



## ***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 rights of way 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