

The Watercress Way

Sponsorship Policy



The Watercress Way was registered as a Charitable Incorporated Organisation on 16 June 2016.

It consists solely of trustees, currently 10, who meet monthly to decide on the strategy and activities of the charity.

The aim of the CIO is:

To promote and encourage for the public benefit the development in the community of, and the provision of, safe routes, paths and facilities for walking, cycling and horse riding, based on the original routes of the disused railway lines between Sutton Scotney and Alresford via Kings Worthy in Hampshire and known as The Watercress Way, and to undertake and carry on projects and activities of a charitable nature which will assist in promoting recreation and the protection of the environment.

The activities of The Watercress Way including fundraising events are advertised via our website, Facebook, Twitter and Instagram accounts.

The funding of the charity is solely through donations, sponsorship and grants.

From the beginning we have approached local pubs and businesses to become sponsors for an annual fee of £50. Up to 2018 we have gradually built up a list of 20 sponsors.

At our trustee meeting on 7 January 2019 we agreed that in future that all sponsorship terms would be for the calendar year to simplify the process of renewal for both sponsors and trustees.

There are two tiers of Annual Sponsorship:

£50

- Listing of your company with website link and logo (if required) on our Website
- Initial social Media coverage on Facebook, Twitter and Instagram
- Ability to display our sponsors sticker and leaflets
- Listed as a sponsor on leaflets and fliers for events
- Occasional use, if appropriate, as a base or destination for our activities such as walks and quizzes .

£100

- Listing of your company with website link and logo (if required) on our Website
- Several social media posts a year on Facebook, Twitter and Instagram
- Ability to display our sponsors sticker and leaflets
- Listed as a main sponsor on leaflets and fliers for events
- Use as a base or destination for one of our events at least once during the year, if appropriate

The Watercress Way (charity no. 1167675)

Adopted at meeting of Trustees on 7 February 2019

We are very grateful to the following companies for their support:

Alresford

The Bell
The Horse and Groom
The Cricketers
The Globe
The Swan
Hellards Estate Agents
House of Gallet
The Courtyard Tea Rooms
Cedar Veterinary Group
Alresford Builders Merchants Ltd

The Itchen Valley

The Plough
The Chestnut Horse
Avington Park
Jude's Ice Cream
Just Loos

Sutton Scotney & Wonston

The Coach and Horses
The Wonston Arms
Meridian Foods

Kings Worthy

The King Charles
Winchester Coffee School

The money raised is a very useful contribution to our day to day running expenses.

This has been used as a contribution to:

- Design and purchase of roundels for marking the route. We have been able to waymark the complete 27 miles in both directions.
- Annual cost of maintaining the website.
- Design and purchase of leaflets which are available at many sites round the route including tourist offices, local public houses and leaflet holders on the route. These are very popular and need regular replenishment.
- Flyers advertising special events like the annual Dawn to Dusk day and a programme of guided walks
- Banners and displays

Achievements 2016 -18

- Mapping and waymarking the route of 27 miles
- Development of the website and social media accounts to advertise aims and activities
- Encouragement of awareness and use of The Watercress Way through a variety of activities including guided walks, annual Dawn to Dusk Days, attendance at local fetes and shows, provision of leaflets at multiple locations and a pub quiz
- Obtain grants for 3 benches installed on the Martyr Worthy section of the disused railway
- Obtain grants to design and install 3 interpretation boards at Couch Green, South Wonston and Sutton Scotney
- Obtain grants to procure 3 brushcutters plus a variety of other tools. Four trustees trained in safe use of brush cutters.
- Do regular maintenance on the route to enhance access and to boost bio-diversity

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Future Plans

The aims of the charity are:

- to publicise the route and increase awareness of opportunities for walking, cycling and horse riding on The Watercress Way
- to increase access to the disused railway lines
- to improve access to the route particularly by the disabled
- to help maintain the route with particular emphasis on ecology and biodiversity

Projects for 2019

- Install the 3 Interpretation Boards at Couch Green, South Wonston and Sutton Scotney and a bench at the Gratton, Sutton Scotney.
- Open up the railway bridge in Sutton Scotney and negotiate a permissive route through the railway cutting
- Develop disabled access from the car park at Couch Green to the disused railway line working with Itchen Valley Council and the South Downs National Park
- Liaise with WCC to agree paths through Top Field, Kings Worthy enabling The Watercress Way to join sections of the old railway line
- Install further benches donated by Alresford Rotary club
- Creation of 'asset register' of significant artefacts (including bridges) on route. Mapping artefacts to record those on site
- Provision of waterproof leaflet holders on or near to information signs. Install posts for markers and information

Projects for 2020 and beyond

- Open the paths through Top Field, Kings Worthy enabling The Watercress Way to join sections of the old railway line. Establishing a footpath from Wesley Rd to Woodhams Farm
- Access to All project: access from Hookpit Farm Lane to Worthy Down Halt
- Kings Worthy, Main Line to the Drove section. Worthy Down Halt area well drained, but section south is well used and often muddy in winter. Improve drainage and surface. Possible upgrade to bridleway.

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