

ACTION PLANS

LDWA DEVELOPMENT OBJECTIVES 2018-2020

*our objectives are:
furthering the interests of those who enjoy long distance walking
managing and preserving the long term future of the LDWA
keeping it LONG*

To achieve these objectives we propose five key areas for development

Key area 1

To promote and preserve the future of the LDWA

The LDWA currently maintains a healthy membership but its volunteer base is in decline. Local Groups report that only a small proportion of their members actually participate in group activities. Many of our Challenge Events are increasingly used by non-members to the extent that on some events non-members exceed members. If the LDWA is to continue as a volunteer run organisation, it needs to either encourage existing members to participate in the organisation and/or to get new members who will be willing now, or in the future, to become involved.

| what do we want to do | how can we do it |
|--|--|
| 1a. Raise profile of the LDWA to encourage more of our existing members become involved and to attract potential joiners. | Revise and renew our appearance as appropriate. Produce a new look web site and logo and documentation. Develop our publicity strategy (see 1e below) <i>Lead Officers: All NEC members.</i> |
| 1b. Develop links with outside organisations that can help champion the LDWA. | Identify ambassadors (adventure walkers, presenters etc.) who may be suitable and make approaches. <i>Lead Officers: All NEC members.</i> |
| 1c. Provide an integrated approach on social media This will produce an effective platform for promoting the LDWA but will be a better service offer for members/non-members. This will involve better integration of the currently separate social media accounts into one and to set up better links with other methods of communication including website, Strider. | Officer with overall responsibility for Social Media needs to be appointed with team to manage social media on a rota basis <i>Lead Officers: Chair, IT and Internet Officer, Strider Editor.</i> |
| 1d. Target web site as key area for investment. The web site is a key area for both recruitment and retention | Mobius Media are now in post providing web support and a refresh of the site. If this is successful, consider a more extensive programme of updating |

| | |
|--|--|
| | <i>Lead Officer: IT and Internet Officer.</i> |
| 1e. Develop a robust publicity strategy that can be used throughout the LDWA | Initial Plan produced by Publicity Officer resulted in production of new publicity materials and campaign to recruit new members on challenge walks. A second stage plan, integrating the development areas now identified is needed. <i>Lead Officer: Publicity Officer.</i> |
| 1f. Review the LDWA constitution so as it can meet the needs of the future | A revised constitution, compliant with the Companies Act will be submitted to the next AGM for approval. <i>Lead Officer: General Secretary</i> |

Key area 2

Furthering the interests of those who enjoy long distance walking and keeping it LONG

There are many other organisations promoting and providing walking opportunities. However the LDWA offers something unique. It offers a range of opportunities focused on walking which is LONG and can be CHALLENGING. Moreover the LDWA has the special status of being the governing body for long distance walking. In promoting this, where appropriate, it can create positive opportunities for the promotion of the organisation

| what do we want to do | how can we do it |
|---|--|
| 2a. As part of our publicity strategy emphasise our unique offer and particularly the LONG | <i>Lead Officer: Publicity Officer</i> |
| 2b. Develop the routes of the LDWAs 100 mile Challenge Event Events into national trails | Working with authors of the routes and other volunteers to organise way-marking and publication of the routes as trails. <i>Lead Officer: 100 Coordinator</i> |
| 2c. Develop better links with other organisations (Ramblers, BMC, Open Spaces) and consider the potential for joint working developing joint projects | <i>Lead Officer: Chair</i> |
| 2d. Consider new initiatives with commercial providers which may help to raise our profile. | Investigate opportunities for joint projects with suitable commercial companies. Advertisement appeared in December Strider for Cicerone and this needs to be evaluated. <i>Lead Officer: Publicity Officer</i> |
| 2e. We aim to develop a strategy to celebrate the LDWAs 50 th anniversary in a meaningful way. | Suggestions are currently being compiled by the NEC. Sub-group required to implement strategy. <i>Lead Officer: Groups Secretary</i> |

Key area 3

To support and develop our Local Groups

Our local groups are the backbone of the LDWA. This area suggests methods of support and development to assist with service provision and the development of a more corporate approach whilst preserving unique nature of each local group

| what do we want to do | how can we do it |
|--|--|
| 3a. Provide a greater range of support for local groups, including tool kits and development of support networks | The NEC has begun consultations with local groups as to the kind of support will be most useful for them and work has commenced in their production. <i>Lead Officer: Groups Secretary</i> |
| 3b. Provision of a Volunteer Support and Development programme | We are aware that volunteer recruitment and retention is key to the survival of local groups. A volunteer support programme is under development. <i>Lead Officer: Chair</i> |
| 3c. Support Groups developing social media | Many local groups have indicated that they require support in developing Social Media. This support needs to integrated with developments proposed in 1c above and the website refresh 1d.can be provided by ?? <i>Lead Officer: Chair, It and Internet Officer</i> |
| 3d. Provide a vision for what constitutes a social walk | Local groups have indicated this would be useful and it can be provided. <i>Lead Officer: Local Groups Secretary, Publicity Officer</i> |

Key area 4

To preserve, develop and extend our range of challenge walks.

Challenge walks are a key activity for the LDWA and are a very important area for recruitment of new members. However some events have disappeared from the calendar because there are insufficient volunteers to run the event.

| what do we want to do | how can we do it |
|---|--|
| 4a. Provide support for groups wanting to set up new challenge walks. This will include guidance information in key areas, provision of standard documents and advice on use of social media. | We have commenced a review of existing guidance notes and propose some new ones (e.g. 3a toolkit) <i>Lead Officers: Chair, Challenge Events Secretary</i> |
| 4b. The Volunteer Support and Development programme (3b) will also cover those participating in challenge events. | <i>Lead Officer: Chair</i> |
| 4c. Encourage higher participation in walks by LDWA members | A pilot study is proposed to evaluate the potential for restricting access to members only on Challenge Walks <i>Lead Officer: 100 Coordinator</i> |
| 4d. Continue to pursue NT and other organisations on matters of charging for access by challenge walks | A strategy has been developed to challenge these issues and is proving successful <i>Lead Officer: Environment Officer</i> |

Key area 5

To rationalise and develop our LDPs data base to meet future needs

The Long Distance Path Data base is a well-respected and heavily used facility. As well as providing a popular service to members', it is also a key area for recruitment of new members. However it relies on volunteer input to keep it up to date which given the complexity of the system and the growth in the number of new paths, is becoming increasingly difficult.

| what do we want to do | how can we do it |
|--|---|
| 5a. We want to continue to be a prime provider of information on LDPs. We have begun a review of how the provision can be provided differently without compromising the service offer. | <p>There are two stages to this:</p> <ol style="list-style-type: none"> 1) As part of the web site review some initial improvements are being investigated: <i>Lead Officers: IT and Internet Officer, LDP Officer.</i> 2) A major review of the provision is currently under way. <i>Lead Officers: LDP Officer, Treasurer, General Secretary.</i> |

Financial Implications

All of the above mentioned proposals will have financial implications although many will be minimal since they will be undertaken by volunteers. However others may have significant costs attached to them. This will include any additional work to the web site, the production of publicity materials and possible advertisements, the way-making of the 100s Long Distance paths and any works done on the LDPs data base not covered by volunteers. There may also be costs associated with some of the Project 50 ideas. As this is a major milestone for the LDWA it might be appropriate either to decide on a set budget for the sub-group to work with or understand that there may be a budget requirement once the proposed activities have been agreed.