



**LIVING**

**STREETS**



**TAKE A LITTLE WALK**

**MAKE A**

**BIG**

**DIFFERENCE**

# LET'S CREATE A WALKING NATION

For most of us, walking is as simple as putting on a pair of shoes and opening our front door. Yet as a nation we are walking a third less today than we did 20 years ago. Within a couple of generations we've effectively engineered walking out of our lives.

Walking is the obvious answer to some of our big challenges, because when walking rates increase, congestion, pollution, obesity and other social problems decrease. Walking is easy. It's the everyday activity that keeps us active, improves our health, and gets us out and about meeting people. The more we walk, the more our communities become friendlier, safer, nicer places to live.



Let's not just imagine a walking nation, let's take steps towards it. Small changes made by all of us every day will make a big difference.

In this guide we've outlined six easy actions that are not only good for you but for everyone.

Help us get more people from all generations walking and enjoying the benefits this simple pedestrian act brings.

**LET'S CREATE A WALKING NATION TOGETHER.**

---

**CONTACT US:** To suggest your own ideas or to get in touch, contact us on Twitter [@livingstreets](https://twitter.com/livingstreets)

# WALKING HAS ITS BENEFITS

**REDUCE STRESS**



**INCREASE FITNESS**



**BURN CALORIES. SAVE YOUR PETROL MONEY. ENERGISE THE KIDS. MAKE THE DOG'S DAY. REDUCE YOUR CARBON FOOTPRINT. BE SMUG AT WORK. BLOW AWAY THE COBWEBS. GET YOUR HEART PUMPING. REDUCE CONGESTION. DISCOVER YOUR LOCAL AREA. FREE YOUR BRAIN. SUPPORT YOUR LOCAL HIGH STREET.**

# SMALL STEPS



# BIG OUTCOMES



# SIX EASY ACTIONS



## 1

## WALK AN EXTRA 10 MINUTES A DAY



It's a walk in the park. When you leave the house choose to walk to the shops, rather than drive. Get off the bus a stop or two early and walk the last half mile to the office.

### TEN MINUTES = 1000 STEPS

All of us should aim to do some kind of physical activity on a daily basis. Ideally, this activity should add up to at least 150 minutes of moderate exercise (a brisk walk) each week, in sessions of at least ten minutes.

#### TOP TIP:

It's good to include strength exercises, such as carrying your shopping bags back from the shops, at least twice a week.

#### FIND OUT MORE:

We regularly post or invite expert guest bloggers to post about the health benefits of walking on our Living Streets website. Keep up to date with our blog posts, or write to us via our website at [www.livingstreets.org.uk](http://www.livingstreets.org.uk)



## 2

## SWAP YOUR SCHOOL RUN FOR A SCHOOL WALK

Over 70 percent of today's parents walked to school when they were children but less than half of children walk to school today.

A quarter of peak hour traffic is people driving their children to school. The school run alone is responsible for generating around two million tonnes of CO<sub>2</sub> per annum.

**Convert your school run to a walk. Even walking once a week you'll make a real difference towards children's happiness, your stress levels and local air quality.**

#### FIND OUT MORE:

Ask your school or local authority about running our Living Streets Walk to School program. Now in its 20th year this groundbreaking programme supports over one million children in 4,000 schools to walk more.



## 3

## PRESCRIBE YOURSELF A HEALTH WALK

People who walk regularly swear by the health and psychological benefits of their daily promenade. And according to research, they're right. Walking makes us happy, keeps us healthy and can even save our lives.<sup>1</sup>



We've become a nation of sedentary workers and it's costing the UK economy £20 billion every year. Walking just 30 minutes five times a week can help reduce the risk of preventable illnesses such as obesity, diabetes and heart disease.

### FIND OUT MORE:

Our Head of Policy at Living Streets regularly posts research on health and walking on our blog at [www.livingstreets.org.uk](http://www.livingstreets.org.uk)



## 4

## MAKE SOMEONE'S DAY: INVITE THEM FOR A WALK

A walk is a really great way to be active in your local community, meeting people and seeing what's going on. Spend time with someone you care about one-on-one, or meet new friends in a walking group. And it's guaranteed to make your dog's day.

Call in on friends and neighbours, especially those who live alone. Suggest a walk with an older person you know, or offer to help carry their shopping.

**IT'S A SIMPLE THING THAT WILL MEAN A LOT  
TO PEOPLE WHO FIND IT DIFFICULT TO GET OUT.**



<sup>1</sup> Network of Public Health Observatories (Public Health England). Health Impact of Physical Inactivity <http://www.apho.org.uk/resource/view.aspx?RID=123459>.

## 5

**HOLD A WALKING MEETING**

**Nietzsche said: “ALL TRULY GREAT THOUGHTS ARE CONCEIVED BY WALKING.”**

Who said you had to sit down around a table for a meeting? In reality the most creative moments take place outside them. You'll get a change of scenery, boost your energy, get some fresh air and burn a few calories too.

**TOP TIP:**

**Keep it to no more than four people.**

**Avoid busy roads that might make it difficult to hear.**



**Assign someone to take actions and circulate them after the meeting.**

**Try getting out for a walking meeting today and feel energised and inspired.**

**FIND OUT MORE:**

We run Living Streets walking workforce campaigns with plenty of guidance, games and challenges to get your office walking. Visit our website for more tips. If you are an employer invite us to come and inspire your workforce.  
[www.livingstreets.org.uk](http://www.livingstreets.org.uk)



## 6

**WALK THIS MAY**

Living Streets National Walking Month takes place every year in May. Take part and fit more walking in to your working week.

**FIND OUT MORE:**

Find out about Living Streets National Walking Month on our website [www.livingstreets.org.uk](http://www.livingstreets.org.uk)



# BECOME A WALKING HERO

Walking isn't a cause that people rally around, because, let's face it, it's a bit pedestrian. That's where we all come in. Walking needs a hero. Beyond promoting your love of walking, you can help more vulnerable members of the community continue to enjoy walking.



## MAKE YOUR STREETS WALKING FRIENDLY

Does your local area feel overrun with traffic or parking? Are pavements poorly maintained or is there a lack of dropped kerbs, lighting, or benches? The places where we live have a real impact on our desire and ability to walk.

---

### DO SOMETHING SIMPLE:

**Help clear pavements and communal areas of leaves and litter, ice or snow.**

**Report issues such as trip hazards or poor lighting conditions to the council.**



## THIS WINTER, BECOME A SNOW ANGEL

Be a Snow Angel and help keep pavements near you ice-free this winter, making walking safer and easier for your community.

You could be a Snow Angel too:

**Be ready to clear ice or snow in front of your home and the house next door as well.**

**Help someone to go shopping.**

**Join your council's volunteer scheme.**

---

### FIND OUT MORE

We work within communities up and down the country to help remove the barriers that prevent people from walking and enjoying local facilities. Have your say on how your local streets are designed, managed and maintained. We offer guidance on running Community Street Audits.

[www.livingstreets.org.uk](http://www.livingstreets.org.uk)



**A CLEAR PATH  
FOR EVERYONE  
THIS WINTER**

## JOIN OUR MOVEMENT ABOUT MOVEMENT



Join a Living Streets Local Group. Campaign about what matters to you, from 20 mph limits to planning proposals in your local area.

Living Streets Local Groups make change happen. By taking local action, we can build a national movement.

Setting up a Local Group needn't be daunting. We can help you each step of the way. For more, visit [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

## SUPPORT EVERYONE'S RIGHT TO WALK SAFELY



If you occasionally feel unsafe walking, you're not alone. The streets belong to all of us and we all have the right to feel safe.

**Remind decision makers that walking is important by lobbying MPs, MSPs, AMs and Councillors.**

**Use social media to promote pedestrian issues.**

**Send letters to local press.**

**Attend events and get others inspired.**

Support one of our year round campaigns on issues that are important to people who walk and help make a walking nation a reality.



**BEAT**

**BUS**

**STOP**

**BLUES**

**BURN**

**ONLY**

**SHOE**

**RUBBER**

## WE'RE LIVING STREETS, THE NATIONAL CHARITY FOR EVERYDAY WALKING

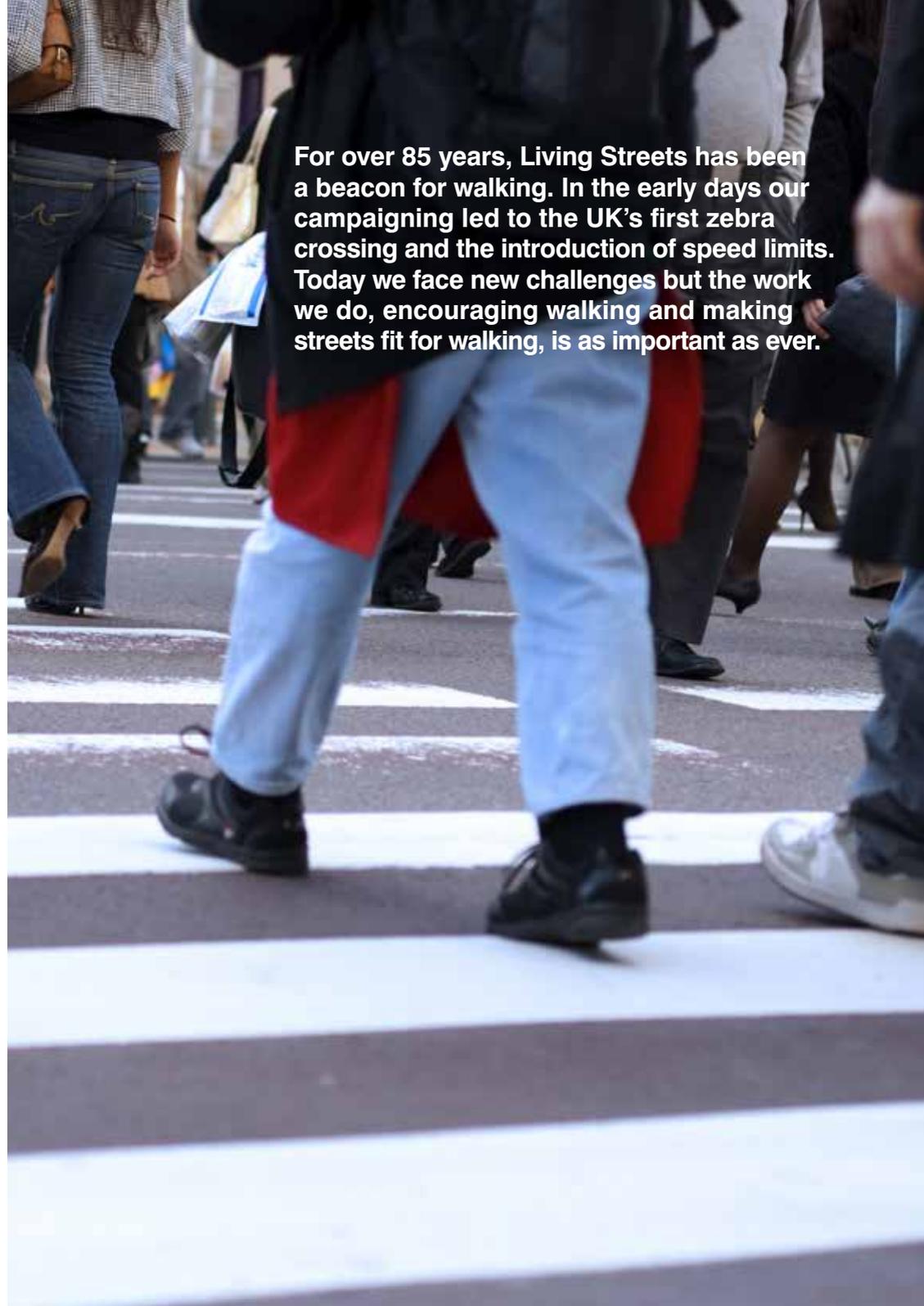
Imagine our roads free from congestion and pollution. Imagine a world with less risk of many preventable illnesses. Imagine how different things would be if people felt less cut off from the world, because they enjoyed daily social interactions on the streets where they lived.

We want to create a walking nation, where people walk every day, because walking to the shops, to work, or to see a friend, is no longer the exception, it's the rule. It's the way we get around. And imagine what we could achieve if we all just walked more?

**IF EVERYONE IN ENGLAND WALKED FOR JUST 20 MINUTES A DAY WE WOULD SAVE 37,000 LIVES AND SAVE THE ECONOMY BILLIONS OF POUNDS.<sup>2</sup>**



For over 85 years, Living Streets has been a beacon for walking. In the early days our campaigning led to the UK's first zebra crossing and the introduction of speed limits. Today we face new challenges but the work we do, encouraging walking and making streets fit for walking, is as important as ever.

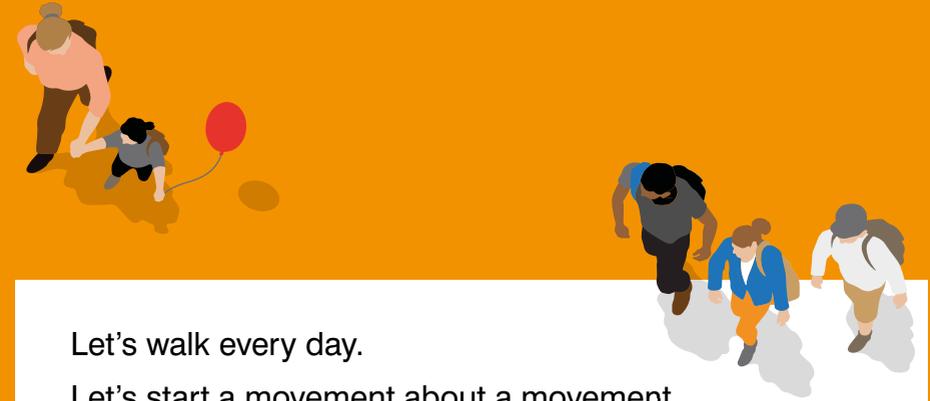


<sup>2</sup> [http://www.walkingforhealth.org.uk/sites/default/files/Walking%20works\\_LONG\\_AW\\_Web.pdf](http://www.walkingforhealth.org.uk/sites/default/files/Walking%20works_LONG_AW_Web.pdf)

# LET'S WALK



# FORWARD TOGETHER



Let's walk every day.

Let's start a movement about a movement.

Let's redefine a generation's definition of transport.

Let's get people off overcrowded trains and buses, out of their cars, and back into their streets.

Let's make our streets fit for walking, streets that we're all proud of and happy to walk.

And every time we leave the house, let's take conscious steps towards making our walking nation a reality.

We've got the know-how to make it happen, and we'll work tirelessly with communities, professionals, politicians and schools every step of the way until it does.

**PROGRESS STARTS HERE:  
ONE STREET, ONE SCHOOL, ONE STEP AT A TIME.**



**WALK**

**WITH**

**LIVING**

**STREETS**



If you require this document in an alternative format please contact  
[info@livingstreets.org.uk](mailto:info@livingstreets.org.uk) 020 7377 4900 [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

Living Streets (The Pedestrians Association) is a Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland). Company Limited by Guarantee (England & Wales), Company Registration No. 5368409. 4th Floor, Universal House, 88-94 Wentworth Street, London E1 7SA.