



Walkers are Welcome

Fact sheet 2

Six conditions for becoming a *Walkers are Welcome* town

The ***Walkers are Welcome*** scheme is different from most top-down accreditation schemes, in that it has emerged from, and is being promoted by, communities themselves. ***Walkers are Welcome*** status is awarded by the Walkers are Welcome Towns Network. Towns and villages interested in working towards becoming ***Walkers are Welcome*** communities are invited to become associate members of the network.

The process of becoming a ***Walkers are Welcome*** community should be a relatively straightforward one, which helps unite your town or village strongly behind the idea. There are six conditions to meet.

1. Demonstration of popular local support for the concept.

This could be demonstrated, for example, by signatures of support from local residents. Recommended minimum support: 50 signatures (small village), 250 signatures (small town), 500 signatures (larger community).

2. Formal endorsement of application for *Walkers are Welcome* status by local council

This could be demonstrated by the local council (unitary, district and/or town council) passing a resolution in support, by allocating responsibility for ***Walkers are Welcome*** to a member of staff or committee, and by making small budget available

3. Action to ensure that facilities for walkers are maintained in good condition

This could be demonstrated by the local council and/or voluntary group making a commitment to ensuring that all paths in parish are walked at least once a year; that obstacles and problems are dealt with promptly.

4. Adequate marketing of *Walkers are Welcome* status

This could be demonstrated in a number of ways. These include: press coverage; signage in the centre of town; waymarked walks starting from town centre; leaflets readily available; local shops encouraged to display ***Walkers are Welcome*** stickers

5. Encouragement of walking using public transport

This could be demonstrated, for example, by including clear public transport advice on marketing leaflets

6. Demonstration of mechanisms in place to maintain *Walkers are Welcome* status

This could be demonstrated by the creation of a local ***Walkers are Welcome*** steering group or Advisory Board