



## Pathwatch launch update

Hello Peter

Since we last wrote about Pathwatch, we have been busy preparing for the launch. We will be launching the Big Pathwatch report and our new Pathwatch campaign over the week of **14-20 November**.

We are writing to you as group chairs, secretaries and footpath secretaries, and we'd be grateful if you could share this information with your committee and members to ensure everyone knows what is happening and how they can get involved.

### The launch

We want to give the next phase of Pathwatch a great launch. We are planning a media launch stunt during the week of 14 – 20 November to bring attention to the **report**, encourage people to download the new Pathwatch app, and get people signed up to our new campaign. The stunt will involve some of our path maintenance teams tackling path problems on Offa's Dyke, showcasing the wonderful work Ramblers do to protect our path network – work we want to build on across England and Wales.

### The campaign

We know that our rights of way are an asset – for transport, the economy and for our health and wellbeing. We need local authorities, at all levels, to see that value and give the necessary support to the network. We will be working with them, and with you, to achieve this change in behaviour and practice. This will involve helping local authorities access different sources of funding, and showing how working across different teams within authorities can maximise the value of the network (e.g. how rights of way are a concern for health teams as well as highway teams).

We will be asking volunteers from across the organisation to give their advice and expertise to this four year project as part of a Pathwatch sounding board – helping us shape the campaign as it progresses. If you'd be interested in being involved in this way, please contact [lizzie.flew@ramblers.org.uk](mailto:lizzie.flew@ramblers.org.uk).

We also know we need to convince the wider walking public of the value of rights of way. Although there are millions of walkers in England and Wales, we believe that interest in maintaining rights of way is comparatively low. We want to change that and encourage more people to monitor and maintain rights of way. With more public interest and support for rights of way, there will be greater political will to recognise their value and invest resources into their maintenance.

The Pathwatch campaign will therefore seek support from those who don't currently support the network, as well as from those - like you - who do. There will be activity aimed at all walkers so they can contribute to our aim of a well maintained path network across England and Wales by 2020. So do bear this in mind if some of the messaging doesn't seem right from your perspective as a regular walker and an active Ramblers member – that messaging might not be aimed at you.

We will send you more information before the launch to outline the specific ways you can get involved in the campaign. It would be fantastic to have your support.

Please don't hesitate to get in touch if you have any questions or require further information.

With kind regards,

Nicky Philpott  
Director of advocacy and engagement

P.S. if you're interested in sharing your advice and expertise as part of a Pathwatch sounding board – helping us shape the campaign as it progresses – please contact [lizzie.flew@ramblers.org.uk](mailto:lizzie.flew@ramblers.org.uk)

