

PRESS RELEASE ; TUESDAY 9TH JUNE 2009

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KINGSBRIDGE – THE FIRST DEVON WALKERS ARE WELCOME TOWN!

At last night's National Committee meeting Kingsbridge in the South Hams was awarded WALKERS ARE WELCOME status and invited to join the growing network of towns and villages throughout the UK who already belong – places where walkers are made especially welcome and where the walking opportunities and experience are very special indeed.

Accreditation as a recognized WALKERS ARE WELCOME town was secured following considerable hard work by Kingsbridge Information Centre and overwhelming support from the local community.

Amanda Bloomer of Kingsbridge Information Centre explained: “For the last 27 years as an independent self-financing information centre our role has been to support the local traders, accommodation providers and attractions in the area; to ensure that the visitor experience on offer is as enjoyable as possible to encourage people to return again and again; to try and extend the tourism season so that we are seen as an all-year-round destination; and to benefit the local resident community. We decided that by working to attain WALKERS ARE WELCOME status for Kingsbridge we would be true to all those aims – plus many others!”

She added: “The beauty of this application was that it did not require huge sums of money to make it happen – just a great deal of hard work, commitment, enthusiasm, support and belief.”

Securing WALKERS ARE WELCOME status for Kingsbridge brings a number of firsts – it is the first town in Devon; the first town in the whole of the South West region; and the first town which could be described as serving the South West Coast Path. The WALKERS ARE WELCOME movement which currently has another 22 members is already strong in other parts of the country (eg Yorkshire, Shropshire, Wales, and Scotland) but this is the first time the renowned walking area of South Hams has been recognized for what it has – and what it already does very successfully to encourage walkers and walking.

Kingsbridge Information Centre are now busy planning launch events for the autumn with details to be announced as soon as these are finalized and during which a presentation will be made to the town to mark its successful application.

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For more information please contact:

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For information on WALKERS ARE WELCOME please see: www.walkersarewelcome.org.uk