



Report to Town Council

Subject:	Walkers are Welcome project update
From:	LW/PK
Date:	14/2/25
For information only	
Summary of decisions or actions requested (including timing): To receive this paper To agree cost of printing 3 rd map To agree to cover overspend of project	
Financial implications: as above	
Communications:	

Update: Walkers are Welcome Initiative

Background Over the past year, work has been underway to revitalise the Walkers are Welcome initiative in Charlbury. In the spring of 2024, funding for this project was successfully secured from Cotswold National Landscape (CNL). The Town Council agreed to provide match funding, as recorded in the June 2024 minutes:

"To consider contribution of £1,230 as matched funding in order to access the awarded grant from Cotswold National Landscape (CNL). An award of £2,000, which is 62% of the requested expenditure of £3,230, has been awarded. Therefore, in order to accept the grant, the TC would need to fund the remaining 38%. This was resolved, with a virement from the Mill Field budget agreed to finance this."

Project Progress The key components of the project are as follows:

- **Redesigned Walking Maps:** Two new maps have been installed at key locations (Co-op and the railway station). A third map at Londis would be beneficial, and a quotation is currently being sought for this addition.



- **Walking Leaflet:** A redesigned walking leaflet has been produced, with 1,000 copies scheduled for printing and distribution to pubs, restaurants, campsites, and shops in Charlbury.

See additional doc.

- **Additional Walking Materials:** The Gateway Walks and updated Town Trail leaflets will also be printed and distributed. The routes can be accessed via the following links:
 - <https://charlbury-tc.gov.uk/walking/towntrail/>
 - www.cotswolds-nl.org.uk/wp/wp-content/uploads/2024/11/Charlbury-2-new.pdf
 - www.cotswolds-nl.org.uk/wp/wp-content/uploads/2024/11/Charlbury-1-new.pdf
- **Pathway Improvements:** The surface of the permissive path has been enhanced. Materials were purchased, and the Cotswold Wardens generously carried out the work free of charge.



- **Interpretation Boards:** Three boards have been installed at Mill Field and one at Centenary Wood. The boards were donated by Blenheim Palace, with content created by Christine Elliott and Frances. They have been professionally designed and printed. One outstanding board, detailing the history of Mill Field, is still to be completed; however, its design costs have already been covered within the project budget.



- **Waymarkers:** Chris and Aileen Eaton, members of the Walkers are Welcome working group and Cotswold Wardens, have walked the designated routes, cleaning and replacing waymarkers as needed.
- **Website Enhancements:** The walking section of the Charlbury Town Council website has been significantly expanded, with additional routes that were previously not listed on charlbury.info now available online. Key links include:
 - <https://charlbury-tc.gov.uk/walking/>
 - <https://charlbury-tc.gov.uk/walking/w04/>

The Charlbury section of the Walkers are Welcome website has also been updated:

- <https://walkersarewelcome.org.uk/waw-towns-c-d/waw/391/>

Overspend

CNL will provide a maximum of £2,000 towards the project. The Town Council has already agreed to spend £1,230 on top of this amount. However, due to unforeseen costs, the project has exceeded the initial budget and will now cost £3,480 in total. Therefore, the Town Council is asked to approve an additional expenditure of £250 to cover the remaining shortfall.

Next Steps

- Consider purchase of the third walking map.
- Print and distribute the walking leaflets and town trails (already authorised).
- Finalise and install the outstanding Mill Field interpretation board.
- Continue to maintain and update waymarkers and walking routes.

This project has improved walking routes and access in Charlbury, supporting the Walkers are Welcome initiative. Further updates will be provided as the final elements are completed.