



LIVING STREETS

Sustainability and Mental Health Conference – 12/10/16



We are Living Streets, the UK
charity for everyday walking.





OUR VISION

A walking nation where all generations walk on streets that are fit for walking.

- Tackle the decline in walking.
- Make walking the natural choice.
- Help people enjoy the benefits the simple act of walking can bring.
- Create change big and small to make streets fit for walking.

OUR PARTNERSHIPS AND CREDENTIALS



- Private sector and LA partnerships
- ACT Travelwise
- Modeshift
- Active Travel Advisory Group
- Endorsed as a key provider from PHE, DoH, DfT



August

The State of our Streets

How better street management policy and practice can create safe, attractive and enjoyable streets



Living Streets is 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.

LIVING STREETS
PUTTING PEOPLE FIRST



Making the Case in the Walk

University of the V



The pedestrian pound

The business case for better streets and places



LIVING STREETS
PUTTING PEOPLE FIRST



LIVING

STREETS

BUILDING THE EVIDENCE

SETTING THE SCENE



WHY WALKING WORKS



- Walking delivers all the benefits to health that all physical activity can deliver, with the added benefit of remaining accessible to the majority of the population
- Walking interventions are good value for money (National Institute for Health and Care Excellence - NICE)
- 150,000 people walking an extra 10 minutes a day = £30m saving to the state in lives saved (Health Economic Assessment Tool - HEAT)

WALKING AND WELLBEING



Physical activity / outcome	Value to wellbeing
Relief from depression / anxiety	£36,766
Relief from drug / alcohol problems	£26,124
Full-time employment	£10,767
Walking	£5,281
Frequent moderate exercise	£4,179
Smoking cessation	£4,010
Frequent mild exercise	£3,537
Football	£3,101
Dance	£3,052
Regular volunteering	£2,357
Yoga or pilates	£2,256
Keep fit	£1,670

Equivalent income needed to uplift wellbeing by the same amount (per individual, per year).

Higher value = greater impact on wellbeing.

www.hact.org.uk/social-impact-value-calculator



WALK TO SCHOOL

Living Streets' Walk to School campaign supports over **900,000** children in **3,500** schools to walk more through national schemes and events including Walk to School Week, and WOW – the year-round walk to school challenge, making it one of the UK's leading behaviour change campaigns for young people.

KEY OBJECTIVES

1. Promote physical activity & health
2. Improve safety
3. Help improve air quality
4. Reduce carbon emissions
5. Contribute to wider social & economic benefits

OUR MESSAGE TO PARENTS AND CARERS



Walking to school is a great way for your children to increase their levels of exercise. According to the NHS, 9 out of 10 children could grow up with life threatening diseases such as cancer, diabetes and heart disease partly because they aren't getting enough exercise.

Up to 72% of children aren't meeting the recommended 60 minutes of exercise per day walking to school is a great way to help get those minutes up!

WORKPLACES

Increase the number of employees walking

- Put your feet to work week
- Bespoke challenges
- Walk doctors
- Travel and fitness surveys
- Walking meetings
- Personalised travel planning
- Stress and mental health
- Productivity



COMMUNITIES

DESIGNING STREETS WITH PEOPLE IN MIND

- STREET AUDITS
- ACCESSIBILITY FOR ALL
- REMOVING BARRIERS
- SAFETY
- HIGH STREETS AND LOCAL ECONOMY



FIVE WAYS TO MENTAL WELLBEING

1. BE ACTIVE
2. CONNECT
3. KEEP LEARNING
4. GIVE
5. TAKE NOTICE



ACTIVE PEOPLE

We are really pleased with our findings!

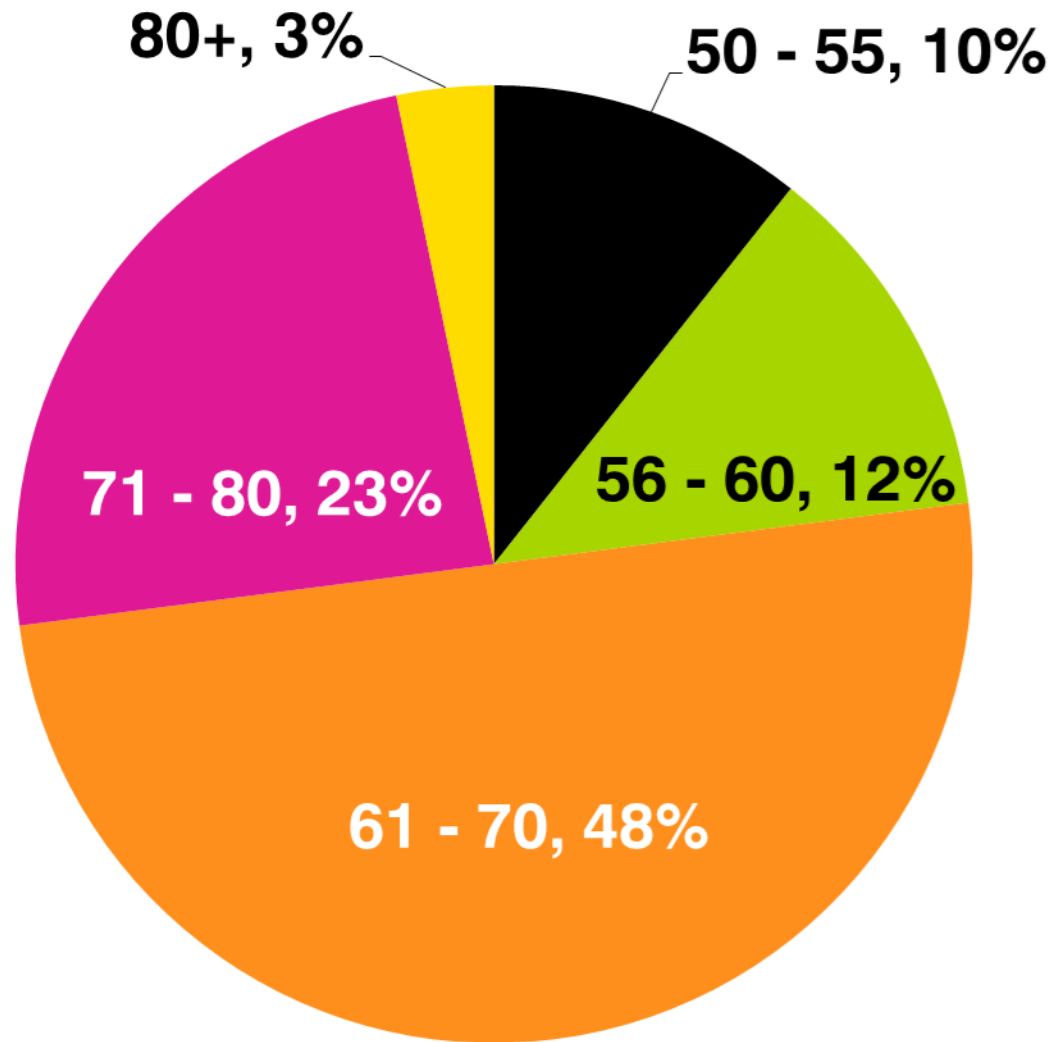
- 90% honoured their pledge
- 80% feel less stressed
- 70% feel less isolated



LEICESTER AGEING TOGETHER



Age of participants



EVINGTON ARBORETUM



“We’ve never been here before – I didn’t even know this orchard existed!”

WALK & TALK BELGRAVE



“I came because I like walking and I thought it would be a good opportunity to practice my English – I'm doing ESOL classes”



WALK TO PARK & GYM



“I didn’t know this gym was here! You should arrange a walk every week for us to exercise in company!”

SPINNEY HILL PARK



“I feel good after the fresh air, and it was good walking together”



VICTORIA PARK



“I’ve really enjoyed walking and meeting other people – gives you more confidence”



Progress starts here:
one street,
one school,
one step at a time.

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