

Local Groups' Weekend 2017

Walking the Walk – Talking the Talk

Topic 1: The Group Chat section in Strider is designed to highlight matters and issues of common concern or interest to all groups, in particular people with roles within their groups. What sort of topics would you like to see addressed in the Group Chat articles?

- News about new staff/people in post in Groups
- Anything new that a local group is doing or trying out
- Some interesting extracts from Social Media
- News about the development of the Toolkit
- The page might work well as a Facebook or web page
- Signposting to useful materials that would help running the group or running events
- Summary or key points from the latest NEC meeting or Chair's newsletter
- Progress on actions from the Local Groups' Weekend
- Funding and finance matters relevant to local groups – this doesn't seem to be covered anywhere else
- Links and pointers to free resources, training etc

Topic 2: What social media services do you use and what, if any, support would you like to make their use more effective?

- Make Strider like a Twitter feed
- Social Media works. LDWA has 5500 Facebook followers and 1900 Twitter followers.
- Use a few as they each have advantages over each other
- Need a guideline or checklist to say which type of social media is useful for what in a group context. Not all groups have the time or the people to be able to make maximum use of every one available
- Have a general rule that new posts onto Facebook should go out on a Friday so that infrequent users know when to check for new posts
- Need guidance on how to ensure the privacy settings are appropriate
- Link from LDWA Website and social media to the social media pages of equipment suppliers, book and map publishers, etc
- Most groups would like to do more with social media but would like a few guidelines in terms of dos, don'ts and what others found most effective or would avoid in the future.
- One group uses MeetUp to advertise upcoming events. Would like some advice and guidance on using this app. What are the implications? Are walks advertised through it covered by insurance? Do groups need to be careful about the wording?
- Would like a LDWA Phone App to find walks, send messages, etc
- Have a phone app as an extension of the events list so you could pick the ones you are interested in and send them to your calendar where you would get a reminder to your email.
- Can we have a link to the LDWA social media sites from the main website
- Use social media for pop up events and also social events that wouldn't necessarily appear in Strider or on the LDWA website
- Would appreciate information and guidance on how safe the different social media applications are, especially in terms of keeping personal details secret

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- Some people don't understand how Instagram or Snapchat could be used in an LDWA context. What advantage is there in setting these up?
- Need more guidance on setting up and maintaining a Facebook page and account for local groups. Hints, tips, dos and don'ts and guidance notes.

Topic 3: LDWA is going to be 50 in 2022. As a significant organisation should we mark this anniversary in some special ways to raise awareness and the profile of the organisation? Some things may take several years to organise so we need to start thinking about it now. What sort of things could local groups suggest we could do?

- During the 50th year challenge groups to get 50 new people out on social or challenge events over the year.
- Try and get 50 50km or 50 mile events happening throughout the year all over the country. Maybe some members might want to try and do them all. Prize for most completed
- Query whether LDWA@50 means much to the average walker. Will still need to put on the usual range of social and challenge walks.
- Try and coordinate that each group leads an anniversary walk on the same day/weekend
- Get an appreciation of how many members would be interested in attending an event. Consider booking a number of venues/YHAs exclusively round the country for a long weekend
- Lots of 50 themed events, e.g. 50 churches, 50 tarns, 50 hilltops, 50 pubs, etc
- 50th birthday party with regional (as opposed to local) events
- Organise a National Walking festival during the year. Have famous long distance walkers as speakers. Lots of walks. Films of classic, adventurous or significant walks.
- Group photo of 500 members followed by a party at a football ground
- Have an event where the youngest member could present something to the oldest member (in age, not membership)
- Sponsor a horse race – 'The LDWA@50 Stakes'
- Encourage all groups to support neighbouring events
- Heroes and Heroines of LDWA book
- Create a one-off very long event – perhaps to coincide with the 100 in that year, e.g. a 200 mile walk.
- See if groups could come up with walks with a number 50 theme, e.g. 50 miles, 50 furlongs, 50 km, or Pubs adding up to 50 (19 Prospect Place + 24 Market Street + the 7 Stars =50)
- Launch of a new National trail – based on a previous 100 walk route. Complete with marker posts and logo badges
- 50 Anniversary book – cross between History book and Coffee Table book heavy with pictures.
- Dress in the era that you joined and either do a walk or have a party in those clothes
- Commission an LDWA 50 Ale and send 50 bottles to each group
- Get the 50th Anniversary on Countryfile (TV)

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- Commission a jigsaw to be cut from the local groups map and arrange for relay walks to deliver the pieces from the groups to a central point to be completed at a well publicised event. Get the Minister for Sport and other Sport related officials to attend
- Local media events with cake and photo opportunities – need support from NEC to provide press releases and handouts/merchandise etc
- Get the 50th Anniversary on Ramblings (Radio)
- Certificates and badges for the completion of 5, 10, 15, 20 etc 50 mile or 50km challenge and social walks completed during the year
- Celebration t-shirts and mugs
- Each local group to submit a group photo which could be compiled into a 50th Anniversary booklet, perhaps combined with a history of LDWA using archive material
- Put on a national 50 mile event (like the 100 – not a local group thing)
- Create a 50 mile legacy route with imaginative way markers or mile markers e.g. stones each with a saying, verse of poetry or something saying something about LDWA or just about walking
- Something to inspire young people to walk – create a challenge and if they do it give them a gift membership. Have 50 available for the year.
- Sponsor a series of talks by a well known long distance walker in association with one of the Associations that arranges lecture tours e.g. Royal Geographical Society
- A free piece of 50th Anniversary merchandise for all members e.g. celebration badge
- Photographic competition throughout the previous year for a one-off quality calendar in 2022
- Work with schools to get children to do 50 x 1 mile walks throughout 2022
- Commission a cookery book for walkers from walkers. Try to get a tried and tested recipe from each group with something to do with walking.

I am sure I heard more suggestions on each of the topics during the walk but this is a summary of what reached the posters after the walk.