



## Report to Town Council

<b>Subject:</b>	Walkers are Welcome
<b>From:</b>	LW/PK/TM
<b>Date:</b>	24/02/21
<b>For information only</b>	
<b>Summary of decisions or actions requested (including timing): to print Gateway walk flyers and town trail booklets</b>	
<b>Financial implications: £250</b>	
<b>Communications:</b>	

### Update on relaunch of the Walkers are Welcome initiative:

The Government funding bid we applied for (via WODC) needs more work. WODC has requested adding the following:

- Inclusion of digital elements:
- Comprehensive list of walks:
- Highlighting businesses on routes:
- Collaboration with Daylesford:
- Include information about local transport provision
- Funding opportunities
- Update the Walkers are Welcome and any other relevant websites

We continue to work on this. In the meantime, a new Caring for the Cotswolds fund is available (via Cotswold National Landscape). We are currently applying to this for some of the elements of the WODC bid. These consist of:

- *The updated map (Richard Fairhurst has quoted for this)*
- *Redesign and reprint of Cotswold walk leaflets*

We are also updating the town trail and the 2 Gateway walks (which were never printed and weren't included in the initial map and leaflet).

The current financial year's TC budget has £250 for 'WaW map and leaflet printing'. We request using this budget to print 250 town trail booklets and 300 of each of the Gateway maps.