

Living Streets Response to the Enterprise and Business Committee Consultation on the Active Travel (Wales) Bill

Introduction

We are the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk. We work with communities, professionals and politicians to make sure every community can enjoy vibrant streets and public spaces.

We started life in 1929 as the Pedestrians Association and have been the national voice for pedestrians throughout our history. In the early years, our campaigning led to the introduction of the driving test, pedestrian crossings and 30 mph speed limits. Since then our ambition has grown. Today we influence decision makers nationally and locally, run successful projects to encourage people to walk and provide specialist consultancy services to help reduce congestion and carbon emissions, improve public health, and make sure every community can enjoy the benefits of walking.

Response to the consultation questions:

1. Is there a need for a Bill aimed at enabling more people to walk and cycle and generally travel by non-motorised transport? Please explain your answer

1.1 The Active Travel Bill provides the opportunity to utilise a range of economic, legislative and policy based tools to encourage people to shift their travel mode from motorised transport to walking. In Wales walking comprises 22% of all trips against two thirds made in either a car or van¹ which means that there is a strong walking foundation to build on. Walking is the first part of any journey from the front door and the Active Travel Bill is needed to shift attention and funding towards non-motorised transport such as walking. Walking is the first step of any travel activity due to the high levels of participation and the ease by which it can be undertaken which can act as a link to more complex modes of active travel such as cycling. However, there are challenges. Following an increase from 37% for 1995/99 to 45% in 2007/08 in the number of respondents stating that they walk to school in Wales subsequent surveys have revealed a decrease to 36% in 2008-09 and to 28% in 2009/10. This is a pattern reflected in the National Travel Survey 2011 results for England and Wales which revealed that the average number of walking trips has decreased by 24% compared to 1995/7². The Active Travel Bill also provides an opportunity to support the integration of walking into longer journeys through travel to and from train stations and other transport hubs which will help increase the number of walking trips per person.

1.2 The Active Travel Bill provides the opportunity, through investment in walking, to cut down the volumes of motorised transport and reducing congestion in addition to increasing economic activity on local high streets and deliver significant health savings. For example, research has shown that people on foot tend to linger longer and spend more and shows that making town centres better for walking can boost trading by up to 40%³. The cost

¹ <http://wales.gov.uk/docs/statistics/2012/120320sb252012en.pdf>

² <https://www.gov.uk/government/publications/national-travel-survey-2011>

³ TfL <http://www.tfl.gov.uk/gettingaround/walking/2896.aspx>

implications of poor health related to low levels of exercise have been found to be substantial. Cardiovascular disease alone was estimated to cost the UK economy £29 billion in 2004 in care costs and lost productivity⁴, whilst the cost to the NHS of elevated body mass index (BMI) was estimated at £7 billion in 2001, with a predicted increase to £27 billion by 2015⁵. Mental health problems have been estimated to cost the UK economy £106 billion in 2009/2010 in care costs, lost productivity and reductions in quality of life⁶. Given these figures, increasing regular walking in the population through investments in walking environments could contribute to considerable cost savings. A recent *Lancet* study revealed that increased levels of walking and cycling has the potential to save the National Health Service over £17 billion pounds, over the course of 20 years, through reductions in the prevalence of type 2 diabetes, dementia, ischaemic heart disease, cerebrovascular disease, and cancer because of increased physical activity with further costs would be averted after 20 years⁷. The Active Travel Bill will allow for such significant financial savings to be achieved in Wales.

- 1.3 Walking can have a number of positive health outcomes. Walking reduces the risk of all-cause mortality by up to 20% and cardiovascular disease by up to 30%⁸ (meaning that regular walkers are likely to live longer than non-walkers). Walking reduces the risk of high blood pressure^{9,10,11}, stroke, and high cholesterol¹². Walking expends energy and therefore can help energy balance and body composition^{7,13} (potentially reducing obesity). Walking can also improve mental health and well-being, by having a positive impact on self-esteem, physical self-worth¹¹, stress, mood and mindset¹⁴. Studies have shown, for example, that in older women walking can reduce anxiety¹⁵ and depressive symptoms¹⁶. For this group, walking has been found to be as effective as other forms of physical activity in achieving reductions in anxiety and depression¹⁴, with several short sessions per week being more effective than one long session¹⁵, suggesting that walking around the local neighbourhood may provide an important source of physical activity. Children can also gain health benefits from walking. Regular walking of around 20 minutes per day can

⁴Luengo-Fernández, R., Leal, J., Gray, A., Petersen, S., Rayner, M. 2006. Cost of cardiovascular diseases in the United Kingdom. *Heart* 2006;92:1384–1389.

⁵McPherson, K., Marsh, T., Brown, M. 2007. Tackling Obesities: Future Choices - Modelling Future Trends in Obesity and the Impact on Health. 2nd Edition. Government Office for Science, London.

⁶Centre for Mental Health. 2010. The economic and social cost of mental health problems in 2009/10. The Centre for Mental Health, available at http://www.centreformentalhealth.org.uk/pdfs/Economic_and_social_costs_2010.pdf.

⁷The Lancet, Volume 379, Issue 9832, Pages 2198 - 2205, 9 June 2012 [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(12\)60766-1/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(12)60766-1/fulltext)

⁸Hamer, M., Chida, Y. 2008. Walking and primary prevention: a meta-analysis of prospective cohort studies. *British Journal of Sports Medicine* 42: 238-243.

⁹Kelley, G.A., Kelley, K.S., Tran, Z.V. 2001. Walking and resting blood pressure in adults: A meta-analysis. *Preventive Medicine* 33: 120-127.

¹⁰Murphy, M.H., Nevill, A.M., Murtagh, E.M., Holder, R.L. 2007. The effect of walking on fitness, fatness and resting blood pressure: A meta-analysis of randomised, controlled trials. *Preventive Medicine* 44: 377-385.

¹¹Lee, L-L., Watson, M.C., Mulvaney, C.A., Tsai, C-C., Lo, S-F. 2010. The effect of walking intervention on blood pressure control: a systematic review. *International Journal of Nursing Studies* 47:1545-1561.

¹²Legrand, F.D., Mille, C.R. 2009. The effects of 60 minutes of supervised weekly walking (in a single vs. 3-5 session format) on depressive symptoms among older women: Findings from a pilot randomized trial. *Mental Health and Physical Activity* 2: 71–75.

¹³McAuley, E., Blissmer, B., Katula, J., Duncan, T.E., Mihalko, S.L. 2000. Physical activity, self-esteem, and self efficacy relationships in older adults: A randomized controlled trial. *Annals of Behavioural Medicine* 22(2):131-139.

¹⁴Roe, J., Aspinall, P. 2011. The restorative benefits of walking in urban and rural settings in adults with good and poor mental health *Health & Place* 17 (2011) 103-113.

¹⁵Heesch, K.C., Burton, N.W., Brown, W.J. 2010. Concurrent and prospective associations between physical activity, walking and mental health in older women. *J Epidemiol Community Health* (2010). doi:10.1136/jech.2009.103077.

¹⁶Legrand, F.D., Mille, C.R. 2009. The effects of 60 minutes of supervised weekly walking (in a single vs. 3-5 session format) on depressive symptoms among older women: Findings from a pilot randomized trial. *Mental Health and Physical Activity* 2: 71–75.

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increase their physical¹⁷ and mental¹⁸ performance. Children who travel by walking use twice as many calories as those who travel by car¹⁹ and, over the course of a week, use about the same amount of calories as those used during PE lessons in school¹².

2. What are your views on the key provisions in the Bill, namely –

- **the requirement on local authorities to prepare and publish maps identifying current and potential future routes for the use of pedestrians and cyclists (known as “existing routes maps” and “integrated network maps”) (sections 3 to 5);**

- 2.1 Living Streets welcomes the requirement on local authorities to identify and map current and potential future walking routes and align this data through the identification of enhancements to create an integrated network.
- 2.2 The reference to local authorities consulting local communities within the Active Travel Bill is welcome but we are surprised that the process of consultation is not considered in the sections of the Regulatory Impact Assessment regarding continuous improvement (pp26-27) and integrated network maps (pp24-26). Early engagement with communities will be vital to ensure the identification process is democratic, open and transparent. We would like to see the guidance accompanying the Active Travel Bill providing practical support regarding community engagement to assist local authorities in making decisions regarding investment in the public realm to encourage walking. One potential mechanism for undertaking this is Living Streets Community Street Audits - where small groups of local residents, traders, councillors and council officers, including vulnerable street users, are involved to assess a route on foot and identify problems and potential improvements. Improvement activity varies widely between projects according to the key needs identified by communities, and tend to fall into three main categories: community-led improvements such as litter picking, clean ups and planting; more in-depth improvements such as resurfacing or lighting improvements led by the local authority, and awareness-raising activities such as led walks, the design of maps and street parties.
- 2.3 The Regulatory Impact Assessment notes ‘*Local authorities will not be required to commit additional funding above what is already being spent on active travel as a consequence of this piece of legislation. However, they will be encouraged to invest in active travel*’ (para 95). We believe the Active Travel Bill and supporting guidance could act as a catalyst for innovative funding mechanisms to enhance active travel by recognising the economic benefits of increased numbers of people walking for local authorities and other public bodies through reduced congestion, improvements in health, road safety and economic regeneration.
- 2.4 Paragraph 48 of the Regulatory Impact Assessment refers to the enabling role of route identification whilst paragraphs 54-55 refer to the engaging role of the maps. Whilst both approaches may have an enabling and engaging effect on peoples’ travel modes we believe these actions are merely the starting points for enabling and engaging the public

¹⁷Mønness, E., Sjølie, A. N. 2009. An alternative design for small-scale school health experiments: does daily walking produce benefits in physical performance of school children? *Child: care, health and development*, 35(6): 858-867.

¹⁸ [http://www.jpeds.com/article/S0022-3476\(13\)00015-2/abstract](http://www.jpeds.com/article/S0022-3476(13)00015-2/abstract)

¹⁹Mackett, R.L., Lucas, L., Paskins, J., Turbin J. 2005. The therapeutic value of children’s everyday travel. *Transportation Research Part A* 39: 205-219.

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- and we make further recommendations regarding this point in relation to behaviour change in our response to question 4.
- 2.5 We are concerned by the statement contained within the Regulatory Impact Assessment regarding the intention of the Welsh Government to review the legislative provisions five years after the first set of maps have been produced. We believe this period is too long. Given local authorities are required to produce their existing route maps within three years of the commencement date it is possible such a review may not take place until 2022. Eight years after the Bill is likely to become enacted.
- **the requirement on local authorities to have regard to integrated network maps in the local transport planning process (section 6);**
- 2.6 We welcome the proposed statutory link between the proposed integrated network maps and the development of policies forming the basis of local transport plans.
- **the requirement on local authorities to continuously improve routes and facilities for pedestrians and cyclists (section 7);**
- 2.7 We welcome the proposal to continuously improve routes and facilities for pedestrians through the development of new road schemes. However, it is vital that sufficient emphasis is placed on the maintenance of both new and existing walking infrastructure. We know this is an issue for the public as our own market research, reveals that a third of Welsh adults (37%) would walk in their local area more if the streets were kept in better condition.
- 2.8 We believe it is vital that the Welsh Government support the Active Travel Bill with a package of financial support particularly around behaviour change programmes beyond the current £14.3 million per annum direct funding for active travel related projects (para 96 Regulatory Impact Assessment) as opposed to the statement contained within the Regulatory Impact Assessment that *'all of the direct costs associated with the legislation are expected to fall on the local authorities in Wales'* (para 59). Interventions to increase walking levels have significant returns and deliver value for money. For example, Living Streets' Fitter for Walking programme involved approximately 150 communities, across 12 local authority areas and 5 regions of England, selected based on low reported levels of physical activity and high levels of obesity. Working with the community group, the local authority and other local stakeholders, Living Streets helped identify barriers to walking in the area and potential improvements. The programme as a whole underwent a comprehensive independent evaluation in 2011²⁰ which revealed a benefit cost ratio for decreased mortality as a result of more people walking of up to 46:1. Furthermore, walking interventions can be delivered at relatively low cost. For example, Living Streets Walk once a Week (WoW) project delivered for the Department of Health in England cost £2.23 per child and achieved a 59% participation rate. Extra investment in outreach model which includes intensive support for participating schools costs an additional 86p/child and generates an 11% additional increase in walking. This equates to an average cost of £500 per school.

²⁰ Adams *et al*, 2011

http://www.livingstreets.org.uk/sites/default/files/content/library/Evaluations/FFW_Economic_Evaluation_Final_Feb_2012.pdf

- **the requirement on highway authorities to consider the needs of pedestrians and cyclists when creating and improving new roads (section 8)**

2.9 Whilst enhancements, upgrades and new infrastructure to walking routes are welcome it is vital that revenue streams exist for their long term maintenance. Equally, walking routes which already exist need to be well maintained in order to deliver the Bill's aim of making walking the most natural and normal way of getting about. In order to facilitate this we would recommend that Statutory Guidance should support the bill (as suggested on page 13 of the Explanatory Memorandum) and within that a recommendation that local authorities should allocate funding to walking and cycling routes on a pro-rata basis against funding for roads based on the number of users. This would be a non binding target and would, therefore, allow for funding decisions to be made at the local level. However, it would send a clear message from Welsh Government to local authority leaders that walking and cycling routes are as important as routes for motor vehicles. This measure is likely to prove popular as our own market research, undertaken in March 2012, revealed that 79% of Welsh adults felt that their council should pay at least as much attention to keeping the pavements safely maintained as they do to the maintenance of the roads.

2.10 We welcome the statement regarding shared use contained within the Welsh Government's response to the Active Travel Bill White Paper '*Outcome of the Active Travel (Wales) Bill White Paper consultation*'. It states '*It is our intention that walking and cycling are considered separately, as pedestrians and cyclists have different needs. Shared space might be appropriate in some places, but not everywhere. Mapping and providing shared space routes only would not meet the aims of the Bill, as it would not lead to wide enough provision*' (page 3). This statement supports the clear user hierarchy, outlined in *Manual for Streets*, in which pedestrians are considered first in the design process followed by cyclists, public transport, specialist service vehicles and lastly other motor traffic. Pedestrians are the most vulnerable group of road users in the transport hierarchy and yet are the most numerous. At Living Streets, our supporters tell us that pavement cycling is a real problem for them – particularly those who are older or have mobility issues. Furthermore, it is important to note that the number of pedestrians heavily outnumber the number of cyclists. The 2011 Department for Transport National Travel Survey revealed that 22% of the average number of trips comprised walking against 2% for cycling. Therefore, Instead of reallocating space away from pedestrians towards cyclists we want to see the reallocation of road space away from motor vehicles towards cyclists and an improvement in infrastructure to support cycling.

3. Have the provisions of the Bill taken account of any response you made to the Welsh Government's consultation on its White Paper? Please explain your answer.

3.1 In our original consultation response to the White Paper consultation we proposed that local communities be encouraged to use such consultation processes to propose and challenge local authorities not only to deliver capital intensive enhancements to encourage walking but also low cost improvements which would encourage increased levels of walking. This "right to request" could include the introduction of a 20mph limit, introduction or retention of pedestrian crossings or removal of street clutter in their local community.

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- 3.2 As we stated in our response to the White Paper consultation we believe there needs to be clear process for local authorities to identify and map walking routes and, therefore, guidance will be vital. Statutory Guidance or Secondary Regulation would add teeth to the Active Travel Bill requirements. However, it is important to note that supporting guidance for the Bill will need to go beyond only concerning the types of routes and facilities which should be mapped. It will need to include the key elements of enabling and engaging people to deliver behaviour change in modal choices. This is currently absent from the Active Travel Bill in its current form (see our responses to questions 4, 5 and 7 for further details).
- 3.3 We also believe that the Active Travel Bill has missed an opportunity to include a Duty on local authorities to appoint an elected member to champion walking in the local authority and oversee the implementation and monitoring of walking interventions across the local authority as recommend in our response to the White Paper consultation. Increasing the number of people walking relies on a number of local authority departments working together to deliver walking interventions and to improve the quality of the streets. These can range from departments as varied as transport, education, street cleansing, and regeneration amongst others.

4. To what extent are the key provisions the most appropriate way of delivering the aim of the Bill?

- 4.1 We believe the key provisions of the Bill must be expanded to recognise the broader policy changes required in order to deliver the aim of the Bill. For example, in order to achieve the Active Travel Bill's aim of enabling more people to walk and cycle support from the Welsh Government to local authorities to implement 20mph limits is vital through the accompanying guidance coupled with a long term vision to make 20mph the default speed limit across Wales. We believe reducing vehicle speeds on streets in Wales is the single biggest measure to transforming streets into safe, people-centred streets, rather than simply corridors for traffic. In fact, reducing the speed of traffic to 20 mph in urban areas has many health, economic, environmental, and social benefits.²¹ Furthermore this safer environment helps to reduce the likelihood of accidents as well as perceived danger thereby increasing the number of people making active travel choices. Moreover, evidence has shown that where 20 mph limits have been introduced there has been a decrease in the number of KSIs including amongst cyclists *and* pedestrians²².
- 4.2 The key provisions should make reference to the requirement for public bodies with responsibility for public health, economic regeneration and road safety such as Public Health Wales and the four police forces responsible for road safety to work in partnership with local authorities to support active travel through the inclusion of a 'duty to co-operate' for such organisations with the Bill.
- 4.3 The key provisions as they currently stand fail to address the most important requirement in order for the Bill *'to enable more people to walk and cycle and generally travel by non-motorised transport. We want to make walking and cycling the most natural and normal*

²¹ <http://go20.org/why-go-20/>

²² The introduction of 20 mph zones was associated with a 41.9% reduction in road casualties. Injuries to pedestrians were reduced by a little under a third. There was a smaller reduction in casualties among cyclists of 16.9%. Source: <http://www.bmj.com/content/339/bmj.b4469>

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way of making getting about.' (Regulatory Impact Assessment, paragraph 14). The Bill makes reference to enabling more people to walk through the duty to identify and map walking routes but makes no reference to measures to enable and engage beyond that. There is little reference to the Welsh Government's wider approach to changing attitudes towards walking in order to make it the most natural and normal way of getting about. We note that reference is made to the Active Travel Action Plan in section 10 '*post implementation review*'(p43) of the Regulatory Impact Assessment yet there is no detail as to the broader work programme such as potential behaviour change measures. We believe behaviour change should be clearly stated in the key provisions of the Active Travel Bill reinforced with supporting guidance in order to increase the number of people walking to school, work and for health. Therefore, the Active Travel Bill must go beyond merely the statement of intent highlighted in the Explanatory Memorandum that '*changing travel behaviour also includes promoting routes to the public*' (para 22) it must not just promote but also enable and support behaviour change in order to increase the number of people walking.

5. What are the potential barriers to the implementation of the key provisions and does the Bill take account of them?

- 5.1 Walking can be made the natural choice for short journeys through a dual approach. Firstly, through direct interventions based on promoting walking and secondly by creating safe, attractive, enjoyable streets which are conducive to walking. The Active Travel Bill supports the latter but not the former approach. The combination of these two activities can have multiple evidenced benefits which relate to desired Government policy impacts including public health, climate change, reducing congestion, community cohesion and local economic performance. We would like to see these cross cutting policy benefits strongly reflected in the Active Travel Bill and supporting guidance currently in development through political leadership to ensure co-ordination across different government departments.
- 5.2 Direct walking interventions and a cross cutting approach to policy delivery would help tackle the cultural barrier to walking described in the Explanatory Memorandum supporting the Active Travel Bill '*the lack of a walking and cycling culture, where walking and cycling is seen as the most natural and obvious way of making shorter journeys. The absence of this culture leads to a perception that walking and cycling is something abnormal, done by eccentrics and enthusiasts only. The provisions we would like to see in the Bill are aimed at both infrastructure improvements and enabling people to change their behaviour through promoting and normalising active travel*' (Para 17).
- 5.3 Furthermore, it is an important point to note that whilst walking and cycling are both forms of active travel they are very different travel modes and accordingly require different approaches which must be reflected in the developing guidance supporting the Active Travel Bill. *Manual for Streets* establishes a clear user hierarchy in which pedestrians are considered first in the design process followed by cyclists, public transport, specialist service vehicles and lastly other motor traffic.
- 5.4 Finally, we are concerned about the proposed 2,000 population threshold for the inclusion of settlements in the mapping requirements as described in paragraph 19 of the

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Explanatory Memorandum ‘.....smaller settlements....will be included in the mapping requirements in the Bill under the proposed population threshold (2,000 people)’ We believe this may act as a barrier to supporting walking in smaller settlements to the detriment of local communities. Population size should be but one of a number of factors which should be considered in the emerging supporting guidance such as the views of local communities.

6. What are your views on the financial implications of the Bill (this could be for your organisation, or more generally)? In answering this question you may wish to consider Part 2 of the Explanatory Memorandum (the Impact Assessment), which estimates the costs and benefits of implementation of the Bill.

6.1 There are numerous benefits arising from the Active Travel Bill some of which are described in the Impact Assessment which accompanies the Bill. However, there is a lack of reference to studies which consider the economic benefits of improvements to the walking environment. In particular we believe the Regulatory Impact Assessment has omitted a number of research studies which is reflected in the statement ‘*Most of the economic evidence relates to cycling, with far less quantified information available on the benefits of walking or investment in walking related infrastructure. This absence of evidence in relation to walking should not be regarded as an absence of benefit from encouraging or enabling people to complete journeys on foot*’ (para 116).

6.2 A literature review of the economic benefits of walking by the University of the West of England and Cavill Associates²³ revealed that investment in high quality walking environments increases in economic value and economic activity in the local area. Previous research has revealed such increases reflected by the sale price of residential property^{24,25} and the rental price of retail premises^{25,26,27}. The impacts on economic activity of walking investments have been examined using property sale and rental prices as an indicator. A number of studies have used the Pedestrian Environment Review System (PERS) developed by Transport Research Laboratory^{26,27,28} to examine the economic impact of enhancement of the public realm. This system has been used in combination with the sale price of flats, the rental price of Retail Zone A property (i.e. the most valuable retail premises), a stated preference analysis with willingness to pay for improvements to the public realm and an analysis of stakeholders from the retail sector. These studies revealed:

- The sale price of flats in London were significantly greater in areas with higher quality pedestrian environments²⁴ (all other factors being considered);
- Twelve public realm improvement schemes in London were associated with an above average growth in the sale price of nearby flats of between 0.9% and 28% per annum (average of 7%)²⁴;

²³ <http://www.livingstreets.org.uk/sites/default/files/content/library/Reports/Making%20the%20Case%20full%20report.pdf>

²⁴ MVA. 2008. Valuing Urban Realm: Seeing Issues Clearly. Report for Design for London. Available from [http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-\(1\).aspx](http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-(1).aspx).

²⁵ Accent. 2006. Valuing Urban Realm: Business Cases for Public Spaces. Technical Report to Transport for London. Available from [http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-\(1\).aspx](http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-(1).aspx).

²⁶ MVA. 2008. Valuing Urban Realm: Seeing Issues Clearly. Report for Design for London. Available from [http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-\(1\).aspx](http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-(1).aspx).

²⁷ Accent. 2006. Valuing Urban Realm: Business Cases for Public Spaces. Technical Report to Transport for London. Available from [http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-\(1\).aspx](http://urbandesign.tfl.gov.uk/Valuing-Urban-Realm/Project-History-(1).aspx).

²⁸ CABE Space. 2007. Paved with Gold: The real value of good street design. CABE Space, London.

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- Public realm improvement schemes that had an emphasis on pedestrian priority were associated with a 12% growth in the sale price of flats, those with an emphasis on decluttering or materials and fixtures a growth of 7% and 3% respectively²⁴.

6.3 We were also disappointed to see an absence of walking examples in the section entitled '*evidence on the impact of interventions to promote active travel* (p32). A number of our walking interventions have been independently evaluated and verified. For example, these include:

- Walk to School project for Department of Health: Working with 736 schools and over 118,000 children to increase walking levels in school in England. 61,567 children and 6,515 parents took part in surveys which revealed a 25 % increase in numbers of children walking to school (during the project lifetime) and a 35% decrease in car use. Before the WoW intervention, schools had a 43% walking proportion, and following the WoW interventions schools reached a peak of 59% walking in 2011, levelling at 54% in 2012 (the final year). Furthermore, a recent walk to school outreach pilot project in Hertfordshire saw walking increase from 46% to 53% and driving decreasing from 36% to 19%;
- Step Out in London: a project funded by London Councils which promoted walking in locations where there had been recent physical improvements to the pedestrian environment. Through a series of promotional activities the project sought to publicise the value of walking to the local community and increase the number of people walking locally. As part of the SOL project people were encouraged to make 'pledges' to walk more and follow up surveys show that between a fifth to two fifths said they walked more, and up to 82% said they walked more as part of project activities including pledges, so the pledge can be seen as part of a combination of measures successfully increasing levels of walking;
- Fitter for Walking: the project was part of the Active Travel Consortium funded by the Big Lottery in five areas across England, and ran from 2008-2012. The project helped 150 communities across the UK to reclaim their streets for walking, and was greatly supported with over £450,000 worth of street improvements from partnering local authorities. An independent evaluation showed that as a result of the project, 86% of the projects resulted in more pedestrians walking in the area, and 78% of the individuals reported an increase in their day to day walking levels. 64% of those still reported an increase in walking six months later.

7. To what extent has the correct balance been achieved between the level of detail provided on the face of the Bill and that which will be contained in guidance given by the Welsh Ministers?

7.1 Living Streets believes that guidance and support for local authorities will be crucial during the process of identifying and mapping walking routes in order to ensure that best practice is shared and local authority officers and members can share experiences.

7.2 However, we are concerned that behaviour change interventions are absent from the Bill (as highlighted in our responses to questions 4 and 5) and are only briefly highlighted in a reference to the Active Travel Action Plan in section 10 '*post implementation review*' (p43) of the Regulatory Impact Assessment yet there is an absence of detail of walking interventions to deliver behaviour change. We believe behaviour change should be clearly stated in the key provisions of the Active Travel Bill reinforced with supporting guidance in order to increase the number of people walking to school, work and for health.

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8. Are there any other comments you wish to make on the Bill that have not been covered in your response?

- 8.1 We believe there are significant opportunities to increase the number of children walking to school and adults walking to work in Wales through our recommend amendments to the Active Travel Bill and accompanying guidance and by the Welsh Government supporting effective walking interventions such as those highlighted below.
- 8.2 Living Streets have operated the national Walk to School (WtS) campaign since 1995 and aims to encourage all parents and young people to make walking to school part of their daily routine, emphasising the benefits to physical and mental health and wellbeing, the social aspects and the potential to address congestion, improve air quality and reduce carbon emissions. Over 1.9m children and nearly 6,800 schools nationally take part in Living Streets Walk to School activities each year making it the UK's largest walk to school scheme.
- 8.3 Living Streets also operates the Walking Works programme which has engaged with adults in employment to encourage more walking to, from and at work. Funded by BIG Lottery's Health and Wellbeing Fund as part of the Travel Actively consortium, the campaign has raised awareness of the benefits of walking more to over 28,000 individuals so far, through walking pledges, regular digital campaigns and the annual Walk to Work Week challenge. Walking Works includes a programme of more in-depth support for workplaces, including helping establish 'walking champions', running bespoke walking challenges and activities and helping workplaces to integrate walking activity with their workplace travel plan. Walk to Work Week is the aspect of the Walk to Work programme with the widest participation and the most significant evaluation data. Evaluation data reveals that since participating in Walk to Work Week, 57% of respondents felt that their overall level of walking had increased. Furthermore, all respondents were asked how they felt after taking part in the project. The top three responses were 'I feel fitter' (45%), 'I feel more healthy' (41%) and 'I am more active' (39%). Individuals achieving 30 minutes or more physical activity on five or more days per week increased from 29% at registration to 50% at follow up.

For more details please contact:

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