

Walkabout Flintshire Open Meeting Friday 2nd August 2019 at 2 p.m.

Rhydymwyn Valley Visitors Centre

1. Present 14 people attended the meeting and 10 apologies had been received.
2. Minutes of the meeting 3rd May 2019 were presented. Chair asked for any comments, none were made. Mike Fildes proposed the acceptance of the Minutes and was seconded by Joyce Howell.

3. Matters Arising.

Item 6-HB asked why our Facebook was still restricted to members and not open to all as was agreed to be done at the 8th February meeting and again at the 3rd May meeting 2019. Secretary to ask Jenny Hindmarsh about this being done.

4. Treasurer's Report

Neville Howell said there was no change in the funds available. The balance was £9683.89, the same as 30th April 2019

5. Walkers numbers.

The Secretary gave the 1st half -year figures for 2019.

240 walks

6185 walkers

39 new walkers.

Walker numbers increased at 5 locations and there was a new walk in Penyffordd

6. Presentation by David Ledward – North Wales Tweets

The company was formed in 2013. Mr Ledward was already using social media to advertise his photography studio, Facebook firstly then followed by Twitter to enable him to access a wider audience. North Wales Tweets was a progression to do the following;-

a) To enable and make aware to people how to use social media for business, services, charities, social events etc. At present North Wales Tweets has 17000 followers.

b) In 2014 he started Networking Events to promote businesses and events. These are monthly Tweet-ups held in the evenings in venues across North Wales from Chirk to the Llwyn Peninsula. These enable business owners and managers to meet each other and promote what they have to offer.

Jenny Hindmarsh attended one on the 18th February 2019 promoting Walkabout Flintshire at St. Davids Park Hotel, Ewloe.

c) It was all started as a free service, if Tweeters use #North Wales Tweets he then shared to his followers. Now there are advertising packages and a quarterly brochure, details are in the brochures he provided to those present. He has 60 members at present. There is a 50% discount for charities. The brochures are distributed to businesses. Walkabout Flintshire has a full page writeup in the Summer 2019 edition.

Mr Ledward stated that Social Media is the key to reaching a wide audience. Registering for Twitter is the same as for Facebook. Security is a problem if a profile is secured there is no dialogue available to a wider group. Tweets cannot be deleted.

June Brady thanked him for his presentation on behalf of those present and felt that we had all been enlightened!

7. WAF Admin – roles

The formation of the Admin team was deemed necessary as the workload was too much for the new secretary to cope with. June Brady explained the roles of the Admin team :-

Jenny Hindmarsh - Social Media

Peter Kime - Walk Programme

Mike Fildes - Web site

Eleanor Woodward - Minutes secretary

June Brady - Secretary

HB did not agree with the Admin team.

She said that Peter Kime was still too involved and there was an overlapping of roles.

Neville Howell and Elizabeth Bolton queried whether all Admin team members should be Trustees. The Admin team is a sub-committee. Chair stated that the Admin team can be non-trustees as the Constitution allows Trustees to co-opt others onto committees.

It was agreed that the Admin team have to gain approval from Trustees on any proposals that they put forward. It was decided that as Treasurer Neville Howell should join the Admin team

8. WAF Ambassador to Betsi Cadwalader Health Board

The Welsh Government had given funds to BCHB from the Healthy and Active fund to support the "5 ways to Well Being" initiative. On behalf of WAF Neville Howell will make inquiries and report back to the next Trustee meeting.

Chair said that Social Prescribing should be for both sick and well people. Encouraging people to get out and walk is a cost effective way to improve health .

9. Marketing & Promotion Ideas

The Admin team had identified that to increase the number of walkers it was necessary to encourage new walk leaders.

These to be from either our current walkers or from new walkers.

June Brady asked those at the meeting what had prompted them to walk and to be walk leaders.

The reasons were varied.

Word of mouth was very important, leaflets, place of work events and promotions at shows were also stated.

10. Setting up of Marketing sub committee

Secretary said it was so important to set this up and that volunteers were needed to identify new and up to date ways to sell ourselves, to include Social Media and leaflets. There were no volunteers.

HB was still not happy about the Website content, in particular out of date information. It was arranged that she and Mike Fildes would get together to update and amend any problems they identified

Neville Howell thought we should combine with other groups to exchange thoughts and ideas on the way forward.

Helen Mrowiec is now at Wepre Park. She was a good contact when based at Loggerheads and should be approached to seek her help.

Suggestions were articles for newspapers, advertising celebratory walks eg) 15 years of Halkyn evening walks and so on.

Buddug Neale suggested the Admin team to go ahead with getting new quotes re. Marketing. It was asked for new volunteers to set up a marketing subgroup as the proposal made at the Trustee meeting by the admin team was rejected.

No volunteers were forthcoming.

The above mentioned proposal was explained to attendees and it was decided to continue looking at getting a professional marketing plan and printed promotional leaflets.

HB disagreed with asking the Admin team to do this.

Neville Howell said he can digitalise our present logo to be used on all materials.

Of the MarketMoore proposals acquired by the Admin team it was decided no change to the logo or pop-up banner was required, but to have a new flyer and to have our Facebook page open to all.

Chair asked the Secretary to approach Nicola Moore again to give a presentation at the November Trustee meeting if she is available. A majority of those present agreed.

Meeting ended at 4.20pm

11. Date of next Open Meeting 8th November at 2pm at Rhydymwyn Valley