



# Dereham Walkers are Welcome

9 December 2017

## Dereham businesses say it clearly: Walkers are Welcome here



Over the last few weeks, an observant person walking round the town will have seen an increasing number of businesses displaying a 'Walkers are Welcome' logo. At the last count, there were more than 20 on display, and we continue to offer stickers to more. (Any business not yet approached which would like a peel off logo is invited to contact us and request one.)

Displaying the sticker proclaims the message that the business welcomes walkers - even though occasionally they may have muddy boots or be wet from the rain. In turn, that helps tell walkers that if they come to Dereham, the town will welcome them; they can be safe in the knowledge that Dereham is a good location to visit, with the public rights of way in and around the town kept in top condition to give them a good experience.

To keep the paths in this state, Dereham Walkers are Welcome checks them regularly, dealing with issues itself wherever possible, and reporting major issues to the County Council (and then following them up to ensure they are resolved). During

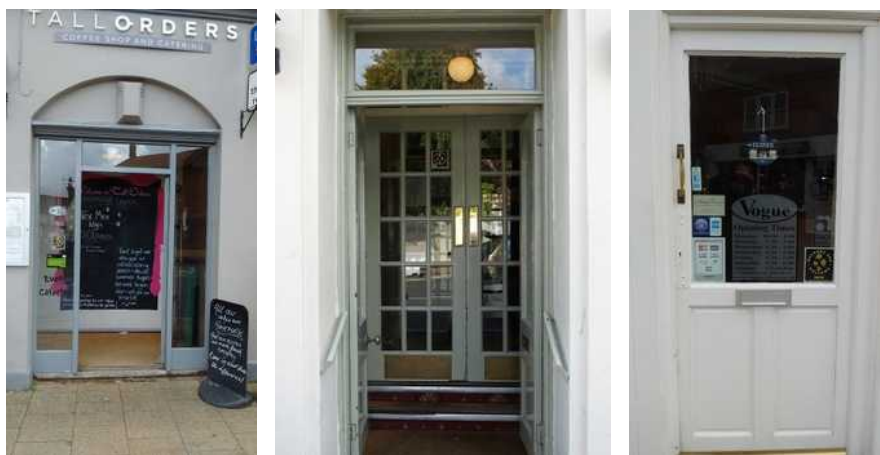
November, the group also conducted a litter pick on a number of paths where rubbish had collected - removing 5 large bags of rubbish in just a couple of hours. (Photos attached)

For those who would like to meet us and see for themselves, our next public walk has been planned to start the New Year with a medium length (5 mile) walk. We are starting from (and ending at) The George Hotel - one of our supporting businesses. The route planned will take us out into Middlemarch, then east through Dumping Green, before turning north towards the A47, which we approach along Hall Lane (awaiting designation as a Restricted Byway). Over the A47, we pass Dereham Windmill then go through Little Neatherd to return, via the edge of The Neatherd, to the town centre.

At the end of the walk, The George is providing tea/coffee and cake in their conservatory. All are welcome on this walk: there is a cost of £7 (which includes the drink and cake); booking is advised. Tickets and information are available from Ken Hawkins, [dtc.fpwarden@talktalk.net](mailto:dtc.fpwarden@talktalk.net), 07505 426750.

**below - a selection of the businesses displaying the Walkers are Welcome sticker. All of these photos can be supplied separately if required.**





## NOTE

Walkers are Welcome ([www.walkersarewelcome.org.uk/](http://www.walkersarewelcome.org.uk/)) aims to encourage and support towns and villages to

- be attractive destinations for walkers with top quality information on local walks;
- offer local people and visitors excellent walking opportunities within their areas;
- ensure that footpaths and facilities for walkers are maintained, improved and well signposted;
- contribute to local tourism plans and regeneration strategies;
- promote the health benefits of walking and increase participation; and
- encourage the use of public transport.

WaW as an organisation is celebrating its 10th anniversary this year, and conducted a survey of its members, which indicated

- over 1,000 walks have been developed and published, culminating in over 6,000 miles of routes;
- we have helped to maintain thousands of miles of walking routes;
- our walking festivals represent over 100 days per annum, totalling over 500 walks and involving over 7,000 people each year;
- we have created twenty-two different types of walks;
- there are over 1,000 Walkers are Welcome HERE stickers displayed in retail and non-retail outlets across the country;
- we have made extensive use of social media to help promote walks and other related activities;
- over 70% of WaW towns and villages have their own websites;
- the use of public transport has been actively promoted, and made good use of both bus and rail; and
- local economies have earned substantial sums from local walkers and visitors who use our routes and attend walking festivals.