

WALKABOUT FLINTSHIRE MINUTES

TRUSTEE MEETING FRIDAY 19TH JULY 2019 AT DEESIDE LIESURE CENTRE

1. Chair opened the meeting and welcomed 11 trustees and 2 members and accepted 1 trustee apology.

2. Minutes of Open Meeting 3rd May 2019 were accepted as accurate.

3. Matters arising from above – none.

4. Treasure's report balance £9683.89

5. Marketing and promotion ideas

Jenny Hindmarsh put forward considerations for updating our publicity items. These proposals are from an outside independent company.

These included – a new logo to use on all materials, a generic A5 flyer which would refer people to the website for walk details, a new pull-up banner and to broaden our use of social media.

Social media can be used to share information with other groups interested in walking. She stated we already have about 200 followers on Facebook and the same number on Twitter. Instagram could be used to show photographs taken on walks.

David Redmond of North Wales Tweets is one of her contacts for publicity.

The trustees agreed that any printed flyers should have a Welsh version. Neville asked why we needed a new logo, a new banner and do we need to pay an independent marketing company.

Dave Mackie summarised the need for trustees to look at the publicity and marketing strategy proposals and to ask Nicola Moore to come along to the November Trustee meeting. It was also felt if WAF were to pursue this, then additional quotations would be required.

Dave stressed that publicity is vital and all considerations should be listened to.

Gill Harrison spoke about the shortage of Walk Leaders which will arise in the future if we are not able to attract younger walkers who would be willing to take on the roll. Targeting this group is best achieved using social media and having more walks in the evening and at weekends if possible.

Peter Kime produced copies of publicity items and thought that a marketing professional could make suggestions for any improvement.

River and Sea Sense charity is run by Debbie Turnbull to teach children and adults of the dangers of water. She approached Jenny regarding a sponsored walk in Flintshire on 15th September between Greenfield and Talacre. She asked whether Walkabout Flintshire would like to be involved by providing walk leaders/marshalls to promote our group.

June Brady to obtain information and send to Walk Leaders asking for volunteers.

Trustees agreed to this in principle.

6. Community Chest grant application – this was withdrawn.
Funding to be pursued after Trustee November meeting presentation and quotations received from other agencies.

7. FLVC invited members to attend their AGM on 12th September at Theatre Clwyd.
June Brady has packs available to anyone wishing to apply to FLVC for Trustee and Officer vacancies.

8. Rotation of Trustees.
There is no provision in the Constitution for the rotation of Officers from among the Trustees. To be discussed at November Trustee meeting.

9. Neville Howell advised the meeting that the Betsi Cadwaladr University Health Board had received monies from the Social Prescribing Budget for their '5 Ways to Well Being' project, which is not a new initiative.

Dave Mackie commented that doctor's surgeries should be promoting social well-being especially walking for all.

It was agreed that further Trustee meetings to be held at Rhydymwyn as it is a quieter environment.

Stan Jones proposed thanks to June and Jenny for their efforts on the marketing proposals made.

Mike Fildes asked June if she could include new walker numbers for quarters ending March and June 2019 for November Open Meeting.

It was raised why WAF needs a GDPR policy? This has already been discussed at length and voted and agreed by the majority of Trustees. The complete document can be found on WAF website.

Meeting closed 3.05