

# Bingley Walkers are Welcome

## Minutes of AGM Meeting

### Date: 19<sup>th</sup> October 2023



	<b>Attendees:</b>
<b>Agenda No.</b>	<b>Christine McCabe, Sue Dennis, Maureen Carney, Cedric Farineau, Andrea Ellis, Susan Hart, Jenny Hinsley, David Hanson, Michael McCabe, Eddie Nash (Baildon WaW), Tracy Waterhouse, Jur Keessen (Otley WaW), Stuart Fildes (Otley WaW), Sarah Njeri.</b>
1	<p><b>Welcome and Introduction</b></p> <p>Christine McCabe - welcome to all and introduction to officers and committee. Special thanks to those who have travelled further. Housekeeping announcements as required.</p>
2	<p><b>Apologies for Absence:</b></p> <p>Heather Weatherhead, Linda Howell, Richard Freeman.</p>
3	<p><b>Minutes of the 2022 AGM and matters arising:</b></p> <p>The floor was asked if there were any matters arising from the meeting on 18.10.22. None forwarded.</p> <p><i>Accepted – Proposed by Jenny Hinsley, seconded by Susan Hart. Carried.</i></p>
4	<p><b>Chair’s Annual Report – Christine McCabe:</b></p> <p>It is now eight years since our launch in April 2015 and we are still rising to the challenge of being a Walkers are Welcome town. We still regularly think up new initiatives to keep our group vibrant and create new interest.</p> <p>We regularly get an average of 28 walkers on our Sunday walks and even inclement weather doesn’t seem to deter our regular walkers.</p> <p>I’m sure our steering group will agree that we are still heading in the right direction and gaining momentum in the town with more and more people now recognising our logo and joining our monthly walks.</p> <p>Corinne Kilburn completed a walk leader’s course earlier this year but has been unable to lead a walk due to a foot injury.</p> <p>Our walk leaders have been Cedric Farineau, David Hanson, John Kata, Sue Dennis, Linda Howell, Heather Weatherhead, Arthur Baxter 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.</p> <p>On a couple of occasions, we have trialled “tiered walks” where for those walkers not wanting to walk</p>

a full two hours they have been able to join the walk at a later stage.

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:

**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 Sarah is now joining us on our committee.

**Jingle Bell Stroll:**

In December we held another Jingle bell Stroll and thanks go to Linda Howell for taking the lead on this event, twenty five walkers took part. These walks are popular and as last time we finished at Tarquin's in Myrtle Park for mulled wine and mince pies. We do however think that this year we will have a change of both route and venue for this annual walk.

**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.

**Heritage Walk:**

This year we made the deadline for some good publicity by way of Heritage Open Days and the theme was Art, Culture and Drama. This coincided perfectly with the 75th Anniversary of Bingley Little Theatre and we based our September walk on this. On the day we had eight people dressed in costumes provided by Bingley Little Theatre and forty two walkers. We had a short walk along the Riverside Walk followed by a talk and tour of the theatre. In total the theatre took nine bookings for upcoming show and gained three new members as a result of the event. We got a lot of favourable comments and the event was considered a big success. Our thanks go to those concerned at Bingley Little Theatre.

**Carers Walk: September:**

This event instigated by Dr Anna Dixon MBE was to raise both awareness and funds for The Carers Resource and four of our committee took part. Thanks go to David for leading the walk and to Jenny, Susan and Cedric for acting as back up. Shanaz Gulzar who is Chair of Bradford 2025 walked from Bingley to Roberts Park with the group and Publicity photos were taken by two members of Bingley Camera Club.

**Networking Meeting:** In September we were represented at a Community Group Networking event held by Bingley Town Council and we are also attending regular Bradford 2025 planning meetings for Bingley.

### **5th Walking Festival:**

Once again, our biggest event was our sixth Walking Festival held on Bank Holiday Monday May 1<sup>st</sup>. There were five walks on offer during the day including, a long-distance walk, a history walk, a walk to Saltaire along the River Aire with the option of returning by public transport, a walk delving into the history and location of the Cottingley Fairies legend and a firm favourite our Micklethwaite walk.

They all attracted a large number of walkers especially the Cottingley Fairies walk on which 82 people learned about the fairies. We limited the number of walkers on the Walk into the Past walk which included a visit to the site of Milner Field, Sir Titus Salt Juniors former house. At the site we were told about the site by a local archaeologist. Our thanks go to Marcus Rattray from Bingley Camera Club for his excellent photos taken at the site.

On the long walk we were welcomed to Baildon by a group from Baildon WaW who brought light refreshments and offered transport to anyone needing it. Our thanks go to them.

In total we had approximately one hundred and ninety walkers on the five walks. We were also supported by Bingley Specsavers who handed out free bottles of water.

Prior to the event, committee member John Kata did an excellent interview on Radio Leeds to promote the event.

We continue to attract groups from far and wide. These include a group of 44 from Hessle Rambling Club, the majority of whom ate after their walk at The Brown Cow. There was also a group from The Settle/Carlisle Walking Group who unable to travel to Gargrave by train that day due to a strike action chose to drive to Bingley for their walk. I'm sure that these groups and many others will have used our website as a source of walks for their outings.

Publicity wise we have been featured in articles in the Telegraph and Argus and promoted our festival walks and Heritage Walk on the Visit Bradford website. The Bingley Directory has also proved to be a very good way to spread the word about our group but sadly this has now ceased publication. As our noticeboard was badly vandalised last year and we made the decision not to replace the Perspex we now laminate our walk notices and this seems to work. My thanks to Susan for her part in the upkeep of the noticeboard.

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. This will be repeated next year.

We continue to attend joint meetings with our counterparts in Baildon, Burley and Otley and this year Jenny, David, Cedric and I attended a very worthwhile regional meeting in Snape. We are also now in consultation with Baildon, Burley and Possibly Otley re plans for Bradford 2025 and where our groups will fit into this.

New supporters this year include: Re instating The Glen and The Acorn and adding Il Caffe Ristretto at Bingley Station, Bingley Tea Room, Advanced Mobility, Zasse Sweet Creations and Shoobox. However sadly we had to delete Costa and Gilstead Post Office who closed down.

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 promoting the Baildon Walking Festival. John looks after our social media which includes Instagram and is much appreciated.

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 and to welcome Sarah our new member.

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.

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.

Christine McCabe.

Chair Bingley Walkers are Welcome.

October 2023

*Proposed to accept the report - Andrea Ellis, Seconded by David Hanson; Carried.*

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**Treasurer's Annual Report: Sue Dennis:**

As you will see we ended our eighth year of activity with £599.50 in the bank as at 31<sup>st</sup> December 2022, having started the year with £813.75. This very much reflects my comments at the last AGM that our annual recurring costs of WaW subscription, insurance, website and the printing of Festival posters and flyers are not fully covered by donations, and we need to find alternative sources of income to support our finances.

Having said that, income from the sale of walking guides in 2022 bucked the recent trend raising £108.50 compared with a mere £38 the previous year.

Last year we purchased more Hi-Viz jackets for our volunteer walk leaders and back-ups and these were very kindly sponsored once again by Richard Kunz at Bingley Physiotherapy. We also raised an excellent £343 for Children in Need from our November 2022 walk but obviously this went straight out again. Bingley Walkers are Welcome contributes towards the drinks and refreshments enjoyed by walkers on our December Jungle Bells stroll – hence the mention of Tarquins in the Expenditure

Column.

That concludes my report but I would be very happy to try to answer any questions.

Sue Dennis

Treasurer Bingley Walkers are Welcome

October 2023

BINGLEY WALKERS ARE WELCOME  
Income & Expenditure Account to 31/12/22

	Income	£	Expenditure	£
Brought forward		813.75	Annual Subs 2022	110.00
Welcome Way		36.00	Tarquins re Dec walk	52.00
F Hoyle & Loop		20.00	Perspex for noticeboard	40.00
Donation		6.00	Welcome Way	90.00
Welcome Way		18.00	C Farineau – website	54.99
Leaflets		18.50	Full Stop Studio	130.00
F Hoyle & Loop		70.00	Full Stop Studio	25.00
Welcome Way		6.00	Zurich Insurance	96.00
Donations – Festival		232.24	Stickers	12.50
POWP Event		71.00	Sweets for POWP	46.00
Donations – Children in Need walk		343.00	Donation to FOPOWP	20.00
Jingle Bells Donations		97.42	Donation to FOMP (room)	5.00
R Kunz Donation		86.00	Donation to Children in Need	343.00
			Welcome Way	24.00
			AGM Room Charge	20.00
			Finger Prints (Hi-Viz)	85.92
			Tarquins	64.00
		1817.91		1218.41
Balance at bank	£599.50			

**Question: What is the difference between last year's and this year's income?**

**Answer: Received a Community Grant for the project with Bingley Camera Club.**

*Proposed to accept the report by Susan Hart; Seconded by Cedric Farineau; Carried.*

<p>8</p>	<p><b>Elections of Officers – Chair, Secretary and Treasurer:</b></p> <p><b>Chairperson</b> – Christine McCabe</p> <p><b>Secretary</b> - Maureen Carney</p> <p><b>Treasurer</b> – Sue Dennis</p> <p><i>Block Proposed to accept officers’ appointment for 12 months: Michael McCabe, Seconded by Andrea Ellis – Carried.</i></p> <p><b>Election of Steering Group:</b></p> <p>Cedric Farineau, Arthur Baxter, Jenny Hinsley, Linda Howell, Andrea Ellis, Heather Weatherhead, Susan Hart, David Hanson, John Kata.</p> <p><i>Block proposed to accept steering group membership for 12 months – Proposed by Michael McCabe, seconded by Sue Dennis – carried.</i></p>
	<p><b>Plans for the future:</b></p> <p>A Committee meeting tonight to discuss the future, including:</p> <ul style="list-style-type: none"> <li>- 7<sup>th</sup> Walking festival – To be held on May Day Bank Holiday Monday, 2024.</li> <li>- Bradford City of Culture 2025, joint project planned with Baildon &amp; Otley WaW - suggested we devise a “Rombalds Walk” and also we will devise a “Blue Plaque Walk” for Bingley.</li> <li>-</li> </ul>
<p>7.</p>	<p>Website and Social Media Update: Cedric Farineau:</p> <p>Traffic throughout the duration of 2019 (Pre Covid): 28,106 sessions (site visit from 1 second to 30 minutes),from that there are 46,851 page views.</p> <p>2020: 57,884 sessions (+51%) ; 111,511 page views (+58%)</p> <p>2021: 53,867 sessions (-6.94%) ; 87,894 page views (-21.18%)</p> <p>2022: 52,144 sessions (-3.20%, 78,681 page views (-10.48%)</p> <p>Looking at 2023 up to yesterday (18th October); 40532 sessions and 68,872 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.</p> <p>Search Engines (mainly Google) brings 72.8% of that traffic</p> <p>2023 most Popular –Goit Stock #1; St.Ives #2; Five Rise Locks #3; Bingley Walks #4; Visiting Bingley #5, Homepage #6; Bingley Walking Festival #7; Myrtle Park #8</p> <p>More people are knowing us and are searching for “Bingley Walkers are Welcome”. Our “brand” is now popular with locals.</p>

	<p>Social Media:</p> <p>Facebook: Currently 1616 followers (1,459 at last AGM)</p> <p>Looking at people who have seen our posts or page:</p> <ul style="list-style-type: none"> <li>- Page reach throughout duration of 2020: 10,507 People reached</li> <li>- Page reach throughout duration of 2021: 17,071 People reached</li> <li>- Page reach throughout duration of 2022: 23,617 People reached</li> <li>- Page reach throughout duration of 2023 (up to 18th October): 25328 People reached</li> </ul> <p>This is really encouraging and shows how much efforts we are putting on this media – regular posts and updates. Most popular posts are about our monthly walks and walking festivals, especially when photos are added!</p> <p>X (formerly Twitter): Currently 817 followers (820 followers at last AGM)</p> <p>We are probably going to abandon this media and will concentrate on Instagram moving forward</p> <p>Instagram</p> <p>New for 2022: launch of Instagram</p> <p>Currently 222 followers (175 followers at last AGM)</p> <p>Thanks to Cedric for all his hard work.</p>
10.	<p><b>Open Forum, Comments and Questions:</b></p> <ol style="list-style-type: none"> <li>1. Otley AGM Tues 21<sup>st</sup> November 7.30pm at Horse &amp; Farrier in Otley. Guest speaker is Lucy Lee – co Ordinator of peat refurbishing on moors. She is keen on working with other local groups. Otley also have various projects planned for next year.</li> <li>2. Council Countryside Service – Rights of Way. During 2025 (coincides with 25<sup>th</sup> anniversary of Millenium Way) – considering running the 16 walks during the year and other walking groups in the district could man some of the walks. More information will be forwarded by BMDC in due course.</li> </ol>
11.	<p><b>Any other business:</b></p> <p>None forwarded.</p>

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**Meeting closed at 7.20pm**

**Date of next meeting: October 2024, TBC.**