



I started following *Walking the Wolds* with interest when Sarah first launched her website and social media pages last year. As an owner of dog friendly holiday cottages in the Yorkshire Wolds I could see that the growing list of tried and tested walks in our locality and the detailed route guides would be a good resource for our visitors. The captivating images of the Wolds countryside were also a great advertisement to attract tourists to our area.

When Sarah started to develop her ideas to collaborate with local businesses who offered such things as dog friendly accommodation and places to eat as well as dog related products, Sarah approached us and we arranged to meet up to consider how our businesses could potentially support each other. Our own marketing for our cottages already focussed on outdoor pursuits, particularly walking, cycling and birding aiming to attract visitors through the shoulder seasons as well as during the busier summer months. Further promotion of the Yorkshire Wolds and the East Riding through *Walking the Wolds*, especially for local dog friendly accommodation, we felt could increase awareness for what we offer and ultimately generate additional bookings for us.

Our business *Church Farm Cottages* is now one of a number of business partners working with *Walking the Wolds*. From a choice of packages, we chose the *Enhanced Partnership*. As well as offering an enhanced listing on the *Walking the Wolds* website we also feature in regular blogs, and each week topical posts relating to our cottages appear on the social media pages. We are also included in monthly newsletters, and in turn we offer special discounts to Bill and Mrs M members.

Over the past ten months I have had the pleasure of accompanying Sarah (and Bill of course) on many of the walks they have been trialling for their website. This has improved my knowledge and reaffirmed my passion for the stunning walking country we have on our door step, which we are then able to pass on to our own visitors. Through VHEY, the East Riding is now being promoted as a dog friendly destination, and it is pleasing to see *Walking the Wolds* is also taking the opportunity to promote the very important topic of responsible dog ownership through their growing number of followers.

We are looking forward to the future and further opportunities *Walking the Wolds* may bring and are already in discussions about a possible residential walking weekend next Spring. Sarah is very organised and focussed with an obvious passion for both the Yorkshire Wolds and ongoing development of her new business. Importantly we truly value our collaboration and trust her to deliver what we have signed up for.

Alison Botten (Partner since November 2023)