

Bingley Walkers are Welcome

Minutes of AGM Meeting

Date: 18th October 2022



Attendees:	<p>Officers: Christine McCabe, Sue Dennis, Maureen Carney</p> <p>Steering Committee: Cedric Farineau, Susan Hart, Andrea Ellis, Jenny Hinsley</p> <p>Public: Michael McCabe, Bob Davidson, Jonathan Robinson, Stuart Fildes</p>
Agenda No.	
1	<p>Welcome and Introduction</p> <p>Christine McCabe - welcome to all and introduction to officers and committee.</p>
2	<p>Apologies for Absence:</p> <p>Randall Metzger, Jur Kessen, Linda Howell, Arthur Baxter, John Kata, David Hanson</p>
3	<p>Minutes of the 2021 AGM and matters arising:</p> <p>The floor was asked if there were any matters arising. None forwarded.</p> <p><i>Accepted – Proposed by Cedric Farineau, seconded by Andrea Ellis. Carried.</i></p>
4	<p>Chairpersons Report: Christine McCabe</p> <p>It is now over seven years since our launch in April 2015 and we are still rising to the challenge of being a Walkers are Welcome town. I'm confident that we survived the Pandemic and as a result we seem to have gained a number of walkers who obviously enjoyed the enforced opportunity to walk alone or with family during 2020/2021.</p> <p>I'm sure our steering group will agree that we are still heading in the right in direction and gaining momentum in the town with more and more people now recognising our logo and joining our monthly walks.</p> <p>John and David have both proved to be invaluable committee members with both of them doing a walk leaders course and leading walks on several occasions.</p> <p>Jenny and Corinne Kilburn both did a map reading course and a walk leader's course may follow in due course. They both regularly back up walks, which is much appreciated.</p> <p>Our regular Sunday walks have continued to be a success with an average of twenty nine walkers. We may have to put our thinking caps on if this continues and maybe split into two groups on the day.</p> <p>Our walk leaders have been Cedric Farineau, David Hanson, John Kata, Sue Dennis, Linda Howell,</p>

Heather Weatherhead, Susan Hart and Michael McCabe. My thanks go to them for their time in preparing the walks and the necessary risk assessments. Also to all the members of our committee who have provided back up on the walks.

There were no negative comments on our Annual Return feedback form this year and my thanks go to Sue for all her hard work in compiling this annual document.

Some of the initiatives we have undertaken this last year include:

Our joint initiative with Bingley Camera Club:

The photo competition which finished in February was deemed a success despite the lack of entries being submitted on line. I'm sure we will maintain contact with Marcus in order to do more joint initiatives in the future.

Black Girls Hiking:

We have maintained links with Sarah Njeri from Black Girls Hiking, she continues to walk with our group, some of her group joined in our walking festival and leads walks for her group in the Bingley area.

Jingle Bell Stroll:

In December we held another Jingle Bell Stroll and thanks go to our walk leader on this event, 41 walkers took part. These walks are popular and as last time we finished up at Tarquin's in Myrtle Park for mulled wine and mince pies.

Christmas Tree Festival:

My thanks go to Susan and Andrea for once again promoting our group at the Bingley Parish Church Christmas Tree Festival in December.

On the War Path:

July saw us walking to the hidden gem that is Bingley Cemetery on our "On the War Path" event. 27 walkers joined us on a glorious summer's day. On arrival at the cemetery we were given a tour of some of the Commonwealth War Graves by Jean Robinson from Bingley WI who is a volunteer for the organisation.

Heritage Walk:

Susan Hart was kind enough to offer to lead another Heritage Walk which took place in September. Susan, who lives on St Ives Estate, took a party of sixty walkers on a history walk around the estate which was enjoyed by all. This year we made the deadline for some good publicity by way of Heritage Open Days.

BBC Children in Need Countryfile Ramble:

This community walk led by Michael McCabe was done in conjunction with Friends of Myrtle Park, Friends of Prince of Wales Park with photos being taken by Bingley Camera Club. Over sixty walkers took part including some children and well behaved dogs. In total, we raised an amazing £333.00. Thanks go to Lindsay Bennett, John and Cedric for setting up the link to John Craven at the BBC and to Marcus Rattray from Bingley Camera Club for his photos which have been sent to the Telegraph and Argus.

5th Walking Festival:

Once again our biggest event was our fifth Walking Festival held on Bank Holiday Monday May 2nd. There were four walks on offer during the day, including a Long Distance walk, a History Walk, The Aire and Altar Walk and the Eldwick Farms and Fields. Suffice to say, they all attracted a large number of walkers, especially the History Walk on which 86 people learned about our town from Susan. We also introduced a new initiative and ran a Nordic Walking taster session in Myrtle Park led by Phil and Helen from Discover Nordic Walking, which was also very popular. In total, we had two hundred and twenty one walkers on the four walks and taster session. Sue will report how much we took in donations in her report.

Publicity wise, we have been featured in articles in the Telegraph and Argus and promoted our festival walks in the "Visit Bradford Sparkling Bradford" leaflets. The Bingley Directory has also proved to be a very good way to spread the word about our group. Our noticeboard was badly vandalised during the winter and we made the decision not to replace the Perspex after the second incident.

We had a stall at Bingley Market in April prior to the festival which proved an excellent way of connecting with other local groups and the general public and several of us took part in the inaugural walk and launch of the Yorkshire Heritage Way which starts at Bradford Cathedral. In Keighley Big Local Walking Festival, we provided back support for this event, as one of the walks was in Bingley.

We continue to attend joint meetings with our counterparts in Baildon, Burley and Otley and this year David Hanson and I attended a very worthwhile regional meeting in Meltham.

New supporters this year include Fudge it in Chapel Lane, Hedgehog Organics and Amazing Finds.

My thanks especially go to Cedric Farineau for our brilliant website which is still flourishing and keeps everyone up to date with our events, as well as other walking related events in the town. Cedric will give us an update on the website later this evening but suffice to say he is expanding it all the time with innovative ideas, including our Amazon Shop. John looks after our social media which includes Instagram and is much appreciated. We continue to see groups of walkers from as far afield as Huddersfield and Selby in our town. Many of these I'm sure will have searched for walk ideas on our website before planning their walks.

	<p>In conclusion I would like to record my thanks to all the members of the steering committee, without whose support, the group would not have been possible. In particular to Maureen our Secretary who never fails to amaze us with the speed in which she produces faultless minutes. Also of course to our Treasurer Sue who meticulously looks after our accounts.</p> <p>Our group has been very fortunate in the people who volunteered to come on our steering group. We have all worked very well as a team and long may it continue. Also of course my thanks go to all the local businesses and shopkeepers who have supported us.</p> <p>Christine McCabe.</p> <p>Chair Bingley Walkers are Welcome.</p> <p>October 2022</p> <p><i>Proposed to accept report: Jenny Hinsley; seconded by Susan Hart . Carried.</i></p>
5	<p>Treasurers Report: Sue Dennis:</p> <p>As you will see, we ended our seventh year of activity with £813.75 in the bank as at 31st December 2021, having started the year with £726.62 and despite £54.00 due to Welcome Way for leaflets we had sold, and the expenditure including website and insurance costs for 2020 and 2021.</p> <p>The feature of the year was the collaboration with Bingley Camera Club instigated and led by Marcus Rattray which enabled us to obtain a grant from the Combined Authority to promote walking as part of a healthy lifestyle.</p> <p>As predicted previously, sales of our own leaflets - Fred Hoyle and Bingley Loop - continue to fall, bringing in a mere £38.00 in 2021 compared with £111.50 in 2019, and £361 in 2018.</p> <p>Looking ahead, our annual recurring costs of WaW subscription, insurance and website plus printing festival posters and flyers amounts to just under £400. Unless we are able to obtain occasional grants, such as that in 2021 from the Combined Authority, we will become increasingly reliant on donations at the walking festival and as you can see, they certainly do not cover the annual costs. No immediate panic but we need to be aware.</p> <p>That concludes my report but I would be very happy to try to answer any questions.</p> <p>Sue Dennis</p> <p>Treasurer Bingley Walkers are Welcome</p> <p>October 2022</p>

Income and Expenditure Account to 31st Dec, 2021

Income		Expenditure	
			£
Brought forward	726.62	Annual Subs 2021	110.00
Combined Authority	830.00	Window Stickers	12.50
Welcome Way Sales	54.00	Website – 20 & 21	92.37
Leaflet Sales	38.00	Insurance 20 & 21	180.00
Festival Donations	180.00	Full Stop Printing	140.00
		Camera Club	480.00
	<u>1828.62</u>		<u>1014.87</u>
Balance at bank £ 813.75			

Proposed to accept report: Andrea Ellis, seconded by Jenny Hinsley - Carried.

6. Elections of Officers – Chair, Secretary and Treasurer:

Chairperson – Christine McCabe

Secretary - Maureen Carney

Treasurer – Sue Dennis

Block Proposed to accept officers' appointment for 12 months: Jenny Hinsley , seconded by Cedric Farineau – Carried

Election of Steering Group:

Cedric Farineau, Arthur Baxter, Jenny Hinsley, Christine Smith, Andrea Ellis, Heather Weatherhead, Susan Hart, David Hanson

Block proposed to accept steering group membership for 12 months – Proposed by Michael McCabe , seconded by Maureen Carney – carried.

7. Plans for the Future:

- To consider having a range of style of walks of varied difficulty and stop/start or to split the group if possible. To be discussed at the next meeting.

8.

Website and Facebook Update: Cedric Farineau:

Traffic throughout the duration of 2019: 28,106 sessions (site visit from 1 second to 30 minutes), from that there 46,851 page views.

2020: 57,884 sessions (+51%) ; 111,511 page views (+58%)

2021: 53,867 sessions (-6.94%) ; 87,894 page views (-21.18%)

Looking at 2022 up to yesterday (17th October); 46,008 sessions and 68,695 page views. We might not achieve the highs of the Covid period, but since end of lockdown (July 2021) traffic hasn't fell to pre-Covid. So this is very encouraging for the future of our digital reach.

2022 most Popular – St.Ives and Goit Stock, followed by homepage (used to be self-guided walks in Bingley). More people are knowing us and are searching for “Bingley Walkers are Welcome”. Our “brand” is now popular with locals.

In 2019-2020, we generated some revenue via soft advertising by linking to Amazon products (% of sale via commission). £25 were sent to WaW account in December 2020.

Since January 2021, we have made £8.60.. Not as fruitful as expected. We will need to review the strategy behind this.

Social Media:

Facebook: Currently 1,459 followers

Looking at people who have seen our posts or page:

- Page reach throughout duration of 2020: 10,507 People reached
- Page reach throughout duration of 2021: 17,071 People reached
- **Page reach throughout duration of 2022 (up to 17th October): 20,859 People reached**

Twitter: Currently 820 followers

Looking at people who have seen our tweets or page:

- Tweet reach throughout duration of 2020: 27,459 tweet impressions, 736 profile visits
- **Tweet reach throughout duration of 2021: 47,021 tweet impressions, 2,837 profile visits**
- **Tweet reach throughout duration of 2022 (up to 17th October): 6,440 tweet impressions, 4,201 profile visits**

New for 2022: launch of Instagram

Currently 175 followers

The committee records it's thanks to Cedric for all his work and efforts on the website and social media.

10.	Open Forum, Comments and Questions: SF: Thanks to Bingley for joining the Otley Walking Festival this year. BD: Baildon AGM- talk by Shahnaz Gulzar (Chair of 2025 Bradford Bid) “What part WaW can play in the Capital of Culture year”.
h11.	Any other business: None forwarded.
12	Meeting closed at 8.10pm Date of next meeting: TBC - 2023