

**Report to:** Environment Panel  
Cabinet

**Date:** 25th March 2009  
16th April 2009

**Subject:** Active Travel: A strategy for encouraging walking

**Report of:** Executive Director of Environmental Services

**Contact officer:** Emma Barton 01942 404396

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**Purpose / summary:** To inform Members of the work being undertaken to encourage people to walk for health, congestion relieving and other environmental benefits.

**Alternative options considered and reason for selecting the one recommended:** None

**Recommendation / decision:** That Members' note the content of this report and approve the detail of the action plan.

**Key Decision:** This report does not involve a key decision. The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed, i.e. before 28 April 2009.

**Risks / Implications:** None identified.

Financial: Within existing resources.  
Staffing: Within existing resources.  
Policy: Greater Manchester Local Transport Plan 2 2006/07 - 2010/11.

Equal Opportunities - Has a Diversity Impact Assessment been conducted? There are no known equal opportunity issues associated with this report.

Wards affected: All

**Property Implications – Does the proposal involve a reduction, addition or change to the Council's asset base or its occupation?**

No

**If yes, have the property implications been agreed with the Corporate Property Officer?**

**Does this proposal have significant implications for the Council and the local population?**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

**Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council's Constitution? **Yes**

Has the Service Director - Corporate Services confirmed that any expenditure referred to within this report is consistent with the Council's budget? **Yes**

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **No**

\* delete which applicable

**For Cabinet reports only :**

Categorisation of the report:	<b>x</b>
Discussion leading to a decision	
Monitoring	
Sharing for corporate understanding	

	<b>x</b>
Discussion	
Decision	<b>x</b>
Information	

**Tracking/Process:**

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
Env 25/03/2009		16/04/2009	

There are no Background Papers in accordance with Section 100D of the Local Government Act 1972.

Proper Officer Martin Kimber

Date 13<sup>th</sup> March 2009

## **1.0 Background:**

1.1 Walking is a key factor for sustainable travel and it has an important role in assisting with all the objectives of the Second Greater Manchester Local Transport Plan (LTP2):

- Reducing congestion;
- Improving accessibility;
- Improving road safety; and
- Improving air quality.

1.2 Walking is beneficial to the individual, to the local community, to the environment and to the transport system. For individuals to choose walking there are often several factors to consider: the availability of a car or public transport; the weather conditions; the walking environment surrounding the journey; and personal health and safety.

## **2.0 Proposals:**

2.1 This strategy is a statement of the overall aim, objectives and work programme for encouraging more people to choose walking for short journeys to access local amenities. A copy of the strategy is appended to this report.

2.2 The aim of this strategy is to create safe, accessible and well connected walking routes to enable and encourage walking to education, employment, leisure, health, and shopping, and to promote walking as the preferred choice of travel for short journeys (those less than one mile or about 20 minutes).

2.3 The strategy objectives are to:

- Identify, develop and maintain networks of safe, accessible, convenient and attractive walking routes to everyday facilities (i.e. education, employment, leisure, health and shops);
- Ensure that developments are accessible for pedestrians and well connected to the local community; and
- Raise the profile of walking benefits, routes, facilities and activities.

2.4 This strategy is a 'working document' and as such, will be subject to continuous development and improvement on an annual basis. There is an action plan within the Strategy which will also be updated annually.

2.5 Marketing and publicity is vital for the success of this strategy and hence this will form an important element of the action plan each year.

## **3.0 Alternative options considered and reason for the recommended option:**

3.1 No alternative options have been considered

#### **4.0 Conclusions:**

- 4.1 The implementation of this strategy will not only improve the physical well-being of all individuals in the Borough, but also improve the environmental well-being of the Borough.
- 4.2 Encouraging people to become more active cuts across many emerging agendas and fits within several existing Council Strategies and Policies. It is therefore, considered that this strategy and the partnership working that will emerge from it is vital to achieving a more active Borough.
- 4.3 In conclusion, it is recommended that Members approve the adoption of the strategy and the action plan.



**ENVIRONMENTAL SERVICES  
LTP DELIVERY GROUP**

**Active Travel: A Strategy for Encouraging Walking**

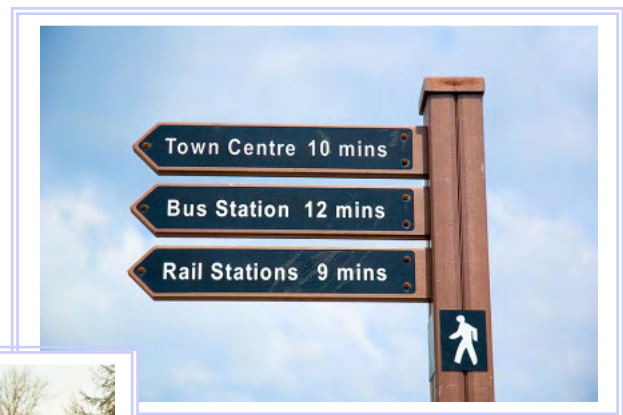
March 2009

**Environment Panel: 25 March 2009  
Cabinet Approval: 16 April 2009**



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## 1.0 Introduction

- 1.1 Walking forms part of every journey, whether it includes a few steps or several miles, and is often the link between different modes of travel. Walking is beneficial to the individual, to the local community, to the environment and to the transport system. For individuals to choose walking there are often several factors to consider: the availability of a car or public transport; the weather conditions; the walking environment surrounding the journey; and personal health and safety.
- 1.2 The convenience and affordability of private cars has led to a decline in walking over the years, and short journeys are less likely to be undertaken on foot. The decreasing levels of walking have been recognized to have a detrimental effect on personal health and on that of future generations. It is acknowledged that walking is not a realistic option for everyone, whether through disability, age or health; however in these circumstances opportunities need to be explored for personal mobility and improved access.
- 1.3 There are conflicts between walking, cycling, public transport, motorcycles, motorcars and all the other motor vehicles for the available space within the highway; however pedestrians have been identified, for some time now, as the most vulnerable road user.
- 1.4 Walking is a key factor for sustainable travel and it has an important role in assisting with all the objectives of the Second Greater Manchester Local Transport Plan (LTP2):
- Reducing congestion;
  - Improving accessibility;
  - Improving road safety; and
  - Improving air quality.



## 2.0 Aims & Objectives

- 2.1 The aim of this strategy is to create safe, accessible and well connected walking routes to enable and encourage walking to education, employment, leisure, health, and shopping, and to promote walking as the preferred choice of travel for short journeys (those less than one mile or about 20 minutes).
- 2.2 It should be noted that this strategy is a ‘working document’ and as such, will be subject to continuous development, improvement, review and monitoring on an annual basis.
- 2.3 The strategy objectives are to:

**1. Identify, develop and maintain networks of safe, accessible, convenient and attractive walking routes to everyday facilities (i.e. education, employment, leisure, health and shops);**

**2. Ensure that developments are accessible for pedestrians and well connected to the local community; and**

**3. Raise the profile of walking benefits, routes, facilities and activities.**



### 3.0 Benefits and Barriers

#### 3.1 Walking Benefits

Walking can be beneficial to all sectors of society: to business and commerce, to communities, to the environment and to the health and safety of people. The benefits of walking need to be promoted, whilst working to mitigate barriers against walking in order to change people's perceptions and actively encourage walking as the preferred mode of choice for short journeys.

##### 3.1.1 *Sustainable Travel*

Walking is a quiet, clean, convenient and universal mode of travel, which for many is the only travel option. Walking uses less space per person than any other mode of transport, it is reliable, flexible in route choice, has a guaranteed journey time and can be less expensive; both in terms of costs of travel and the construction of infrastructure.

##### 3.1.2 *Good for Health*

Walking can reduce the risk of heart disease and strokes, high blood pressure and diabetes. It can provide the best overall physical activity for improving and maintaining health and fitness, and can easily fit into everyday routines and lifestyles with no requirement for specialised equipment or facilities.

Increasing levels of walking (and other sustainable travel modes) can lead to a decrease in traffic and consequential improvements in air quality, and significant improvements for the increasing numbers of people suffering from asthma and other respiratory problems.

##### 3.1.3 *Improve Quality of Life*

Creating a more pleasant pedestrian environment can persuade more people to walk and this in turn, further increases awareness, and can help to provide a better environment for pedestrians and the wider community. Walking can help promote a sense of community, reduce isolation and promote neighbourliness. Increasing numbers of people walking can also impact on reducing crime and anti-social behaviour, and also the fear of crime through indirect community surveillance.

##### 3.1.4 *Improve the Local Economy*

The local economy benefits directly from walking as almost a quarter of walking journeys are for shopping purposes. Shopping areas with pedestrian environments encourage people to gather and socialise; can provide vibrancy into places, so that people want to visit and enjoy them; can increase consumer spending; can ease access to local amenities; and will provide an environment that is safe and convivial for all.



### 3.1.5 ***Reduces Local Traffic Congestion***

Ideally, walking should be promoted to be the mode of choice for all short journeys (under one mile or less than 10 minutes), as these journeys contribute to localised congestion, pollution and the need for car parking spaces.

### 3.1.6 ***Social Inclusion***

Walking is available to nearly everyone, regardless of age, gender, education or income; therefore walking can provide opportunities to access education, employment, leisure, health and shops for those who do not have access to a vehicle. Walking can also be a direct means of socialising through meeting people on routes to key destinations.

### 3.1.7 ***Walking for Life***

Walking to school is an important step in encouraging children to become regular walkers in adult life. The benefits walking can bring for children include:

- Healthy exercise in the fresh air, helping them to start the day more alert;
- The chance to learn vital road safety skills;
- Opportunities to interact with their parents and/or peers; and
- Developing confidence and independence.

The 'school run' adds an estimated 20% of traffic to early morning congestion, with many parents choosing to drive their children to school, despite the journey to school being ideally suited for walking for many parents and children. This cyclic nature of driving to school because of traffic and 'stranger danger' safety concerns, only adds to the frustration, congestion and road safety dangers which need addressing to break the cycle and encourage more children to walk to school.

### 3.1.8 ***Walking for Leisure***

Walking is easily the most popular outdoor recreational activity, as it has a wide appeal to all social classes and age groups. As the urban environment is continually improved, leisure walkers need encouraging to choose walking for other purposes.

The importance of walking and the public rights of way network has become apparent through the development of Rights of Way Improvement Plans, as the benefits of this rural, accessible and convenient network come to the fore. In a lot of cases an individual or family's first introduction to walking is through a 'leisure activity', an evening stroll, a walk in the woods or whilst on holiday. This should be encouraged by providing a greater number of leisure facilities: it increases the numbers participating in walking and ultimately may encourage more people to choose walking as their preferred mode of travel.

### 3.1.9 ***Disability Awareness and Access***

A barrier free pedestrian environment is fundamentally important to delivering a commitment to provide access for all. Part III of the Disability Discrimination Act 1995 (DDA) ensures reasonable steps are taken to provide disabled people with a 'right of access' to goods, services and premises.



When improving and encouraging more active travel, especially walking, provisions must be made to cater for those with physical, sensory and / or mental disabilities to remove or at least reduce barriers to movement. This can provide additional benefits to the wider community including those travelling with luggage or heavy shopping and also those with smaller children in pushchairs or prams. For people with a variety of disabilities, the presence of traffic in what is regarded as their space is a particular barrier to walking. As well as affecting people with sensory disabilities, research has shown that the presence of vehicles, without some tactile demarcation, has demotivating effects on timid, often older pedestrians. Further guidance and advice should be sought from the Access Officer and Wigan Access Committee.

## 3.2 Barriers to Walking

Walking is taken for granted: it is one of the first things that we aspire to as a child and one of the last things we want to give up when we age, but in-between it is overlooked as a basic function. Barriers to walking affect individuals' attitudes towards walking and can influence the decision as to which mode to use when contemplating a journey.

### 3.2.1 *Social Conditions*

The social environment incorporates a number of personal characteristics such as age, gender, personal fitness and financial status. Walking is often perceived to be 'dangerous': speed of cars, lack of crossing points, threats from strangers and inappropriate cycling on the footways are issues that particularly affect the vulnerable groups.

Fear of crime is often cited as a reason for not walking, especially during the hours of darkness; the facts do not justify the level of concern, but it is the perception of this crime which creates the issue. Women, children and the elderly are groups who feel most vulnerable from attack; but young men are the most frequent victims of street assaults.

Walking is perceived to be slow and time consuming, which simply doesn't fit in with busy lifestyles. Time is a compelling force which dictates all of our lives; however some choose this to be justification for undertaking the shortest of journeys at speed. Linked with this is the belief that walking is seen to be of secondary importance to the car; particularly when the car is considered to be so convenient. Across the Borough, 72% of households have access to one or more cars and 28% have access to two or more cars (Wigan Borough Neighbourhood Statistics, Office of National Statistics, 2001). Easy access to a car makes it more difficult to persuade many residents to leave their car at home, even for short journeys.

### 3.2.2 *Physical Conditions*

The poor state of many footways and footpaths, their restricted width and compressed nature from overgrown vegetation, provides a link between the physical condition and social attitudes. Some of the physical concerns may include the following:

- Lack of safe, convenient crossing facilities;



- Narrow footways, with fast moving traffic close by, giving rise to noise, pollution and danger;
- Obstructions not just from street clutter, but from cars parked on the footway;
- Damaged surfaces both from car abuse and lack of maintenance;
- Lack of appropriate street lighting;
- Badly designed routes that are not convenient, are constricted or badly aligned, leading to nervousness in the user
- Cars parked on the road in positions which obstruct crossing points;
- Lack of cleaning, graffiti removal and repair of vandalism;
- Land use policies that place obstacles to direct access between residential, employment and leisure venues;
- The weather (too hot, too cold, too wet);
- No time or facilities for changing, storage and cleaning up after a journey;
- Crime and disorder issues resulting in feelings of intimidation and demands for closure of walk links between public facilities, housing areas etc and the public rights of way network; and
- Poor signing and maintenance of off-road public rights of way.

### 3.2.3 **Individual Choice**

The effect of the social and physical barriers combined determines an acceptable level for distance and time spent walking. An individual will make different decisions regarding where and when they walk depending upon whether they regard the journey as being for leisure or utilitarian purposes.

### 3.2.4 **Pedestrian Safety**

Pedestrians are vulnerable road users, susceptible to be more seriously injured when involved in a collision than other modes of travel. The decline in walking is not reflected in comparative decline in the numbers of pedestrians being injured on the roads. Therefore any proposals which actively encourage an increase in walking must be accompanied by measures which reduce the risk of all users, taking into account the special needs of the more vulnerable groups like children, the elderly and people with mobility problems.

Figure 1 below clearly shows that the most vulnerable groups are those under 20 years of age (children, teenagers and young adults). This could be both as a result of more exposure to risk, as they are likely to be making more journeys on foot than other age groups (school journeys for example) or because of their inability to accurately judge the traffic conditions.



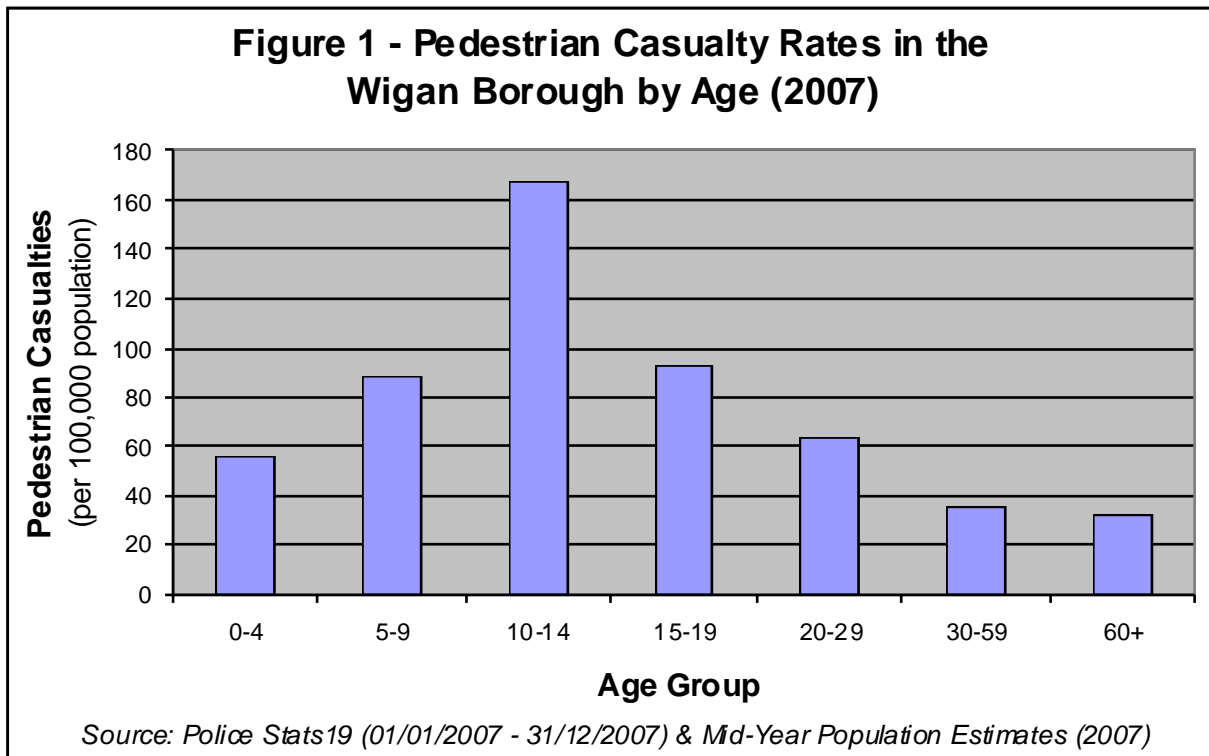
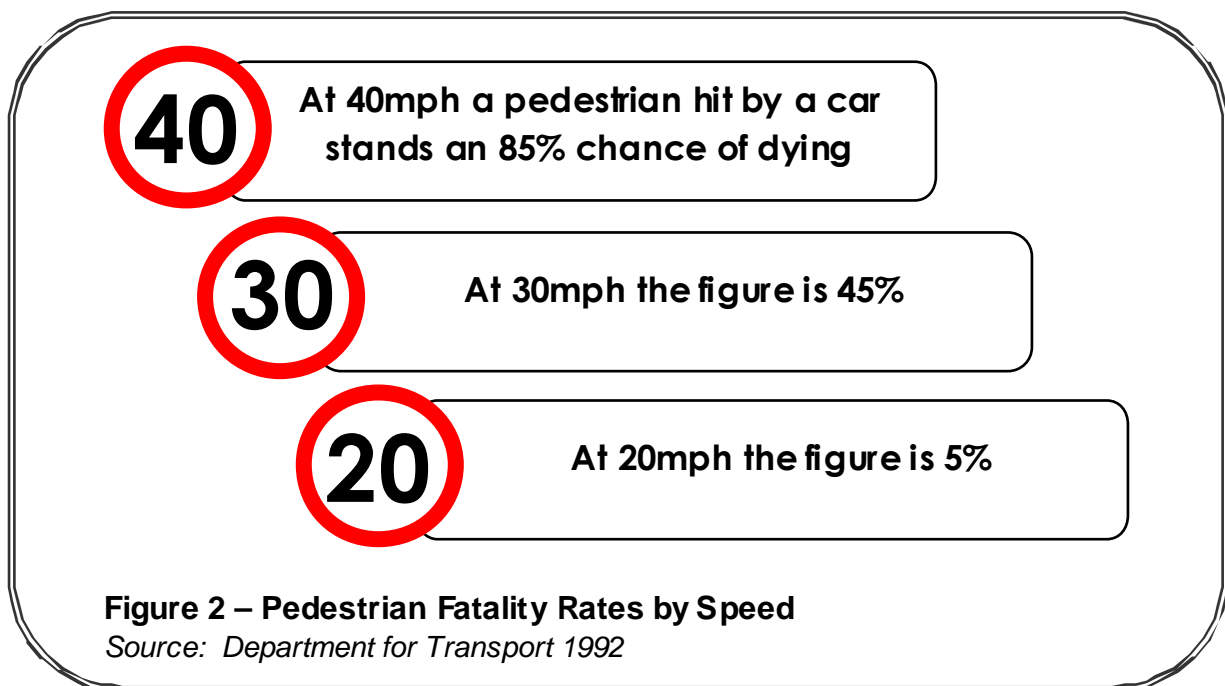


Figure 2 below shows the role played by speed in pedestrian collisions and indicates the importance of speed management in encouraging more pedestrian to walk safely. Their vulnerability in residential areas may be reduced by the programme of 20mph speed limits outside schools, particularly for the most vulnerable age groups as discussed earlier and identified in Figure 1.



### 3.2.5 **Lack of Information**

As walking is taken for granted as a mode of transport, so is the need to promote and publicise the benefits walking can bring, in addition to pointing out where local walking routes are. Perceptions of walking journeys can include '*taking too long*' or individuals '*not having enough time*' to walk to a local destination. Walking routes to key destinations in local communities may not necessarily be common knowledge to the local residents, as car parks are frequently provided and therefore driving to these destinations soon develops into the norm.

However, if more information was provided showing the local walking routes away from the busy highway network, the shortcuts available on foot, the safe crossing facilities, together with outlining the health, time, and congestion beating benefits for undertaking these short journeys on foot, then a new trend may develop which would benefit not just the individual, but also the local and wider community.

### 3.3 **Balancing Benefits and Barriers**

Recent segment analysis shows that 16% of commuters in the northwest were car drivers travelling less than two kilometers. It is considered that the geological layout of the Borough lends itself towards walking and cycling, therefore there is a significant amount of work to be undertaken with local communities to educate them about the benefits of walking and promote the walking facilities that already exist. However there are also requirements to continue to improve and develop walking networks and options to mitigate barriers in order to change people's perceptions and attitudes towards walking.

It is often difficult to reach all sectors of the community to get truly representative opinions on walking issues. **Walkability** and **Community Street Audits**, such as those promoted by Living Streets will help communities assess their local environments, and may be a preferred route to establishing more barriers to walking. We need to ensure that the benefits are promoted and well publicised, whilst working to develop ways to over-come the barriers, if we are going to change peoples' attitudes to walking and see an increase in walking trips for shorter journeys.

The Local Transport Plan (LTP) Delivery Group is keen to promote walking as a realistic and preferred mode of travel, particularly for short journeys. Walking and pedestrians have for some time now been considered to be at the top of the road user hierarchy, therefore in practice this means that the needs of pedestrians are given the highest priority in future developments or highway improvements.

Capital funds can be utilised through the LTP settlement to improve walking routes and promote their use to the local communities; however there will also be benefits to pedestrians through the implementation of other programmes of works including the Local Safety Scheme Programme, Safer Routes to Schools, Traffic Calming schemes and the further introduction of 20mph speed limits. Costs for routine maintenance and cleansing will need to be found from revenue funding, which it is acknowledged to be limited, but allowances need to be considered to assist with maintaining modal shift.



## 4.0 Key Routes and Networks

4.1 A good pedestrian network will take into consideration all key routes to provide access on foot to key places and destinations. There are five key destinations which all require key walking routes to ensure that communities are encouraged to travel on foot:

- Access to education;
- Access to health facilities;
- Access to employment;
- Access to leisure; and
- Access to shops.

4.2 These destinations, in the majority of cases, are usually locally based facilities within each community, perhaps with the exception of employment, and therefore should be within a 'reasonable' walking distance for most people.

4.3 Pedestrians move around the Borough for many different reasons and on different types of journeys. The pedestrian network comprises of many different types of route, each with different advantages and challenges to the user.

### 4.4 *Highway Pavements and Footways*

Most of the Borough's pedestrian network consists of pavements (footways) running along side urban roads. These vary substantially in width, surfacing material and quality. Some footways are separated away from the highway, for example by verge, however most abut it directly. Through the footway hierarchy and street lighting inspection regimes, in the main, the footways across the Borough are well lit, secure and direct routes to most destinations.

Key problems with footways are areas that have no such facility or are narrow or poorly surfaced. Such footways are unattractive, can present serious difficulties to wheelchair users and can encourage users to walk in the carriageway to the detriment of road safety.

Footways are also susceptible to being blocked or obstructed by street furniture such as traffic signs, 'A' boards, rubbish bins and parked cars. Litter, chewing gum and dog fouling also make footways unattractive and potentially hazardous. Partnership working across the Council is important to ensure and maintain acceptable standards to ensure barriers to walking are minimized.

Footways along fast or busy roads such as along the A580 East Lancashire Road can be unattractive because of the impact of traffic noise, pollution and spray. Fast and busy roads also present major barriers to all pedestrians, but particularly people with limited mobility. Roundabouts are particularly unfriendly. Pedestrian crossings are sometimes located in historic places, which may not necessarily be convenient today, and sometimes the time delay in waiting for a pedestrian phase to be called may be necessary to maintain traffic flows. Congestion and pedestrian safety and accessibility can often provide conflicts, particularly in town / district centres.



All of the above factors detract from what is a key element of the Borough's public realm, and has a major impact on the accessibility of the Borough. An early priority should be to provide footways where there are none present, which lead to key destinations. In any improvement to landscaping and public realm, the tactile demarcation between pedestrians and vehicles should be preserved.

#### 4.5 ***Town Centre Pedestrianisation***

The Borough's highest pedestrian flows are experienced in the pedestrianised streets in Wigan and Leigh Town Centres. Well designed pedestrianised streets provide attractive, interesting, safe and well-lit surfaces which can be readily used by everyone.

Partial pedestrianised areas, where vehicles of specified classes (for example buses or taxis) are allowed and / or all vehicles are allowed at specified times, cause serious concerns for people with a variety of disabilities. In these areas, the kerb level difference should be preserved. This provides a clear warning that pedestrians are entering an area where vehicles may be expected. Research has shown that without such demarcation, people with sensory and other disabilities and some timid walkers are reluctant to use such areas. Kerb lines also provide valuable orientation and navigation information to people with sight disabilities. To enable wheelchair users and people with some walking difficulties to use these areas, frequent dropped kerbs should be provided marked with the correct standard tactile paving.

Pedestrianised areas require careful design so that street clutter, such as seats, bins and 'A' boards, does not detract from the visual amenity or cause a hazard for pedestrians. Similarly trade displays and kerbside cafes need to be licensed to ensure conformity to visual and safety standards.

There are other challenges with such areas including the manoeuvring of large service vehicles, which may damage street furniture and paving materials. The absence of passing traffic and the low density of pedestrians can make these areas feel unsafe outside shopping hours. However, these problems may be offset by the growing night time economy with restaurants, entertainment and licensed premises.

#### 4.6 ***Alleys, Ginnels and Urban Footpaths***

Urban and residential areas across the Borough have an inner network of footpaths and alleyways. These routes often provide important cut-throughs and convenient, more direct access to key destinations, as they present a short walk as an attractive alternative to a circuitous drive, and can therefore assist in encouraging walking for short journeys. These routes can also provide convenient linkages to public transport.

The potential of some urban footpaths is restricted in some cases by fears about security. Some of these routes are inadequately lit, narrow and feel contained by neighbouring high walls and fences. Poorly used routes often raise crime concerns with residents, and they can also suffer from fly tipping and vandalism. A further issue is the conflict between pedestrians and cyclists and the prevention of abuse by motorcyclists and in some cases motorists. Barriers to prevent such abuse may create access difficulties for wheelchair users and prams.



Determining land ownership can be a barrier to obtaining permission to improve or request maintenance of these key routes. Where landownership can be determined, collaborative working with land owners, residents and local community may assist with making progress to ensure the upkeep of the route.

Another physical barrier to using these shortcut routes is the introduction of alley-gates. The Council has a programme for introducing alley-gates in areas which suffer from anti-social behaviour. Whilst this process remove these residential concerns, it doesn't necessarily accommodate the wider community, who may use these alleys as walking shortcuts to access local shops, bus stops and other local amenities.

#### 4.7 **Public Rights of Way – Footpaths and Bridleways**

As with urban footpaths, the Public Right of Way network provides a useful off-road network, which needs to be fully utilised to encourage walking to key destinations on routes away from road safety dangers. These routes are often unsurfaced field tracks and maintenance and way marking can be variable.

Partnerships with our Rights of Way Team have been strengthened with the development of the Rights of Way Improvement Plan (ROWIP) which provides an action plan for assessing this key network of routes to assist with encouraging walking for journeys to key destinations and not just for leisure activities.

#### 4.8 **Parks and Open Spaces**

The Borough's parks and open spaces are a vital element in its pedestrian network providing key linkages for functional trips and offering numerous opportunities for recreational walking. Orrell Water Park, Greenheart Regional Park, Pennington Flash Country Park, The Three Sisters Recreational Area, Haigh Country Park, Ashfield Park, Mesnes Park, Jubilee Park, and Borsdane Woods (to name just a few) all provide recreational opportunities and key walking routes.

Wigan Leisure and Culture Trust manage and maintain the parks for the Council. The key issues associated with walking in parks are security and safety (particularly at night), surfacing, accessibility and managing pedestrians and cyclists and controlling unauthorized motorised access.

Some open spaces offer the opportunity to enhance linkages. A current example is the Whelley Loop Line, which links Amberwood Common in Hindley with Haigh Country Park. This link will be a shared facility with cyclists, horse riders and walkers sharing the same route. Further extensions of this route are under review.

#### 4.9 **Shared Use Routes – Cycle Tracks & Footways**

The Borough is gradually being enhanced by a network of tracks, which may be used by both walkers and cyclists. Naturally, any improvements to the cycle network will also be of benefit to people wanting to walk, complementing the objectives of both this Walking and the Borough's Cycling Strategy.



#### 4.10 **Canal Towpaths**

The Canal Towpath is a major strategic walking route, however these are owned and maintained by British Waterway and we need to ensure that further discussions take place to fully utilise this network.

#### 4.11 **Other Ways of Improving the Pedestrian Network**

The speed of traffic, the lack of pedestrian crossing facilities and badly maintained footways all contribute to a poor walking environment. *Traffic Calming, Speed Reduction and Speed Control* measures are aimed at providing safer environments for all road users. Their use can aid the control of vehicle speeds in areas where conflicts with pedestrians and other vulnerable users occur. For new developments pedestrians should be considered from the outset, for example, residential roads can be designed to ensure vehicle speeds below 20mph. Traffic calming can involve a number of varying solutions from physical barriers to perceived barriers. The use of schemes such as road space reallocation to pedestrians and cyclists gives motorists the belief that the road is narrower, and hopefully their reaction to this will be to reduce their speed.

*Pedestrian Crossing Facilities* play a major role in alleviating some of the conflict between pedestrians and other road users. An increase in the number of appropriately sited pedestrian crossings will help to create more direct, safer routes. Unnecessarily long pedestrian waiting times can be reduced and greater consideration can be given to the directness of pedestrian routes across other parts of the highway. Subways and footbridges are sometimes the only feasible option for crossing major roads safely, but personal safety issues in using such facilities has led to a reduction in their effectiveness. For existing facilities, it is essential that they are well lit with good levels of visibility and natural surveillance, comply with the latest standards (especially facilities for disabled pedestrians) and are well maintained to reduce the perceived or real risk of attack.

#### 4.12 **Connectivity**

All the routes and networks above provide a firm foundation and provide major steps in the right direction for developing the pedestrian network. At present many routes do not connect, frequently being physically cut by roads, railways, buildings or other developments, and important key destinations often lack safe and direct pedestrian routes. It is important that links, which do not currently exist, but can be identified as *Key Routes* should be considered, so as to improve and further develop the pedestrian network. In addition, the existing Rights of Way network should be maintained and, where feasible and appropriate, extended.

Although the existing and potential routes described in this section provide pedestrian access to most of the urban areas across the Borough, one of the outcomes of this strategy will be to develop these routes to improve connectivity and develop a network that inter-links communities with local facilities.



## 5.0 Behavioural Change

There are numerous ways to encourage walking through partnership working with the public sector, private sector and the voluntary sector.

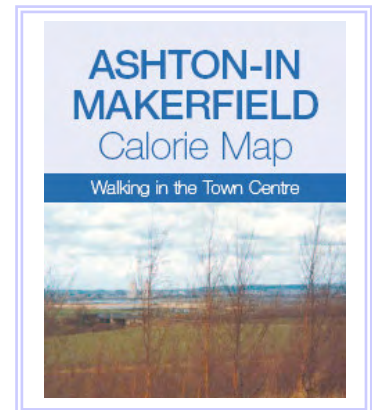
### 5.1 Promotional Material & Media

All Highways Capital Programme improvements need to be publicised and promoted to ensure that the new improved routes are utilised by the local communities. One example of such a promotion is shown for the off-road routes to schools.

Other such leaflets and media coverage need to be exploited to ensure that the walking profile is raised and becomes integrated as a preferred mode of choice for short journeys to local amenities.

Other leaflets include:

- Safer Routes to Schools;
- 20mph Outside Schools;
- How to Get to . . . Guides;
- Calorie Maps;
- Healthy Walks;
- Walks for Health; and
- Active Living Programmes (i.e. Al Fresco walks).



### 5.2 Walkit.com

Walkit.com is establishing itself as the UK's premier provider of web-based urban walking directions. It has a mission to get people walking more in towns and cities. The award-winning site was launched in London in September 2006, and aims to be operating in most of the UK's major cities by the end of 2008.

By entering a street name, postcode or place of interest for the starting and finishing points, visitors to the website get a map and a list of pedestrian-friendly directions for their journey. The unique feature of walkit.com is that it generates routes that are optimised for pedestrians – including routes through parks, along canals and by rivers etc. Each route also displays a journey time, a calorie burn and a CO<sup>2</sup> saving (by switching from a car, tube or bus).

In partnership with the Primary Care Trust (PCT), we have purchased Walkit for the Borough and are working towards it going live in spring 2009.

### 5.3 Smarter Choices

The Council has an ongoing commitment to Smarter Choices within the Local Transport Plan. The Council is also a member of ACT TravelWise – the national sustainable travel organisation.



A successful Smarter Choices programme incorporates a number of different areas:

- Workplace Travel Plans;
- School Travel Plans;
- Transport information and marketing;
- Travel Awareness campaigns;
- Personalised Travel Planning; and
- Pedestrian signage, including destinations by walking time instead of distances.

Wigan Council is involved, to a greater or lesser degree, in all elements of Smarter Choices and is working with its partners to promote these elements across the Borough. Each of these can have an effect on encouraging and promoting walking trips.

#### 5.4 Change4life

The Local Transport Plan Delivery Team, Wigan Council, is part of the Change4Life movement. In order to maintain a healthy weight, we need to both eat well and move more. Many families are making changes that will help them live healthier and longer. Visit [www.nhs.uk/Change4Life.com](http://www.nhs.uk/Change4Life.com) or call 0300 123 3434 for more information.

Change4Life is a society-wide movement that aims to prevent people from becoming overweight by encouraging them to eat better and move more.

The campaign will encourage target groups to:

- Be aware of the risk of accumulating dangerous levels of fat in their bodies and understand the health risks associated with this condition.
- Reduce overall calorie intake and develop healthier eating habits, by:
  - cutting down on foods and drinks high in added sugar;
  - cutting down on foods high in fat, particularly saturated fat;
  - reducing frequency of snacking in favour of regular balanced meals; and
  - eating more fruit and vegetables (increase 5-a-day habit).
- Increase exercise by engaging in regular physical activity, with particular emphasis on parent/child activities and by avoiding prolonged periods of inactivity or sedentary behaviour.



There are also sub-brands, which can be used to target specific activities which complement the change4life movement, such as walk4life as below.



#### 5.5 Travel Plan Events

Schools in Wigan are supported in promoting walking in many different ways such as Walking Days, Walking Buses, Walking Buddies, Golden Boot Award and other classroom incentives. Projects are designed by schools and by specifically working closely with their school council, which is made up of a group of children (variety of ages) and a staff member it ensures a validity and ownership. All schools in the Borough are required to develop and implement a School Travel Plan, to actively encourage children to walk to school.



The Department for Transport provides Walking Grants to schools, who show a commitment to reducing car use and increasing walking for journeys to schools. Schools will continue to receive this grant annually, if they demonstrate a continued improvement to levels of walking. There are also national and regional walking events for schools to further encourage walking, including:

- Step Challenge;
- Walk to School Week / Month;
- Green Miles; and
- Walk once a week / Walk on Wednesdays.

Work place travel plans can assist with encouraging employees to use alternative modes of transport other than the car, although it is recognised that walking journeys are not always feasible due to the distances. In such circumstances, walking routes to public transport interchanges need to be safe, convenient and attractive. Events such as 'In Town Without My Car Day' and 'Walk to Work Week' provide opportunities to influence and inform staff about walking as a cheaper, more sustainable travel option, together with promoting the associated health and environmental benefits.

There are numerous incentives and strategies that Travel Planning can provide assistance with to encourage walking. Businesses should be encouraged to provide shower, change and storage facilities to accommodate the needs of people walking for some distance and could even include a pool of umbrellas to assist with employees wishing to take a walk during the working day for refreshment or exercise. Where car use is unavoidable, safe and accessible walking routes are still required from the car park to the destination.

## 5.6 Personalised Travel Planning

The Primary Care Trust (PCT) in Wigan started a new Personalised Travel Planning (PTP) programme on 1 April 2008. PTP is a marketing approach to delivering targeted travel information and advice directly to individuals, to help them make informed decisions about choosing sustainable travel choices. It aims to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars. It can also seek to discourage unnecessary travel, through the provision of local or site specific information. To date in the UK, most PTP programmes have consisted of a team of highly motivated, well-informed travel advisors telephoning people at home, or engaging people on their doorsteps, in a coordinated programme in a specific geographical area. The PCT wants to use this programme to provide a focus on the health benefits of being more active.

It is also hoped that changing people's ordinary daily routines to include walking or cycling means that the positive behaviour change is likely to be maintained. Initially, the PCT will be concentrating on enabling their 28 Health Advisors to deliver quality and informative travel advice.

## 5.7 Curriculum Activity

In educational year 2007/08, the road safety group offered education to every year group across the whole Borough and in total 22,500 pupils received road safety education and/or training.



Presentations and lesson plans include making smarter choices, when choosing transport and included this for health, safety and environmental reasons. Every presentation is aligned to the national curriculum and specifically the frame work which through out looks at the key issue of sustainability for example Citizenship through Geography.

Sustainable living is a theme running through the National Curriculum at all Key Stages. In order to maximise curriculum opportunities, Travelwise has developed education and training materials, which promote the benefits of sustainable transport modes. An interactive curriculum resource is available within the Travelwise website, in addition to a School Travel Plan Guide which provides teaching ideas. Other curriculum links will be developed for secondary schools using Geography related mapping skills.

## **5.8 Education, Training, Publicity and the School Crossing Patrol Service**

The Road Safety Group work to provide a safer environment and to increase the knowledge for all road users through a wide variety of educational and training programmes and publicity resources.

### **5.8.1 Education**

The education of pedestrians is paramount, as they are deemed the most vulnerable road user, and opportunities to educate and raise awareness before incidents occur can lead to prevention or a reduction in the severity of an injury.

Pre-school and Nursery:

Educational programmes are available to all pre-schools and nurseries, which reflect the life skills learnt at 3-5 years. The “Teddy Takes a Walk” programme and story book has been developed to show children the importance of crossing the road safely. A “starting school” programme was introduced in September 2006. This addresses the journey the new school starters will make to their first Primary school and how to cross safely with the School Crossing Patrol.

Primary Schools:

Road safety is a life skill and the Road Safety Group aims to continually enhance the life styles of the Borough’s children by providing building blocks of knowledge. Information packs and various leaflets are available free to schools. Each pack can be tailor-made to include specific issues at a school and would include teaching ideas, lesson plans and worksheets.

Secondary School:

Road Safety is included in the curriculum as part of Personal, Social and Health Education studies and helps pupils to identify risks involved in using our roads. Programmes are being developed to encourage Key Stage 3 and 4 pupils to consider the risks they take and the impact on the road environment.

Older Road Users:

The Road Safety Group have a range of materials which are available at locations such as doctors’ surgeries, clinics and council buildings to advise all road users. Within this range there are a number of leaflets targeted at the older population and how to reduce their own personal risk whilst walking around the Borough.



### 5.8.2 **Pedestrian Training**

Reducing child pedestrian casualties is one of the Council's top priorities, and Road Safety Staff provide pedestrian training in Primary Schools. Children go on a short walking route around their school and discuss the local environment, develop an awareness of dangers, and identify safer crossing places.

Further training is to be provided through child care providers, SureStart schemes and the Borough's health education providers. It is hoped that, through the new post of Pedestrian / Cycle Training Co-ordinator, such training becomes integrated into the working practices of such groups and forms part of their overall remit of safeguarding pedestrians of all ages.



When new engineering schemes are installed within a walking route of educational establishments, residential areas or community contact point, the Road Safety Group will provide an appropriate training or resources for the scheme. This may include a pedestrian training session, distribution of information, or an awareness raising campaign.

### 5.8.3 **Publicity**

A new Road Safety Communications Plan is under development, which forms part of the publicity element of road safety education, training and publicity programme. It is aimed at reducing the number of higher risk casualties in common themed areas through communication mediums and more specifically, publicity.

The Plan will comprise of three main elements:

- 1) An investigation into the local trends for high risk road users, identifying target audiences and the contributory factors that are common place in these groups;
- 2) A focused communications plan for tackling these high risk groups, including budget planning within a two year time span; and,
- 3) The projected programme for delivering the communications plan, through the Road Safety Group and its key partners.

Communication and publicity can play an important role in reducing the number of casualties on roads in the Borough. Individuals will be reminded and challenged of the effect of their behaviour through targeted messages; pedestrians are one of the groups identified for publicity treatment.

### 5.8.4 **School Crossing Patrol Service**

The School Crossing Patrol Service are currently fully resourced and operate at 139 locations across the Borough, which may be directly outside a school or at busy crossing points on routes to schools. A School Crossing Patrol has the power to stop traffic to help anyone who may need assistance to cross the road, provided they are in full uniform and carrying the School Crossing Patrol sign.



### 5.9 Other Initiatives and Programmes

There are many other initiatives and programmes ran by the public, private and voluntary sector who can assist with promoting walking, to encourage a shift in behavioural change, so that walking levels increase. Below are examples of some of this work:

- Health Walks – produced by the Rights of Way Team;
- Fingerpost pedestrian signage, showing key destinations and the time it would take to walk there;
- Lose Weight Feel Great – new weight lose programme from the NHS;
- Active Life / Active Living - a whole host of sport and fitness activities available to everyone, regardless of age or ability;
- Pies, Piers and Pilgrims - a series of three self guided walks ran by WLCT;
- Greenheart Regional Park - creates linkages, strategic and physical, between Key destinations as well as improving open space in it's own right;
- SHAPE - a plan aimed at getting the people of Wigan Borough more active, with a target to increase the number of people participating in physical activity by 3000 each year until 2012; and
- Wigan Ramblers branch of the Ramblers of the Association.



## 6.0 Action Plan

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMESCALE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING &amp; EVALUATION</u>
<b>1) Identify, develop and maintain safe, accessible, convenient and attractive walking routes to everyday facilities</b>					
Undertake Community Street Audits to key destinations to identify improvements needed to remove walking barriers	Area Traffic Engineers	Annual event	Time to undertake surveys	Limited funding other than Highways Capital	Feedback from Townships and local communities
Develop a programme of works to improve and develop walking routes to the prioritised routes	LTP Walking Officer (Emma Barton)	Annual event	None identified	Limited Highways Capital funding	Feedback from Townships and local communities
Map the improved walking routes to ensure connectivity and networked routes	LTP Technician (Rachael Woods)	Quarterly	None identified	None identified	Increased levels of walking
Review existing pedestrian crossing facilities and establish a priority for new / improved crossings	Area Traffic Engineers	Annual event	Time to undertake surveys (PV <sup>2</sup> )	Limited funding other than Highways Capital	Feedback from Townships and local communities
Ensure scheme works provide for upgraded pedestrian crossing facilities in line with BVPI 165	Traffic Manager (Kevin Hargreaves)	Annual event	Financial implications	Limited funds required for extensive works	BVPI 165
Where crossings are located / introduced, undertake pedestrian training / education	Road Safety Manager (Julie Dagnall)	On going	None identified	None identified	Feedback from Townships and local communities
Ensure all footways / footpaths are inspected regularly and there is an effective maintenance programme to minimise slips, trips and falls claims	Asset Manager Highway Maintenance RoW Officer	On going	None	Limited resources	Annual claims

<b><u>ACTION</u></b>	<b><u>OFFICER</u></b>	<b><u>TIMESCALE</u></b>	<b><u>RISK/THREAT</u></b>	<b><u>FINANCIAL IMPLICATIONS</u></b>	<b><u>MONITORING &amp; EVALUATION</u></b>
Ensure all footway improvements are fed into Asset Management Plan	LTP Delivery Manager Carmel Foster-Devine Asset Manager (Steve Winstanley)	Depends on route	None	None	Programme review
Ensure cycle route and public transport improvements consider and include for pedestrian access and requirements	LTP PT / Cycling Officer (Peter Wickett)	On going	Conflict of barriers to prevent abuse, limiting access for wheelchairs / prams	None identified	Satisfaction levels Annual programme review
Ensure suitable walking routes from modal storage areas (cycle parks, car parks etc.)	LTP PT / Cycling / Walking Officers	On going	None identified	None identified	Satisfaction levels Annual programme review
Prioritise walking route barriers reported by School Transport Team	LTP Walking Officer (Emma Barton) CYPS School Transport Team (Lynda Singleton)	On going	None identified	None identified	NI 198
Review alley-gating policy to ensure balanced needs of anti-social concerns from residents and demand for access / walking route from local community	Neighbourhood Services (Ian Harrison)	On going	Conflict of interest	Within available resources	Crime Statistics Residents satisfaction

<b><u>ACTION</u></b>	<b><u>OFFICER</u></b>	<b><u>TIMESCALE</u></b>	<b><u>RISK/THREAT</u></b>	<b><u>FINANCIAL IMPLICATIONS</u></b>	<b><u>MONITORING &amp; EVALUATION</u></b>
Winter maintenance – ensure grit bin provision on key walking routes, especially safer routes to schools	Highways DLO Manager (Martin Walls) Asset Manager Steve Winstanley	During winter period	Occurrence of slipping accidents	Within existing resources	Walk to school numbers Claims Public satisfaction
Monitor levels of pedestrian casualties across the Borough	Stuart Dawber	Annual	None identified	None identified	BV99
Introduce education, training and publicity to address collision problems	Julie Dagnall	Annual	None identified	Specific Road Safety Grant	Satisfaction levels Annual programme review
Introduce enforcement where possible to address collision problems and illegal / inconsiderate parking (on pavements)	Kevin Hargreaves Michelle Woodburn	Annual	None identified	Parking Services funds	Number of PCNs issued for footway parking
Introduce road safety engineering measures to address collision problems	LTP Walking Officer (Emma Barton)	Annual	None identified	Limited funds through Local Safety Programme (Highways Capital)	BV99
Where appropriate improve / introduce street lighting	Keith Benson	Annual	None identified	None identified	Satisfaction levels Annual programme review
Ensure street furniture suitably marked with visibility bands	Keith Benson Steve Winstanley Kevin Hargreaves Carmel Foster-Devine	On going-	None identified	None identified	Satisfaction levels Annual programme review

<u><b>ACTION</b></u>	<u><b>OFFICER</b></u>	<u><b>TIMESCALE</b></u>	<u><b>RISK/THREAT</b></u>	<u><b>FINANCIAL IMPLICATIONS</b></u>	<u><b>MONITORING &amp; EVALUATION</b></u>
Ensure routes are free from litter, clutter, dog fouling and graffiti	Environmental Education Officer (Nick Burdekin) Neighbourhood Services (Ian Harrison)	On going	Resource provision	Within existing resources	Eco Schools
Ensure routes are free from obstruction with regards to 'A' boards, on street cafés and bins	Traffic Manager (Kevin Hargreaves)	On going	None identified	None identified	Satisfaction levels Number of removed obstructions
<b>2) Ensure that developments are accessible for pedestrians and well connected to the local community;</b>					
Ensure existing UDP Walking policy A1D, (which requires new developments to provide accessible, attractive, convenient and safe walking environments within the development itself and between it and nearby important public transport connections), is reviewed and updated if necessary in the emerging Local Development Framework.	Planning Policy Manager (Nick Clarke)	2009-2011	Objection to proposed LDF policy during stakeholder consultation and / or at examination in public	None	Implementation of new developments with accessible walking routes Developer & community feedback
Ensure that development comprising jobs, shopping, leisure and services offer a realistic choice of access by public transport, walking and cycling, recognising that this may be less achievable in some rural areas	Development Control Officers	On going	Developer influence and design	Through existing resources	Partnership Working Planning Committee

<u><b>ACTION</b></u>	<u><b>OFFICER</b></u>	<u><b>TIMESCALE</b></u>	<u><b>RISK/THREAT</b></u>	<u><b>FINANCIAL IMPLICATIONS</b></u>	<u><b>MONITORING &amp; EVALUATION</b></u>
Ensure walking and pedestrians are at the top of the road hierarchy for major projects and designs	Heads of Service (Environmental Services)	On going	None identified	Through existing resources	Consultation and feedback from Townships
Ensure walking routes to and through the Greenheart Regional Park are accessible and well connected to key destinations	Greenheart Programme Manager (Joanne Harrop)	On going	None identified	Through existing resources	Consultation and feedback from Townships
<b>3) Raise the profile of walking benefits, routes, facilities and activities;</b>					
Promote Capital Programme walking / pedestrian schemes	LTP Walking Officer (Emma Barton)	On going	None identified	None identified	Feedback from Townships and local communities
Marketing and branding to raise the profile of walking across the Borough	Smarter Choices Officer	On going	None identified	None identified	Feedback from Townships and local communities
Promote Walkit.com as a useful walking journey planner	Smarter Choices Officer	On going	None identified	None identified	Feedback from Townships and local communities
Promote walking through Sustainable Modes of Travel to Schools Strategy	LTP Walking Officer (Emma Barton)	On going	None identified	Funded through CYPS grant	NI 198 & feedback from schools / parents
Promote walking through Rights of Way Group & Walks for Health	RoW Officer (Elizabeth Parry)	On going	None identified	Through existing resources	Feedback from Townships and local communities

<b><u>ACTION</u></b>	<b><u>OFFICER</u></b>	<b><u>TIMESCALE</u></b>	<b><u>RISK/THREAT</u></b>	<b><u>FINANCIAL IMPLICATIONS</u></b>	<b><u>MONITORING &amp; EVALUATION</u></b>
Promote walking through Active Life / Active Living	NHS Ashton Leigh and Wigan	On going	None identified	Through existing resources	Feedback from Townships and local communities
Promote walking through Steps to Health & Activity Referral Team	NHS Ashton Leigh and Wigan	On going	None identified	Through existing resources	Feedback from Townships and local communities
Enhance partnership working with the SHAPE Board to enable further support for the implementation of this Active Travel: encouraging walking strategy.	WLCT Sports and Healthy Living Manager (Nick Colledge)	On going	None identified	Partnership working and joint walking promotions	Feedback from Townships and local communities
Promote walking through AI Fresco Walks	WLCT Sports and Healthy Living Manager (Nick Colledge)	On going	None identified	Through existing resources	Feedback from Townships and local communities
Promote walking through WLCT via Food and Physical Activity Programme and Well @ Work Programme	WLCT Sports and Healthy Living Manager (Nick Colledge)	On going	None identified	Through existing resources	Feedback from Townships and local communities
Promote walking through PCT and PTP programme and Health Trainers	NHS Ashton Leigh and Wigan	On going	None identified	Within existing resources	Partnership working and liaison
Promote and encourage walking through PCT and Exercise on prescription programme	NHS Ashton Leigh and Wigan	On going	None identified	Within existing resources	Partnership working and liaison

Active Travel: A Strategy for Encouraging Walking



<u><b>ACTION</b></u>	<u><b>OFFICER</b></u>	<u><b>TIMESCALE</b></u>	<u><b>RISK/THREAT</b></u>	<u><b>FINANCIAL IMPLICATIONS</b></u>	<u><b>MONITORING &amp; EVALUATION</b></u>
Promote and encourage walking through PCT and Lose Weight Feel Great Programme	NHS Ashton Leigh and Wigan	On going	None identified	Within existing resources	Partnership working and liaison
Promote and encourage walking through PCT and Fitness First Programme	NHS Ashton Leigh and Wigan	On going	None identified	Within existing resources	Partnership working and liaison
Promote and encourage walking through PCT and Obesity Strategy Agenda	NHS Ashton Leigh and Wigan	On going	None identified	Within existing resources	Partnership working and liaison
Promote walking through Childhood Obesity Strategy work	CYPS Childhood Obesity Officer (Amy Dunne)	2009 - 2011	None identified	No funding currently assigned	Monitor in bi-annual strategy reports
Promote walking through Healthy Colleges Forum	CYPS Healthy Colleges Officer (Shirley Goodhew)	On going	None identified	Within existing resources	Partnership working and liaison
Promote walking through Physical Activity Team	CYPS Physical Activity Officer (Helen Roberts)	On going	None identified	Within existing resources	Partnership working and liaison
Promote walking through School Travel Plans	School Travel Plan Advisor (Andy Allen)	On going	School influence and delivery	Within existing resources	STP completion and implementation
Promote walking through Walk to School Week / Walk on Wednesday / Walking Buses / Green Miles etc	School Travel Plan Advisor (Andy Allen)	On going	Funding for publicity	Allocations need be found	School Census NI 198

<b><u>ACTION</u></b>	<b><u>OFFICER</u></b>	<b><u>TIMESCALE</u></b>	<b><u>RISK/THREAT</u></b>	<b><u>FINANCIAL IMPLICATIONS</u></b>	<b><u>MONITORING &amp; EVALUATION</u></b>
Promote walking through pedestrian training programmes	Pedestrian / Cycle Training Co-ordinator	On going	None identified	Within existing resources	BV 99 NI 198
Ensure all School Crossing Patrol stations are filled and encourage children to use the service to cross the road	School Crossing Patrol Service Manager (Rick Laithwaite)	On going	None identified	Within existing resources	BV 99 NI 198
Develop and deliver the Road Safety Communications Plan	Road Safety Manager (Julie Dagnall)	On going	None identified	Within existing resources	BV 99 NI 198
Promote walking through Workplace Travel Plans / Walk to Work Week / In Town without my car events	Workplace Travel Plan Advisor (Dawn Jones)	On going	None identified	Within existing resources	Work Place Travel Plan reviews
Promote walking through Sustainability Agenda	Sustainability Manager (James Noakes)	On going	None identified	Within existing resources	Sustainability Appraisals

## 7.0 Strategic References

### 7.1 National Policies:

The Government's 1998 Transport White Paper, '*A New Deal for Transport: Better for Everyone*', recognised the importance of walking for, or as part of, all journeys and identified the problems that pedestrians can face. "We are all pedestrians, even if we own a car. Nearly all journeys involve a walk and walking is still the main way of getting about locally ... We want streets that are decent and attractive to walk in".

*The Transport Act 2000* required local authorities to 'develop and implement policies for the promotion and encouragement of safe, integrated, efficient and economic transport facilities to, from and within their area', and to 'include services and facilities for pedestrians.'

In continuing its commitment towards creating a sustainable environment the Government is promoting sustainable patterns of development through its revised/draft *Planning Policy Guidance Notes* (PPG's). This complements the need to create a more sustainable transport system.

The Government's White Paper, '*Our Healthier Nation: Saving Lives*' requires local authorities to participate in local partnerships to prepare Health Improvement Programmes (HIMPs), which address social, economic and environmental factors affecting health as well as services. Encouraging walking will be an integral part of HIMPs.

*The Countryside and Rights of Way Act 2000* will extend the public's ability to enjoy the countryside whilst providing safeguards for landowners and occupiers. It will create a new statutory right of access and modernise the rights of way system. It also aims to help conserve the rural environment, protect wildlife and ensure that land owners can use the land to its best advantage.

*The Crime and Disorder Act 1998* contains a wide range of provisions to tackle crime and disorder. One of the provisions is for the police and local authorities to establish local partnerships to cut crime and disorder and to involve other agencies and the whole community in the process. The links to environmental conditions, planning, health action, CCTV and road safety are overlapping issues that relate to walking. The case to be made and the means for tackling these joint problems should be strengthened by active participation within the local partnership.

*The Road Traffic Reduction Act 1997* expects local authorities to set targets for the reduction of motor vehicle traffic, or to justify why they cannot do so. This reduction would be of great benefit to pedestrians as well as to quality of life in general, air quality, accident reduction and the reduction of vehicle domination in public spaces.

*Design Bulletin 32: Residential Roads and Footpaths* (DETR) describes the main considerations that should be taken into account in the design of residential road and footpath layouts. Its companion guide, *Places, Streets and Movement* seeks to encourage flexibility by being non prescriptive. One of its main aims is to ensure the needs of pedestrians, cyclists and public transport are considered before car use.



*Encouraging Walking: advice to local authorities*, was published by DETR at the end of March 2000. The document is intended as a working guide for the people who will put policy into action. Access for all is the message and it provides advice on ways to make walking easier, safer and more pleasant. It stresses that improving conditions for walking can bring a range of benefits to health, safety, access to services and sense of community. The document provides guidance on the two main areas that authorities need to consider when preparing and implementing local walking strategies.

*Planning Policy Statement 1 "Delivering Sustainable Development" (2005)* and *Planning Policy Guidance Note 13 "Transport" (2001)*, promote land use planning and actively seek to make walking easy and attractive with the provision of clear, connected networks of walking routes, especially to public transport interchanges and other key destinations. Other useful references include *Manual for Streets (2007)*, *Guidance on Transport Assessments (2007)*, and *Delivering a Sustainable Transport System (2008)*.

*Tactical Action*, considers ways of making existing walking routes much better with comparatively low investment. Examples of actions include better lighting and footway maintenance, pedestrian crossings where people want them, removing obstructions such as parked cars, street furniture and advertising boards and clearing litter and dog mess.

*Walking in Towns and Cities: Report of the Environment, Transport and Regional Affairs Committee*, was published in June 2001 following a public enquiry. It suggests that local authorities be encouraged to set up dedicated teams of street design experts to work with highway engineers to ensure that the needs of pedestrians are not overlooked. Further recommendations included the establishment of a National Walking Strategy and a National Walking Forum and the development of national targets for walking under the 10 Year Transport Plan. Government's aim is for the strategy to prompt action that will lead first to an end to the decline, and then to an increase in the number of walking trips. Progress in strategy delivery will be monitored through the LTP Annual Progress Reports.

## 7.2 Regional Context:

Regional Planning Guidance emphasises the importance of walking as a healthy, sustainable mode of travel, particularly for short journeys. The *Second Greater Manchester Local Transport Plan (LTP2)*, from 2006/07 to 2010/11, is produced by the ten Greater Manchester Authorities and the Greater Manchester Integrated Transport Authority (GMITA). A key element of the strategy is to encourage walking for short trips by focusing on developing safe and convenient routes to town and local centres, schools and major employers. One of the key targets is to reduce the decline in the numbers of people walking. In addition, LTP2 provides a clear focus to achieving the national road safety targets for 2010, in reducing the total number and severity of road traffic collisions. Pedestrians are often the most vulnerable road user and as such need a programme of collaborative action in terms of engagement, enforcement, engineering, education, training and publicity.



The *Greater Manchester Walking Strategy* (2002) encourages walking to become a desirable activity and take its place in the sustainable transport system promoted by the objectives of the Greater Manchester Local Transport Plan. It acts as a framework for districts within Greater Manchester to prepare their own local walking strategies.

### 7.3 Local Context:

There are many local strategies and policies which can contribute towards and have an impact on delivering walking improvements and enhancing walking as the preferred modal choice for short journeys. The list of useful strategies and policies below are cross referenced in the following tables:

- Greater Manchester Second Local Transport Plan (LTP2);
- Local Area Agreement (LAA);
- Rights of Way Improvement Plan (RoWIP);
- Healthy Weight, Healthy Wigan;
- Shape – Getting Wigan Borough Active;
- Sustainable Modes of Travel to Schools;
- Vision 2026 - the Community Strategy;
- Children and Young Peoples Plan;
- Joint Public Health Strategy – Living Well in Wigan Borough;
- Wigan’s Cycling Strategy; and
- Unitary Development Plan; A1D Walking - soon to be replaced with the Local Development Framework.



**7.4 Links to other Strategies**

Walking Strategy for Wigan Borough				
Greater Manchester Local Transport Plan	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
1. Improve Road Safety	✓	✓		✓
2. Increase accessibility	✓	✓	✓	✓
3. Improve congestion	✓			✓
4. Improve air quality	✓	✓		✓

Walking Strategy for Wigan Borough				
Local Area Agreement	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
<b>Outcome 1 –</b> An ambitious community: Strong skills that meet business needs and supports sustainable local economy where people can get round more easily (and more sustainably) - and live in affordable homes.	✓		✓	
<b>Outcome 2 –</b> A strong community that provides positive activities for all with improved community confidence, participation and cohesion in safe and sustainable neighbourhoods.	✓	✓	✓	✓
<b>Outcome 3 –</b> Living longer with a better quality of life: addressing inequality.	✓	✓		✓
<b>Outcome 4 –</b> Improved aspirations, attainment and life chances for children and young people (especially those in most disadvantaged communities).				✓

Rights of Way Improvement Plan	Walking Strategy for Wigan Borough			
	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
Identify and secure additional staff and financial resources to deliver the ROWIP				
Improve network condition	✓			
Provide a well-defined network	✓			
Increase the number of bridleways and multi-user routes	✓			
Create an integrated and continuous network which incorporates both local and long distance routes	✓			
Improve access onto and within the network and to key facilities for all users	✓		✓	
Minimise the potential for user conflicts				
Provide a safe and secure network	✓	✓		
Improve communication on rights of way issues				✓
Provide an effective information and marketing strategy to encourage use of the network				✓

Walking Strategy for Wigan Borough				
Obesity Strategy: Healthy Weight, Healthy Wigan	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
1. Partnerships				✓
2. Access and opportunity	✓			✓
3. Healthy Behaviours	✓	✓		✓
4. Weight Management	✓	✓		
5. Workforce Development	✓		✓	✓
6. Supportive Environment	✓	✓	✓	✓

SHAPE - Getting Wigan Borough Active	Walking Strategy for Wigan Borough			
	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
Increase participation in sport and physical activity				✓
Enrich lives and improve health	✓	✓	✓	✓
Build stronger communities	✓	✓	✓	
Enable people to reach their full potential'			✓	✓
Transform perception and culture				✓
Reduce inequalities and work within a range of targeted settings	✓			✓
Provide a dynamic infrastructure	✓	✓	✓	
Develop the scope for personal development and self-care	✓	✓	✓	✓

Walking Strategy for Wigan Borough				
Sustainable Modes of Travel to Schools Strategy	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
Information sharing to allow for real and practical modal choice				✓
Reduce the number of car based journeys to schools	✓	✓		✓
Accessible infrastructure	✓	✓	✓	
Improve child road safety	✓	✓		✓
Increase levels of physical activity	✓	✓	✓	✓

Walking Strategy for Wigan Borough				
Vision 2026 – a community strategy	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
To achieve a good standard of living for all and reduce poverty	✓	✓	✓	✓
To ensure similar chances of staying healthy	✓	✓		✓
High aspirations, education and skills				
A strong modern, local economy	✓			✓
Easy travel without having to use a car	✓	✓	✓	✓
Provide access to decent homes in clean, safe neighbourhoods	✓	✓	✓	
Make the borough one of the most environmentally friendly in the region	✓	✓	✓	✓
Increase participation in community and cultural activities	✓			✓

Walking Strategy for Wigan Borough				
Children & Young People Plan	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
Reduce teenage pregnancy and improve access to sexual health services				
Enhance children and young people's wellbeing, with a particular focus on obesity, alcohol abuse and emotional resilience	✓	✓	✓	✓
Safeguard children and young people through improved prevention, early intervention and community engagement		✓		✓
Improve outcomes for Children in Care				
Narrow the attainment gap between our most disadvantaged communities and the population as a whole				
Reduce children and young people's involvement in anti-social behaviour and offending	✓			✓
Improve the range and accessibility of positive activities for all children and young people	✓	✓	✓	✓
Increase participation and attainment in education, employment and training for 14-19 year olds	✓			

Walking Strategy for Wigan Borough				
Joint Public Health Strategy – Living Well in Wigan Borough	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
<p><b>Length of life</b> Reduce early deaths due to coronary heart disease or cancer Promote healthy lifestyles by supporting people to manage their own health and well-being (mental health promotion, smoking cessation, healthy eating, reduce overweight and obesity, physical activity)</p>	✓			✓
<p><b>Quality of life</b> Improve access, mobility and easy transport in the Borough for disabled and older people Create a transport infrastructure which supports the independence of all Enhance children and young people’s emotional, psychological and physical well-being</p>	✓	✓	✓	✓
<p><b>Community Capacity Building</b> Reduce isolation in older people Increase people’s and community perception of control over their own lives or where they live Increase children and young people’s involvement in decision-making that affects them</p>	✓		✓	✓
<p><b>The 4 key cross-cutting themes of:</b> Promoting good health / preventing illness Tackling inequalities Ambition and aspiration Sense of place and local identity will run through the delivery of all these priority actions</p>	✓			✓

Walking Strategy for Wigan Borough				
Wigan's Cycling Strategy	Objective 1 Walking network development	Objective 2 Improve pedestrian safety	Objective 3 Accessible developments	Objective 4 Raise profile of walking
1. To develop and maintain a 'fit for purpose' cycling network	✓			
2. To improve safety and security	✓	✓		
3. To promote the benefits of cycling and equip users				✓
4. To provide sufficient resources	✓	✓	✓	✓
5. To partner with other interested bodies and consult widely				✓
6. To monitor and evaluate achievements	✓			✓