

Southern Walking Forum

Notes from 10th Meeting

The Greene Room, Wistanstow Village Hall, Craven Arms

10 am – 12.00 noon Tuesday 21st April 2015

Attendees: Sue Jones (*Ramblers*), Helen d'Albert (*Shropshire Council*), Clare Fildes (*Shropshire Council*), Keith Pybus (*Shropshire Way Assoc.*), Chris Chillingworth (*Ludlow P3 & WFH*), Val Simpson (*Cleobury Mortimer WAW and CCL tourism*), Joy Howells (*Stiperstones and Corndon Hill County LPS*), Nigel McDonald (*Shropshire Hills AONB Partnership*), Tim Simmons (*Shropshire Council*), Gill Mortimer (*South Shropshire Ramblers /WAW/ Ludlow WFH*), Michael Holland (*Ludlow P3*), (*Ramblers area secretary/ Rail Rambles*), Dick Bailey (*WAW Much Wenlock*), Helen Beresford (*Shropshire Council*), Charles Edwards (*P3*)

Apologies: Peter James, Ted Laidlar, Rick Summers, Alison Caffyn, Merle Lippit, Joy Nisbet, Steve Levers. Mike Beazley, Catherine Collier, Marion Law, Tish Dockerty, Joy Howells, Ray Hughes.

| Notes of Meeting | Action |
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| <p>WW1 walks project: Priorities / Partnerships / Principle Overview provided by K.P. about WW1 walks project. Stage 2 funding bid approaching, project proposals to be submitted by Sept. Next World War Anniversaries Meeting One to consider is on 27.04.15. Opportunity to bid for Heritage Lottery funding to fund the next part of the project.</p> <p>Excellent turn out on WW1 guided walks, Much Wenlock keen to provide a further two themed walks.</p> <p>Valuable partnerships formed as result of this project, involving local individuals and community groups including P3, Mary Webb Society, Wilfred Owen Association Shrewsbury Railway Heritage Trust, Bruce Bairnsfather Society, Arriva Trains and others. Mary Webb School Pontesbury plan to film some of the 2014 War Walks stories.</p> <p>Case studies to demonstrate the value of the work and the partnership working would be very useful.</p> <p>Val is leading development of the next walk- on August 9th Cleobury Mortimer, <i>Walking in the footsteps of a survivor</i>- story of Simon Evans' great courage.</p> <p>K.P. outlined how the project in 2014/15 provided a good example of putting walking centre stage.</p> | |

It was agreed we should fulfil the promise, working with the WW1 Anniversary team to bid for funding for stage 2 of the project.

C.F. suggested that we have a countywide meeting to explore further and also capture the details from the work and walks done so far, this feedback will serve to strengthen a funding bid.

C.F. to ask
Liz Evans
(*Walking
Coordinator -
North Shropshire
Area*) to arrange

Overview of the top three priorities identified by the members of at the last meeting, for action by the Southern Forum:

(Given the detail needed to cover the items, only 1 and 3 were able to be covered in any detail during this meeting.)

1. Volunteer Recruitment :

P3: H.B. provided details on target areas for recruitment and new groups now formed.

- Priority Areas – Identified by areas which have the most outstanding issues

Cardington

Rushbury – May struggle here – Hoped to go through WFH but not really viable

Mainstone

Wistanstow

Chelmarsh – Tim has identified a number of tasks that could be addressed immediately, was hope of linking to WFH but this seems unlikely

Ellesmere (North)

Selattyn and Gobowen (North)

Wem (North)

Worthen and Shelve (Central) – Working with LPS potentially

- New Groups

Llanfair Waterdine – Really positive start there, some very keen members, had 1 work day

Clee St Margaret - Very keen co-ordinator, work started on some Byways

Wheathill

Alveley and Romsley – Hopefully forge links to SVCP

Tong

Bicton (Central)

Uffington (Central)

Pulverbatch – Have approached PC and will be advertising a

meeting there shortly

Difficulties have been experienced in getting a group going in Craven Arms, so could links be made in some way with Discovery Centre to help encourage a P3 group to start up?

Idea raised- could they have *Walking Ambassadors* at the Discovery Centre; who could act as experts who are around at weekends to answer questions about walking opportunities in the local vicinity?

Walking for Health: H.d'A. gave an overview on WFH in the South Shropshire area.

- Current target areas for recruitment of Volunteer walk leaders:

Clun – has 2 walk leaders, further local leaders would be helpful.

Craven Arms - aim to restart in next few months and move meeting point for these walks. Walk numbers were low, group has only one walk leader. Plan to change start point to Discovery Centre – suitable walks, friendly atmosphere and social element of café for end of walk.

Urgently need more Volunteer walk leaders to support this group.

Walk leader training is free: a fairly informal one day course. Ongoing support available from Walking Coordinator and other trained leaders. Following the course volunteers shadow and then co-lead a walk. When they feel ready, they lead their own WFH walk Training in Craven Arms and Shrewsbury approx. four times a year in both areas.

- 2 new groups started and 27 Volunteer walk leaders trained in last 12 months.

Promotional methods currently used were discussed and opportunities explored.

How can we recruit Volunteers?

K.P. asked if all members could help to use their contacts to spread the word about the volunteering opportunities available in the services and areas identified. K.P. also suggested perhaps developing a nucleus of activity in a few of the target areas to bring people to action could act as a catalyst for developing P3 groups?

G.M offered to put article advertising the volunteering opportunities for WFH walk leaders in Ramblers newsletter

H.B. / H.d'A/ ALL

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| <p>(produced three times a year.) Area Council mentioned as another possibility- H.d'A. to contact Marion Law / Peter Carr to ask if could attend the next meeting in July and raise this as an opportunity for their members?</p> <p>2. Reviewing promoted routes – prioritising and identifying gaps</p> <p>T.S. reported the ROW team receives some complaints from Holiday companies who attempt to use some of the lesser used routes that often have ongoing maintenance issues. Idea proposed: to contact the main walking holiday enterprises and work together with them to match walks with the most suitable routes.</p> <p>C.F.- routes better placed to go from a café or pub rather than individual B&Bs as greater footfall. Need for more collaborative working with and between B&Bs raised, rather than working in isolation – to develop/ promote suitable local walk routes to benefit all in area.</p> <p>3. Discovery Centre as a Walking Hub –</p> <p>C.C. unable to make today's meeting. C.E. reported that following our last S.F. meeting; V.S, K.P, N. McD, C.C and C.E. met to discuss the idea.</p> <p>Mission is to promote walking, and increase visitors and revenue. New Manager Jan Radford starting in June. Ideas discussed- specific walks such as forthcoming bluebell walk, K.P book launch with possible walk, Shuttle bus- stop off at C.A. was tried in past but poor take up so not viable.</p> <p>Discovery Centre to feedback to the next S.F. meeting if they have decided to go ahead with the idea of having it as a walking hub and then group can discuss how we can help?</p> <p>C.F. suggested could we have a subgroup to include businesses / major accommodation providers / HF Holidays etc. Could Catherine Collier organise?</p> <p>Walkers are Welcome:</p> <p>New Walkers are Welcome Leaflets have been printed. H.d'A organising distribution to WaW towns and major tourist facilities across county. Reserving small number for distribution next year.</p> <p>C.F. thanked Hd'A for picking up project and all work carried out to complete delivery of this publication.</p> <p>Excellent article in Australian Walking Magazine has given Shropshire publicity highlighting WaW Scheme.</p> | <p>H.d'A / G.M.</p> <p>C.F.</p> <p>C.C. and working party.</p> <p>C.C.</p> <p>H.d'A.</p> |
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Leaflet distribution:

Lesson from last month's Acton Scott Leaflet Swap: businesses want this event held before the season starts and only once a year.

Idea of a coordinated volunteer run leaflet distribution network raised. Anticipate this would be difficult to maintain and would need income generation ability to sustain.

AONB continue to put leaflets out on Library buses etc. and distribute through year as much as able.

Update on Council Funding

C.F. advised group Public Health Funding has been secured for this year. Job descriptions of Walking Coordinators to be reviewed. Savings having to be made; further staffing reduction not expected, but it will have a major impact on all other spending.

Due to the dynamic nature of the meeting and plentiful and productive discussions at this meeting it was not possible to cover all the agenda items listed.

Plans for future meetings and the geographical area covered by the Southern Forum were debated and the following was agreed: **that the group becomes the Shropshire Hills Forum and C.F. and T.S. to meet to discuss possible formation of a separate forum for the Bridgnorth and Severn Valley area – looking at whom to involve and need to ensure some overlap with Cleobury Mortimer and M. Wenlock come into both areas.**

Agreed there should be 3 meetings of the Shropshire Hills Forum a year with set meeting dates in February, June and October. It was decided given the close proximity of June and the points raised from this meeting for action, that it would be best this year to hold the next meeting in Oct. suggestion made for future meetings in June that we hold as a walk/ event and gather main discussion and action points at end.

Any sub groups that are working parties looking at the specific projects will be in addition.

Working parties to look at the top 3 priority areas the group identified for action to be set up before the next meeting.

Working parties to feedback resulting achievements at the next meeting.

C.F. / T.S.

ALL

ALL

Dates for next meetings set as follows:

Friday 9th October 2015

Friday 5th February 2016

June 2016 date to be confirmed nearer the time.

C.E. to enquire if we can come to an arrangement with Discovery Centre to hold meetings there? It would provide a better opportunity for leaflet swapping.

C.E. / C.C.