



**WALKING PEOPLE  
AT YOUR  
SERVICE**



# INTRODUCING OUR SERVICES

We are Living Streets, the UK charity for everyday walking. We've been a beacon for walking for over 85 years. We're the people behind the nationwide Walk to School campaign and zebra crossings. We exist to always put walking first.

In the early days, our campaigning led to innovative, life-saving measures like the requirement for driving tests and speed limits. Nowadays our partners and clients range from public sector bodies to global businesses.

Walking is an integral part of all our lives and as such, it can provide a simple, low cost solution for some of our most difficult societal problems. Proven to have positive effects on both mental and physical health, walking also reduces the strain on the transport system and boosts local economies.

We have a suite of services to help you deliver sustainable travel or community engagement activities which can be tailored to fit your needs. Think of us as the friendly experts in your area who are looking forward to helping you work on developing an easy, value for money walking project.

For us, everything begins with walking.




**MEET WEI**

**WEI IS ONE OF OUR PROJECT COORDINATORS. HIS EXPERIENCE INCLUDES COMMUNITY OUTREACH AND CONSULTATIONS WITH RESIDENTS, STREET AUDITS, WALK DOCTOR CLINICS AND EVENT ORGANISATION.**

**WALKING = HAPPIER, MORE PRODUCTIVE WORKFORCE**



2 great reasons to join in

**HEALTHIER, HAPPIER CHILDREN**

**LESS CONGESTION AT SCHOOL GATES**

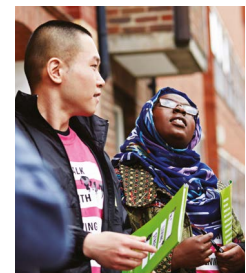
**WALKING = IMPROVED HEART HEALTH AND BLOOD PRESSURE**



**WE WALK WITH 1,000 PEOPLE EVERY YEAR TO FIND OUT WHAT THEY WANT TO CHANGE ABOUT THEIR STREETS.**




**WALKING UP CONGESTION DOWN**



**78,000 + SUPPORTERS**



**JULIA IS ONE OF OUR REGIONAL DIRECTORS. SHE WORKS ON A RANGE OF CONSULTANCY PROJECTS, SCHOOL WALKING MAPS, BESPOKE TRAINING AND EVENTS.**



# WHAT WE DO

Our services work across four key areas, ranging from specific technical assessments and interventions to broader, holistic methods of community engagement.



## 1. COMMUNITY ENGAGEMENT

**We can help you work with local people to generate ideas or gather feedback for street schemes.**

### COMMUNITY STREET AUDITS

Our unique community street audits evaluate our streets from the perspective of the people who use them. The resulting report offers practical recommendations for improvements that encourage walking.

### TRAVEL PLANNING

Walking is an essential part of every travel plan, whether it's for a school, workplace or station. Use our expertise to help set and reach the right goals.

### CELEBRATING OUR STREETS

Events that redirect local people back to their streets can demonstrate the great potential of pedestrian-friendly spaces. We bring people together and maximise the benefit of public realm improvements for communities.



## 2. TRAINING AND ROUTE PLANNING

**We provide people with valuable skills to enable them to put walking at the heart of their workplace and community.**

### WALK LEADER TRAINING

We offer a simple package (starting with a demonstration walk) that covers everything a potential community walk leader needs to know, including route planning, organisation and risk management.

### TRAINING AND SUPPORT FOR OLDER AND DISABLED PEOPLE AND THEIR CARERS

Walking helps people connect with their local community. We work with older and disabled people and their carers, helping them build more walking into their daily lives. We can also offer guidance on where to find further support.

### ROUTE PLANNING AND BESPOKE MAPS

Whether you want to encourage walking to a specific location or across an entire community, we can tap into local knowledge to create custom-made walking maps that give people the know-how and confidence to walk more.





## 3. MADE-TO-MEASURE TECH SUPPORT

We offer a variety of technical services to help you make existing infrastructure and any new plans fit for walking.

### PEDESTRIAN PROOFING

We appraise the impact on pedestrians when changing existing environments or building new developments. Our expert review service offers a critical friend.

### PEDESTRIAN ATTITUDE SURVEYS

Generate on-street data that can provide key insights into perceptions of an area.

### PEDESTRIAN BEHAVIOUR ANALYSIS

A detailed analysis of popular routes compliance. We can help and produce the maps, graphs and graphics you need to easily understand pedestrian behaviour.

### PEDESTRIAN COUNTS – THE NUMBERS GAME

Using mounted automatic radio beam counters, we can provide you with quantitative studies of any given route.

### PEDESTRIAN ENVIRONMENT REVIEW SYSTEM (PERS)

Developed by the Transport Research Laboratory, a PERS audit is a technical assessment of any given walking infrastructure and how it's used.



## 4. ENCOURAGING BEHAVIOUR CHANGE

With more than 20 years' experience of getting people walking, we know what works. We have practical tools to encourage your community to walk more and enjoy the benefits of this simple act.

### HEALTHY, WALKING WORKFORCE AND COMMUNITY

Our walking experts use a range of initiatives to motivate people to walk more, including walking challenges and walking pledges. Our Walk Doctors offer personalised travel advice through brief one-to-one consultations with your customers, staff or community members to increase walking in their daily lives.

### HAPPIER, HEALTHIER CHILDREN

Our Walk to School campaign has been encouraging young people and their families to walk for 20 years, helping build healthy habits for life and reducing congestion at school gates. WOW, our year-round walk to school challenge, has seen walking rates rise by 23% and a fall in car use of 30%.



WALK TO SCHOOL  
OUTREACH 2012-15  
**WALKING  
RATES  
INCREASED  
BY 23%**

# WALKING MATTERS

Walking is a simple answer to some of the biggest challenges we all face, from health issues to social isolation, pollution and congestion.



## GETTING IN TOUCH IS THE FIRST STEP

We'd love to discuss your project, however big or small. Once we understand your needs, we can talk through the services we think you'd most benefit from. Together we can make a real, lasting difference to our children, our local environment and our wider community.

Contact Simon Bromhead in our Development Team.  
Email [simon.bromhead@livingstreets.org.uk](mailto:simon.bromhead@livingstreets.org.uk)  
Call on **07714 616 585** or **020 7377 4900**  
or visit us at [www.livingstreets.org.uk](http://www.livingstreets.org.uk)

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