Mid Berks Ramblers

AGM PUBLICITY REPORT 2025/2026

I used my first Spring newsletter to try and elicit some response from the wider membership to propose suggestions to boost our walk programme and encourage new walk leaders to step forward. However, sadly we did not receive any ideas, volunteers or feedback although some comments were received regarding the length of the Spring newsletter – *too long, didn't read* - and this comment was addressed in the much shorter Summer Newsletter.

However, it's been encouraging to see some changes to our programme of events with the success of the Coffee Meetups, sometimes with strolls organised by current members, together with innovations to the walk programme utilising National Trust properties, plus walk leaders finishing their walks, where possible, with a café where non walkers have been welcomed and boost attendance. All of these pursuits improve inclusivity for members who are unable to walk currently.

The main publicity event this summer was MBRA/ Ramblers' attendance at Earley Town Green Fair on 1st August 2026, at Maiden Erleigh Nature Reserve. We had a very busy and successful day with 90 visitors to the stand, comprised of interested parties, local contacts, fellow ramblers and friends. We emailed website information and a link to the MBRA walks and activities to 10people. We were grateful for the support from fellow members, to erect, man and close down the stand and we enjoyed an excellent position and good footfall. As yet no membership enquiries or new people have expressed interest in joining our events following this promotion.

The next project is to update and amend the current text on our Ramblers' and MBRA website entries which is outdated, no longer reflects our current position, and reduced programming.

Kaye G
Publicity and Newsletter Editor
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