

# Frodsham Festival of Walks Planning Group

## Meeting 8 – 23 April 2021

Held by Zoom

Present:

Cllr Caroline Ashton  
Kath Gee  
Sue Kellett

Martin Maris  
Peter Webley  
Ross Nichols

Admin: Liz Kenny

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

Accepted.

### 2. Creative Writing Workshop - Update

Liz reported that 18 people had registered for the workshop so far. As well as Martin's article in Frodsham Nub News, Martin, Kath and Liz had been in touch with local groups to ask them to publicise it to their members.

Liz had sent attendees some documents provided by Julia McGuinness, and would check for registrations later in the day and send out the documents to any late registrants. She had also been in touch with Julia and arranged for her to enter the Zoom meeting early to heck screen sharing, etc.  
Walks Website

It was noted that 2021 would be the 17<sup>th</sup> Festival of Walks (2020's having been cancelled). It was agreed that Caroline would welcome attendees at the beginning of the workshop.

### 3. Website - review of progress to date

Liz shared her screen and showed the new website: <https://frodshamfestivalofwalks.uk/>, She only received the link the night before and so needs to spend time checking and making corrections to the content before circulating the address for other members of the Working Group to review in detail. The site will adapt to the size of the screen on which it is viewed, making it suitable for use on a phone and therefore making the walk directions accessible to people when they are on the walks.

The site has been written in such a way that it can be built on in future years, with further walks added.

PDF versions of the walks are also available and can be printed out.

### 4. GPX Files for longer walks

It was agreed that we would aim to provide downloadable GPX files for the longer walks (files in a standard GPS data format that can be loaded into mapping sites and GPS devices to share route information). Peter offered to plot some of the routes and Sue had already logged a couple of routes on Rabblers software that can produce the relevant files.

### 5. Publicity

Liz said that she had managed to link the Festival's Instagram and Facebook pages so that you can post on Instagram and cross-post to Facebook, but had not managed to post from Facebook to Instagram. Martin said he would try to find out how to do this.

It was agreed to aim to issue a press release about the launch of the Festival before the end of April, and to try to have a constant stream of Facebook messages through May promoting individual walks, suggesting challenges such as those devised by Kath and sharing relevant photos.

Martin has a range of photos he has taken around Frodsham for the Neighbourhood Plan and has contacted local artists who have given him permission to use their paintings of local scenes in connection with the Festival.

Liz reported a contact with Helen Neal, the Locality Librarian responsible for Frodsham & Helsby. She is keen to promote the Walking Festival in connection with a number of special promotion weeks through May including Nature Week and Map Week.

Peter suggested displaying a poster in Frodsham Library – Liz will produce one from the art work provided by Hawk.

It was agreed that Liz would contact people on the mailing list from previous Walking Festivals to notify them of the Festival. The website address would also be provided to InFrodsham who have kindly agreed to add a link on their site.

## **6. Date of Nest Meeting**

Thursday 29 April 2021 at 9.30am by Zoom.