

South East Berks Ramblers AGM - 25th October 2025

Publicity Report

If Publicity success is measured in Increased membership then this year's membership report would indicate that 2025 has not been particularly successful. If, however, success is measured by the number of smiles on walkers faces and the number of walker/miles* then SEBR would be near the top of the league table. Our loss of members, percentage wise, has been about the same as the national average so I don't think we are doing much wrong.

2025 has been my final year as Publicity Officer. I have enjoyed the role for at least 13 years** but this year I found the physical side was quite challenging for me despite being helped at the Twyford event by Diane and Rodney and at the Hurst event by Pauline. Thank you to each of you for volunteering your time and help.

I was asked to write a job description for Publicity Officer but if I do that nothing will change. Publicity is one of those positions which you can make your own.

I have endeavoured to get at least one article in every issue of SE Walker as I believe that it is important to give the non-walker members of the group something to let them know what the group is doing.

That only leaves me to wish the next Publicity Officer well and offer my moral support.

Brian Poulton

* A rough calculation gives approximately 15,000 walker/miles!

** I have a copy of the 27th SEBR AGM Agenda from 2013 in which Shirley, David, Steve and myself have the same roles as today.

