

Publicity Secretary Annual Report – November 2020 - 2021

Press release highlights

- Regular press releases have not resumed since March 2020 as walk capacity is still limited, but I will prepare weekly articles for the papers to maintain our public profile from January 2022.
- The staff at The Chronicle were furloughed again from January to March 2021 anyway. During lockdown, the Star created an article from my Facebook post about the Twenty Walks book.
- A feature article was produced about the Shropshire Way in the January/February 2021 edition of the My Shrewsbury magazine, following a walk with Katy Rink, the editor. She would like to do a regular walk feature in the magazine
- In July, Peter Knight and I prepared and submitted an article and photographs about footpath maintenance on the Twenty Walks done by our P3 group. This was in the Chronicle and in the Star.

Social Media

The Facebook Page came into its own again during lockdown as we used it to share photos from local walks. I have also used it to promote our Twenty Walks Book several times.

It has been particularly useful for promoting our ad hoc walks programme since May 2021 when walking in small groups resumed, and those not listed in the published programme since September.

- **1138** followers now, compared to **607** followers a year ago.
- The **Shrewsbury Ramblers Members Group** has **91** members compared to **77** members in November 2020. During the second lockdown, we used this group to show photos of local walks done by members.

Twitter - **170** followers now, compared to **161** followers a year ago. I have done very little with tweets during this last year, except for retweeting Shropshire Way posts about the calendar competition and the SW Festival.

Events and Working with Partners

Promotion of Shrewsbury Ramblers through partners in town

Last year I prepared a poster to promote our group, and these were put on display at Shrewsbury Library, the Tourist Information Centre in the Square, Go Outdoors and the Library at the Lantern. This has not been revisited.

The display boards need refreshing to show a selection of activities for 2021 such as walks, coach trips and weeks away, as well as P3 work. However, photos are needed for this.

Twenty Walks Books

I delivered more books to people's homes and posted out copies during the second full lockdown, and I continue to supply the books to Abbey Foregate Post Office, Battlefield 1403 Farm Shop and Write Here with books. Ginger & Co Coffee shop stopped stocking the book once their café opened fully in July. My initial post about the Twenty Walks book in January 2021 reached 17,553 and led directly to a big demand for the book.

Link with Shropshire Ramblers Area

The Shropshire Ramblers area committee organised two more online quizzes and a map challenge event too during the second national lockdown, which seemed to be enjoyed by those attending.

New members walk 2021

Sue Turner and I led a walk for new members in May, and we hope to put on another new members walk in the next programme, probably around April 2022.

Shropshire Way Festival of Walks 2021 – 18th – 25th September

The SW Festival was a great success with thirty walks in total during the week. Four of these were offered by Shrewsbury Ramblers on Saturday, Sunday, Tuesday and Thursday.

Shrewsbury Big Town Walking Festival – Easter weekend April 2022

We have been invited to be involved with this event organised by Julian Dean, Councillor for the Green Party and currently Mayor of Shrewsbury. It will be a fundraising event for Lingen Davies. Chris Raine and I attended an initial exploratory meeting on 8th September, and I attended a second meeting on Monday 1st November. Sue and Chris have offered a 5-mile walk on Saturday 16th April and Audrey and I have offered a 6.5-mile circular along the first part of Stage 1 returning to Shrewsbury along the Reabrook.