

# Whole Systems Approach to Walking

## Stakeholder Summary

February 2021

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How can we target those who are least active – and encourage walking as part of everyday life?

## **WALKING FOR LEAST ACTIVE AND EVERYDAY LIFE**

How do we encourage people to walk?

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*“People who are inactive are the unseen ones – they don’t come out – joggers are visible. How do we access them?”*

- ❑ Connecting places:
  - ❑ Encourage people out of their houses by making places attractive.
  - ❑ Consider the urban/rural split:
  - ❑ Create opportunities in local areas:
  - ❑ Using the planning system
  - ❑ Think about what people want:
  - ❑ Understand different target group/segment’s motivations:
  - ❑ Use different approaches
  - ❑ Use the right language
  - ❑ Place based work, with micro-communities – kids might go to the park. The doorstep is where activity needs to start.
  - ❑ Develop community leaders – people who are in the local area.
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# HOW CAN WE REMOVE BARRIERS TO WALKING?

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## What are the barriers to walking?

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- Environment – it's not pleasant for some to walk e.g. to shops.
  - Signage
  - Landscape – can be a barrier – steep inclines – 200 steps might be ok on flat but up a hill, ¼ a mile of slog – barrier for some who don't walk.
  - Safety issues – lighting
  - Benches – for older people who have limited mobility
  - Pavements – width and condition
  - Paths
  - Pollution and traffic
  - View, loo, brew
  - Anxiety/confidence
  - Fitness levels
  - Kit – clothing to walk
  - The car
  - Scarcity in deprived communities
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## How can we remove barriers?

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- Remove literal barriers to walking: gates and stiles – physical barriers
- Parks need to be in good order
- Reduce 'getting lost' by signage
- Visitor attractions are not set up to allow for people who are older or with mobility issues such as this. Benches are where the picnic areas are, not in the area you want to walk in.
- Providing toilets
- For active travel – to work – changing facilities and management buy-in
- Provide route information
- Walking buddies
- Consider lifestage
- Social norms – people think that people don't walk – change perceptions
- Change funding – from the car to the walker
- Enabling communities to do it themselves
- Use informal routes/community organisations

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# WHAT ARE THE ISSUES WITH THE INFRASTRUCTURE

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- ❑ A good network of 420km of traffic free trails, level, easy going.
  - ❑ Towns - different opportunities - getting people to go towards green spaces.
  - ❑ Village to village connections – connecting communities.
  - ❑ Canal towpaths and old railway lines.
  - ❑ Parks, which are good for local walks
  - ❑ Visitor attractions
  - ❑ Peak district national park
  - ❑ National Forest
  - ❑ Historic Sites
  - ❑ Heritage Centres
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# What do we need to do?

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- ❑ Barriers – such as zig-zag bollards, gates, stiles - prevent walking – need to be removed where possible.
- ❑ Making sure that the paths are in a better condition.
- ❑ Signposting – paths need to be clearly marked.
- ❑ Change funding priorities from the car to walking.
- ❑ Linking routes with employment and education.
- ❑ Assess every location.
- ❑ Accessing land to e.g. link a footpath.
- ❑ Parks need maintenance budgets.

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# MARKETING AND BRANDING

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- ❑ Generate a 'sense of place' – getting people to feel happy to try it.
  - ❑ Marketing needs to get to the right people.
  - ❑ The language used is important – labelling it as walking holds us back.
  - ❑ Functional walking – in urban areas – different needs – promote routes e.g. to shops, to park, to doctor's surgery.
  - ❑ Message and tone need to be carefully chosen.
  - ❑ Needs to be a strong brand name.
  - ❑ Separate website - facility to feed walks in to the website.
  - ❑ Part of the marketing is signposting in local areas. Need a budget for signpost maintenance.
  - ❑ Paper based leaflets – especially for older people really important.
  - ❑ For younger people GPX plots – so they can download the routes on their phones.
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