



Muddy Brook Dam, Meltham

Interested in finding out more for your own town?

Obtaining **Walkers are Welcome** status brings many advantages. It helps strengthen a town's reputation as a place for visitors to come to enjoy the outdoors, bringing useful benefits to the local economy. It encourages work to ensure that footpaths and facilities for walkers are maintained in good condition, benefiting local people as well as visitors. It can contribute to local tourism plans and regeneration strategies.

It also allows communities to benefit from the regular networking opportunities with other **Walkers are Welcome** towns, when experiences are shared informally, and new ideas discussed.

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. The idea, which was first discussed in 2006, became a reality when the Pennine town of Hebden Bridge became the first **Walkers are Welcome** town in Spring 2007 and the idea grew. New applications from communities seeking to achieve **Walkers are Welcome** status are received regularly.



The Walkers are Welcome Towns Network

These towns and villages now constitute the Walkers are Welcome CIC. This body develops and controls the **Walkers are Welcome** scheme and oversees use of the logos. The idea and brand are collectively managed by the communities themselves who are participating – real grassroots democracy in action.

The **Walkers are Welcome Towns** Network welcomes approaches from other towns and villages interested in working towards **Walkers are Welcome** status.

How to join

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. We expect to see signatures of support from 5% of the local population.
2. Formal endorsement of application for **Walkers are Welcome** status by local council.
3. Action to ensure that footpaths and facilities for walkers are maintained in good condition.
4. Adequate marketing of **Walkers are Welcome** status.
5. Encouragement to use public transport for walking activities.
6. Demonstration of mechanisms in place to maintain **Walkers are Welcome** status.

Further information www.walkersarewelcome.org.uk