

2018 Festival of Walks Working Group

Meeting 6

Notes of Meeting held on Friday 23 February 2018

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

Apologies: A Shaw

1. Notes of last meeting

The notes of the Working Group meeting held on 8 February 2018 were accepted as an accurate record of the meeting.

2. Car Sharing

It was agreed to include a general car sharing message in the leaflet but not to mark up specific walks as suitable for car sharing.

3. Walks leaflet

The working group reviewed the text sent to the printers and a number of amendments agreed. The Admin Officer was asked to contact walk leaders whose descriptions had been changed substantively as a matter of courtesy to check that they were happy with the revised text; to check with the leaders of walks 10 & 12 whether they would like us to add the byline "Supported by North and Mid Cheshire Ramblers"; and to make it clear in Walk 22 that the coach would leave Anderton at 4.30pm.

Liz reported that she had spoken to The Red Bull in Kingsley and confirmed the arrangements with them. She has also spoken to Anne Shaw, who was happy with the contingency arrangements for the Pub Walk.

The final approval of the printer's proofs of the leaflet and poster were delegated to a sub-group comprising of Cllr Caroline Ashton, Sue Kellett and Liz Kenny, who will meet for the purpose on Wednesday 28 February at 9.30am. Hawk Media (the printers) confirmed that sign-off of the proofs on 28 February would still enable printing and deliver by the end of the week commencing 5 March.

4. Walks Leaflet

a) Text

The text for each walk being sent to the printers was checked by the meeting.

b) Distribution

Deferred to next meeting.

5. Publicity

a) Frodsham Life Advertisement

Liz reported that the deadline for copy for the March edition of Frodsham Life was Monday 26 February. It was agreed that the April edition would be a better option. Cost for advertising in other publications to be checked.

b) West Cheshire Walking Festival

Liz reported that she had received an email from Active Cheshire inviting us to feature walks in the West Cheshire Walking Festival, which is to take place throughout the month of May. The event

was first held last year, but only the final day of last year's Festival fell within the WCWF dates: this year 22 of our 29 walks will be in May.

It was agreed that details of the relevant walks be submitted under the Frodsham Festival of Walks 'brand'.

6. Date of next meetings

Thursday 8 March at 9:30am, Castle Park House