

14 August 2011

Dear Andrew,

BRISTOL'S WALKING STRATEGY: DRAFT

1. Many thanks for inviting Bristol Ramblers to comment on the draft walking strategy. In compiling this response we have compared the draft with strategies prepared a decade ago, as well as looking at current advice and plans. The response describes our role and sets out what we see as the main strengths and weaknesses of the draft. Annex 1 suggests some detailed drafting changes, while Annex 2 contains details of the Ramblers' *Get Walking, Keep Walking* project. We conclude by offering to help with the development and launch of the strategy and with a bid to the Local Sustainable Transport Fund to make Bristol a Walking City.

The Ramblers

2. The Ramblers is Britain's walking charity. It works to safeguard the places where people walk and to encourage more people to take up walking. The Bristol Group has about 900 members. We organise walks of varying distance and difficulty: up to eight a week in summer and four a week in winter. Some are within the City boundaries and more beyond them, reached by public transport in many cases. We have worked with the Council on a range of activities.

The Strategy's strengths

3. We would like to congratulate all those involved in production of this draft. While it may not be 'riveting', as Councillor Harrison accepts in his foreword, it is certainly readable and contains many sensible proposals. If they were all taken forward, the prospects for walking in Bristol would be much improved.

4. We especially welcome:

- **Support and interest of councillors.** Not only is Cllr Harrison's foreword encouraging, but both he and Cllr Rogers made their personal commitment clear at the workshop in July last year.
- **Extent of consultation.** Consultation with a wide range of groups on this and related transport issues has been impressive.
- **Vision and transport user priorities.** The primacy of walking and pedestrians is made very clear.
- **Action plan.** The long list of detailed proposals is a significant addition to the last draft. We are in favour of all of them (though would like them strengthened – see below).
- **References to the Rights of Way Improvement Plan, Public Rights of Way and the Ramblers.** We are glad they are there (though would like them strengthened – see below).

Weaknesses

5. We have major concerns about:

- **Lack of targets.** While target-setting has been much criticised of late, what is specified and monitored is more likely to be achieved than what is not. Walking strategies produced a decade ago had clear targets to be achieved by specified dates. Bristol, for example, sought two key outcomes: to maintain the then current levels of walking up to 2002 and to increase the number of journeys on foot by 10% by 2012. Other cities' strategies broke such targets

down by length of trip, purpose of the journey, and whether walking was the main mode or part of a mixed mode journey. Another 'outcome target' adopted was the proportion of the population walking for at least 30 minutes at least three times a week.

The earlier strategies also contained a range of input and output targets that still seem relevant: all defective sections of footway upgraded; traffic calming in X% of streets; pedestrianisation of X streets; number of pedestrian crossings installed; reduction in pedestrian casualties; increased level of walkability in terms of people's perceptions.

The draft strategy lists actions to be taken by 2012, 2014, and in the longer term but the expected outcomes in terms of walking are unclear. The Department for Transport has encouraged the 'logic mapping' of bids to the Local Sustainable Transport Fund, with a clear sequence from context through inputs, outputs/actions, and outcomes to impacts, the long-term consequences. We would like a similar approach here.

- **Lack of resources: why not a Walking City?** We understand the Council's current financial and staffing pressures. We would have more confidence that this strategy would be implemented if resources in terms of both staff and money were allocated to it and if the draft had not taken so long to appear. (At the workshop in July last year we were promised a revision in September). It is not clear who will be responsible for any of the actions in the plan, or what they will cost. By contrast, Cycling City was allocated £22.8m to be spent over two years on an ambitious programme. It may not have achieved its target of a 75% increase in cycling but it has made a noticeable difference. Making Bristol a Walking City could be achieved much more cheaply. Further, a bid to the Local Sustainable Transport Fund could result in a substantial contribution from central Government, as with Cycling City.
- **Lack of traffic management.** One of the draft objectives is to reduce car travel by making walking the first choice for short journeys. This is the wrong way round. Car usage in cities expands to fill all the road and parking space that is available at reasonable cost. Unconstrained car usage deters would-be walkers. The Council needs to reduce the number of cars on Bristol's roads, control their speed and parking habits more strictly, and separate them from pedestrians as far as possible if it wishes to encourage walkers.
- **Limited focus on recreation: need for strategic recreation walking areas, more open spaces with a right of access on foot, and more public rights of way.** The draft focuses almost entirely on walking as a means of travel and the associated health benefits. Walking in Bristol is also an enjoyable and cheap form of recreation, and this deserves more emphasis. The City's green infrastructure and its built and watery heritage all have a part to play in creating and maintaining an attractive walking environment. In its 2008 submission, the Bristol Cycling Campaign suggested that strategic recreation walking areas in the city should be identified and protected, with pedestrian access to them improved. They gave the Downs and the harbour as examples. We would strongly support this and would like walking both to and within these areas encouraged. Walking is currently given a low priority: for example, some of the best Downs routes are spoilt by Zoo car parking while others become a quagmire in wet weather; routes round the harbour are threatened by more transport and other developments. Open space owned by the Council and other public or voluntary organisations might be further safeguarded for walking by designating it as access land under the Countryside and Rights of Way Act 2000.

We would like key linear routes protected and promoted by being made Public Rights of Way.

- **Lack of monitoring.** We were alarmed by the final paragraph (page 40) which seemed to imply monitoring mainly through the JLTP. As far as we can tell, the JLTP's Walking

Supplementary Document has yet to be finalised. We would hope that there would be a specific annual review of the Strategy's Action Plan, as well as the development and monitoring of more targets (see above). The Council's earlier strategy contained additional monitoring ideas while others were to be developed in Manchester. We were interested in the use made by the Bristol Cycling Campaign of Bluetooth technology.

Developing the Strategy

6. Bristol Ramblers have long worked with the Council in developing, protecting, promoting and maintaining walking routes. The annex suggests an addition to the draft to draw attention to our activities. We stand ready to help in whatever way we can to take the Strategy forward. We hope it will be published as planned later this month and would be happy to help with its launch.

Local Sustainable Fund Bid

7. Nationally the Ramblers have been working with various councils on *Get Walking, Keep Walking* schemes that have been very successful. They suggested that these might be included in Local Sustainable Transport Fund (LSTF) bids. The West of England Partnership initially had reservations about the procurement implications. Further, there could be some overlap with existing Walk for Health and Active Bristol projects. Nonetheless I thought I would include details (at Annex 2) as other authorities appear to be having some success in attracting Department for Transport funding.

8. More generally, it is clear from the draft strategy that what will be achieved here in the next few years will be critically dependent on LSTF funds. The draft provides a good basis for working up an imaginative Walking City bid by December. We hope the Council will make this a priority and would be delighted to help.

Yours sincerely

Susan Carter

Susan Carter
Environment and Planning Officer (Bristol Group and Avon Area)

ANNEX1

BCC DRAFT WALKING STRATEGY: DETAILED COMMENTS FROM BRISTOL RAMBLERS

1. *Setting the Scene*

Introduction, p4, penultimate para: is the 80% national or local? Statistics in Appendix 2 might be better here.

P5, end of text. Add: “Walking is not just a mode of travel: it is an enjoyable and cheap form of recreation for many. Bristol’s green spaces, fine harbourside, and built heritage provide excellent walking opportunities for residents and visitors alike. These opportunities need to be protected and enhanced.”

P5, box on benefits of walking. Under personal benefits, divide first bullet, so physical (not ‘general’) and mental health are dealt with separately. These are big benefits! Add a further bullet: “Provides an enjoyable and cheap form of recreation”. Delete repeated traffic congestion point under the wider benefits. Or re-word simply as “Reduces traffic congestion” (this and some other predicted wider benefits assume a reduction in traffic that may not be achieved simply by increasing walking).

Vision, p6. Too many thoughts in the second sentence so result is ambiguous. Substitute: “...safe routes to work, school, the shops and leisure facilities. People will increasingly walk for pleasure and recreation. Together with improved traffic management, more walking will result in a reduction in ...”

Objectives, p6. Unless serious traffic management measures are proposed, 3rd bullet should realistically read: “Reduce number of short trips by car”. (Without traffic management they will probably just be replaced by longer trips).

Local Development Framework, p7. The LDF’s coverage of green infrastructure deserves a mention here as well as on p14 if the Central Area Action Plan is to get double coverage. Suggest: “The LDF also contains important policies on the City’s ‘green infrastructure’ – the attractive open spaces and the links between them that are especially important for walkers, for both recreation and travel.”

Transport user priorities, p8. Substitute “walkers” for “pedestrians” in the first bullet as it’s a broader term (and plainer English). Think you’d call those walking over the Downs, to get somewhere or for pleasure, walkers, not pedestrians.

2 *Improving and enhancing the walking network*

Defining the walking network, p9. Not entirely sure what is intended – a hierarchy implies a top and a bottom. The order here would suggest public rights of way (PROWs) are at the top but are not part of the other routes. Not sure either point is right, important though PROWs are for the Ramblers, and much as we would like to see more recognised or created in the city. Further, there is no mention of green infrastructure or important recreational routes.

We would suggest the following hierarchy: informal local routes; key strategic travel routes; key strategic recreational routes; and ‘showcase’ walking routes, which may be mainly for travel or for recreation. Alternatively you could just have a threefold division into local, strategic and showcase and expand the definitions to refer to recreational use. Whichever categorization is preferred, some of these routes will be in the central area, some will be public rights of way, and some will be part of the city’s green infrastructure.

So, delete references to the central area network and Public Rights of Way in the introductory paragraph, amend the route descriptions as above, and delete the last bullet on Public Rights of Way. Add: "Where routes are in the central area or part of the city's Public Rights of Way network and/or green infrastructure, additional considerations will apply , as described in subsequent sections."

Bristol Legible City, p10. An excellent initiative. It might be significantly improved by including information on walking times on signs. Perhaps part of the proposed signage audit? Add "and action such as a signage audit" before "this Walking Strategy" in the final para.

Central Bristol: A rebalanced city centre in Bristol, p11. Not clear how far the objectives are taken directly from another document. If they are not, we would like them strengthened, especially the second and fifth bullets, to provide for further pedestrianisation.

Public Rights of Way, p13. This section might be made more Bristol specific and ambitious. North Somerset rights of way deserve a mention alongside those of BANES and South Glos.

Suggest amending the text as follows: "Public rights of way can be wide tracks or narrow trails, and they can run through towns or across remote countryside. There are different types: walking isa vehicle. In Bristol there are 160km of public rights of way, 155 km of footpaths and 5km of bridleway.

The Council records....purpose.

Public rights of way in neighbouring authorities are important for Bristol too, for recreation and for travel into the city. Together Bath & North East Somerset, South Gloucestershire, and North Somerset have a network of almost 3000 kms.

The Council is firmly committed to completing the recording of existing rights of way and to keeping them open to public use. Further, the Rights of Way Improvement Plan includes identifying new routes which should be made public rights of way. Defining the walking network as proposed in this strategy will help identify these routes, while making good use of the right of way designation will safeguard and publicise key parts of the network in the long-term.

In addition, the Council will promote recreational and health walks which use the rights of way network. It will also improve public transport links to rights of way in Bristol and neighbouring authorities."

Rights of Way Improvement Plan box, p 13. Make the heading plural and amend box to read: "All local highway authorities have been required to prepare Rights of Way Improvement Plans (ROWIPs). Bristol City Council developed one jointly with Bath & North East Somerset and South Gloucestershire.

The ROWIP visionLocal Travel.

North Somerset Council produced its own plan. The current Rights of Way...."

Green infrastructure, p14. Bristol's open spaces are as important for walking, for both travel and recreation, as are the 'green active travel routes' between them. So add: "Bristol's open spaces are also important for walking, for both travel and recreation. The LDF Core Strategy contains a commitment to protect them. As part of this walking strategy, the Council will designate strategic recreation areas where walking will be protected, promoted and encouraged."

Principles box, p14. Add a new bullet: “Gaps in the city’s rights of way and green infrastructure networks should be filled and open spaces that are of strategic recreational importance for walking should be fully protected and walking opportunities enhanced”.

Actions box, p15. Substitute “walking“ for “ pedestrian “ in bullet 1. Amend bullet 6 to read: “Implement...Plan, in particular by identifying additional routes which should be designated as rights of way”. In bullet 7 insert “and harbour” after “river”. Add additional bullets :

- Identify paths and routes on Council-owned land to be designated public rights of way.
- Identify where green active travel routes require maintenance or enhancement.
- Designate open spaces as strategic recreation areas where walking will be protected, promoted and encouraged.
- Protect walking on open spaces currently in Council ownership by designating them as access land under the Countryside and Rights of Way Act 2000.

Maintenance, p15. This section could do with some targets eg a reduction in the number of footways requiring repair.

Severe winter weather, p16. Could the Council take steps to dispel the urban myth that people risk being sued successfully if they attempt to clear snow and ice from in front of their houses? Could be diplomatically phrased as: “The Council will encourage the public to clear and/or grit other local pathways”.

Utility and road works, p18. Typo – “ pedestrians” in second para.

Pavement obstructions, p18. A very important section. Again a few targets on the frequency of inspections and the number of pavements free of obstructions would be helpful.

Toilets, p20. Another very important section and again targets, or a commitment not to close facilities, would be welcome.

Traffic management and road safety, p21. Targets in the vision would be helpful...At traffic lights not only waiting times but crossing times should be pedestrian friendly. Zebras are often more friendly than signals and some acknowledgment of that would be helpful.

20mph limits, p 22. A scheme backed up with speed cameras and physical traffic calming features would be more re-assuring.

3 Promotion and partnerships.

Promotion, p24. Typo – “to” missing in the first line.

Published maps and leaflets, p24. Reference to us is welcome. Should be the “ Bristol Ramblers Group” or the “ Bristol Group of the Ramblers”.

Partnerships, p25. Add new bullet “voluntary organisations” to the list. Should be “ health” not “ heath” authorities in bullet 3.

Neighbourhood partnerships, p25. Add “and walking plans” after “strategy”.

New section on “Working with voluntary organisations”, p28. Should follow “Green Commuter Club”. To read: “Voluntary organisations play a key role, especially in encouraging recreational walking and in maintaining an attractive walking environment. There are numerous walking groups in the city, and several organisations that undertake litter-picking and path maintenance. The Avon

Wildlife Trust and National Trust are among organisations that provide waymarked walking routes on their land and information on what may be seen there.

New case study, p28. This might be followed by a case study about us!

Bristol Ramblers' Group

With about 900 members, the Bristol Ramblers is the largest walking group in the city. It organises up to eight varied walks a week in summer and five in winter, all accessible by car-sharing or public transport. New members are welcomed (though those under forty are steered towards the Brunel Walking Group, which caters for people in their 20s and 30s).

The Group has worked with the Council to identify walking routes, to produce walking publications and to promote walking. It is setting up a task force to help maintain footpaths. It works with the Council and other organisations to help develop strategies and policies to safeguard and improve the places where people walk. It campaigns against developments that it sees as damaging.

New section on having fun and special events Shouldn't there be a mention of walking events and challenges? Not quite sure what exists but think there are various sponsored walks such as Walk for Life, midnight walks for St Peter's Hospice. Plus challenge events such as the Green Man Challenge round the Community Forest Path. Could the Council commit itself to looking kindly on these, if not organising them? And could there be more experiments with closing routes such as Ladies' Mile across the Downs, the Portway and central streets so that people can enjoy the novelty? They may then take up walking or support more traffic management.

Actions, p29. Bullet on Neighbourhood Partnerships needs to be either shortened or expanded. It doesn't represent a fair summary of what was proposed on page 25. Add new bullet:

- Investigate if voluntary organisations can play a larger part in the identification and maintenance of walking routes and in the promotion of walking.

4 Links to wider policies and strategies

Walking for health and leisure, p30. Leisure is an odd word to use (is it a mis-print for *pleasure*?) Would prefer to substitute "enjoyment". "Recreation" would be OK too, though narrower.

Planning and new development, p30. Style anomaly – should be "establishing/ reinforcing in bullet 5.

Pedestrians and cyclists, walking to school and college pps 32 and 33. If targets are out of the question, at least some base level statistics should be possible?

5 Resources /funding

Understand the uncertainties. Extraordinary that the only financial figure in the whole chapter is the £560m from the Local Sustainable Transport Fund.

6 Monitoring and review

Our covering letter set out our concerns about this. As well as school and work journeys from local surveys, the earlier Bristol strategy committed the Council to monitoring: levels of walking in the central area using regular counts at control sites: the number of road accident casualties; census journey to work material; and Leisure Services – Parks Visitor data. We also suggest a specific question on walkability should be added to the Quality of Life survey.

Appendix 1, Action Plan Summary

General points. Not clear how much any of the actions will cost in terms of money or staff effort, nor is it clear who will be responsible for taking any of them forward. There is a very long list of actions to be achieved by March 2012. Was that date picked as a year from the original date proposed for publication? Should it now be August 2012? Or was it a realistic programme for the current financial year on which progress has already been made?

Action 4, p41 Is there a 'more' missing in the final column or is the intention to continue to improve the 5 routes and not create others?

Action 7, p42. How about a river crossing parallel to Princes Street bridge if Rapid Transit proposals proceed? A new pedestrian bridge could make walking much pleasanter than the proposed close proximity to buses on the existing bridge.

Action 15, p44. Welcome the target for central Bristol, but what about the rest of the city?

Action 21, p47. We do not agree that the pedestrian environment will be enhanced by the Bus Rapid Transit scheme. An unattractive new route, shared with cyclists and with buses whizzing past almost continuously, will be created but an existing attractive route will be spoiled. This reference should come out.

Appendix 2, Further information

Trends and statistics, p 50. Interesting – worth putting at the beginning of the report.

Ways to encourage walking, p51. Amend bullet 6 to read: “ Less and slower motor traffic, with reduced...” Add another bullet:

- Projects to get particular groups walking (eg Walking for Health, the Ramblers *Get Walking, Keep Walking*).

RAMBLERS HQ PROJECT: GET WALKING, KEEP WALKING

Get Walking Keep Walking

1. Ramblers' flagship project Get Walking Keep Walking (GWKW) delivers community based 12 week walking programmes for inactive and insufficiently active people in deprived inner city locations in England. It was established with Big Lottery funding to run for four years to the end of 2011 in five London boroughs, Sheffield, Manchester and Birmingham. It will have directly engaged with 86,000 beneficiaries – 12,000 on programmes and 74,000 receiving a DIY Get Walking pack. It has been recognised by the World Health Organisation as an example of leading practice for the promotion of physical activity to socially disadvantaged groups.

2. The Ramblers are now offering to extend the project to other authorities, to be funded from the Local Sustainability Transport Fund (LSTF).

Evidence of success from current delivery

3. An independent evaluation report prepared by CLES Consulting (The Centre for Local Economic Strategies) found that by the end of 2010:

- Get Walking Keep Walking had engaged with 64,251 people - 9,035 of them on facilitated programmes and 55,212 receiving Get Walking Packs. 600 volunteers had been involved and over 1,500 routes had been developed.
- It engaged its target audience. Almost half the overall beneficiaries, and 31% on programmes, were under 35, unusual as walking interventions typically attract predominantly older audiences.
- 42% of programme participants were from non-white ethnic backgrounds.
- Participants were on average only active for 2.6 days a week before engagement
- 24 weeks after first engaging with the project, participants were active on almost one day more a week than at registration.
- Participants had increased the total time they spent walking 24 weeks after registration: programme beneficiaries spent 56 more minutes per week walking from place to place and 71 more minutes walking for leisure.
- 70% said they were happier, 60% felt more engaged and 70% said they were more energised and motivated.

4. CLES are also currently researching the economic impacts and cost benefit of the intervention and these findings will be available shortly.

Relevance to Local Sustainable Transport Fund

5. GWKW has been commended by DfT for the breadth of its evidence base and its appropriateness to LSTF objectives. DfT is publishing the Third Year GWKW report and the report on

functional walking trips inspired by GWKW on their LSTF guidance pages at:

<http://www.dft.gov.uk/adobepdf/165237/lstfresourceibrary.pdf>

Get Walking Keep Walking (GWKW) will encourage and support people to make smarter travel choices by increasing their independent, everyday functional walking.

Ramblers' offer to local authorities

6. The Ramblers will deliver proven, time-limited programmes that encourage people to use walking as a sustainable mode based around their journey to work, and as a means to engage with those for whom lack of access to transport is a barrier to work. The project will address the most common barriers to walking, demonstrating that it is a time efficient and safe means of travel, particularly for journeys of less than 3km.

7. Walking programmes will be delivered in host districts with employers, using the Get Walking Keep Walking DIY packs. These programmes will introduce people to their local walking environment, emphasising the pedestrian links between centres of population and places of work and building confidence in walking as a transport mode. It will reduce the carbon impact of local travel and also help improve participants' physical and mental health and well-being. We will include people not in employment, education or training, giving them training opportunities to socialise, develop new skills and increase their self-confidence. We will also improve participants' mobility (often a barrier to employment) by supporting them to adopt a free transport mode.

8. GWKW is a lasting, cost effective intervention aimed at producing sustainable behaviour change at an individual level by enabling and supporting independent walking outside the 12 week programmes. GWKW aims to do more than this and embed a culture of walking as active travel in the local community, ensuring the wider sustainability of the project.

The model

9. In agreement with local authorities, we will identify local partner groups including employers, job centres and community centres and also target, as directed, deprived areas, black and minority ethnic communities and welfare organisations and health venues. Where appropriate we will align Get Walking programmes with other walking interventions such as infrastructure and environmental improvements. At each site we will deliver 12-week Get Walking programmes, each with between 10-20 participants, and consisting of:

- Six weeks of facilitated activities including informal workshop sessions on the benefits and barriers of walking, and walks led by trained staff and volunteers along at least four different routes
- Six weeks of independent walking and less formal walking opportunities
- Support materials including a 12-week walking plan, logbook, route cards and e-newsletter
- Support from volunteer walking ambassadors trained to enthuse and inform beneficiaries about walking locally
- Regular celebration events running across a cluster of nearby centres
- Signposting to other walking opportunities during and after the programme including promoted walking routes and the local footpath network, health walks and Ramblers group walks

10. Routes will be developed by trained Ramblers volunteers using tried-and-tested methodology. Walking routes will use community hubs and link them to important local services and attractions (shops, libraries, leisure centres) to provide viable alternatives to short car journeys. The catalogue of routes generated by the project will be retained locally, displayed at places of work and community hubs and published online.

Links to other walking opportunities

11. We will seek to link new GWKW projects into existing walking provision wherever possible, building reciprocal links and ensuring connectivity with a range of walking options including Walking for Health and shorter Ramblers group walks.

GWKW places a strong emphasis on volunteering and employs a broad range of volunteer roles, training and engaging people from local communities, as well as project participants themselves, in walk leadership, route development and as walking ambassadors. All of these roles allow volunteers to deepen their engagement with the project, and encourage their development as independent walkers. Volunteers trained by GWKW have the confidence and expertise to increase their walking activity outside the project, going on to become local walking champions and developing independent initiatives.

Outcomes

- An increased number of people choosing to walk rather than use a private car for journeys of less than 3km
- A reduction in vehicle use and subsequent carbon emissions reflecting the growing number of people choosing to walk and cycle as sustainable transport options
- An increased number of employees walking to their place of work
- A general increase in the awareness of the benefits of walking and the links between sustainable travel, physical activity and health
- The identification of a network of walking routes reflecting the needs of walkers and tested by active consultation with user groups
- A body of trained walk leaders, route developers and walking ambassadors who can help the ongoing development of a spectrum of integrated walking opportunities

Indicative outputs (to be discussed and agreed)

- 40 businesses engaged
- At least 50 NEETS engaged with GWKW, ideally being trained as volunteers
- 900 beneficiaries attending walking programmes
- 75 walking programmes delivered by a full time project coordinator (25 per year throughout the three year duration of the project)
- 3,000 GWKW packs distributed at face to face events outside of the programme delivery in support of everyday independent walking activity

- 360 routes developed for use in programmes, of which at least 50 will be published as quality, risk assessed short routes, linking places of work to centres of population and community resources.
- At least 50 volunteers engaged with the project supporting sustainable walking activity

Cost

11. The proposed cost of a GWKW project designed to deliver walking activity as part of the local Sustainable Transport Fund is £264,000, plus VAT where applicable.

This includes:

- 1 full time project coordinator post for three years
- Management and back office support to provide essential support functions, enabling local staff to concentrate on delivery
- Volunteer recruitment, training and support
- All promotion and materials, including a dedicated section on www.getwalking.org
- A bespoke participant newsletter
- Inflation at 3%

12. These costs are based on a project duration of three years assuming a start date either in January or March 2012, after funding from the Local Sustainable Transport Fund has been released. It does not include any costs associated with monitoring and evaluation. The majority of the funding, **£239,281** is sought from the LSTF bid.

This budget is based on an assumption that each partner organisation provides an in-kind contribution to host Ramblers employees (i.e. a desk in an office) which is valued at £7k (plus inflation at 3%) per person per year, which forms the balance (£21,636).

Sustainability

13. Sustainability will be achieved at an individual level through supporting sustained changes in behaviour towards regular independent walking. Evidence from the Third Year report prepared by our independent project evaluators at CLES demonstrates that most participants are still walking more often six months after engagement with the project. Participants will be signposted to other walking interventions and opportunities. Ramblers has a network of 500 local self-sustaining Groups run by volunteers, many of them keen to diversify their activities. We will embed links with Ramblers Groups from the start, who will act as project champions as well as supporting groups of participants to continue walking together informally, if appropriate. Training will be offered to participants to become volunteers, thus deepening their engagement with the project. It can also be offered to local authority and NHS staff, and staff and volunteers of other employers, who can mainstream walking activity into their work.

14. Walking routes generated by the project will be retained locally and made accessible to project beneficiaries online and in printed form, and used in the development of promotional materials.

