be worried about the future and in particular the environment and funding for rural areas. We all need to help influence politicians to spend available finance on the things that we all care about.

Our Patron, Kate Ashbrook, shared her worries on various matters with Bob Smith, Editor at Grough.

[See this report](#) 'Campaigner Kate Ashbrook: Brexit threat to countryside 'deeply worrying' published on 25 June.

Following a number of enquiries from clients, Key Fund have issued the following statement:

'Whilst the long term ramifications of departure from the EU are unclear, we are aware this may create greater challenges for our clients and we want to assure all that Key Fund is committed to on-going support. If you have any queries please contact the central office on 0845 140 1400 or your assigned client officer.'

Annual Get-Together

Don't Forget you have until 31st July 2016 to book your place with the “**early bird**” discount at only £25 per person. This year's Annual Get-Together will be held in Caister, Horncastle and Market Rasen in Lincolnshire on Saturday and Sunday 15th and 16th October 2016. Programme and full details [online](#).

The Taste of Lincolnshire Evening menu has now been published. Does 'Lincolnshire's finest sausages from John Pettits Butchers, with apple & black pudding blankets' tempt you?

Walking Festivals

So you have had your walking festival again for another year. You are all exhausted, “Never again” you say as you flop on the sofa but within a few weeks you are all talking about next year. So remember how important it is to analyse your festival's performance, as constructively as possible, to see if it has met expectations and ideas for what you could have done better. Sometimes this will mean putting in place measurements before the event like questionnaires for participants and local businesses. If you run your event with sponsorship this information is vital to give them feedback and encourage further partnerships. Here's some things that you might consider:

- How many walkers per walk, gender, age
- Did the walk meet expectations?
- How many extra bed spaces were sold?
- How many extra meals were sold?
- Were there any problems?
- Were the costs right?
- Have you collected enough information for a mailing list?
- Which walks were most popular?
- Did other events clash?
- How to cut stress, share responsibility and delegate.
- Where did participants come from?
- Which publicity worked best?
- Collect feedback comments for next year's advertising.
- Accounts
- And anything else that may be useful information to collect or collate

Don't forget that you don't have to run a weekend or week long traditional festival. Think about getting together with your neighbour WaW towns, or taking part in a wider area festival, have a day only of events. **Longborough** are for instance organising an exclusive residential walking weekend with accommodation and meals for twelve people Friday 9th to Sunday 11th September organised in partnership with local accommodation.



Banners & Bunting

Did you know that WaW has banners and bunting that can be freely borrowed for your event. You just have to pay the postage on to the next town. See the website [resources page](#) and order from [Barry McCallum](#).

FAM Trips

In the tourism industry companies and organisations run familiarisation tours, abbreviated to 'FAM trips', for publicity purposes which come in all shapes, sizes and budgets. For the purpose of WaW towns, you might like to organise an outing for your area to which you invite, journalists, Destination Management Organisations, County and District Councillors, nearby Tourist Information Centres, local businesses, walkers groups or wider ranging U3A and WI branches and any departments involved in tourism or even promoting walking. Basically

everyone you can think of that might benefit from finding out about your area and will reciprocate with good promotion and publicity.

Obviously you are unlikely to expect all these guests to go on a 5 to 10 mile hike to see your beautiful walking countryside so if you have spectacular views that you would like them to see you will need some transport. Identify local businesses that have a good offer that will showcase their attraction, accommodation or food and will get involved with presentations and some freebies. It is usual to give a welcome bag packed with information and samples for the guests to take home as a reminder and gives vital information when they come to write that all important article. Remember that your bid is not just about your walking facilities but the wider offer that makes a visit so special.

Public Toilets

Perhaps not a subject that you feel readily sits in our newsletter but you may be surprised to learn that this is an issue of concern to many of our members. Toilets have traditionally been run by councils, usually larger town or district councils, however, like tourism services, street lighting and public transport subsidies, discussed last month, this is no longer a statutory requirement. As budgets have been cut by the government, councils are faced with the problem of how to fund public toilets.

There is a general trend to firstly close as many as are not considered to be in important locations and then to cut operating costs by for example, no longer supplying hot water or reducing cleaning costs. Another idea is to upgrade the toilets and install turnstiles for customers to pay usually 20p. It will be long debated as to whether the improvement costs will be recovered and whether the cost of collecting the money or covering vandalism will make this idea economically successful or not. There is also a danger that charging will reduce the usage producing figures worthy of closure.

Another idea is to ask commercial premises to provide public toilets with an inducement of say £500 per year. These facilities can be abused and costs far exceed incentives. Opening times may also be inconvenient.

There is also a whole debate around unisex facilities because gender-segregation is no longer acceptable today particularly where children and baby changing amenities are concerned. This view encourages new unisex toilets but brings additional problems.

If your council has come up with some novel or successful solutions for these problems, please share them and we will be able to prepare information for our members who are often fighting to save facilities for visitors.

Ordnance Survey

In January, Matthew Hancock MP, Minister of State for Business, Enterprise and Energy made a statement on 'Ordnance Survey Change in Operating Model: HCWS215'

"I am today announcing the Government's intention to change Ordnance Survey from a Trading Fund to a Government Company at the end of the financial year."

Full details can be seen on the [Parliament.uk website](http://Parliament.uk).

This has prompted articles in the press, for example: Patrick Barkham writing in the Guardian, '[Flogging off Ordnance Survey? Now that's what I call Britain-hating](#)' and a 38 Degrees online petition '[SAVE THE ORDNANCE SURVEY \(OUR MAPS\)](#)'

Robert Andrews at OS has given us a statement:

"At the end of 2015 the Government announced plans to explore options of private capital investment into Ordnance Survey. We are working with our Government shareholder to ensure continued success in Great Britain and long-term growth of the organisation. Following the transition to a Government owned company in April 2015 Ordnance Survey has developed and started to implement an expansive strategy which demands focussed delivery of technologies and skills across Great Britain, and the globe, to enable further and faster growth of the organisation. No decision has been taken at this time and options will be developed going forwards."

Further information relevant to this change is available on the [OS website](#)

We featured some of OS's new products in our [February 2016 newsletter](#) here's another: [Download](#) a seasonal British landscape photo. desktop and mobile wallpaper or send in your own image for publication with a credit.

Bees

Many organisations are getting involved in the appreciation of our bees. With a little insight this can be a fascinating subject to learn about their homes and lives. Did you know for instance that there are 24 species of bumble bees alone including the cuckoo bumblebees which invade bee colonies in disguise. Wildflower meadows and the planting of bee-loving plants in gardens is also being encouraged nationwide.

Pesticides used in farming and gardens and the loss of habitat has led to the decline in the population of bees. The European Union introduced a two-year ban on the neonicotinoid pesticides blamed for destroying bees. You may have seen some of the publicity from Friends of the Earth and 38 degrees who have been leading various campaigns when a lifting of the ban for the UK was threatened.

Have you thought about having a bee walk? This is a perfect introduction to finding, identifying and learning something about them. Great for families and adults. Just find a local expert.

Wildlife Trusts nationwide have had a recent campaign encouraging families to do something wild every day for a month. Here's a recent tweet: 'Follow a bee for #30DaysWild and tell us where it took you using #RandomActsOfWildness'

Camping

Whether wishing to escape into the wilds, wanting to get in touch with nature, entertaining the children or grandchildren or even attending a pop festival, many of us take to camping in the summer months and hope for good weather.

Whilst we do not wish to endorse any particular make of camping equipment, Halfords have produced their '[Camping Guide 2016](#)' which contains lots of useful information to help you plan your camping trip. There is also a downloadable '[Ultimate UK Camping Guide '16](#)' which provides 'tourist hotspots to touring essentials'. Halfords add "We would be delighted for you to take part by sharing memories of camping or UK holidays and incorporate your thoughts on the guide, if you could include a few photos as well that would be great." Look out for their various camping blogs. *Other retailers are available.*

Member News



*New lock-up sign at **Snaith** promoting their History Walks and of course, Walkers are Welcome.*



Walkers are Welcome Alston Moor at Alston Gala @WaWAAlstonMoor @VisitAlstonMoor

Kington's Fifth Annual Walking Festival hit the [headlines](#) with Richard Wood who is going to lead the festival's first ever walk for the disabled called 'Walkability Walk on Hergest Ridge' which will take place on September 18. This "walk" is designed for those with mobility problems who have their own all terrain off road wheelchair or vehicle. See Kington's full [programme](#).

Perhaps following on from our pilgrimage trails article last month, **Holywell** are re-enacted the historic royal visit to St Winefride's Well by Henry V. After the famous victory at Agincourt in 1415 the King went from Shrewsbury Abbey to Holywell in Flintshire, to give thanks. See [additional details](#).



We must add our congratulations to Liz Froggatt of Findern who has been given the British Empire Medal for services to the community in the Queen's 90th Birthday Honours. Liz was a founder member of the Findern Footpaths Group in 1998 and since that time has raised thousands of pounds to help improve the environment. Findern work alongside **Melbourne** Footpath Group/Walkers are Welcome in South Derbyshire keeping ROW well maintained.

Brampton have an interesting Heritage Walk on 14 August in the Heskett Newmarket area which includes historic mining remains with Ian Tyler, well-known local author and mining historian. [See details](#)

There is a brilliant new adventurous project in **Bradford-on-Avon** '[The Bradford on Avon Walking Wheel](#)'. Working with the local Ramblers group there will be a 42 mile waymarked network of inter-connected routes linking Bradford on Avon and the satellite villages.

Our Patron, Kate Ashbrook, opened the new Welcome Way linking **Otley, Burley-in-Wharfedale** and **Baildon** with a nine-mile loop to incorporate **Bingley**. [Read Kate's blog](#). Special thanks to John Sparshatt and Randal Metzger.

Have you invented or commissioned apps? Love to hear your experiences.

Amuses

The Purposeless Walk

In an article entitled 'The slow death of purposeless walking', the BBC news magazine explains that "A number of recent books have lauded the connection between walking - just for its own sake - and thinking. But are people losing their love of the purposeless walk?" [This article](#) goes on to tell us about famous poets and writers who were prone to walking and improving their creative thinking. There are some tips on how to walk purposelessly. Let's try it this month. Feedback welcome as usual, preferably in prose.

'I Wandered Lonely as a Cloud

[Animated bird guide link](#)

Schools out,

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