



INTRODUCING WALKING.
INTRODUCING LIVING STREETS

Julia Crear, Head of Projects and Technical Services, Living Streets

**WE ARE
LIVING
STREETS
AND WE
EXIST
TO...**

ALWAYS

PUT

WALKING

FIRST

We are a charity on a mission to encourage walking and make all our streets and communities fit for walking.

Our ambition is to reverse the decline in walking and to transform lives, because a walking society is a happier, healthier, and more sociable place to live.

We believe that a walking nation means progress for everyone.

ACTIVE TRAVEL AND DECARBONISATION

The more people travelling actively, the fewer people driving and contributing to the carbon footprint.



**WE WALK 30%
LESS THAN WE DID
20 YEARS AGO.**

**WE'VE DESIGNED OUR ROADS AND
TOWN CENTRES FOR CARS, NOT
HUMAN BEINGS.**

**INCREASED TRAFFIC CONGESTION
MEANS CHILDREN ARE TOO AFRAID
TO WALK TO SCHOOL.**

**WE'VE PUT WALKING AT THE
BOTTOM OF THE TRANSPORT
FOOD CHAIN.**



CHANGING BEHAVIOUR

INFRASTRUCTURE AND EDUCATION

- Improve public transport
- Improve crossings
- Create walking networks
- Invest in quality pavements
- Ban pavement parking
- Cut clutter on streets

#CUTTHECLUTTER

A wheelchair user and a passer-by need **1500mm**

Person with a walking stick requires **750mm**

Blind person with long cane or assistance dog need **1100mm**

A visually impaired person who is being guided needs **1200mm**

We need clutter free pavements for safe walking and wheeling. Agree?

Take action, join our campaign!



School Run to School Walk

- In 2019, just 47% of children in England walked to primary school (-4% on 2018)
- 49% of primary school age children in England did not meet physical activity guidelines in 2019
- 34% of primary school leavers are overweight or obese
- 6,500 schools are in areas where fine particles exceed the WHO recommended limit for air pollution
- Toxic air pollution is responsible for up to 15% of new childhood asthma cases
- 1 in 4 cars at the morning peak are on the school run





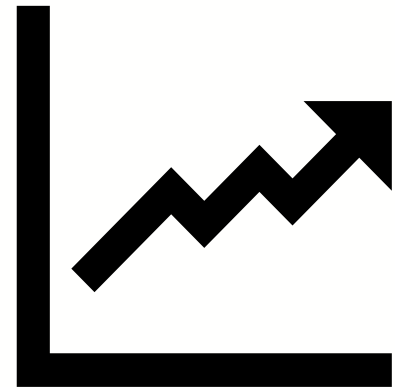
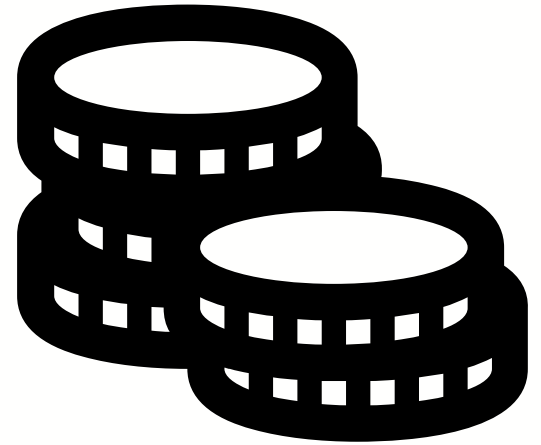
THE PEDESTRIAN POUND



The business case for better streets and places



- UK high streets 22% footfall decline 2007-2017
- Improved streets 20-35% boost in footfall
- Sales for retail can increase by 30%



Businesses may overestimate their customers' car use

Businesses on Lea Bridge Road think their customers travel to the area:

However, visitors said they travelled:



Shifting perception because better data = better decisions

Source: London Borough of Waltham Forest



OUR WORK: HOW WE ACHIEVE REAL CHANGE

CAMPAIGNING

We campaign for change that will put walking first. Our local groups bring communities together to be involved in and help create positive change, because every one of us should be able to exercise our right to walk and the freedoms and possibilities it brings.

IMPROVING

Our experts on the ground help to overcome the barriers to walking and make people proud to walk where they live. Our street audits identify things that are easy to change and will get people walking. Sometimes a simple change, such as a dropped kerb here or a planter there can make a real lasting difference.

ENCOURAGING

We support and encourage people to see the value that walking brings. We work directly with over 400,000 pupils across the UK, encouraging them to walk with Strider. We've helped create walking workforces, and listened to disabled children and older people and helped devise routes and walking plans so they can lead an active life.

ACTIVE TRAVEL MAPS

Active Travel Maps Seaford Head Secondary School



The Challenge

Carol, a member of the primary school transition team at Seaford Head, has been working with students transitioning from primary schools to Seaford Head secondary school for a number of years.

Carol noticed that students often lack confidence and knowledge about their new journeys and their newly found independence.

Following the creation of the Living Streets Active Travel Map in 2018, this had been distributed to all new Year 7 students starting at Seaford Head School. The students used the Active Travel Map as part of their transition to secondary school. A feedback session was held and students said they found it really useful.

Active Travel Maps are a useful tool to help support walking, scooting and cycling.

The map enables people to access safe routes quickly and easily so that at the time of making choices for new journeys, an active journey can replace a car journey.

What we did

The Active Travel Map was specifically aimed at new students transitioning from primary school and was developed in the first year of the Project.

In the second year, Living Streets organised a number of workshops at Seaford Head School to get formal feedback about the Active Travel Map and to induct a new Travel Group into their role as travel ambassadors.

The Travel Group were tasked with presenting the Travel Map to the new Year 7 groups. They were encouraged to speak about their own walking, cycling and bus journeys to the new school.

Students pooled their own experiences of using the Travel Maps and created a presentation. They also learnt skills in how to present to a group and work as a team.

The Travel Group gave the presentation to all the Year 6 primary students in Seaford, before their transition week at Seaford Head School.

The Travel Group were welcomed by the Year 6 students and gave the younger students tips and guidance on road safety and meeting up with new friends.



Key Facts

Walking, cycling and scooting to school increases fitness and helps with concentration

Parents who park away from the school gates help students stay safe and increase their child's confidence and road safety skills.

"I found the map useful - to find where my new friends live and so I could find a good place to meet them. I thought it was Christmas when the maps were given out."

Year 7 students from the Travel Team

For more information contact Eleanor Togut, eleanor.togut@livingstreets.org.uk or 07730 750 051

Walk to School Week Event

Gildredge House School Eastbourne



The Challenge

Gildredge House school is an all-through school for students aged 4-19 near the centre of Eastbourne.

The school has wide catchment area with some students traveling a large distance to get to school. A number of parents drop their children off by car on a daily basis.

This has led to an increase in local congestion and air pollution, particularly outside the school.

Gildredge House school is keen to get their students walking more and become a school leading the way in environmental issues and in encouraging active travel, including walking.

The Five-Day Walking Challenge is a Living Streets initiative that takes part each year during Walking to School Week (third week in May). Each class has a Wall Chart for students to complete if they travelled to school actively.

Each student also has an Activity Diary to complete during the week.

What we did

Following a successful walking initiative - Free Your Feet - with the senior school, Living Streets worked with the Year 10 Travel Group and their teacher.

Together they identified that we would have most impact by encouraging students to walk to school from the earliest age.

Living Streets organised for the junior school to take part in the Five-Day Walking Challenge during Walk to School Week (20-24 May 2019). Each student was encouraged to walk to school each day during Walk to School Week, completing the Wall Chart on arrival when they travelled to school actively.

For students who live too far to walk the whole journey, a car park which was a 10-minute walk was identified so that families could Park and Stride.

We received feedback that many parents walked instead of driving to school for the week. Tracey, a parent who usually drives to school said "my children were a lot calmer than usual when they arrived at school". She also said "in a world filled with technology, walking to school helped my children talk more to each other."

Key Facts

Walking, cycling or scooting to school increases fitness and helps with concentration.

Parents who park away from the school gates help students stay safe and increase their child's confidence and road safety skills.

"Instead of 10 minutes in the car, it took us 20 minutes to walk to school and we started talking to each other again."

"Walking to school is an intimate time, just like a bedtime story."

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Active Travel Map

University of Brighton, Eastbourne



The challenge

Working with the University of Brighton's Environmental Officer, Lucy Lisle, we carried out a number of awareness raising events for students and staff about travelling to the university sustainably.

As a result of these events, we received feedback that new students in particular had very little information on walking and cycling routes to the university.

There are many green spaces around the University but little information on how to access them and how long it would take to get there. There was also a lack of information on the most efficient and least polluted routes for students to walk to get to local facilities.

Active Travel Maps are a useful tool to help support walking, cycling and other sustainable transport.

It enables people to access safe routes quickly and easily so that at the time of making choices for new journeys, an active journey can replace a car journey.

What we did

Together with Lucy Lisle's support, we organised a mapping consultation (as part of Travel Week event held by the Environment Team). This way, we reached a larger number of staff and students. We talked to them about their journeys into university and asked them to map their walking and cycling routes and the time it took them.

We then tested out the various routes for accessibility, distance and time taken. We also took photos which could be used for the map. We plotted the routes onto a 20 minute walking radius around the university.

Working with the mapping company, Pindar and using existing GIS walking and cycling routes, we created the map. By providing all members of staff and students with an Active Travel Map, we have created a tool which contains useful information on walking, cycling and using public transport to get to the university on a regular basis.

Students and staff will also be able to check the map for timings of walking and cycling routes to access these during break times.

Key Facts

Walking and cycling to work increases fitness and helps to combat stress.

Park and Stride is a good way for those who live too far away to walk or cycle the whole way to fit more activity into their day, by parking about ten minutes away and walking the last part of the journey.

"I really enjoy walking to work because I feel awake and ready to start the day and I don't have the hassle of finding somewhere to park! - Lucy, member of staff"

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In partnership with



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WALKING = ZERO CARBON, ZERO EMISSIONS, ZERO COST, EFFICIENT USE OF SPACE AND IT'S GOOD FOR YOUR HEALTH



**THANK YOU!
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