

Bingley Walkers are Welcome

Minutes of AGM Meeting

Date: 12th April 2016



Present:

Christine McCabe (Chair), Sue Dennis (Treasurer), Ros Dawson (Marketing and Media), Ronda Christensen, David Smith, Maureen Carney (Secretary), Cedric Farineau, Susan Hart, Graham Hart, Steph Bailey, Jenny Hinsley, Susan Foster, Joan Brown, Christine Smith, Julie Ramsden, Michael McCabe, Allan Mirfield, Joy Smith, John Sparshatt.

Agenda No.		Action By
1.	<p>Apologies for Absence:</p> <p>Arthur Baxter, Beryl Eakin, Ann Sandell, Judith Brindle, Philip Davies, MP, Heather Hodgkinson, Cllr David Heseltine, Alan Wintergill, Barry McCallum, Muriel O'Flaherty, Andrea Ellis, Chris Flecknoe, Bob Davison, Richard Freeman, Stuart Fildes, David Asher, Wendy Broadbent, David and Yvonne Templeton, Ray Wilkes, Randal Metzger.</p>	
2.	<p>Chairpersons Report: Christine McCabe:</p> <p>It is now 1 year since the launch of Bingley WaW at Bingley Arts Centre and the Steering Group are delighted with the success so far. We hope it will go from strength to strength.</p> <p>The Monthly Walks are the 2nd Sunday of every month. John Chadwick, Cedric Farineau, Ronda Christensen and David Smith have led these and we extend our thanks to them. Numbers of those attending are increasing and we aim to continue to increase interest and attendance. We always encourage our walkers to use cafes, pubs and shops, etc. in Bingley to support businesses.</p> <p>One walk took the route of the "Fred Hoyle Way", which was a walk devised by Ronda Christensen to encourage knowledge of the local area and also of Sir Fred Hoyle and his life in Bingley. We hope in the future to publish some leaflets featuring this walk and have a description of it on our website.</p>	

	<p>We have now established links with Bingley Green Dog Group and we had a joint stall at Bingley Show with them in 2015 which we intend to do again in 2016.</p> <p>We extend our thanks and gratitude to our sponsors - Damart, Dignity Caring Funeral Services, Interior Furnishings, Visit Bradford, Richard Dawson Architects, West Yorkshire Combined Authority (Metro, Bingley Arts Centre, Bingley Community Council Group and Bingley Civic Trust.</p> <p>Local firm Fingerprints have been very helpful in producing Walkers are Welcome polo shirts, high viz jackets and business cards. Our high viz jackets have kindly been sponsored by Richard Kunz, of Bingley Physiotherapists.</p> <p>We aim to increase footfall in our town and we have been encouraged by feedback from businesses, e.g. cafes and eateries, who have reported an increase of walkers and walking groups visiting the town.</p> <p>We have collaborated with WaW groups in Baildon, Otley and Burley and worked on various initiatives with them, such as the Welcome Way and the Canal Heritage Walk. We have received a lot of support from the groups and from our mentor, Barry McCallum from Boroughbridge WaW. Some of the committee also attended the Northern Area event in Kirkby Stephen and thoroughly enjoyed it. We plan to attend this years' event and the WaW national AGM. This collaboration has also led to us having a tapestry made by a member of Bingley WI depicting the town. This will be added to the national wall hanging and will be on display in Baildon Library in June.</p> <p>Plans for the future include maintaining the monthly walks, publishing walking leaflets for sale in local shops and supporting the local economy. We also intend to be involved in the 200th anniversary of the Leeds Liverpool Canal later this year. In addition, we may look into the possibility of developing geocaching as an alternative to walking.</p> <p>I would like to extend my thanks to all of the steering committee and local businesses who have supported us. Long may it continue.</p> <p>Accepted; Proposed: David Smith, Seconded : Ros Dawson</p>	
3.	<p>Treasurers Report: Sue Dennis:</p> <p>Thanks to the Chairperson for her comprehensive report. We ended the year with a very healthy surplus of almost £1200, thanks almost entirely to the very generous sponsorship as mentioned by the</p>	

	<p>Chairperson.</p> <p>Ouy major expense was our launch in April 2015 and the production of the publicity material involved.</p> <p>Since the year end, we have received £500 from the West Yorkshire combined Authority but have incurred expenses relating to WaW national membership, public liability insurance, building and running of our website, hire of Cardigan House for this ~AGM, We Welcome Way and Bingley Show.</p> <p>Our current balance stands at £1143.86</p> <p>We cannot continue to rely on sponsorship so will have to generate money in other ways. We intend to produce and sell leaflets describing walks in Bingley, however, this is expensive for production and marketing.</p> <p>Now that we have been operational for 12 months, We know that in order to cover general overheads, we will have to find approximately £300 per year. Therefore, we need to be proactive in finding ways to generate more income to encourage and inform walkers, locally and from far and wide.</p> <p>My thanks go to the rest of the steering group for their support and particularly to the chairperson for her incredible enthusiasm for getting Bingley WaW off the ground.</p> <p>The treasurer asked the floor if there were any questions. None.</p> <p>Accepted:</p> <p>Proposed: Ros Dawson, seconded; Michael McCabe.</p>	
6	<p>Elections of Officers – Chair, Secretary and Treasurer:</p> <p>David Smith asked the floor if anyone wished to stand. None. He asked if the present officers will stand?</p> <p>Christine McCabe (Chairperson) – Yes</p> <p>Sue Dennis(Treasurer) – Yes</p> <p>Maureen Carney (Secretary) - Yes</p> <p>Accepted:</p> <p>Proposed: Susan Hart; Seconded: Jenny Hinsley</p>	

6.	<p>Plans for the future including Welcome Way: The Steering Group:</p> <p>The planning and development of the Fred Hoyle Way walk is in progress by Ronda Christensen. This will be available on our website and a leaflet.</p> <p>Baildon WaW open Day - 11th June 2016: We will have a table at this event and will also lead a walk from Bingley to Baildon.</p> <p>We will have a stall at Bingley Show, in collaboration with Bingley Green Dog Walkers group.</p> <p>We now have business cards to give to interested people, which should be available by the end of the week (approx.. 17th April.)</p> <p>On 16th Oct 2016, it is the 200th anniversary of the Leeds and Liverpool canal. There is a general meeting regarding this on 23rd April which we will attend.</p> <p>John Sparshatt – The Welcome Way:</p> <p>The Welcome Way is a collaboration between Baildon, Burley and Otley WaW to create a long distance walk and publish as a leaflet. Bingley WaW have been welcomed to the project despite the advanced stage of planning. There will be an additional section called the “Bingley Loop” which will run from Shipley Glen to Micklethwaite, along the canal and river and through Hirst Wood back to Shipley Glen. It will be an approximately 9 mile walk.</p> <p>The Welcome Way leaflet is in final stages and should be available soon. David Smith is working on the Bingley Loop as an addition to the original leaflet.</p> <p>Waymarkers and signs have been or are being ordered at the moment. We will need volunteers to mark the Bingley Loop area from our group.</p> <p>The Welcome Way and Bingley Loop will be launched on 25th June 2016 at Otley Parish Church. The leaflet foreword has been written by Kate Ashbrook (president of national WaW) and she will attend. Otley Walking Festival opens on the same day and on this and the following days, the groups will be completing the 28 mile Welcome Way walk.</p> <p>There were no questions from the floor.</p> <p>Ros Dawson thanked John for accommodating Bingley WaW at the late stage of planning. John said the groups were pleased that we could be involved. The chairperson thanked David Smith, Ronda Christensen and Sue Dennis for their hard work in getting Bingley WaW involved in this and devising the route and leaflets.</p>	
7.	<p>Website and Facebook Update: Cedric Farineau:</p> <p>Website data analysis report: The website went live on 1st July 2015. 1578 sessions to the site. This is encouraging data. Most traffic came from search engines e.g. Google. 4090 pages were opened on the</p>	

	<p>site. Visitors are using desktops, tablets and mobiles to access the site regularly. Data was provided from 1/7/15-31/3/16.</p> <p>Health walks – 3 per week are running in Bingley and there is a page on the site now giving information about these and a page about the monthly walk. There is also a full section on Self-Guided Walks with links and details from other areas and sites. Also featured is the Bradford Fairtrade Way, which is a walk which connects 9 “Fairtrade Towns”. There are also pages dedicated to businesses whom have sponsored us and thanks to all businesses who have our sticker displayed. We also have a photo section which anyone can contribute to and can be acknowledged to the owner. Ronda Christensen asked if the pictures had to be of a certain type or subject, Cedric said anyone can send and he will use any pictures of Bingley of good quality.</p> <p>Cedric would like to get the website on the first page of Google search.</p> <p>Facebook: The page now has 400 likes.</p> <p>Twitter: The account is also up and running but there are not as many followers as on Facebook. The website and social media accounts need to all carry important and timely information.</p> <p>There were no questions from the floor.</p> <p>The Chairperson and the steering group would like to thank Cedric for his hard work and time spent on the website and social media.</p>	
8.	<p>Open Forum, Comments and Questions:</p> <p>Ronda Christensen commented that if anyone would like to become a walk leader, this would be welcomed as we need more leaders and training is available.</p> <p>The Chairperson commented that she was continuing to enjoy being involved in the group.</p>	
10	<p>Any other business:</p> <p>None.</p>	

11	Date of next meeting: Friday 6th May 2016, Fernbank.	