

# Frodsham Festival of Walks Planning Group

## Meeting 6 – 26 February 2021

Held by Zoom

Present:

Clr Caroline Ashton

Ross Nichols

Kath Gee

Martin Maris

Sue Kellett

Peter Webley

Admin: Liz Kenny

### 1. Notes of Last Meeting and Matters Arising

Accepted.

### 2. COVID Roadmap

It was noted that the Festival was likely to fall within Step 2 of the COVID-19 Roadmap, with Stay at Home and Stay Local restrictions, people able to meet socially following the Rule of Six or Two Households rule. However, even if these relaxations are delayed, the virtual Festival will help people to exercise locally.

### 3. Walks Leaflet template

Hawk Publications had quoted £100 + VAT to design a Word template with a header and footer that could be used flexibly to produce leaflets for the Festival of Walks. It was AGREED to go ahead on this basis. Liz showed the group an example of this approach from the local OPAL charity's stationery. It was agreed to incorporate the Festival theme of "Rediscover where you live" as a strap line in the footer and also note the dedication of the 2021 Festival to the late Joe Beswick.

**Action:** Caroline to seek agreement of Chair of Events Committee to this expenditure and the agreement of Joe's family to the dedication.

### 4. Ancora House School involvement

The headteacher at Ancora House School (recently relocated to Castle Park), is interested in encouraging her students to look at history. It was AGREED that Kath would contact her to tell her about our Castle Park Rediscovered walk and also to discuss other ways the young people might get involved in the current or future Festivals and/or the health walks.

**Action:** Liz to provide contact details and Kath to contact the headteacher.

### 5. Update on Individual walks

It was agreed that most of the routes were now complete. There were a few minor suggestions about the Around the Hills walk, which Sue will incorporate in the final draft.

Kath will contact the Sandstone Ridge for their permission to distribute the Helsby Hill and Woodhouse Hillfort walk and Mark O'Sullivan has given permission to use the Hob Hey Wood walk and provided it as a Word document.

Each walk leaflet produced by the Festival will include a reminder that walkers should check and comply with the social distancing guidelines in place at the time.

**Action:** Kath to contact the Sandstone Ridge Trust

## **6. Publicity**

It was noted that Policy, Process & Revenue Committee had approved the use of the Frodsham Town Council website to host the Festival of Walks information, and that there would be no additional web developer costs involved. Liz was arranging a meeting with our web developer. The plan would be to produce something similar but simpler than the GMWalking.co.uk walking routes page.

Caroline would like to be kept involved.

Martin reported that the editor of Frodsham Nub News was happy to promote the Festival and would not need a lot of notice. InFrodsham website had agreed to include links to the Festival information, free of charge, but would require a couple of weeks' notice.

Liz reported that she had consulted the Cheshire Association of Local Councils for advice on whether publicising the Festival of Walks on the Town Council's website and social media accounts would be in breach of the "purdah" rules on publicity in the prelection period and had been advised that, as the Festival of Walks is not promoting an administration or a councillor, it will not be in breach of the rules.

**Action:** Liz to arrange meeting with web developer.

## **7. Date of Next Meeting**

Friday 26 March 2021 at 9.30am by Zoom.

The agenda to include a discussion about challenges, activities and ideas on the website which can be utilised on a walk from home, on an individual basis, and in small groups when restrictions allow.