

Bingley Walkers are Welcome

Minutes of AGM Meeting

Date: 17th October 2024



	Attendees:
Agenda No.	Christine McCabe, Michael McCabe, Sue Dennis, Cedric Farineau, Andrea Ellis, Susan Hart, Jenny Hinsley, John Kata.
1	Welcome and Introduction Christine McCabe - welcome to all and introduction to officers and committee. Special thanks to those who have travelled further. Housekeeping announcements as required.
2	Apologies for Absence: Maureen Carney David Hanson, Sarah Njeri, Arthur Baxter, Christine Baxter, Chris Flecknoe, Bob Davidson, Jur Keeson, Stuart Fildes.
3	Minutes of the 2023 AGM and matters arising: The floor was asked if there were any matters arising from the meeting on 19.10.23. None forwarded. <i>Accepted – Proposed by Cedric Farineau, seconded by Jenny Hinsley. Carried.</i>
4	Chair’s Annual Report – Christine McCabe: It is now over nine years since our launch in April 2015 and we are still rising to the challenge of being a WaW town. Next year will see our 10th anniversary. We get an average of 28 walkers on our Sunday walks and even inclement weather doesn’t seem to deter our regular walkers. Walkers have joined us from Keighley, Leeds, Skipton, Brighouse and Huddersfield some of them using public transport. 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. Our walk leaders have been Cedric Farineau, David Hanson, John Kata, Sue Dennis, Linda Howell, Heather Weatherhead, Sarah Njeri, 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. 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 a valued member of our committee.

Jingle Bell Stroll:

In December we held another Jingle bell Stroll and thanks go to Michael McCabe for taking the lead on this event, twenty walkers took part.

These walks are popular and this year by way of a change and despite heavy rain we took in the canal and rounded off the morning with mulled wine and mince pies in the picnic area in Prince of Wales Park.

Christmas Tree Festival:

As always my thanks go to Susan and Andrea for once again promoting our group at the Bingley Parish Church Christmas Tree festival in December.

7th Walking Festival:

Once again our biggest event was our seventh Walking Festival held on Bank Holiday Monday May 6th. There were five walks on offer during the day including, a long distance walk, a Dawn Chorus walk, a walk in conjunction with Black Girls Hiking and led by Sarah, a Bridges of Bingley local walk and finally a New Look at St Ives walk taking in areas of the estate affected by the recent felling of trees.

They all attracted a large number of walkers although numbers on the Dawn Chorus Walk were limited.

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

We continue to attract groups from far and wide. This year these included a group of walkers from "Walk the Line" This is a group from Friends of the Settle Carlisle line.

Publicity:

Committee member Sarah was asked to speak at a research project called "Step Together" She spoke about her work with us and being a member of our committee.

Our latest innovation are these flyers which we will distribute in town and use to hand out when we are involved in community events. They will also be distributed on our regular walks as there is a QR code on the flyer to encourage people to make a donation. My thanks go to Sue and Cedric for their help in producing these flyers.

We have been featured in articles in the Telegraph and Argus and promoted our festival walks on the Visit Bradford website. Whilst on the subject of publicity my thanks go to Susan for her part in the upkeep of our town centre 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 along with a stall at Damart where Bingley Creates now have a monthly local community groups stall.

The towns Canal Festival which celebrated 250 years of Five Rise Locks saw us welcoming people at Bingley Station and guiding them to the locks.

In November for the first time our Treasurer Sue Dennis laid a wreath at the town's Remembrance Day service.

Meetings:

We continue to attend joint meetings with our counterparts in Baildon, Burley and Otley.

We are also now in consultation with Baildon and Burley re plans for Bradford 2025 and where our groups will fit into this.

We instigated having the 2025 National Get-Together at Bingley Arts Centre and plans are well in hand for this. Our Secretary Maureen produced an excellent presentation to promote this event.

Networking Meetings: On an ongoing basis we are represented at a Community Group Networking event held by Bingley Town Council and we are also attending regular Bradford 2025 planning meetings for Bingley. We also attend regular Bingley Creates meetings and we are involved in the plan to have a Bingley Heritage Trail which will hopefully be launched in time for Heritage Week in September of next year.

Supporters:

We've added several new supporters to our list. However sadly we had to delete Zasee Sweets and Shoebox and The Pancake House who closed down. Bingley now looks forward to having a travel agent and a new Deli in the near future and possibly a new hotel!

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. Also to John who looks after Facebook and Instagram on behalf of the group.

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.

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.

	<p>October 2024</p> <p><i>Proposed to accept the report – John Kata, Seconded by Jenny Hinsley; Carried.</i></p>
5	<p>Treasurer’s Annual Report: Sue Dennis:</p> <p>As you will see we ended our ninth year of activity with £637.98 in the bank as at 31st December 2023, having started the year with £599.50. Definitely happiness in Mr Macawber’s terms. However apart from purchasing a British Legion wreath, and taking part in Bingley’s annual Remembrance Celebrations we had no significant additional expenditure in 2023 other than the normal WaW subscription, Insurance, Festival Printing and website costs.</p> <p>Donations at the Annual Festival, following various walks, and through the Just Giving website which we set up last year (Special thanks to John Kata and Cedric Farineau for the suggestion and dealing with the technicalities & QR codes involved) totalled just short of £475.00 in 2023.</p> <p>As you will see we are currently almost totally reliant on Donations. We continue to investigate opportunity to apply for grants required to fund more ambitious projects.</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 2024</p> <p><i>Proposed to accept the report by Susan Hart; Seconded by Andrea Ellis; Carried.</i></p>
6	<p>Elections of Officers – Chair, Secretary and Treasurer:</p> <p>Chairperson – Christine McCabe</p> <p>Secretary - Maureen Carney</p> <p>Treasurer – Sue Dennis</p> <p><i>Block Proposed to accept officers’ appointment for 12 months: John Kata, Seconded by Susan Hart – Carried.</i></p> <p>Election of Steering Group:</p> <p>Resigned: Heather Whitehead - Accepted by committee.</p> <p>Cedric Farineau, Arthur Baxter, Sarah Njeri, Jenny Hinsley, Andrea Ellis, Linda Howell, 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>

7	<p>Plans for the future:</p> <p>A Committee meeting tonight to discuss the future, including:</p> <ul style="list-style-type: none"> - 8th Walking festival – To be held on May Day Bank Holiday Monday, 2025. - Bradford City of Culture 2025, joint project planned with Baildon, Burley & Otley WaW.
8	<p>Website and Social Media Update: Cedric Farineau:</p> <p>Website and Social 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>2023: 47,668 sessions (-8.56%), 82,295 page views (+4.59%)</p> <p>Looking at 2024 up to yesterday (16th October); 43,802 sessions and 86,774 page views.</p> <p>We might not achieve the highs of the Covid period, but since end of lockdown (July 2021) traffic hasn't fallen to pre-Covid. However, this year we are on course to do better than previous year – we are already doing better in terms of page views – ending the decline we have seen since 2020. So this is very encouraging for the future of our digital reach.</p> <p>2024 most Popular –Goit Stock #1; St.Ives #2; Homepage #3; Five Rise Locks #4; Bingley Walks #5; Bingley Walking Festival #6; Visiting Bingley #7, Monthly Walks #8; Myrtle Park #9</p> <p>More people are knowing us and are searching for “Bingley Walkers are Welcome”. Our “brand” is now popular with locals -> Homepage + Walking Festival + Monthly Walks are doing better than last year!</p> <p>Social Media:</p> <p>Facebook: Currently 1,725 followers (1,616 at last AGM)</p> <p>Looking at people who have seen our posts or page:</p> <ul style="list-style-type: none"> - 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: 23,617 People reached - Page reach throughout duration of 2023: 26,451 People reached - Page reach throughout duration of 2024 (up to 16th October): 19,100 People reached → 25328 at last AGM <p>2024 has seen a bit of a slowing down in our efforts on this media. We'd need to have more regular posts and updates. Maybe more people in the committee could be in charge of this? Most popular posts are about our monthly walks and walking festivals, especially when photos are added!</p>

	<p>X (formerly Twitter): Currently 805 followers (817 followers at last AGM)</p> <p>We are probably going to abandon this media and will concentrate on Instagram moving forward</p> <p>Instagram (2022: launch of Instagram)</p> <p>Currently 242 followers (222 followers at last AGM)</p> <p>Media Update: Cedric Farineau:</p> <p>More Admins are needed for the social media output.</p> <p>Thanks to Cedric for all his hard work.</p>
9	<p>Open Forum, Comments and Questions:</p> <p>None given.</p>
10.	<p>Any other business:</p> <p>None forwarded.</p>
11	<p>Meeting closed at 7.35pm</p> <p>Date of next meeting: October 2025, TBC.</p>