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Wales Manager

**WE ARE
LIVING
STREETS
AND WE
EXIST
TO...**

ALWAYS

PUT

WALKING

FIRST

We are a charity on a mission to encourage walking and make all our streets and communities fit for walking.

Our ambition is to reverse the decline in walking and to transform lives, because a walking society is a happier, healthier, and more sociable place to live.

We believe that a walking nation means progress for everyone.

A HISTORY OF BIG DIFFERENCES

1929: THE PEDESTRIANS' ASSOCIATION IS BORN

A concerned group gather in a hall in London, worried about the spiraling numbers of pedestrians being killed or seriously hurt on Britain's roads by unchecked rise of motorcars.



1951: THE FIRST ZEBRA CROSSING

As a result of successful campaigning by Living Streets (then the Pedestrians' Association) the first zebra crossing was installed in Slough, Berkshire.



1956: 30MPH SPEED LIMIT

The 30mph speed limit for built-up areas becomes permanent under a new Road Traffic Act.



1991: 20MPH SPEED LIMIT

The first 20mph speed limits for some residential areas are introduced.



1996: THE FIRST WALK TO SCHOOL WEEK

The first Walk to School Week starts nationally. Today we have over 1 million children and their families taking part.





The need for change

Only a generation ago over 70% of children walked to school but that figure is in decline. Fewer children than ever are enjoying the benefits of travelling actively to school.

There are some big challenges in Wales which need to be tackled:

- one in five cars on the road during morning rush hour are taking children to school, leading to congestion, air pollution and high carbon emissions, especially at the school gate.
- just 40.1% of primary school children in Wales walk all or part of the way to school. Furthermore, 30% of children are regularly driven to school by car even though their journey is less than half a mile.
- 79% of boys and 91% of girls in Wales fail to meet the minimum official recommendation of daily physical exercise.
- 26% of Welsh children are either clinically overweight or obese, higher than the 22% average in England.



HEALTH

**WALKING JUST 30 MINUTES, 5 TIMES
A WEEK HELPS REDUCE THE RISK OF
OBESITY, DIABETES AND HEART DISEASE.**

Sedentary lifestyles are the greatest risk to today's generation. Physical inactivity costs the UK economy £10 billion every year.



TRANSPORT

**MORE THAN 1 MILLION JOURNEYS
OF LESS THAN 1 MILE ARE DRIVEN EACH YEAR.**

Encouraging people to walk short journeys would significantly reduce carbon emissions, traffic congestion and improve air quality.



ECONOMY

WALKING BOOSTS LOCAL ECONOMIES.

People want to live in places designed with everyone in mind, not just cars. Investing in better streets and spaces for walking can boost retail footfall by a third.

Tackling these challenges

A Department for Health report proves walking to school can go a long way to achieving the Chief Medical Officer in Wales recommendation that children should get at least 60 minutes of physical activity a day.

Research shows children who do some form of exercise, especially a walk before school:

- arrive fit, refreshed and ready to learn
- do better in class
- are happier, healthier and more independent

Furthermore, supporting an increase cycling and walking in urban areas could save £0.9 billion for the NHS in Wales over 20 years.

Reasons
to walk
to
school





Reasons to walk to school

**HEALTHIER BODIES
HAPPIER MINDS**



Reasons to walk to school

**FEWER CARS AT
THE SCHOOL GATES**



WALKING = LESS POLLUTION





WALKING =

**FUN WITH FRIENDS
AND FAMILY**



WALK TO SCHOOL

LIVING STREETS' WOW INITIATIVE ENCOURAGES 400,000 CHILDREN TO WALK TO SCHOOL. PRIMARY SCHOOLS TAKING PART HAVE EXPERIENCED AN AVERAGE 23 PER CENT INCREASE IN CHILDREN WALKING TO SCHOOL AND A CORRESPONDING DROP IN CAR USE, EASING CONGESTION AND POLLUTION OUTSIDE SCHOOL GATES.



WOW



OUR YEAR-ROUND WALK TO SCHOOL CHALLENGE



BIG RESULTS

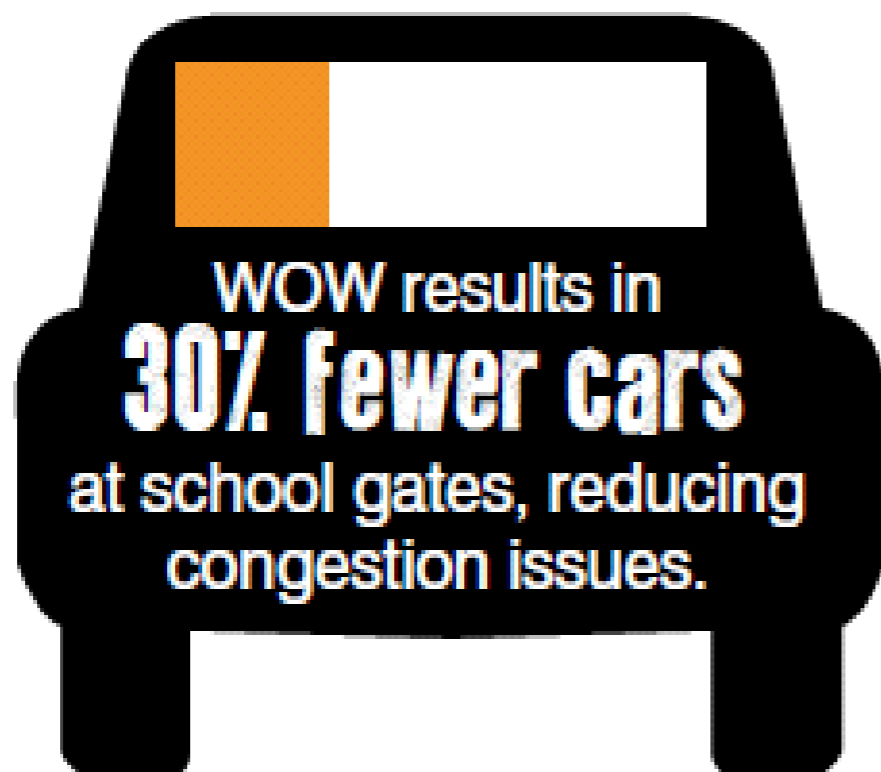
from little steps

23%

more children walk after one year of taking part.⁸



For every £1 spent, WOW is proven to deliver health and transport benefits worth £4.17* to the wider community.⁹



WOW results in **30% fewer cars** at school gates, reducing congestion issues.

AT LESS THAN £1.50 PER PUPIL, PER YEAR, it's a simple and cost-effective way of getting children walking to school.

WOW in Wales



- 2015 First Park and Strides set up in Cardiff and Newport
- 2016 Newport school receives funding to start WOW
- 2017 Bilingual schools materials – free and online
 - 7 schools in Cardiff funded by Local Authority and 3 self-funded schools, in dialogue with other LAs
- 2018 Bilingual Travel Tracker software

Case Study

In Malpas Court Primary School, Newport, we have introduced Travel Tracker thanks to funding from Newport North Communities First.

The badge scheme was launched in April 2017 at a very enthusiastic school assembly with our mascot Strider. One pupil said *“We’re ready and excited to start collecting badges for walking to school”*

We carried out some simple teacher training on the whiteboard platform so every class teacher felt confident and prepared to collect data from day one, so we are already seeing results beyond expectations.

Travel Tracker works seamlessly with other active travel schemes – complementing, monitoring and evaluating their success. Malpas Court Primary School started recording trips for two SEN class groups who travel to school by bus and taxi and are not currently given an option to actively travel to school. Living Streets provided training and advice to the class teachers and set up Travel Tracker to award badges to pupils participating in the Daily Mile each day.



In April pupils recorded 987 active trips to school (the school was closed for 2 weeks in April for the Easter holidays) and 153 out of 226 pupils earned a badge.

In May pupils recorded 2293 active trips to school and 139 out of 226 pupils earned a badge.

In June pupils recorded 2209 active trips to school and 145 out of 226 pupils earned a badge.

Malpas WOW champion Joe Short said *“Its still going well and the children are still really excited about getting badges – they keep coming up to show me! They feel it's a real achievement and are very proud of them. The children who do the Daily Mile who have to travel to school [by bus or taxi] are able to have a badge.”*





Livingstreets.org.uk

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