

## CHARITIES BENEFIT ON A BEAUTIFUL DAY!



*Photo Winner 1: Vince Wolverson "It's on the ball"*

### **UPTON FAMILY WALK: Review**

The walk was revised from the previous walks held by Henry Dent and his colleagues from Gt Yarmouth Rotary Club which had been held in Somerleyton and Acle for the past few years.

From previous surveys and meetings with charities we were asked to revise the route & make it family friendly.

This we did, the Upton Village Hall was a good start / finish point and utilising NWT's "In step with the marsh" walk was perfect – approx. 6 miles

All sponsorship monies raised went direct to the charities. The entry fees cover the costs to the members of Norwich Centenary Rotary Club. Banners, Postage, Advertising Printing, Hall hire etc. If some of us don't put in all our receipts we just about break-even! The intent is to make a profit in which case profits are then distributed to Rotary charities.

Many hours, days and weeks of organisation went into the event to make the new route a success. Liaising with NWT, Upton Hall and White Horse was a pleasure and they made things run smoothly.

Norwich Centenary Rotary had a small committee ensuring things happened and as a walker commented "It was nearly professional"! Thank You.

### **The Good News:**

Ten charities took part out of over thirty invited. Including registrations on the day we had 68 walkers registered with 4 or 5 not turning up on the day.

Just under £3,000 was sponsored / pledged to the following charities.

- Macmillan Cancer Support
- Louise Hamilton Trust
- Centre 81
- Home Start Norfolk
- Horse Rescue Fund
- It's On The Ball
- The Vidiyal Trust
- Waveney Sailability
- Wellbeing of Women
- The Norfolk Lymphoma Group

The day was glorious and the feedback we have received from the feedback forms and subsequent e-mails has been incredibly positive.

“Loved the new route”

“Enjoyed the wildlife and yachting!”

“Don't stop, it is such a lovely day”

“Organisation was brilliant – hardly needed maps the signs and marshals were so good”

“Had a brilliant time – even managed to bring my 17-year-old who also loved it”

“Good route, organised, friendly”

### **We must give thanks to:**

- All the walkers that took part.
- To Norfolk Wildlife Trust for providing the route maps and the prize-winning vouchers for the photography winners. NWT also provided a membership leaflet with a discount code which all walkers received after the walk. Adam Pimble the local NWT warden was so helpful what with arranging for cattle to be kept off the route, risk assessments etc.
- Ashtons Legal Group for providing the bottled water and chocolate bars
- Upton Village Hall (Ginny Pitcher and Jackie) and Upton Parish Council
- South Walsham WI. (Supplied cakes and goodies)
- Ginny and Jackie helped distribute leaflets and info around Upton Village.
- The White Horse public house provided discounted Barbecue vouchers and meal vouchers.
- The members of Great Yarmouth Rotary Club who helped with marshalling and registration duties.
- The members plus husbands and wives of Norwich Centenary Rotary Club for registration and marshalling.
- RAYNET for providing radio communication around the route in case of any emergencies.

**THANK YOU TO YOU ALL, WITHOUT YOU THIS EVENT WOULD NOT HAVE TAKEN PLACE.**

**The Not So Good News:**

We must ask the question why so few walkers took part?

We listened to previous walkers and charities and devised a beautiful new route, it was slightly tougher than before as ground uneven in places but it's a beautiful route. Lovely start finish facilities and we made it family friendly as requested. We devised a quiz trail for children. The only children that took part in the walk were Adam Pimbles family and friends (from NWT) so that didn't work!

We held a photography competition and had some lovely photos sent in.

2016 the last Acle Walk had 100 entries, this year with way more publicity and a beautiful day we had 68 entries!

It seems the smaller charities see it as a fund raiser but local charities who we all know and love do not seem to be able to get any walkers raising funds for them.

The fact is the whole event is handed to all charities on a plate with no organisation on their part, those charities named above were able to persuade people to walk, none of the others on our registration / entry form could. We have to ask why?

**The Future:**

It is our intention at this stage to run the same walk next year (The good news is that we have plenty of maps left over!)

We need your feedback and above all commitment to take part again as nearly all surveyed participants say "Please keep it going".

Getting less than 100 walkers for the effort put in is not the right number. If 20 charities persuaded 10 walkers to raise funds for them that would be a success.

**Winners:**

- The charities who receive sponsorship monies – well done the walkers.
- We did have a prize from NWT for a family membership for the photography competition and Childrens Quiz Trail. Nobody took part in the Quiz Trail so we have two winners of the photography competition - vouchers are in the post:
- Vince Wolverson from "It's On The Ball" for the beautiful boating scene above. Great composition, clouds and boats on the water – perfect.
- Katie Mee: Home Start Norfolk: Panoramic view across the marshland. Sums up the landscape you all walked. See below:



*Photo Winner 2 Katie Mee Home Start Norfolk*

**Finally:**

Well done to Lynn Bensly who walked the route twice on behalf of Macmillans in less than 4 hours –  
Congratulations!

THANK YOU

That's the 2017 walk. Onwards and upwards to 2018.

Tony Marsh  
Walk Organiser  
Norwich Centenary Rotary Club