



A sub group of the Committee met on several occasions, and guided by ideas and suggestions from the rest of the group, we decided to have an open coffee morning at Lutterworth Town Hall. We invited members of the Area Committee to offer their expertise to our local residents. It was a market day in the Town Hall Square and the event, held in September 2021, was well attended by locals. Our members, who ran the event, gave out publicity material from the group (made a year or so earlier) and answered questions. Those attending met some of our members, found out about upcoming walks and had free drink and cake. We plan to repeat this in September 2022.

We also looked at the villages and towns around Lutterworth with a view to running publicity or promotions there and we have had a table at the Lutterworth Age UK, the Lutterworth Volunteering event and the Christmas Fair at Broughton Astley. We also plan to update our posters in local villages and have had batches of hand outs, small posters and several banners printed so we can continue our promotional events throughout 2022.

As part of our discussions we decided that our programme offer was too narrow to encourage those new to walking or recovering health walkers to feel confident to participate, so two walk leaders came together to offer fortnightly short morning local walks to fill this gap and also co-ordinated introductory walks with any publicity we had.

As our long serving webmasters retired from the job, it was important to find a way to promote ourselves on line, so the build-up of funds in our group account again facilitated Georgina Sear (Area Group) to develop the new website in conjunction with Ramblers-webs. This has worked very well in spreading our presence across the area and attracting visitors to our walks. We also have updated our Facebook Group to offer information in that way.

The results of all this is that we have increased our membership of 67 last year by 20 or so new members, and now have an active regular Sunday walks programme and a short Friday morning walk twice a month. We also use WhatsApp Groups so we can share info about upcoming walks, pictures and ideas. We have also found it very helpful to walkers and leaders to continue with the booking in system and this seems help develop relationships too.

Part of the plan of action included developing walkers' leadership skills and knowledge so that we increase our pool of walk leaders. Martin and Sue from Area Group have been offering Map work, Leadership and Navigation Skills Zoom workshops, and a number of our members have taken part with follow up practical sessions in Bradgate Park with two of our Committee members. We have just completed a Basic First Aid Course with an outdoor slant held at Beaumanor Hall which was good fun and food for thought. All this has been accomplished by volunteers and a reasonable outlay from our build up of finance in our Group account as well as with the goodwill and hard work of our Group members.