



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



# Where walkers are welcome

## Booking form please photocopy for additional bookings

Organisation (if appropriate)

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We wish to book for the following people:

name

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address

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phone

email

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We are representing the following town/village (if appropriate)

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Please tick as appropriate:

- Already a WaW town    Actively pursuing WaW status    We are potentially interested  
 We will be there for the Sat pm walk    We will be there for the informal meal on Sat evening

Please enclose a cheque for £20 per person, payable to Hebden Bridge Walkers Action

Send to: Gwen Goddard, 9 Butlers Wharf, Hebden Bridge HX7 8AF

## ***WALKERS ARE WELCOME TOWNS*** **first UK conference**

**For communities which already have Walkers are Welcome status, those in the process of obtaining it, and others interested in this rapidly developing idea**

**Sunday October 21st 2007**

9.30am – 4.30 pm

Salem Community Centre, Salem St, Hebden Bridge, West Yorkshire

With optional activities also on Saturday October 20th

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

**The idea of Walkers are Welcome towns and villages**, first proposed in autumn 2006, is spreading fast. Three communities already have WALKERS ARE WELCOME status: Hebden Bridge (in the Yorkshire Pennines), Moffat (in Scotland's Dumfries & Galloway region) and Prestatyn (in north Wales). Several other towns and villages are actively pursuing the idea.

WALKERS ARE WELCOME communities have to meet six conditions:

- Demonstration of popular local support for the concept.
- Formal endorsement of application for WALKERS ARE WELCOME status by local council
- Action to ensure that rights of way are maintained in good condition
- Adequate marketing of WALKERS ARE WELCOME status
- Encouragement of walking using public transport
- Demonstration of mechanisms in place to maintain WALKERS ARE WELCOME status

This first national conference will be an opportunity for informal networking, and exchange of experiences. The conference will also discuss ways of developing the WALKERS ARE WELCOME concept, and putting in place structures to oversee its national development.

Find out what other towns and villages like yours are planning to do!

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## Practical information

**Accommodation** A link to the official guide to accommodation in the Hebden Bridge area is available on <http://www.hbwalkersaction.org.uk/suggestions.html>. B&Bs etc which have supported the Walkers are Welcome concept are also listed on the website. If booking, please say you are coming to the WaW conference. Feedback welcome too.

**The venue** Salem Community Centre occupies the first and second floors of an old mill in the centre of Hebden Bridge. We will be using the first floor meeting room and café. The centre does not have a lift, but there is an electric chairlift. The access is by a side door in Salem St, off Market St (just beside the Coop store).

**Saturday events** If you plan to take part in the afternoon walk and/or the meal, please let us know in advance.

**Organisers** The conference is being organised by Andrew Bibby (01422 844026) and Gwen Goddard (01422 842558) of Hebden Bridge Walkers Action. Our email address is [info@hbwalkersaction.org.uk](mailto:info@hbwalkersaction.org.uk). Please mark any emails 'Walkers are Welcome conference'.

**Cost** The delegate fee will be £20. (If you are unable to find this fee from your own funds, please tell us – we do not want to turn you away on grounds of cost).

# Provisional programme

## Saturday October 20th (for early arrivals)

**2.30 pm** A choice of local led walks, following the newly waymarked trails from Hebden Bridge

**7.00 pm** Informal meal together (local restaurant)

## Sunday October 21st

**9.00 am** *Registration opens, tea/coffee*

**9.30 am** *Conference opens*

Opening presentations: Welcome to Hebden Bridge, Britain's first WaW town:

*Andrew Bibby/Gwen Goddard*

Using Walkers are Welcome to support and renew rural communities. *Pam Warhurst*, Board member, Natural England.

**10.30 am** *How we did it*

Representatives of Moffat and Prestatyn on how their communities became Walkers are Welcome towns

Followed by general discussion

**11.30 am** Coffee break

**11.45 am** *Running a walking festival*

*Colin Speakman* (journalist, public transport campaigner and former member of Yorkshire Dales Nat Park Authority) on the South Pennines Heritage Festival

Followed by general discussion

**12.15 pm** *Marketing your town for walkers*

**12.45 pm** Lunch

**1.30 pm** *How the Fair Trade Town idea was promoted*

*Bruce Crowther*, Fairtrade coordinator for the Fairtrade Foundation. Bruce, an Oxfam campaigner for over twenty years, was the originator of the Fair Trade Town idea and has been heavily involved in its rapid development nationally and internationally

**2.00 pm** *Making the most of Walkers are Welcome status*

Presentations and workshops

- Quality control
- Funding
- Putting structures in place

**3.15 pm** *Report backs: a UK structure for WaW*

Decisions on future meetings

**4.00 pm** Close