

Coleford Welcomes Walkers



21/03/22

6.30pm

Council Chamber

Chair: Debbie Sturgess **Note taker:** Stuart Cox

Attendees: Debbie Sturgess (Chair), Stuart Cox, Jane Baird, Simon Jones.
Sheila Talbot, Chair Winchcombe WaW and CWW Mentor attended (by Zoom)

Apologies: None

Minutes

Agenda item 2: To confirm the minutes of previous meeting **Facilitator:** Chair

Discussion: Minutes of the last meeting were agreed

Agenda item 3: CWW committee membership **Facilitator:** Chair

- i] The resignation of 6 committee members was acknowledged along with their contribution to gaining WaW status, four of the committee members were remaining as volunteers to carry out litter picking, PRoW work and social media management.
- ii] No member of committee was able to be secretary due to other commitments. Chair can also hold the role of Secretary. Possible new member may be willing to be treasurer, to confirm at the next meeting.
- iii] Town Councillor cannot be Deputy Chair according to WaW regulations. Secretary or Treasure can take the role of Chair if the Chair is not available
- iv] Agreed that committee members should take on specific roles and responsibilities such as event's organiser, grant applications, social media, PR to spread the work load. To appoint roles once there are additional committee members. To invite people with specific skills and interests to join the committee.
- v] Agreed number on committee should be between 6 and 10
- vi] Agreed that new members could be co-opted with agreement of existing committee members during the year.
- vii] Need to consider how to manage members (membership to CWW is open to all residents of Coleford) of CWW who are not on the committee. Perhaps set up volunteer group. May need amend the constitution to cover this action.

Agenda Item 4: Actions from the last meeting - updates **Facilitator:** Chair

- i]
 - a) **Action Plan.** Decision to have plans for 6, 12 and 18 months with short, medium and long-term goals. Chair to draft ideas for discussion.
 - b) It was noted that whilst cumbersome to put in place there was a requirement for certain policies to be put in place to protect not only the committee members but members of the public too.
 - c) **General Data Protection Regulation (GDPR).** Need a solid policy platform in place. Depends on what level of information required. A draft copy to be created by the Chair.
 - d) **The Equality and Diversity Policy** was accepted as presented, which had been adapted from WaW Chepstow for our own use. Accepted by Steering Group. Chair to re-circulate to members.
- ii] **Website revamp.** Debbie Jones has the basics completed. Cannot use the GCC Ordnance Survey (OS) PRoW map of footpaths without a direct licence from OS. Cost of licence to be investigated. Agreed that having google calendar on website to show local walking groups events is a good idea. It was agreed that a sum of £60 be set aside to purchase the licence for the OS PRoW map for the website.

- iii] **CWW now insured.** Policy with Ansvar via James Hallam has been placed. A Copy of the certificate to be displayed in The Tourist Information Centre (TIC) along with WaW accreditation certificate.
 - iv] **Partnership with other organisations and businesses:** Links with NHS Coleford Respiratory Team, Chepstow, Ross on Wye, and Winchcombe WaW, Asset Team FODDC, FOD Ramblers Secretary and webmaster are all in play. PRow progressing effectively. Links with local surgeries regarding health walks could be established especially once website is active. Develop links with other local walking groups. Possible approach to Stagecoach re accessing walking routes on bus routes.
 - v] **Media presence:** It was decided to have a media launch when the website goes live. Members to suggest ideas.
 - vi] **CAWF:** to be discussed under item 8 of the agenda
 - vii] **PRow:**
 - a) All of these in the Parish have now been walked, problems noted and photos taken. A system for recording and reporting issues has been established. Much work already done thanks to close links now established with PRow officer. CWW carrying out voluntary work to help the officer improve and maintain footpaths. Our insurance now allows CWW to do more. GCC to also insure named volunteers under its insurance policy
 - b) The audit spreadsheet was shared for all to see, 32 walked 6 blocked, 2 clear, 24 requiring work.
 - c) As a result of the litter picking a local business owner had agreed to pay for hi- viz jackets with CWW and WaW identification. All agreed the Hi-Viz jackets looked really smart with the correct branding. A thank you letter to be sent with a request for a photoshoot.
 - d) To ask local business to donate gardening tools
 - e) To look at obtaining ID badges for CWW committee members and volunteers
 - f) It was acknowledged that Geocaching is popular in the Forest of Dean and it was decided to consider if CWW could link into this.
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Agenda item 5: Treasurers Report

Facilitator: Chair

- i) In the absence of a treasurer, it was noted that money had been taken from the £500 CTC grant to pay for the WaW subscription, £90 and recently £221.35 to pay for the insurance cover.
 - ii) Methods of generating funding were discussed with a useful input from Sheila Talbot on how Winchcombe finance their WaW group. With reference made to the previously circulated WaW fact sheet "Generating income and Successful Funding".
 - iii) Grant applications were discussed including the application to the Build Back Better fund.
 - iv) A record of donations is being kept by the Chair until Treasurer appointed.
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Agenda item 6: PR and Marketing Programme

Facilitator Chair

Discussion: Members to come with ideas to next meeting for concerted action after the website is launched taking into account the previously circulated WaW fact sheet "PR and Marketing".

Agenda item 7: To agree the use of the WaW logo by 3rd Parties

Facilitator: Chair

Discussion: The directive from the National WaW Executive Committee was noted on the use of the WaW logo, previously circulated to all following the miss understanding of its usage by third parties. It was discussed that the logo should be used as a source of income to help fund the activities and pay for ongoing running costs of CWW. Shops and other businesses could donate to display the WaW logo. A yearly charge could lead to sticker and website presence. Winchcombe charge £25 per annum for such. Where the WaW logo is used it must be acceptable to the Steering Committee who should also have authority to waive the fee, for specific charitable organisations where they have a low income and are raising funds for a good cause. The Chair presented, having previously circulated, and amended the policy document to state that:

To make available to 3rd parties the use of the Walkers are Welcome logo on the premise that:

- i) For use on marketing and publicity material: Coleford Welcomes Walkers is recognised as the accredited member of WaW on behalf of Coleford by either inclusion of our website address and / or social media links,

- with a donation being made to CWW and subject to due diligence on the logo's use having been made prior to publication by the 3rd party.
- ii) For use on website: Coleford Welcomes Walkers is recognised as the accredited member of WaW on behalf of Coleford by either inclusion of our website address and / or social media links, with a donation being made to CWW and subject to due diligence on the logo's use having been made prior to publication by the 3rd party.
- iii) By displaying the WaW sticker a donation is made to CWW.
- iv) Charitable organisations at the discretion of the CWW Steering Group will not be charged.
- v) Charges: £25.00 per annum – to include a WaW sticker and a hyperlink / presence on the CWW website, for which an invoice will be issued as requested.

The Steering Group agreed to adopt the above policy statement.

Agenda item 8: Coleford Walking Festival

Facilitator: Chair

The Chair asked Stuart Cox if he had a conflict of interest in this item and was advised that CAWF had already produced its literature without the WaW logo therefore no discussion was needed. The Chair confirmed the policy would be forwarded to CAWF for their information.

Agenda item 9: Tourist Information Centre Display board for CWW

Facilitator: Chair

The display board in the TIC to have copy of the WaW accreditation certificate and insurance certificate. If licencing allows it should also display a map of the PRoW.

Agenda item 10: Wall Hanging

Facilitator: Stuart Cox

It was suggested that Coleford produce a suitable square to represent the town on the WaW wall hanging that is at present on display at Chepstow TIC. It was decided that Jane Baird would view the wall hanging and devise, with the help of friends who have the relevant skills a suitable square representative of Coleford. All agreed.

Agenda item 11: CWW Constitution

Facilitator: Chair

It was recognised that the constitution would need to be altered in the light of experience gained administering the group. It was decided that issues arising will be noted and the relevant changes made at the meeting prior to the next AGM, where it could be adopted.

Agenda item 12: Any Other Business

Facilitator: Chair

None

Agenda item 13 Date of next meeting

Facilitator: Chair

Discussion: Suitable dates were discussed

Conclusions:

Next meeting 25th April at 6.30pm CTC chamber
