



SANDY TOWN WALKERS ARE WELCOME STRATEGY 2013/14

1	Be an attractive destination for walkers with top quality information on local walks
1.1	Liaise with countryside access organisations and landowners to ensure that local walking opportunities are developed and promoted <ul style="list-style-type: none">• RSPB• Central Bedfordshire Council• Bedfordshire Rural Communities Charities• Bedfordshire Ramblers• The Greensand Trust
1.2	Update and develop Sandy Town Council website with information about local walks, guided walks and provide relevant links

04/07/2013

Walkers are Welcome Strategy 2013-14

1.3	Provide walking information via Sandy Tourist Information Centre
2	Offer local people and visitors excellent walking opportunities within the area
2.1	Organise a planned programme of guided walks across the area including <ul style="list-style-type: none"> • History Walks • Wildlife Walks • Countryside Art • Walking Festival • Group Walks with other tourism destinations
2.1	Offer information service for independent walkers and groups of walkers via Sandy Tourist Information Centre
3	Ensure that footpaths and facilities for walkers are maintained, improved and well signposted
3.1	Encourage community to report potential problems with footpaths, routes and signs
3.2	Develop clear and simple procedure for reporting potential problems (Sandy Town Council website)
3.3	Develop a P3 Group in conjunction with Central Bedfordshire Council and Beds RCC
3.4	Improve signage in the Town Centre
3.5	Secure additional interpretation panels at Railway Station and in Market Square
3.6	Work with Central Bedfordshire Council, Sandy Town Council and Bedfordshire Rural Communities Charity on development of Sandy Green Wheel

04/07/2013

Walkers are Welcome Strategy 2013-14

4 Contribute to local tourism plans and regeneration strategies	
4.1	Work with all relevant public and private providers to ensure that tourism and leisure provision across the area is interlinked to further enhance countryside use and appreciation
5 Promote the health benefits of walking and increase participation	
5.1	Promote Walking 4 Health in conjunction with local providers and partner with Central Bedfordshire Council to deliver the aspirations of their current Leisure Strategy Section 4 "Health and Physical Activity"
5.2	Participate in local and national walking promotions such as Walk to Work/National Walking Month etc
5.3	Encourage children and families to participate in Walkers are Welcome projects through liaison with local schools
6 Encourage the use of public transport	
6.1	Work with local bus providers to ensure easy access to walking routes
6.2	Work with rail providers to encourage rail users to participate in walking events
6.3	Be mindful of public transport facilities when developing new walks and walking events