



WALKERS ARE WELCOME

Newsletter 9 October 2011

New towns and villages join the WaW Network.

2011 has seen membership of the network grow to 70 towns and villages. In the last year we have welcomed the following:

- Devil's Bridge
- Market Rasen
- Stroud
- Jedburgh
- Bala
- Newport
- Bradford on Avon
- Stocksbridge
- Knighton
- Kington
- Hartland
- Brampton
- Colne
- New Quay
- Much Wenlock
- Liskeard

Clusters are emerging, but rather than treat nearby WAW towns as competitors, many are working together to promote the region. One area where this has been successful is along the England/Wales border, with towns getting involved in the Offa's Dyke Path 40th birthday celebrations.

One example of successful promotion

The Winchcombe Way walk was launched in May and 1,000 guide books have already been sold after a successful marketing campaign that gained local BBC TV & Radio coverage as well as an article in Country Walking magazine.

If your town has thought about doing something similar, visit the Winchcombe Way display at the conference to get a few tips from the person who created it.

Market Weighton here we come!

If you haven't booked your place at the Annual Conference yet, please do so a.s.a.p and don't forget to make your dinner menu choices in advance.

If you haven't attended one of our conferences before, you may not be sure what to expect. Be assured that the best way to get the most out of being part of the WaW network is to get involved, to make links with other towns and to share ideas.

We hope the talks and workshops on the Sunday will inspire you, but many of us old timers agree that it is getting to know people on the walks and at the dinner on the Saturday that has really made the difference for us.

The National WAW Committee believes that attendance at the Annual Conference is all part of belonging to the network. We know times are hard, but we hope to see most towns represented.

Learn how to get better news coverage for your town or village

One of the main purposes of the Walkers are Welcome initiative is to help towns and villages promote themselves as walking destinations.

We have been made aware of a useful website that offers help and advice to organisations such as ours. It has been set up by the media themselves, with a wealth of useful tips on how to submit stories for the press, radio and TV. You can submit your news via the website and they will pass it on.

<http://www.mediatrust.org/get-support/community-newswire-1/>

WaW website updates

We now have a keen young man called Rob helping to update the WaW website, in order to keep it looking fresh. So if you have an event coming up be sure to email the details to: nigelbotting@btinternet.com

www.walkersarewelcome.org.uk

Hebden Bridge – Moffat – Prestatyn – Mytholmroyd – Church Stretton – Bishop's Castle – Richmond - Market Weighton - Kilsyth - Cilgerran – Pentrefoelas – Otley - Rhuddlan – Tadcaster – Martley – Deal - Penmaenmawr - Haltwhistle – Llanfairfechan – Holywell – Kirkby Stephen – Winchcombe – Llandrindod Wells – Pickering – Ross-on-Wye – Ilkley – Llandysul & Pont Tyweli – Great Malvern – Kingsbridge – Leyburn – Llangollen – Wiveliscombe – Newton Stewart – Huntly – Pateley Bridge – Corby – Tomintoul – Chesham – Marsden – Bradfield – Cleobury Mortimer – Dunster – Hayle – Kirkintilloch – Longborough – Wellington – Knaresborough – Melrose – Kings Stanley & Leonard Stanley – Dufftown – Guisborough – Tregaron – Pocklington – Bromyard – Devils Bridge - Market Rasen – Stroud – Jedburgh – Bala – Newport – Bradford on Avon – Stocksbridge – Knighton – Kington – Hartland - Brampton – Colne – New Quay – Much Wenlock - Liskeard