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Gloucestershire Market Towns Forum Development Fund profile

Development Fund granted	£1,000
Total cost of project	£5,000
Forum member community	Winchcombe

Overview of project December 2009



Photo shows Robert Talbot (Secretary) and Sheila Talbot (Chair) of Winchcombe Walkers are Welcome with the recently erected new signs that welcome visitors to Winchcombe.

A walking festival being planned by Winchcombe to celebrate the town's success in achieving national 'Walkers are Welcome' status has received a welcome £1,000 boost from the Gloucestershire Market Towns Forum.

The money will be used to help promote the weekend festival from May 21-23, which will include a range of guided walks in and around the town and surrounding stunning countryside to attract local people as well as visitors from all over the UK.

Sheila Talbot, Chair of Winchcombe Walkers are Welcome, said: "We are very grateful to the Forum for its support for this festival which will also include evening entertainment as well as walks during the day.

"Small market towns such as Winchcombe which are reliant on the tourist trade are currently suffering due to a decrease in tourists and limited footfall in the town. Many local businesses are finding it extremely difficult and some have already had to close. This project will inevitably ensure that visitor numbers are increased and thus will boost the local economy.

"In addition, through the festival, more people will become aware of what Winchcombe and the surrounding area has to offer which should benefit the tourist trade and thus the local economy. We believe that this project, although focussed on Winchcombe, will also benefit neighbouring communities who will see an increase in visitor numbers.

"It will also encourage local people to take part in walking activities, which they may not have considered before or not participated in for a variety of reasons, which will contribute to the well-being of many residents."

ends



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- For a GMTF Development Fund application form and more details, contact Geoff Wheeler (01453) 545583 or geof.wheeler@btinternet.com