



Walkers are Welcome

Fact sheet 3

How to become a *Walkers are Welcome* town

Towns and villages which have achieved, or are working towards, ***Walkers are Welcome*** status will do so in ways which reflect their own particular local circumstances, and what is appropriate in one town may be less appropriate elsewhere.

However, in broad terms, most communities have followed the following route.

1. Once the idea has begun to be discussed, establish an informal steering group to oversee the project. This can be an existing community group (for example, a walkers' group or local business association), or an ad-hoc group brought together specifically for the purpose. It may simply be a case of a two or three people working together to progress the idea
2. Let the Walkers are Welcome Towns Network know of your interest. We have informal mentoring arrangements to help you. We can also provide you with resources (eg templates for signature sheets) which may make your work easier. Once you have taken the firm decision to proceed, you should apply to become an associate member of the Network; the form is on www.walkersarewelcome.org.uk, and the annual subscription is £50 (villages £30).
3. Work in your community to meet the criteria. This is likely to involve talking to your local council (we have found town, parish and community councils are normally particularly responsive), to business and tourism groups, and to walkers' groups.
4. Keep the Walkers are Welcome Towns Network informed as you progress. Don't take too long. Typically, it shouldn't take much over six months to become a ***Walkers are Welcome*** community. We don't expect perfection in everything from day one!
5. When you feel you have met the criteria, let us know again. The Walkers are Welcome Towns Network committee will assess your application, and all being well will be delighted to award you ***Walkers are Welcome*** status.
6. Celebrate! Towns which have already achieved ***Walkers are Welcome*** status have organised official launches, which have attracted widespread publicity and media coverage.

For more information, visit the website at www.walkersarewelcome.org.uk

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