

# *Walkers are Welcome towns*

[www.walkersarewelcome.org.uk](http://www.walkersarewelcome.org.uk)

*Andrew Bibby*



# *Walkers are Welcome towns*

- A bottom-up community based initiative
- For towns to demonstrate they have something special for walkers
- Economic and social benefits



# *Walkers are Welcome towns*

- Originally developed in Hebden Bridge, West Yorkshire, in late 2006
- Six criteria to meet
- Self-accreditation (no 'official' assessment body!)
- Four towns (so far...) have met criteria...



# *Walkers are Welcome towns*

Four towns have met the criteria:

- Hebden Bridge (Feb 2007)
- Moffat, Dumfries & Galloway (April 2007)
- Prestatyn, north Wales (launch Oct 2007)
- Mytholmroyd, West Yorks (Oct 2007)



# *Walkers are Welcome towns*

Twelve towns/villages working to meet the criteria:

- England: Great Malvern, Ross-on-Wye, Barnard Castle, Church Stretton, Otley, Todmorden, Clitheroe
- Scotland: Kilsyth
- Wales: Penmaenmawr, Llanwrst, Pentrefoelas, Talgarth



# *Walkers are Welcome towns*

Walkers are Welcome Towns Network  
established Oct 2007

Committee has representatives from  
Hebden Bridge, Moffat, Prestatyn,  
Otley, Church Stretton, Barnard Castle,  
Ross-on-Wye



# *Walkers are Welcome towns*

The criteria:

1 Demonstration of popular local support

*(EG via a petition)*

2 Formal endorsement by local council

3 Action to ensure facilities for walkers are in good condition



# *Walkers are Welcome towns*

The criteria:

4 Adequate marketing of WaW status

*(no point otherwise!)*

5 Encouragement of public transport

6 Mechanisms in place to maintain  
WaW status

*(a concept sustainable in longer term)*



# *Walkers are Welcome towns*

The Hebden Bridge experience



# *Walkers are Welcome towns*

The Hebden Bridge experience



# *Walkers are Welcome towns*

The Hebden Bridge experience



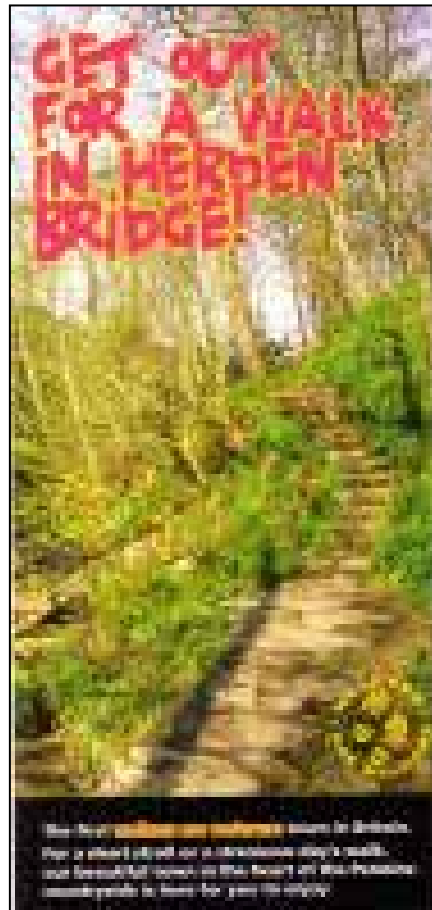
# *Walkers are Welcome towns*

The Hebden Bridge experience



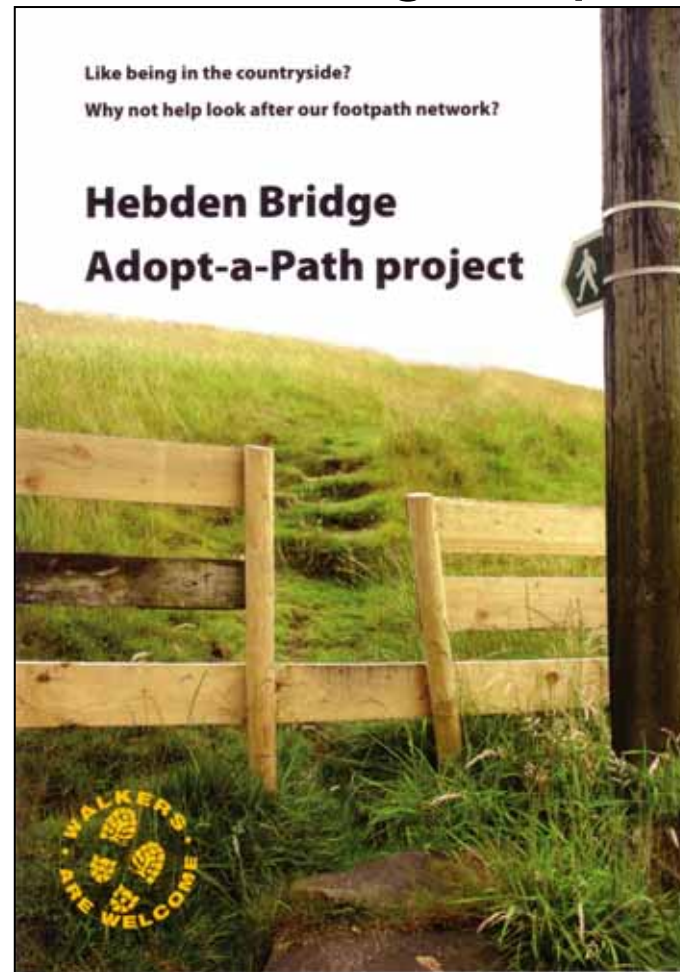
# *Walkers are Welcome towns*

The Hebden Bridge experience



# *Walkers are Welcome towns*

## The Hebden Bridge experience



# Walkers are Welcome towns

## The Hebden Bridge experience

The screenshot shows the website for Hebden Bridge Walkers Action. The browser window title is "Hebden Bridge Walkers Action - Microsoft Internet Explorer". The address bar shows "http://www.hbwalkersaction.org.uk". The website has a green background and a navigation menu on the left. The main content area features a header "HEBDEN BRIDGE WALKERS ACTION" and four photographs: a panoramic view of the town, a landscape with a church spire, a group of walkers on a hill, and a group walking on a path. The text below the photos describes the organization and its goals.

**Making Hebden Bridge walker friendly**

- Home page
- Latest news and developments
- Adopt a path
- Hebden Bridge a *Walkers are Welcome* town
- Campaigns
- Useful information for walking in our area
- Ideas for where to walk
- Forthcoming organised walks
- Walkers' Day report
- Stepping Out project report
- Leave your contact details
- Walking groups
- Email us

**HEBDEN BRIDGE WALKERS ACTION**

**Hebden Bridge Walkers' Action** is a community organisation, set up in 2006, a group of Hebden Bridge people who enjoy walking in our beautiful countryside and want to encourage others to share our enjoyment. Our [news page](#) is regularly updated.

**We're a campaigning group.** We're pressing for our footpaths and bridleways network to be maintained to the highest possible standards. Our innovative [Adopt-a-Path scheme](#) is now up and running.

**Information for Walkers.** Use this website for ideas of [where to walk](#), for [public transport information](#), and for details of [organised group walks](#). For more details particular areas of countryside, and possible path problems, see our [Adopt-a-Path](#) pages.



# *Walkers are Welcome towns*

The Prestatyn experience



# *Walkers are Welcome towns*

## The Prestatyn experience

### Summary of main economic benefits

Enhance town's reputation as a place to walk, shop, play, socialise, drink and dine.

Attract more visitors into town on longer stays.

Good opportunities for local B&B's, hotels, pubs, cafes, shops and visitor attractions.



# *Walkers are Welcome towns*

## The Prestatyn experience

- WAW project formally adopted by Prestatyn & District Festival of Walking Committee on 20<sup>th</sup> February, 2007 and steering group formed.
- Presentation to Prestatyn Town Council on 25<sup>th</sup> April inviting formal endorsement and support of application including request for funding.
- Presentation to Prestatyn Business Association on 9<sup>th</sup> May requesting support and funding.
- Presentation to Tourist Partnership North Wales on 10<sup>th</sup> May.
- WAW application submitted on 28<sup>th</sup> May, 2007.
- 6<sup>th</sup> October, 2007 date agreed for official launch and celebration of WAW award – “Walkers Day”.



# *Walkers are Welcome towns*

The Prestatyn experience



# *Walkers are Welcome towns*

The Moffat experience



# *Walkers are Welcome towns*

## The Moffat experience

**Moffat, Scotland's first "*Walkers are Welcome town*"** and the surrounding Moffat hills present a haven for walkers of all abilities, the clean Scottish air, stunning scenery and timeless beauty is awe inspiring. Whether for a day's hiking or a short stroll in unspoilt countryside, Moffat is the perfect place to experience a truly memorable walking holiday.



# *Walkers are Welcome towns*

## The Moffat experience

- Builds on success of walking festival
- Set of walking guides:
  - Take 5 Gentle Walks
  - Take 5 Slightly Longer Walks
  - Take 5 Strenuous Walks
  - Take 5 Walks from the Car
  - Southern Upland Way walks



# *Walkers are Welcome towns*

The Moffat experience



# *Walkers are Welcome towns*

So why do it?

The potential:

- Rural/ market town regeneration
- Tourism development
- Government's health agenda:  
*walking for health*
- Green agenda: promoting public transport etc



# *Walkers are Welcome towns*

How to do it?

Information on  
[www.walkersarewelcome.org.uk](http://www.walkersarewelcome.org.uk)

- Establish steering group
- Work in community to meet 6 criteria
- Register as an associate member of the Network
- Become a WaW town – celebrate!



# *Walkers are Welcome towns*

The guiding principle:

A community 'bottom-up' initiative



# *Walkers are Welcome towns*

*Towards a successful UK-wide  
development!*



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