

**WALKERS ARE WELCOME CIC
ANNUAL RETURN FOR THE YEAR JAN TO DEC 2017**



To maintain your status as an accredited **Walkers are Welcome** town it is necessary to show how you have continued to meet the required criteria in 2017.

Please complete this report electronically and send it by email to: secretary@walkersarewelcome.org.uk by **31 January 2018**.

As you will be aware, it was decided at this year's Annual Get Together that any town or village not submitting an adequate Annual Return and making payment of the subscription by 30 April would automatically lose accreditation. This has been done to avoid the need for Committee members to spend a lot of time chasing returns. This is not an invitation to delay your returns until April: please make every effort to complete all actions by the end of January, but if you do anticipate or experience problems, please advise us as soon as possible.

Please answer every question and provide the fullest information, the form expands to allow additional information. It is always wonderful to learn of your achievements and share innovation as evidenced by the recent National Survey.

Town or village name: Todmorden

Name of group or organisation: TodWalkers

Population: 15,000

2018 subscription paid: Yes

Achievements & innovation 2017

The achievement of 2017 was that the three Upper Calder Valley Walkers are Welcome Towns, Todmorden, Hebden Bridge and Mytholmroyd came together as 'Walkers are Welcome in the Heart of the Pennines' for the purposes of marketing and publicity and in relation to other bodies. This development was supported by our need to learn how to work together in order to host the Walkers are Welcome Annual Gathering in October 2017!

Addressing the criteria

1. Demonstration of continued local support for the concept

As well as with the two other Upper Valley WaW Towns, we work closely with Todmorden Information Centre (TIC) – a trust supported financially by Todmorden Town Council, and participated for the first time this year in the South Pennines Walk and Ride Festival. Unusually, we led local walks (and continue to be insured to do so, although it is not TodWalkers primary purpose) and also set up a one-day 'static' event where we hosted visitors to a Walkers are Welcome exhibition in our TIC.

We have made a relationship with Nick Franchini, one of the new owners of Kava, one of our most popular cafes. They wish to provide a special walkers area on their premises and have asked for our advice. Furthermore, they would like us to work with them to replicate a model taken from Nick's home village in Italy where knowledgeable local people can be called upon to guide/accompany walking or cycling visitors.

Our interest in the St Paulinus Way, an old pilgrimage trail which passes through the town, is being shaped by a new relationship with the Diocese of Leeds, which shares our interest. This will bring us closer to one of the hamlets (Cornholme) at the boundaries of our town. We expect this project to also pull in other WaW towns in Yorkshire.

As 'Heart of the Pennines' we have had discussions with the Calderdale MBC Public Health directorate, with a view to creating various versions of our Pop-Out walks to meet different health needs in the community

2. Evidence of continued endorsement by your local council

We funded some of our 2017 activity (including our subscription) with a Calderdale Ward Forum Grant. Todmorden Town Council has been working on the refurbishment of the 25 year old Todmorden

Centenary Way, and its guiding directions - through a team comprising of a Todmorden Town Councillor, a member of the Ramblers and the Vice-Chair of TodWalkers, and volunteer test walkers from Todmorden and beyond have been checking the routes. In general, when walkers report issues with pathways, they are brought to the attention of the Local Authority through the Town Council, adding some weight to the notification.

3. Indicate a commitment to ensure that the local public path network will be maintained in good condition

All the 'Heart of the Pennines' groups have a close relationship with CROWS – our community rights of way service, which has taken over a lot of the work previously done within the Local Authority. We help CROWS advertise their hot-line for reporting problems, as well as passing on information from TodWalkers members and the public at large, and they are amazingly responsive to calls for repairs. They also act as an intermediary with the Local Authority when large jobs requiring Highways support need to be done.

3b. And other facilities

We have been asked for statements of support for various projects throughout the town which would involve new or improved facilities for walkers – for example for a recent Heritage Lottery bid to remodel Todmorden Town Hall, and in support of the asset transfer of Todmorden Community College to the community

4. Ensure adequate marketing of WALKERS ARE WELCOME status.

We refresh people's window stickers and hand out new ones on demand. The Walkers are Welcome logo appears on various pieces of artwork around the town which were commissioned and erected by Incredible Edible Todmorden. The new Todmorden Centenary Way publication will include the WaW logo.

4b. National WaW

As 'Walkers are Welcome in the Heart of the Pennines' we have worked with Northern Rail to produce a leaflet encouraging people to visit the Upper Calder Valley from all over their network. The leaflets are in stations all around the region. We have a campaign featuring free postcards of beautiful scenes from our patch which we distribute and encourage people to send to their friends urging them to visit. The same campaign with the same lovely scenes has also become an advert shown just before the beginning of every performance in our local independent cinema in Hebden Bridge.

Following the WaW National Gathering in particular, we can see the benefit of encouraging people to visit new areas by a programme of exchanges between WaW towns, and hope to become involved in this.

5. Show how use of public transport has been encouraged.

We have always encouraged public transport in our publications, and fortunately it is good enough to make suggestions for access to walks or for linear walks viable. This last year, though, it's become apparent that we need to do more to pre-empt car journeys to local beauty spots, along our narrow lanes, and we are working with other interested parties to tackle this issue

6. Demonstrate how you are ensuring that WaW status is maintained in future.

Chair: Nick Littlewood. Keen walker, designer and photographer by profession (retired)

Treasurer: Annette Williams ; retired FE lecturer, keen walker

Secretary: Penny Marrington retired HE lecturer, currently Todmorden Town Councillor, keen walker

Others: Vice-Chair: Robin Asby, retired HE lecturer, director of The Incredible Farm, keen walker (we mourn the loss – by relocation to a more easterly part of Yorkshire – of our excellent former vice-chair, David Lepper)

Web Manager: Alan McDonald, keen walker, designer, philosopher

We do have 37 registered members of Tod Walkers, and other different people who are members of our Facebook Todmorden Walkers are Welcome group.

6b. Governance

Does your group have a: Constitution? Yes

Bank Account? Yes

6c. Funding

We have not earned much this year, and that from the sales of our Bus Walks booklet. We had a small grant to do some website work for another organisation, which the person who did the work donated back to us. We manage to do everything we need to with volunteers. We have benefited though from being part of 'Heart of the Pennines' (which has received some financial support) in terms of marketing, publicity and distribution of materials

And finally

Community Advantages

Difficult . We haven't tried to measure anything specific so far. Anecdotally we can say that our shortage of accommodation is becoming more severe, and the Local Authority forecast for visitor numbers is that they are rising in Todmorden. There has been a rise in the AirBnB spaces offered. Our considerations in our Neighbourhood Planning make the assumption that we can expand our visitor economy with walkers and cyclists, as we are a part of the country which is not yet very well known, being sandwiched between two great National Parks; we know people love it when they get here and we are putting in place the mechanisms to attract more people. I think that we do see more walkers around, but we can only capture visitors briefly because of the accommodation situation, so there is room for more community benefit. But people in Todmorden would always say "walkers are welcome here" and are predisposed to look after them.

Priorities 2018

Continuing evolution of the 'Heart of the Pennines' organisation and brand.

For Todmorden, more explicit involvement in other festivals going on in the town. There will be an Incredible Festival of Ideas 21-24 June 2018 and we will lead walks which showcase Todmorden's radical past, through the brilliant idea of e-trails.

In our Northern cluster, exchanges with other WaW towns and collaboration where possible in the development of the St Paulinus Way.

Records Update

Please help us to keep our records up to date. We require two contacts which will be used for contacting your organisation and on the mailing list. This information will be protected for the use of the National Committee and Mentors only. In future it will be possible to update this information on the new website.

Main contact name: Penelope Marrington

E-mail: penelope.marrington@sigmatwo.co.uk Telephone: 07836 753957

Second contact name: Annette Williams

E-mail: netty60@googlemail.com Telephone: 01706 810324

Group postal address: 2 Castle View , Todmorden, West Yorkshire, OL14 6LN

E-mail contact for other member enquiries: as above

Your Website link for the website: <http://todwalkers.org.uk>

Your twitter:n/a

Your facebook: Todmorden Walkers are Welcome

Last but not least – Have you completed your profile on the new website?

Your Chair has been sent login details. Each town is responsible for adding their own details and updating them at least annually for data protection purposes. <https://walkersarewelcome.org.uk/> Not yet – will do

Declaration

We wish to apply for continued status as a Walkers are Welcome town/village. We **did pay our annual subscription to the Walkers are Welcome Treasurer in January 2018.**

Geoff Kitt, 2 Tyerman Court, Heathhall, Dumfries DG1 3RA treasurer@walkersarewelcome.org.uk

Name: Penny Marrington

Position: Secretary

Organisation: TodWalkers

E-mail: Penelope.marrington@sigmatwo.co.uk

Or hello@todwalkers.org.uk

WaW Mentor if known: David Asher

Please email to: secretary@walkersarewelcome.org.uk by 31 January 2018.

If you would like information or assistance on any particular subject, please advise us on this form or by separate e-mail. We are here for you.

THANK YOU FOR YOUR HELP AND SUPPORT

Note: Extracts of the annual returns may be posted on the WaW website, so that others are aware of each town's achievements. Please advise us if for any reason you would rather that this information was not made public. Personal contact details will not leave the organisation.

Dec. 2017

WALKERS ARE WELCOME
Annual Accreditation Review - feedback sheet
January to December 2017



Annual Accreditation Reviews are assessed by WaW mentors using a traffic light system. *See the key below.* The mentor should add a colour (green, amber or red) against each numbered item, then an overall colour at the bottom, taking into account the importance of the different categories. Overall colour amber or red contact national committee for advice.

	Well done, no real concerns, but of course there is always room for improvement!
	Some concerns, mentor to offer help or guidance and monitor progress
	Major concerns, will need support to get back on track if the town is to remain a member.

Name of Member town or village	Todmorden
Name and contact details of Mentor	David Asher Burley in Wharfedale Walkers are Welcome davidasher99@gmail.com

Category from 2017 Annual Return (each year differs)	Colour	Notes to be used as feedback i.e. Add brief details on which your comments are based. Praise innovation, examples of best practice, good progress Note little progress, areas of concern, helpful suggestions
Achievements & Innovation		Good evidence of building on the previous year's 'Heart of the Pennines' collaboration with Hebden Bridge and Mytholmroyd, including through the very successful joint hosting of the October 2017 WaW Annual Gathering.
1. Demonstration of continued local support & partners		Good links with Todmorden Information Centre; new contribution to Sth Pennines Walk and Ride Festival; innovative potential development with local café to match local walk guides with visitors (if this develops will be worth sharing nationally). New relationship with Diocese of Leeds over St. Paulinus Way idea. Pop-up walks linked to health needs idea. All demonstrate good local networking and individuals in the group being proactive in exploring ideas with other groups and individuals in order to make things happen. Sounds like a very 'buzzy' and very busy group!
2. Evidence of continued endorsement by local council		Good links with Calderdale Ward Forum and Todmorden Town Council show evidence of continued endorsement
3. Indicate a commitment to ensure that the local public path network will be maintained in good condition		Report indicates good reporting links to CROWS. May be interesting in future to attempt to quantify how many reports made and give examples of some resulting improvements made on the TodWalkers patch – including the bigger Highways projects referred to that may not have come about otherwise.
3b. And other facilities		Good examples given of being seen by decision making bodies as having a consultative role when it comes to developments with potential relevance to walkers – not bad for a newly formed group!
4. Marketing of your WaW status		Good examples of WaW logo being used beyond business window stickers – demonstrates the broader reach of WaW.
4b. National WaW		Value of 'Heart of the Pennines' collaboration demonstrated, which should provide a useful model for other WaW neighbourly projects – potential for being stronger / more innovative locally by working together / pooling resources.
5. Public Transport		Another example given of beginning to work with others - addressing problem of over use of cars in specific locations.
6. Maintaining status, committee details		Good range of interests, links, connectivity.
6b. Governance Constitution Bank Account		Both addressed
6c Funding		Although there is only a limited source of income, unclear whether this may

Sustainable or grants		be a barrier to some of the potential developments?
Community Advantages		Clearly difficult for the group to assess their impact on visitor numbers given they are relatively new on the scene, but it must be encouraging to them that there is an upturn in numbers and increasing pressure on limited accommodation available. At some point it may be useful to invite feedback from bodies with an overview of the community (Chamber of Trade?, Town Council?, Calderdale Council?, if they can attribute any changes to the role of the group (individually or through collaborative projects) in promoting / improving the walking experience.
Priorities for 2018		Good range of projects mentioned throughout the report which should keep the group busy throughout the year. Look forward to reading the 2018 report!
Overall traffic light colour Summary		A very solid year of achievement, building on the hard work in establishing the group in the previous year, with lots of examples of innovative thinking, collaborative work with both neighbouring groups and within the community. Hopefully, lots of interesting ideas to attract new people into the group to keep the momentum going.