

Application to LAF for grant to Chesham Walkers are Welcome

Background to Organisation

Walkers are Welcome is a national organisation devoted to encouraging walking both by residents of towns and villages and by tourists visiting the localities. There are about 40 towns and villages signed up to this. Most of these are in the north and west of England and Wales.

WaW aims to encourage all levels of walking from the serious hiker to the family afternoon stroll.

Chesham recently obtained the status of a member by, among other things, getting 500 signatures of residents to support the application. Chesham is the first such town in the Chilterns and only the second in the south-east of England. We hope that we will encourage other towns in the Chilterns to become Walkers are Welcome towns thus strengthening the tourist strategy for the Chilterns. (We have been in contact with Wallingford, Oxon, furthering their interest in gaining WaW status.)

We also aim to encourage local businesses (cafes, restaurants, pubs, B&Bs as well as other retailers) to display WaW signs and to support this initiative. In return such businesses should benefit from increased trade from walkers.

Chesham Walkers are Welcome group is planning a launch in September to coincide with the heritage weekend.

Background to Grant Application

Under the Market Town Health Check (Chesham Community Vision) a set of six walking leaflets were developed to encourage walking within, around Chesham and circular walks starting in Chesham. These have been reprinted once and we have applied for funding for a second reprint from Chiltern District Council – along with further funding for the launch. We estimate that close on 18,000 leaflets have been distributed (assuming they have all gone to Chesham homes this would mean that over a third of all Chesham households have a set of six leaflets!)

It was planned to have two notice boards to advertise the walks in the main starting points, Water Meadow Car Park and Chesham Station. With the accreditation of Chesham as a Walkers are Welcome town it was decided to extend the purpose of these boards to include the furtherance of the WaW aims. The board in the Car Park will be free standing located near the board advertising the Chess Valley Walk; the one by the Station would be on the wall also near the board advertising the Chess Valley Walk. Thus the CVW will become part of the tourist strategy associated with WaW.

To this end grants were sought to cover the cost. The main grant which has been obtained is for £1200 from Bucks Community Fund. Further £300 to cover the rest of the design costs would be covered by the application for funding from Chiltern District Council. If this is not forthcoming then it will be covered by an ex gratia payment from the Chiltern Society for the use of the walk leaflets.

However, one item was omitted from our calculations. We need to get planning permission for the boards and this we are told costs £335 per board to make the application. (Strangely if we were a business it would cost £95!). Fortunately the fee is halved if the application is made by Chesham Town Council on our behalf. This they have agreed to do.

This still leaves us with a shortfall of £335 for the planning application plus costs of producing drawings for the Planning Department to their standards. (A recent application by the Girl Guides for a board apparently went back and forth a number of times until the Council was satisfied with the detail shown.)

Attached is a summary of our current financial position.

Application

We believe that Walkers are Welcome status is an important contribution to Chesham's tourism strategy and beyond that to tourism in Chiltern District. Without the notice boards the campaign to get tourists to recognise this is blunted. The notice boards will advertise both the walks and the overall WaW status in prominent positions.

We would apply for funding of £400 being

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| • the cost of two planning applications | £335 |
| • the cost of suitable drawings (estimated) | £65 |
| Total | £400 |

Ken Austin (Treasurer)

Current Accounts

Income

| | |
|--|-------|
| Grant from Chesham Action Partnership to cover initial costs | £100 |
| Ex gratia payment by Chiltern Society | £300 |
| Grant from Bucks Community Fund | £1200 |
| (Remainder of grant from Chesham Action Partnership to cover running costs – yet to be received) | £150 |

Total £1750

Expenditure

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| WaW membership | £70 |
| Cost of WaW leaflets | £10 |
| Conference Fees | £60 |

Total £140

Current Surplus £1610

Future Costs

Cost of Noticeboards

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|--|------|--|
| Boards | £965 | |
| Design | £375 | |
| Erection (labour free, est. materials) | £60 | |
| Planning Application | £335 | |
| Drawings for Planning | £65 | |

£1800

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| Cost of Launch | £200 |
| Cost of Reprint of Leaflets | £1600 |
| Insurance | £130 |

Total £3730

Grants Applied for (including LAF)

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|--------------------|-------|
| CDC Community Fund | £2000 |
| LAF | £400 |

Total £2400

Shortfall of Future Costs (£1330)

Estimated overall surplus (to cover next year's costs) **£270**