

2018 Festival of Walks Working Group

Meeting 7

Notes of Meeting held on Friday 8 March 2018

Present: Cllr C Ashton (Chair), K Gee, S Kellett, P Webley, L Kenny (Admin Officer)

Apologies: T Hinkins, A Shaw

1. Notes of last meeting

The notes of the Working Group meeting held on 23 February 2018 were accepted as an accurate record of the meeting.

2. Walks leaflet and posters

The proofs of the booklet and poster had been signed off with the printers on 6 March. They have already been printed and are awaiting stapling and packing, before delivery no later than Thursday 15 March.

It was agreed that the online publicity should be launched when ready, which should be around Friday 16 March. The leaflet distribution will take place week commencing 26 March, and booking for the coach and Cheshire Wildlife Trust event will not open until then. Printed copies may be distributed via ramblers coaches etc a little earlier if that is more convenient.

The distribution rota was agreed. Sue will provide Liz with the text of a note to leave with leaflets delivered to schools/nurseries and Liz will make copies.

Liz will produce leaflets for individual walks or themes of walks if time is available.

3. Publicity

a) General

Liz to produce an article for distribution to local publications and community/church newsletters.

b) Frodsham Life Advertisement

This is deferred pending decision by Events Committee. The FFOW working group had no strong views on the issue.

c) Mid Cheshire Bazar

Agreed to place a small advertisement at a cost of £10 + VAT.

Banners

The remaining 5 banners to be put up week commencing 19 March. Caroline to speak to Kash 22 or Lady Heyes caravan site regarding the final site. The others to go to Kingsley school, Frodsham Community Centre, Helsby Community Sports Club and Helsby Parish railings.

d) Facebook

Kath agreed to look for suitable photos for the Four Seats and Castle Park Trees walks.

4. Date of next meetings

Thursday 5 April at 9:30am, Castle Park House.