

NORTH  
DOWNS WAY

NATIONAL TRAIL 

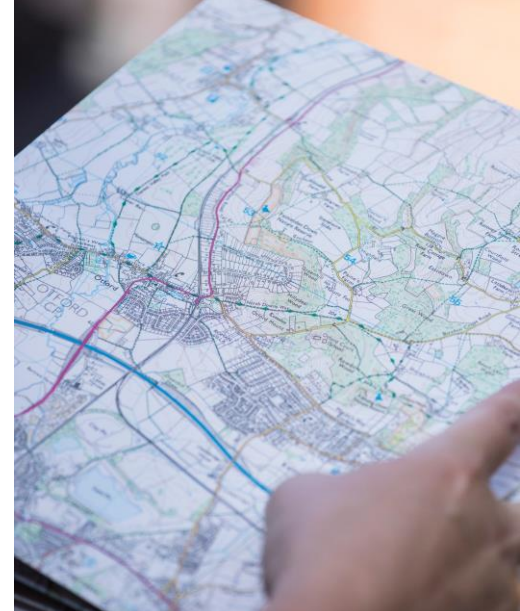
# Ambassadors

TRAINING MANUAL & TOOLKIT



JUNE 2025

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[WWW.NATIONALTRAILS.CO.UK/NORTHDOWNSWAY](http://WWW.NATIONALTRAILS.CO.UK/NORTHDOWNSWAY)

North Downs Way Ambassadors are dedicated to promoting the enjoyment of the North Downs Way National Trail. They lead walks on a wide range of subjects and provide different ways for people to enjoy the trail in a safe and interesting way.

Although ambassadors for the North Downs Way National Trail, we want you to have as much freedom as possible to interpret and celebrate the landscape, history, nature and bring in your own interests and specialisms. This toolkit will provide ideas and guidance to help you in your role as an ambassador but we will try and go easy on telling you what to do!



# Introduction



This toolkit will provide guidance on what makes a good walk and how to promote your walk, as well as health and safety and what you can do to make your walks as enjoyable as possible.

This document accompanies your training and is designed to help North Downs Way Ambassadors to lead walks safely and effectively. It is not the definitive guide to walk leading, simply an attempt to provide useful information.

If you have any comments or would like to suggest or contribute additional material for the toolkit please contact Peter Morris at:

T: 07446 758618

E: [peter.morris@kentdowns.org.uk](mailto:peter.morris@kentdowns.org.uk)

# 1. What makes a good walk

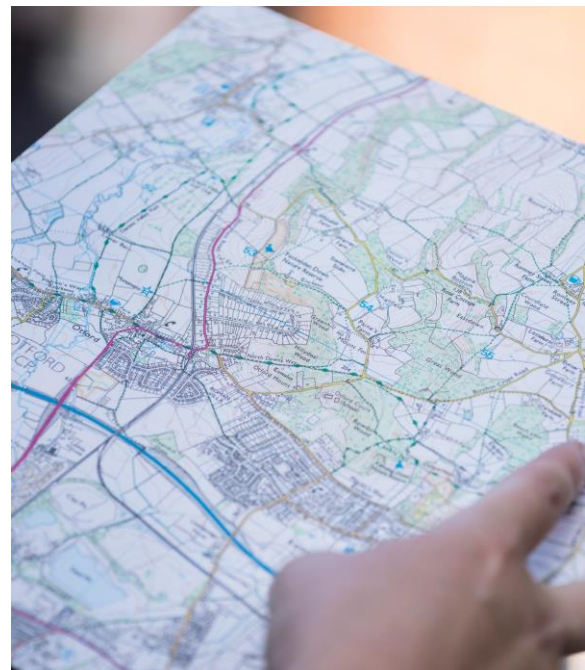
Whilst we generally use the term ‘walk’ there’s a huge variety of activities – including a hike, leisurely ramble, a talk and walk, a ride – horse or cycle - or any sort of guided activity along the North Downs Way.

There is no one correct way to lead a guided walk. Different leaders have different styles which will suit different walkers. Some may focus on the wildlife, the plants or even some quite specialised element of natural history whereas others may concentrate on the built or military heritage of the trail or the spiritual and religious function that the North Downs Way plays. Essentially, the wider the range of walks that are delivered by North Downs Way Ambassadors the better, as it provides more and varied ways for people to enjoy the trail.

Equally, different leaders have different styles of delivery. Some are effervescent, outgoing and lively, where others are more measured and circumspect. These kinds of delivery can be equally effective and walk leaders should always try and deliver in their natural style (even if maybe a little more upbeat) rather than force something that does not feel comfortable.

For ideas for new walks check out the North Downs Way, National Trail and Kent Downs National Landscape websites where we will be featuring all the latest projects, including:

- ◆ Arts Trails
- ◆ Putting Down Routes
- ◆ Aspiring Cross-Channel UNESCO Geopark



# Features of a good walk

A good walk may feature some or all of the following:

Good views

Dogs (but only those that are under control)

Clear paths

- A back marker for larger walks
  - Additional information other than just the route of the walk
  - Accurate expectations (keeping to times)
  - Good leader knowledge
  - Good stops – great views, places for food and drink to be purchased, interesting wildlife or heritage. This also allows slower walkers time to catch up.
  - The right number of people for the walk type and the number of leaders
- Avoiding busy roads if possible
- Exposes people to something new or different
- Well planned with a trial walk before the day to check the route

## 2. Planning and leading your walk

It's essential to start thinking and planning your walk well before the day itself so that you are prepared and can focus on your visitors. Consider your aim and your audience. A 12km hike from A to B is very different from an interactive shorter walk which allows visitors to really explore the local area.



# Before the walk - the planning process

## The route

Assess the difficulty

- Do you have maps?
- What is the aim?
- Consider your audience
- Are there any features that may impact those with limited mobility (e.g. stiles and gates, mud)

What is the length/should it be circular?

- Where is the start finish point? Is there enough parking? Can it be accessed by public transport?

Do you need a destination?

- (garden/house etc.)



## The people

- Are you targeting certain groups? – do you need to modify walk for them?
- How many people do you think there will be on the walk? Do you need additional leaders or a back marker?
- How do you find out about medical conditions of walkers?
- How do you know people will come prepared?
- Do you want to allow dogs (remember, certain communities will be put off by dogs)
- Do you need a booking process to find out some of the above?

# Before the walk - the planning process

## Weather

- Check the weather forecast
- Contact people if weather looks like it may impact the walk
- What is the season? Will your issues be mud, ice or dehydration?

## Risk assessment

- As well as carrying out the risk assessment consider have an incident plan (see below)
- Check for mobile phone coverage and alternatives if no coverage



## Promotion

Set up your booking process and promote (see later section)

## Timing

- Consider how long the walk will take (your group and the number of stops will impact this). Leave additional time as walks often take longer than planned and/or if there are steeper gradients.
- Consider daylight hours
- If a coastal walk, consider the tide

## Equipment list – as a minimum take:

- Water
- Maps (other guidance device (GPS etc.))Waterproofs
- First aid kit – but see below
- Sturdy shoes
- Food

You may choose to take additional equipment such as ground or tarpaulin cover, a space (foil) blanket or additional warm clothing depending on walk conditions

# On the day

## Before you set off

- Arrive early
- Assess the weather and consider if risk assessment needs to be updated
- Welcome individuals as they arrive – if you have a list of walkers tick them off
- Check your equipment and the equipment of others  
Take a head count and ask people to let you know if they leave the walk enroute Introduce yourself and what you are trying to achieve, who you are representing etc.  
Give a brief list of things people can expect including stopping points, timings, whether there are toilets on the route and some of the highlights of the walk  
Give a safety briefing – don't go over the top but if your risk assessment tells you to warn participants about something make sure you do it  
Tell people to drink plenty of water and use sun screen if the sun is shining



## On the walk

- Ensure you keep sight of the whole group, see below about managing people.
- Stop to talk and make sure the whole group is present to hear
- Be aware of the route and check on a map if necessary
- Cross roads as a group in a safe place where visibility is good
- Cross one at a time if necessary.
- Try to stay on schedule and keep lunch and drinks breaks on time
- Regularly take a head count to make sure you haven't lost anybody
- Be aware of potential hazards and warn walkers if necessary

## After the walk

- Make sure everybody is back
- Thank people for attending
- Tell people about future events and how to find out about them – or ask what they would like to hear more about. If you are on social media ask people to leave a review, this is a key way to drive new interest in your walks.
- Consider feedback forms (nobody likes filling them in but if they are simple, they don't take long to fill in and they can be really useful. They can also be sent out automatically by Eventbrite. READ THEM
- Make sure everybody can get home and that nobody is left alone on site waiting for a lift
- Set aside a bit of time to review your walk (with feedback forms if used), taking note of what people enjoyed, what didn't work as well as you'd hoped, timings/route logistics to build into the next one.  
Getting to know what people enjoy and are interested in (which may be surprising!) can be beneficial to planning new walks that appeal to participants.

# Managing People

You will find that your walking group is made up of people with varying abilities in terms of pace and fitness. Ideally you want all walkers to find their own brisk pace. This will mean that the group is likely to get stretched out along the route.

Allowing the group to spread out will ensure that everyone walks at their own optimum pace. However you should ensure you keep the group within sight, and have regular stops - perhaps to enjoy a view, to point out a detail - to allow everyone to catch up. Do allow slower walkers to rest if you have stopped rather than setting off as soon as they catch up!

Sometimes you may find that with a large mixed-ability group you will need to enlist the help of extra Walk Leaders.

Consider splitting the group into different abilities if you have enough leaders. You can both start from the same point, but the slower group may choose a shorter route or take a short-cut.



# 3. HEALTH AND SAFETY AND INSURANCE



## RISK ASSESSMENTS

Risk assessments aren't just completed to satisfy insurance companies. They are an important part of making sure that we are doing everything we can to look after the people that we lead on walks. After all, nobody wants to see an accident and thinking about the possible hazards that are present on our walks is part of keeping the people that we care about safe.

To make the process of completing a risk assessment easier, we have provided a template that covers most of the things that are likely to present a hazard on walks as well as space for you to be able to add things specific to your walk. This provides you with an easy to fill in risk assessment and helps you think about the additional risks for each walk that you do.

You can find a copy of the form in appendix 1 at the end of this toolkit. .

### To fill in the risk assessment:

- ◆ Add the walk name, the leader's name and the date of the walk at the top of the form
- ◆ The form lists a number of generic hazards that may be present on your walk. Read each one and if it is present on your walk check the square in the present column. Read the controls (what you will do to help lessen the hazard) and you can add more of your own in the local comment's column. Repeat this process for each of the generic hazards.
- ◆ If there are additional hazards on your walk, fill in the empty rows after the generic hazards. This might be a particularly steep slope, close proximity to cliff edge etc.





## FIRST AID

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You will need to consider that somebody may have an incident on one of your walks. This might be tripping and spraining an ankle or it could be something more serious. It is currently not a requirement for being covered by the insurance policy that NDW Ambassadors are first aid trained. However, we highly recommend that you attend a first aid course.

You may take your own First Aid kit. If you choose to do so then make sure the contents are up to date and you have familiarised yourself with how to use them. If you are not first aid trained you may still offer the use of the kit to others.

You can find some more information about First Aid Training here: <http://www.hse.gov.uk/firstaid/first-aid-training.htm>

If enough people are interested in attending a one-day first aid course we will arrange one on behalf of NDW Ambassadors though there may be a small charge for this. If you are interested then please contact Peter Morris at [peter.morris@kentdowns.org.uk](mailto:peter.morris@kentdowns.org.uk)

## EMERGENCY PROCEDURES

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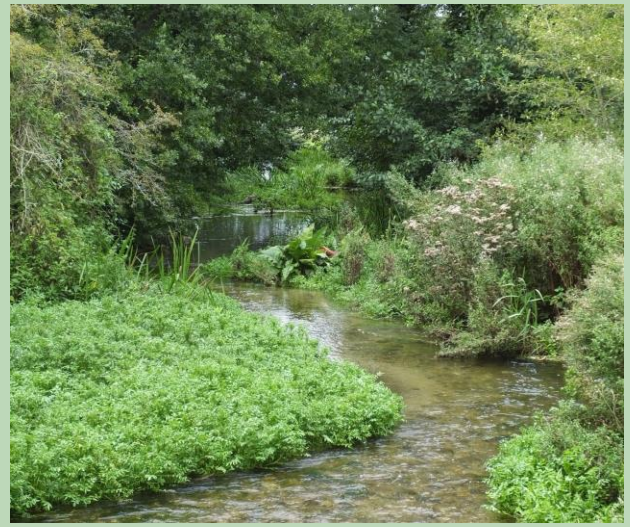
Be familiar with the actions you need to take in case of an accident or emergency – print them out on a card if it helps. Being familiar with your route will help inform you where the nearest help can be found.

### **In case of an accident:**

- ◆ Check for Danger
- ◆ Call for help – find your location via what3words or gps.
- ◆ Check skills in your group to see if anyone has first aid training or is a medical professional
- ◆ If you need to send people to get help or find a mobile signal send them in pairs, ensure they know the location, and know where they are going. Check you have phone numbers.
- ◆ Assess the patient and apply first aid if you are competent to do so – are they conscious, moving, bleeding heavily, you may need to cover them to keep warm.
- ◆ Find a safe place for rest of the group to wait.
- ◆ Even if it is a minor accident monitor the affected person and be prepared to end your walk early if necessary.

# INSURANCE

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The Kent Downs (who all NDW Ambassadors are registered with), provides adequate third-party civil liability insurance cover through Kent County Council for all volunteer trained walk leaders when they are leading walks. You are automatically covered by this insurance when you have completed the North Downs Way Ambassador training. This insurance covers you only in the event that a legal claim for damages is made against you alleging you were negligent on a walk. It is not personal accident or medical cover insurance. All accidents or other incidents that might result in a claim must be reported to Pete Morris at the Kent Downs using an incident report form in the Appendix. So long as we all stick to the agreed procedures we are covered by the policy.

## It is good practice that:

- ◆ Walk Leaders should be trained
- ◆ To have a first aider with you on the walk
- ◆ Registers should be completed for every walk
- ◆ All routes should be risk assessed
- ◆ Accurate records of risk management (eg risk assessment) should be kept for the insurers
- ◆ Accident/incident report forms should be filled when appropriate – report any incidents/accidents to Pete.
- ◆ There should be a ratio of at least 1 Walk Leader to 20 walkers on each walk.

A copy of the insurance documentation can be obtained from Peter Morris upon request.



## HEALTH CONDITIONS

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Walking has many well documented benefits for health.

However, your walks will attract a wide range of people and there are certain health conditions that you should be aware of. These conditions include, but are not limited to: Diabetes, Asthma, High Blood Pressure, Angina, Heart problems.

For more information on these conditions see the Walking for Health website:  
<https://www.walkingforhealth.org.uk/get-walking/walking-health-conditions>

You should always ask people if they have a medical condition that you should be made aware of, and check they have all medications. This can either be done during your introduction talk at the beginning of the walk or as part of the booking process. You may wish to speak to them privately to alert them to particularly difficult sections if you have any concerns.

Be aware however that some people may not need or wish to alert you to conditions, so as part of your pre-walk brief you may wish to mention any particularly strenuous sections.

## TAKING OUT VULNERABLE ADULTS, CHILDREN, FAMILIES AND YOUNG PEOPLE

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You should identify within your risk assessment if there will be vulnerable adults and/or children and families on your walk and take appropriate action or identify/avoid risks.

A vulnerable adult is someone aged 18 or above who may need community care services for reasons like mental health issues, disability, age or illness. They may not be able to take care of themselves and so are at particular risk of harm.

Children should always be accompanied by an adult, and adults should be kindly reminded of their responsibility for looking after their children at the start of the walk. If you intend to regularly take out families it would be good practice to get a DBS check, although this is by no means a legal requirement.

## 4. Setting up and promoting your event



### BOOKINGS

You can just advertise your walk and wait for people to turn up! This works well if you are doing the walk regularly at the same place, and visitors can just ‘drop in’. However, it is usually preferable to ask participants to book. It will give you a good idea of how many people are going to turn up, find out more about the people who are coming and make sure people bring the right clothing and are fully prepared. People are also more likely to come if they have made a booking and especially if they have paid in advance. This can be done very simply using a booking platform such as Eventbrite and there is often no fee for this service if your events are free. **Eventbrite is a great channel to promote your walk, share all key information in one place, and take bookings. There is no charge if events are free.**



### PHOTOGRAPHS

Photos are an excellent way to record the day, show what we are up to and promote your walks. However, we do need to make sure people are happy for us to take photos.

It is always polite to ask people if they want their photograph taken and what the photos will be used for before just snapping away. If anybody does not want to be in a photo, they should never be forced into doing so. If you are planning to use photos for marketing, you should ask for permission.

For young people under 13 you should get written consent from parents and we have included a form in appendix 3. You may find it easier not to take pictures of young people, or to take pictures from afar where children cannot be identified.



### MARKETING AND PROMOTION

When you are planning and setting up your walk make sure to allow enough time to promote it. If you are working with a partner or on behalf of a business, they should help you promote it, but we have included some tips for promoting your walk. This is not exhaustive and it can be trial and error to find what works. But in general think about who you think will be coming to your walk and where will they hear about it. You can also use the booking process to find out more about your walkers, issue tickets and share meeting up instructions. Facebook and Instagram are good channels to share your events, and consider starting a LinkedIn page. **Newsletters are great ways to stay in touch and collect contact information** (if you don't have one, Mailchimp is free!)

**2025****Walk Planning Calendar**

<b>JANUARY</b>	Wassailing Wellness		
<b>FEBRUARY</b>	Imbolc		
<b>MARCH</b>	Spring equinox	World Wildlife Day	
<b>APRIL</b>	Foraging walks		
<b>MAY</b>	Butterflies Orchids	World Bee Day Endangered species day	
<b>JUNE</b>	Orchids Summer solstice / midsummer	International Trails Day	Pride Month LGBT history month Refugee week
<b>JULY</b>	Cherry season	World Nature Conservation Day	Disability pride month
<b>AUGUST</b>	Harvest Bank holiday weekend walks		
<b>SEPTEMBER</b>	Wine harvest - vineyard visits, wine tasting at local businesses	World Rivers Day	
<b>OCTOBER</b>	Apple season - apple day Orchard visits, apple picking, cider making Mushroom season, mushroom ID walks	World Habitat Day	Black History Month
<b>NOVEMBER</b>	Pub walks	National Tree Week	
<b>DECEMBER</b>	Winter solstice	Volunteer Day	

## Digital marketing

Online is key to building your community

People are keen to find ways to get outside and connect with others in nature – all you need to do is find them!

- ◆ Have a title for your walk that represents its theme, or story. Autumn sights and sounds, 100 years of the North Downs Way, Hidden Heritage of the North Downs Way, seasonal themes.
- ◆ Ensure details such as, when, where and links for booking are really clear. Link directly to the the easiest way to book tickets or find out more.

Share with your online community - post on Instagram and Facebook and ask followers to share.

- ◆ Post your events on relevant listing sites, such as Visit Kent and Explore Kent.
- ◆ Use good imagery, either great views, pictures of people having fun together, or something that they might find on the way. Try to make them inspiring and reflect what your walk is all about.
- ◆ Post regularly on social media, use tags, like, comment on and share similar posts to build up your network.

Check your insights to see what type of post and messaging works for your audiences and actively seek out new accounts to follow.

- ◆ Partner up with other attractions, businesses or organisations – asking them to share your content.
- ◆ Post when people are looking – after work, 7pm is currently the most active time to post - and keep an eye on your post in case of questions.
- ◆ Write blogs or newsletters of previous events and post them to your social channels to increase traffic to your site.
- ◆ **Start a newsletter! Use a platform such as Mailchimp or Substack to collect contacts and start to write about your events. This is great content to share on your social channels.**

## Online event listings

Another easy way to get your event seen is to upload them onto online event listings.

### **North Downs Way - National Trails page.**

[www.nationaltrail.co.uk/north-downs-way/add-data](http://www.nationaltrail.co.uk/north-downs-way/add-data) add your event.

Please email Caroline Williams if you have added an event for her to verify it so that it gets published.

If you'd also like your event to appear on the Kent Downs National Landscape website email [caroline.williams@kentdowns.org.uk](mailto:caroline.williams@kentdowns.org.uk) and it will appear on [www.kentdowns.org.uk/visit/events/](http://www.kentdowns.org.uk/visit/events/)

The Surrey Hills AONB has an events page that you can upload your walk to. [www.surreyhills.org/submit-an-event](http://www.surreyhills.org/submit-an-event)

You can also upload your events to Visit Kent or Visit Surrey: [www.visitkent.co.uk/event-submissions/](http://www.visitkent.co.uk/event-submissions/)

[www.visitsurrey.com/whats-on/submit-event](http://www.visitsurrey.com/whats-on/submit-event)

Locally there may well be other options to promote events through, parish, district and interest group websites as well as your local District Tourism Team – VisitCanterbury, VisitMaidstone, VisitAshford, VisitGravesend, VisitMedway, White Cliffs Country etc.

## Social media

Follow us and tag us in all relevant content – including stories – and we will do our best to share.



@northdownswaynt

@kentdownsnl



### FACEBOOK

North Downs Way National Trail  
Kent Downs National Landscape  
Surrey Hills National Landscape



### LINKEDIN

Kent Downs National Landscape



### NEWSLETTER

Please make sure you are signed up to the North Downs Way Newsletter. This is where we share all news and opportunities. To sign up go to the North Downs Way web page and scroll to the bottom of the page for the sign-up link.

[www.kentdowns.org.uk/activities/north-downs-way-national-trail/](http://www.kentdowns.org.uk/activities/north-downs-way-national-trail/)

### IT'S NOT ALL DIGITAL

Don't forget about the traditional means of spreading the word, especially for the local community or visitors who may be on holiday in the area.

Parish magazines and event listings, clubs and societies may all promote your event. Local pubs, hotels, libraries and attractions may display posters.

Word of mouth is very useful if your walks are regular. If you create posters or leaflets ensure you put a direct booking link (or QR code which can be easily generated), so that it makes it as easy as possible for people to book as they are inspired.

# 5. SUSTAINABLE TOURISM

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The North Downs Way runs through two protected landscapes – Kent Downs National Landscape and Surrey Hills National Landscape. Whilst protected they are also threatened by over-visitation at honeypots sites, global warming, species decline and an uncertain financial future. Sustainable tourism activities can help to educate visitors on the importance of the landscape, reduce environmental damage and generate income.

As a North Downs Way Ambassador there are many things you are already doing and can do in the future to reduce the pressures on the landscape.

## Including:

- Celebrate the landscape, its biodiversity, geology and special heritage. Talk about changes over time and man's effect on the environment.
- Encourage visitors to explore away from honeypot sites, to less well-known areas. And encouraging visitors to come in Autumn and Winter.
- Taking visitors to conservation areas and talking about the work that is happening.
- Reduce carbon footprint through minimising waste, e.g. using reusable water bottles and takeaway coffee mugs. Encouraging public transport, starting and stopping from a train station for example, or a regular bus route. Be
- very clear about the 'last mile' - how to reach the start point from a public transport stop, so that it makes it as easy as possible to use.
- Partnering and using business that promote local produce, have green credentials and/or particularly welcome walkers and cyclists. Pubs, B&Bs, artisans, farms for example.

# Giving Back

The North Downs Way and Kent Downs National Landscape require ongoing maintenance and conservation projects. For example, it cost £300 to replace a finger post! With increasing use and reduced funding, it is increasingly important that we ask visitors and businesses that use the North Downs Way to make a contribution to help keep the landscape protected for the future. If just a proportion of the millions of visitors that use the North Downs made a small contribution this would soon add up.

Please help us to raise money for projects that enhance and conserve these fragile environments through our charity The Kent Downs Trust. Increasingly visitors are looking for businesses or experiences that make a positive contribution to the environment and by supporting the Kent Downs Trust you can offer this.

There are many ways to encourage donations. You can:

- Signpost visitors to our donation page
- Charge for your walks in aid of the North Downs Way and Kent Downs Trust
- Take donations at the end of your walk (not as easy as charging up front!)
- For your business you can
- Add a £1 donation at your point of purchase online
- Donate a proportion of your proceeds, or a regular amount to the Kent Downs Trust



# Reporting faults and damage on the North Downs Way

You may discover a problem whilst on your walk. Please make a note of any issues and faults so we can fix them.

Please use the online portal(s) to report issues. This ensures your query is logged straight into the system and can be tracked, rather than relying on email.

When you find a fault, we need some basic info:

- Picture
- Brief description of issue
- Grid ref and/ or location description

**If the fault is in Kent report this information through the KCC online portal**

<https://webapps.kent.gov.uk/countrysideaccesscams/standardmap.aspx>

You will need to create a profile to use the portal. You can use the link on your mobile phone to make it easier if you find something when on the trail.

**If the fault is in Surrey report this information through the SCC online portal**

<https://rightsofway.surreycc.gov.uk/>

Fly tipping – Kent only

Country Eye App (fly tipping) – android and apple stores <https://countryeye.co.uk/>

For suggestions/ general feedback about the North Downs Way –[Peter.Morris@kentdowns.org.uk](mailto:Peter.Morris@kentdowns.org.uk)



# Other useful things

To easily find grid references use Grid Reference Finder

<https://gridreferencefinder.com/>

OS mapping - £23.99 year for all OS maps- plan routes, track routes (at time of writing)

<https://osmaps.ordnancesurvey.co.uk> – desktop & app for smart phones and tablets- one account across many devices

Magic Map <https://magic.defra.gov.uk/MagicMap.aspx> - SSSI's/ AONB's/ is a useful government run mapping system giving digital geographical information

Explore Kent <https://explorekent.org/> is also a useful resource for routes, maps etc

Kent Landscape Information System is very good for additional information, designations, historical information including all public rights of way.

<http://webapps.kent.gov.uk/KCC.KLIS.Web.Sites.Public/ViewMap.aspx>

Kent Historic Environment Record gives access to historical and archaeological records in Kent:

<https://webapps.kent.gov.uk/KCC.ExploringKentsPast.Web.Sites.Public/Default.aspx>

Exploring Surrey's Past gives limited access to parts of Surrey's Historic Environment Record

<https://www.exploringsurreyspast.org.uk/>

You can also find ideas for routes from these popular apps:

[Welcome to Outdooractive!](#) | [Outdooractive](#)

<https://www.komoot.com/>

<https://www.alltrails.com/>

If you post routes on these apps please reference the North Downs Way so that we can raise the profile of the national trail with their users.

# 8. Appendices

## Appendix 1: Risk assessment form

### North Downs Way Ambassadors Risk Assessment

For the safety of all of the people on your walk, it is important that you should complete a risk assessment for each event you lead. It is hoped that this form will make the process as easy as possible. Simply tick the boxes that apply and fill in any extra information as you see fit. There is also extra space to add additional hazards specific to your walk.

Walk name:

Leader:

Date:

HAZARD	RISK	WHO	CONTROL	LOCAL COMMENTS
Slips, trips and falls	Cuts, bruises, broken limbs		Wear sturdy shoes. Take care when crossing rough ground	
Environment	Sunburn, hypothermia, exhaustion		Avoid walks in extreme temperatures. Take suitable clothing. Advise participants to bring water	
Wildlife (bites, stings, poisonous plants)	Sickness, anaphylactic reaction etc.		Warn participants about potential bites and stings and not to eat plants unless they are certain what it is.	
Roads and other traffic (Including illegal use of footpaths)	Collisions with traffic		Cross roads as a group in a safe place. Warn participants of the possibility of off-road vehicles using the route.	

HAZARD	RISK	WHO	CONTROL	LOCAL COMMENTS
Human Factors	Assault		Avoid confrontation if possible. Carry mobile phone. Leave nobody isolated	
Isolated Walker	Getting lost, vulnerable to attack/accident		Leave no walker isolated. Use a back marker if numbers are high	
Livestock and other animals	Bites, collision and other attacks		Beware of livestock, avoid if necessary	
Vulnerable participants (e.g. young people, adults with learning difficulties)	Potentially less aware of risks than other groups		Consider smaller groups or accompanied walkers only. Use less risk routes	
Unsuitable clothing and footwear	Increased risk of slips and trips as well as heat stroke/hypothermia		Inform all participants to wear sturdy footwear and bring enough clothes for changeable conditions	

Local hazards specific to your walk:


**Appendix 2: Accident/incident form**

This form should be completed by the walk leader as soon as possible after an accident or incident. Please complete the whole of the form and attach any relevant witness statements or documents. This is not an insurance claim form – it is purely for notification. Receipt will be acknowledged, and an expenses form will be issued if any costs have been incurred. Please keep a copy for your records and return the original to the address overleaf.

Injured person Name: \_\_\_\_\_.

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Next of kin name: \_\_\_\_\_

Relationship to injured person: \_\_\_\_\_

Contact details: \_\_\_\_\_

Walk Leader's Name: \_\_\_\_\_

Accident details date and time of accident/incident: \_\_\_\_\_

Event: \_\_\_\_\_

Details of Event:

Has a risk assessment been completed prior to the activity taking place? Yes/ No

Size of group \_\_\_\_\_ Number of Leaders supervising \_\_\_\_\_

Was this a joint activity with another organisation? \_\_\_\_\_

Description of accident/incident

Please give a full description of the accident or incident, including the cause.

Type of injury \_\_\_\_\_

Treatment given (first aid, hospital etc)

Address of hospital or doctor if applicable \_\_\_\_\_

Signature of Leader

I understand and give explicit consent that the information I provide about myself and others named in this Notification, including any sensitive information such as health records, will be retained securely and will be shared with SHS insurers.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email this completed form to [pete.morris@kentdowns.org.uk](mailto:pete.morris@kentdowns.org.uk)

## Appendix 3: Photo consent form

### Consent form for photographs (Children 16 and under)

To, Name of parent or guardian:

Address:

Post code:

Name(s) of child(ren) (if applicable):

The North Downs Way National Trail would like to take photographs of you and the child(ren) accompanying you on this walk. These photographs may be issued to the media, published in our printed publications, on our intranet or internet web site, or all these.

Before taking any photographs of the child(ren) we need your permission. Please answer questions 1, 2, and 3 below, then sign and date the form where indicated.

Please circle

1. May we use your child's photograph in printed publications produced by North Downs Way National Trail?  
Yes / No
2. May we use your child's photograph on our intranet or Internet web site? Yes / No
3. May we issue photographs of your child to the media? Yes / No

Please note that web sites can be viewed throughout the world and not just in Britain where British law applies.

This form is valid for five years from the date of signing. Renewed consent will be sought if the photograph(s) are to be re-used after the expiry date.

Signature:

Date:

Date / Time and Location of photo: