

Frodsham Festival of Walks Planning Group

Meeting 5 – 4 February 2021

Held by Zoom

Present:

Cllr Caroline Ashton
Kath Gee
Sue Kellett

Martin Maris
Peter Webley

Apologies: Ross Nichols

Admin: Liz Kenny

1. Notes of Last Meeting and Matters Arising

Accepted.

2. Timing of Festival

Liz reported that she had contacted Cheshire West & Chester Council to clarify whether or not we have to go through its Running an Event process for a virtual Festival. They replied to say this was not required:

“Based on the virtual concept you’re correct that you would not need to go through the process.

The key here is that no dates are identified where groups could gather on the same date and time at a start venue, as that would be an illegal gathering.

Also you should promote the COVID guidance at the time which relates to sizes of groups that are allowed, which at the moment is only one other person unless from the same household.”

They also recommended that a launch date is promoted but no end date as a short activity period may condense activity. If popular, which it could be due to the recent pressures, the routes could get quite busy.

It was **AGREED** to promote the Festival throughout May, as this is National Walking Month but ensure that the publicity is tailored to prevent concentrating activity on specific days and crowding the routes.

It was also **AGREED** to seek guidance from Cheshire West & Chester Council’s Democratic Services on the acceptability of promoting the event during the local election “purdah” period.

Action: Liz to contact Democratic Services regarding publicity during the pre-election period.

3. Design of Walk Leaflets

Liz reported that she had contacted Hawk Publications. They had quoted £125 to design 8x A5 PDFs without maps and £300 if we require a map drawing for each.

After discussion about the varying length and format of the individual walks it was **AGREED** that a better approach would be to commission Hawk to produce a header and footer design that could be incorporated into a Word template into which the details of each individual walk could be inserted. This would be a more flexible solution.

Action: Liz to contact Hawk for a revised quote.

4. Update on Individual walks

a. Around the Hills

This route has not yet been surveyed because of weather conditions and the state of the ground. Peter, Sue and Caroline all agreed to walk it before the next meeting of conditions are suitable.

b. Thirty Blue Plaques

Kath has recirculated following “tweaks”.

c. Weaver Woods & Frodsham Woods

These two walks are from the Woodland Trust and they have confirmed to Kath that they are happy for us to use.

d. Castle Park Rediscovered

Kath has recirculated following “tweaks”.

e. Weaver Valley

The is finalised

f. Helsby Hill & Woodhouse Hillfort

Kath will contact the Sandstone Trust to check that they are happy for us to include their leaflet on our website.

g. Hob Hey Woods

Mark Sullivan from the Hob Hey Woods Friends Group has written up a walk on their website, which is also on the InFrodsham walks page. Caroline will contact Mark for permission to use it.

5. Publicity

Liz has set up an Instagram account for the Festival and Martin has the relevant logon details.

Liz reported that permission would be sought from Town Council’s Policy, Process & Revenue Committee on 22 February to host the Festival information on the FTC website.

The Group reviewed the Manchester Walking Festival and agreed that the layout of the page listing the individual walks with a photograph and key information about length and difficulty was a good model.

AGREED that, subject the approval to use the FTC website then during March:

- Website changes would be implemented (though not made live)
- Text of individual leaflets finalised
- Walks Leaflet Design Template produced

This would then permit decisions and focus through April to turn how to promote the event and whether to run associated activities such as a photography competition and invite poetry/creative writing inputs.

No decision was taken about when to start “trailing” the Festival given the advice from CWAC about avoiding concentrating activity on particular days. This will be decided nearer the date as the COVID situation becomes clearer.

Action: Martin to contact Frodsham Nub News and the InFrodsham website to check how much notice they would require to run a feature on the Festival.

6. Safety Information

It was AGREED to include a disclaimer on each leaflet we produce and on the website that states “Please note that Frodsham Town Council does not accept any responsibility for personal injury or

loss of property when undertaking this walk” and notifying them that they must comply with the COVID-19 regulations operative at the time they do the walk. Some additional information will be included on the website based on information from previous years’ Festivals (suitable clothing, footwear, dogs, etc) and including links to original sources such as Government Guidelines, Countryside Code and Dogs Code.

7. Date of Nest Meeting

Friday 26 February 2021 at 9.30am by Zoom.

<https://us02web.zoom.us/j/85400056413?pwd=MnFzTTRzclVGbjFvVzVaUUFuQkNEQT09>

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