



UPDATES FROM STEERING GROUP

Walk and ride Festival

This is highly likely to go ahead. Deadlines for events is mid/end May. The Festival is an opportunity to 'showcase' individual locations, but relies on people taking the initiative. "It would be great to include some pop out/gentle walks or anything unusual...dark skies/horrible histories/foraging/wildlife spotting/school events/photography walks". **Contact Adele at Pennine Prospects if any queries or you want to register interest.**

Easy Walking

Pop out walks – We agreed that as a minimum, we would create a web page to display any walks that have been developed and will produce a promotional leaflet to advertise the initiative.

The number of walks for each of the towns and villages will depend on funding available and people willing to design the walks. These would be published on line, but if funding was available, each location may decide if they prefer to have printed copies. The council's Calderdale Active bid for walking and health was successful. We are invited to put in a bid to Calderdale Active for the design costs for Pop out walks. This has been done.

If successful we will contact people about developing Pop out walks in their locality.

Website

This is averaging about 100 hits a day. The [top referring sites](#) are listed below.

On-line shop

There has been some trade, but it has not been very busy. However, there seems to have been a general increase in the purchase of publications which may be linked to the site.

Visit Calderdale site

The response has been very small, but universally very critical so far. The results have been sent in to Calderdale Tourism.

Calderdale grant

The grant has now been spent and accounted for.

Distribution of Northern Rail leaflets

Over the next twelve months, we want people to take some of the leaflets and put them in Northern Railway stations or in Visitor Centres.

So far, Penny will do TICs and stations at Halifax and Huddersfield, Ian will do Leeds, Rich will do Stockport, Manchester Victoria and Accrington.

Getting the leaflets out anywhere over the Northern network would be great, but the main ones we would like people to do are:

- Blackburn
- Burnley
- Keighley
- Littleborough
- Preston
- Rochdale
- Sheffield
- Skipton
- York

Please email Rich with which stations you might be able to visit. Leaflets can be collected from Hebden and Tod Visitor Centres.

Distribution of Business' cards

These haven't really been used yet. Ideas welcome.

Distribution of new Post cards

The new post card is of the Bridestones. It is being sent out with mail orders from local outlets. Other ideas on how to get these distributed to people outside the area very welcome.

Picture House advert

This is currently showing and will be on screen until the end of February. People are invited to collect postcards from the foyer. Might be an idea to repeat during HB Arts Festival.

Articles in walking publications

Valley Life, West Yorks. Ramblers and the Times newspaper have been done. Agreed to do an article for Country Walking and may be the Dalesman.

Facebook, Instagram etc

Still recognise that we are not managing to link up with one another. May work on a seminar session sometime during the year.

Stalls and Heart display at events

Two suggested events that walkers from away might come to are Duck Race and Hand Made Parade. We will explore having a stall at these events. **Other ideas welcome.**

Top Referring sites

www.google.co.uk	544
www.hebdenbridge.co.uk	221
hbwalkersaction.org.uk	103
google.com	63
m.facebook.com	52
www.google.com	50
www.bing.com	49
www.visittodmorden.co.uk	30
todwalkers.org.uk	29
www.webwiki.co.uk	27
www.visitcalderdale.com	25
com.google.android.googlequicksearchbox	22
www.foxweber.com	21
yandex.ru	18
whois.domaintools.com	17