

Frodsham Festival of Walks Planning Group

Meeting 9 – 29 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. Review of Website Content

The website was reviewed and the following changes implemented:

- The wording on the home page was changed to make it clear that the move to a virtual festival was for this year, not a permanent change.
- The symbols indicating facilities and transport options were amended.
- The captions on the blue plaque images were reversed.

The following changes are also required:

- Distances of individual walks revised where necessary – Liz (now done)
- GPX file for Walk 3 Frodsham Woods to be added – Liz (now done)
- Additional text to be provided for the “Get Creative” page – Martin
- Improve the appearance of the News page – Liz to discuss with developer

3. Publicity

It was agreed to

- write a press release about the launch of the Festival and send it to Frodsham Nub News – Liz & Martin
- send an email to the mailing list (removing a person Sue knows has recently died) – Liz
- amend the poster Liz had prepared to use images without large groups of people – Liz
- contact Frodsham Library and ask them to display a poster – Liz
- ask Chris Burrows to add a link to the Festival of Walks website to InFrodsham – Martin/Caroline

4. Any Other Business

It was agreed to ask Rabbit Digital to provide reports on website usage after the first week of the Festival and at the end of May before the review meeting.

It was also agreed that Liz would provide a list of walks from previous years for which we have been provided with routes by the walk leaders.

It was agreed that the list of challenges provided by Kath would be used as the basis for social media posts promoting the Festival throughout May – Liz & Martin

Sue mentioned the flower trail on Bates Lane and Ross agreed to take some photograph that Martin can use on Instagram.

5. Date of Review Meeting

Friday 4 June 2021 at 9.30am by Zoom.