

## **PUBLICITY REPORT (2023)**

The group website has been updated throughout the year as and when necessary for events such as the coach walks. The photo gallery has been maintained in order to showcase the group's walks as an incentive for potential new members and a reminder for existing and retired members.

The Facebook page continues to grow and now has 416 members, an increase of 99 over the previous year. The page is intended to showcase walks and other activities undertaken by the group as a means of attracting new members as well as keeping existing and retired members in touch with the group. As a result, we have seen a number of new walkers joining the walks on offer. I am also pleased to say that other walkers are now regularly taking photos of the walks for inclusion on the page.

An article together with relevant accompanying photographs was submitted to the Editor of the South East Walker every quarter.

Finally, a number of members manned a stall at the Wash Common Community Festival on Saturday, 10<sup>th</sup> September where interest was once again expressed in the group's activities.

*Richard Trimmer*

*13<sup>th</sup> October 2023*