

MAKE THE WEST MIDLANDS A WORLD-CLASS PLACE FOR WALKING

Living Streets wants a healthier, cleaner and less congested West Midlands, where walking is safe and enjoyable for people of all ages and abilities.

WHY?

Leaders around the world are beginning to realise that by designing streets for walking they will have **healthier, happier citizens and attract businesses and investment**. Companies more than ever are looking to locate in cities that provide liveable, healthy and safe places for their employees and customers.

Walking is essential to increasing physical activity across the West Midlands because it is a universal activity with very little difference by gender, income or ethnicity, and because it's the easiest way for most people to stay active every day. Lessons from around the world show you can make streets for people easily and cheaply and these changes can be popular.

Progressive cities are looking to improve streets for both walking and cycling by adopting a more inclusive 'liveable' or 'healthy' streets approach. We want the next West Midlands Mayor to take bold and visionary decisions to make its cities and towns world-class places for walking.



HOW?

Here are four things the next West Midlands Mayor should commit to do:

1. Appoint a walking and cycling champion

Appoint a senior walking and cycling champion for the West Midlands within the first 100 days who will oversee a transformative behaviour change programme encouraging people of all ages and backgrounds to walk and cycle more – improving the West Midlands for everyone.

2. Clean up the air and free up space for people

Clean up the air with an ambitious low emission zone across Birmingham that aims to reduce vehicle emissions, cut congestion and helps pay for public realm and public transport improvements that will make Birmingham a better place to live, visit and work. Mandate TfWM to assess the feasibility of a smart road-pricing scheme for Birmingham city centre that compliments the low emission zone.

3. Create people-friendly town and city centres across the West Midlands

Invest in walking friendly town centres and safe routes to school across the West Midlands that encourage people to make local journeys on foot, helps regenerate communities and brings more customers to local businesses.

4. Make our roads safer

Adopt a 'Vision Zero' approach to road safety, that puts the elimination of road danger at the heart of the transport system and commit to 20mph speed limits across the West Midlands on streets where people live, work and shop.

We are Living Streets, the UK charity for everyday walking. We want to create a walking nation where people of all generations enjoy the benefits that this simple act brings, on streets fit for walking.

