



## Agenda

23<sup>rd</sup> May at 1030 to 1300 Marlpit Community Centre

### Invitees:

#### Trustees:

Martin Sullivan (Chair); Ann Melhuish; George Saunders; Seamus Elliott; Kate MacKenzie; Jenni Turner

Apologies: Pat Holtom; John Jones;

#### Guests

Sarah Abercrombie

Su Waldron

Sophie Cabot (Marriott's Way HLF project – and Geovation camp attendee)

## 1. 1030 – 1035 Minutes from previous meeting (ALL)

1.1. Re point 2.3 a report was still outstanding on the NANSA audits. SW to ask RW.

1.2. SE said that the Pathmakers FSI training on fundraising he'd attended had been excellent. The main take-out message had been that fundraising and marketing must be considered together and that Pathmakers must have a clear 'elevator speech' (getting the message across in 1 minute). SE happy to lead on a session (and to write a briefing note beforehand using information from the FSI training) to produce this key marketing tool: suggest using part of the forthcoming 10<sup>th</sup> July AGM to work on this jointly (all trustees)

1.3. Business cards. [Draft](#) for approval. GS suggested that the words 'registered charity number' were added. SW to get quote for printing. ALL to approve.

## 2. 1035 – 1040 [Treasurer's update](#) (SE)

2.1. SE asked SW to set up meeting with NCC auditor to help with auditing the financial report for 2017/18.

### **3. 1040 – 1045 Communications Group update (KM, GS, SE)**

3.1. KM reported that the comms group would be meeting in the near future.

### **4. 1045 – 1050 GDPR**

4.1. Not covered during meeting – **note for next meeting.**

### **5. 1050 – 1055 UEA Environment students' consultancy projects to support project development for Pathmakers (update) (JT)**

5.1. JT gave summary updates on all Pathmakers student projects (executive summaries of each [here](#)).

5.1.1. Project 1: Eddie Wu (Fakenham). Had made a site visit and surveyed local residents. Most of those surveyed walked for up to 3 miles and reported a deficiency in opportunities to the north of Fakenham. Population did not want to see an increase in use of current paths but favoured more paths to the north, with circular walks up to 3 miles popular. 950 dwellings, with 2,000 further residents going in between existing town centre and the road ringing the town to the north. Challenges in getting people safely across the road. [Summary](#)

5.1.2. Project 2: East Lynn – Ben Plummer. Interviewed 50+ residents. 765 were active, but not necessarily on Norfolk Trails. Many realised they needed to be more active. Low awareness of opportunities afforded by trails noted, with better signage (and also maintenance) needed. [Summary](#)

5.1.3. Project 3: Schools in North Walsham area. Sian Poole. Problems in getting schools to respond. Schools contacts reported that lack of transport to get children to a trail is an issue - need to factor this in (significant barrier to engagement). Plus small children often need access to toilet facilities. However, potential to focus on aspects like wellbeing and the outside curriculum. [Summary](#)

5.1.4. Poringland and Framlingham Earl. Focus on cycling and investigating the use of trails for commuting. Concerns expressed about safety (what happens when you come off the trail in all the busy traffic of Norwich). Plus concerns about storage of bikes. [Summary](#)

5.1.5. Hunstanton – saga group. Jack Henry. Interviewed 51 people, 27% of whom said they would consider using the trails. Suggestion that the trails were incentivised – adding value to a trip eg birdwatching, or charity walking, coastal walks. [Summary](#)

5.1.6. JT said that the students would appreciate a 'thank you' from Pathmakers: **all trustees involved to do so as follows:**

SE to thank Sian Poole (Schools in North Walsham)

MS to thank Eddie Wu (Fakenham)

GS to thank Jack Henry (Hunstanton/Saga group)

AM to thank Ben Plummer (East Lynn)

PH to thank Emma Mumby (Poringland/Framlingham Earl)

**All trustees to send through thanks to Jenni for her to pass on to the students**

5.1.7. The trustees thanked JT very much for arranging the opportunity which would provide invaluable support for funding bids and hoped that there would be the chance to be involved with more student projects again next year.

## **6. 1055 – 1100 [Coastal Communities Fund bid \(SA\) \(update\)](#)**

6.1. SA said that the Coastal Communities Fund bid had been submitted. Will find out more in July.

## **7. 1100 – 1110 [HLF Resilient Heritage application](#). (SW). Agreement on trustee lead areas.**

7.1. The trustees present agreed on areas they would lead on for the project as follows:

Area	Lead trustee
Finance	Seamus
Business planning	Pat
Fund raising	Seamus
Comms/awareness raising	George S and Martin
Managing and coordinating vol groups	Kate
Project development and management	John
Managing relationships with partners	Ann
Pathmakers role within the NAIP	John

7.2. [Project plan](#) and [draft bid links](#)

7.3. **SW to report back on progress with submission at the earliest opportunity.**

## **8. 1110 – 1130 Geovation project update "Community Friends' Walks" (SC/KM/MS/JJ).**

8.1. SC went through details of the project outputs, budget (see next point for links to files). The project will gather sufficient evidence to enable a further bid to Geovation for money to develop the end-user app.

8.2. The trustees agreed (SE proposed and KM seconded) that the project would be delivered by NCC Environment Team through the Marriott's Way HLF project (Trails Trainee Ella Meecham would be appointed to undertake the work) and agreed the project plan and budget. SE asked who would be the overall leader for the project and SC confirmed that she would be. On behalf of all trustees present, MS signed the [appointment letter](#) and project outline. The trustees agreed the [budget](#). **SW to send off the project plan, appointment letter and budget to Geovation for them to release the funds to Pathmakers.**

8.3. SC said that trustees would be most welcome to undertake walk leader training through the project - **if interested, trustees should confirm to SC at the earliest opportunity.**

**9. 1130 – 1230 Site visit/walk on Marriott's Way.**

The trustees walked to Marriott's way from the Marlpit centre to view work in progress to clear vegetation from the site of Helledson Station. SC provided archaeological commentary.

**10. 1230 – 1300 Refreshments (please bring your own lunch), AOB and DONM**

10.1. DONM will be the Annual General Meeting, set up for Tuesday 10<sup>th</sup> July at 1030 to 1230 (Colman Room, County Hall).