

Winchcombe Walkers are Welcome

Newsletter February 2011

www.WinchcombeWelcomesWalkers.com



Winchcombe Cotswolds Walking Festival 20-22 May

Tourism award winners



Festival details now published and booking is essential, as places are limited.

Brochures are available at TICs throughout the county and selected local shops. This year's Winchcombe Walking Festival will build on last year's success, which culminated in a prestigious award. There will be new opportunities to explore the lovely countryside around Winchcombe.

There are 17 walks on offer, ranging from full day conservation walks, short family walks and evening walks, to historic/military tours of Winchcombe. There will also be social events including a meal with a quiz and wine tasting, evensong at St Mary's, Sudeley and Walking for Health walks.

The walks are led by the Cotswold Way Trail Officers, Cotswold AONB Voluntary Wardens, Ramblers and local walk guides, with input from landowners, a socio-archaeologist, flower and butterfly experts and rangers. Local landowners have again generously allowed access for some of the guided walks to visit areas not normally accessible to the public.

Full details and downloadable booking forms are available on our website at: www.wincombewelcomeswalkers.com/festival

Winchcombe Way - Update

Winchcombe Walkers are Welcome are busy working closely with Gloucestershire CC Rights of Way, the Cotswold Way National Trail Officer, Cleeve Conservators and the AONB Cotswold Vountary Wardens, planning improvements to many stiles and way marking the route.

This new route is gaining a lot of interest from the media, who are interested in how we are developing a long distance footpath centred on Winchcombe to attract walkers to the area. The footpath is 41 miles long and takes in Gretton, Alderton, Dumbleton, Alstone, Temple Guiting, Ford, Snowhill, Buckland, Stanton, Stanway and Hailes.

The idea is to attract people to come and see the varied parts of the north Cotswolds and stay here, maybe for three or four days.

The walk takes in villages and ancient monuments including Belas Knap and Hailes Abbey. Finger posts on the walk will be put up this month and way markers will be installed in March.



European Charter for Sustainable Tourism

Winchcombe Walkers are Welcome steering group has been approached to assist with the Cotswolds application for the European Charter for Sustainable Tourism.

The verifier will visit Winchcombe and discuss with WWaW about the whole Winchcombe story – Walkers are Welcome, Walking Festival, walks etc., and see some of the local tourism initiatives that are happening on the ground.



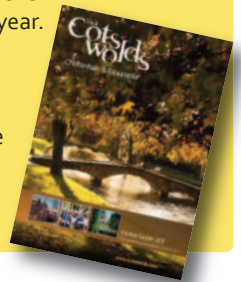
WWaW website - now OS Mapping

Ordnance Survey maps are the best when it comes to walking. We have added Ordnance Survey mapping to our walking section to help users plan their walks.

Cotswold Visitors' Guide 2011

Winchcombe Walking Festival is included in the new 2011 Cotswold Visitors Guide aimed at national and international visitors. This publication proved successful with our inaugural walking festival and we hope it will attract even higher numbers this year.

Winchcombe is also mentioned as a Walkers are Welcome town.



Winchcombe Way Launch Saturday 21 May Abbey Terrace

The route will be officially launched on 21 May, during the town's popular walking festival, when Nick Hallissey, from Country Walking magazine, opens it to the public.

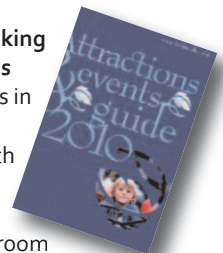


Events Guide 2011

Winchcombe - a walking centre for all seasons

Winchcombe appears in the 2011 Attractions and Events Guide with a circulation of 125,000 copies and also appear in a 'bedroom browser' targeting visitors to B&Bs and hotels. WWaW together with Tewkesbury BC have made this possible. The guide is distributed from Birmingham to Bristol and Oxford.

This is a great example of local groups working together with professionals to promote the town.

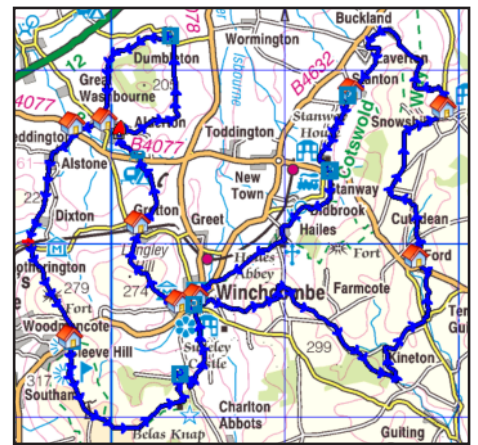


Do you think you can navigate across Cleeve Common in mist?

WWaW are working closely with Ellie Philips and David Stevenson from Cleeve Conservators, adding some extra way markers for the Winchcombe Way on the more remote southern part of the common. There have been several instances of walkers getting lost. Cleeve Conservators and FWAG have been very helpful in approaching this sensitive issue, as it is a Site of Special Scientific Interest site.

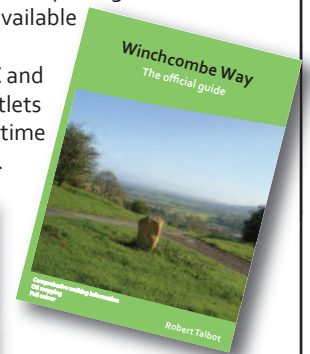
Winchcome Walkers are Welcome Achievements

- ♦ Winner of a Silver tourism award for 'Best small Event'.
- ♦ Instrumental in promoting Winchcombe as an all year round walking destination.
- ♦ Collaborated in promoting Winchcombe in the "Bedroom Browser" for hotels and B&Bs.
- ♦ Created, with the help of GCC Rights of Way, a new long distance route to encourage walkers to visit and stay in the area.
- ♦ Enticed the deputy Editor of the Country Walking Magazine to officially launch the route.
- ♦ Approached the Ordnance Survey to include the Winchcombe Way on the next published maps of the area.
- ♦ Produced a guide book with a narrative and maps of the route.
- ♦ Organising the design and production of an information board for visitors on Abbey Terrace.
- ♦ Planned and arranged our second Walking Festival.
- ♦ We believe our efforts have had some effect on the increased footfall in the town during 2010.
- ♦ Distributors for a series of walking guide books for Winchcombe.
- ♦ Distribute Cotswold Lions newspapers containing information on the Cotswolds to shops, B&Bs and other outlets in the area.
- ♦ Promote Winchcombe as a walkers destination whenever we can.
- ♦ Continue to keep people on our mailing list informed of initiatives.
- ♦ Working with the Council & St Peters on a permissive path.
- ♦ Contributed articles for Cotswold Lion newspaper, TBC newspaper and others.
- ♦ Working with GWR on train/walk itineraries and sustainable tourism.



Winchcombe Way Publicity

To accompany the launch of the new route, a guide with detailed instructions and OS mapping is currently being created. The guide will be available from Pheonix bookshop, TIC and many local outlets in the town in time for the launch.



A marketing flier for the route will be available for wider distribution.

Information Board thanks to funding from National Grid and the Cotswolds AONB

WWaW has recently been awarded a grant towards the cost of an information board for visitors on Abbey Terrace.

Additional funding has been agreed with the Cotswold AONB Wardens' Countryside Fund team and we are now working on the styling and content.

The Town Council are fully behind the proposal and the new information board will hopefully be displayed in the spring.



Note:

The 2011
Walking Festival
20-22 May

Look out for the Walking Festival Posters



Why not support this voluntary group working on behalf of the town.

WWaW wish to thank the following local businesses for supporting our initiatives. We would also like to thank the Tourism Department of Tewkesbury Borough Council, Winchcombe Town Council and Cotswold Tourism for their support in 2010.

Old Tea House
White Hart Inn
Wesley House
Food Fanatics

The Corner Cupboard
Just - In
The Plaisterers Arms
Lady Jane Tea Room

Sudeley Castle
Pheonix Bookshop
Parks Farm B&B
One Silk Mill Lane B&B

Gantier B&B
Lady Jane Tea Room
Wold Cottage

