



Framework for a local walking strategy

Introduction

This leaflet aims to help local highway authorities prepare their local walking strategies (LWS). Based on work undertaken for the Department of the Environment, Transport and the Regions (DETR) by Transport Planning (International) Ltd, it complements the guidance in *Encouraging walking: advice to local authorities* and describes the minimum actions needed for a strategy to achieve measurable change. The framework is not prescriptive and individual authorities may wish to include additional information. A list of relevant publications and sources of information is included at the end of the leaflet.

Background

A local walking strategy should begin by stating its purpose, how it fits in with the local transport plan (LTP) and who it is aimed at. The benefits sought should be described, including how the walking strategy will contribute to sustainable transport, improved health and social inclusion. There should be an explanation of how policies on walking relate to other local policy initiatives. Extracts from the structure (or unitary development) plan policies should be included, and local plan policies might be given in an appendix. The role of walking within the LTP should be described, including:

- links with public transport;
- the traffic reduction plan;
- the road safety plan;
- safer routes to school proposals;
- local agenda 21 proposals;
- TravelWise;
- company travel plans;
- local health improvement programmes; and
- health action zones.

If the LWS is to be distributed to local organisations such as schools, health authorities, recreational groups and local employers, the relevance of the strategy to them should be outlined.

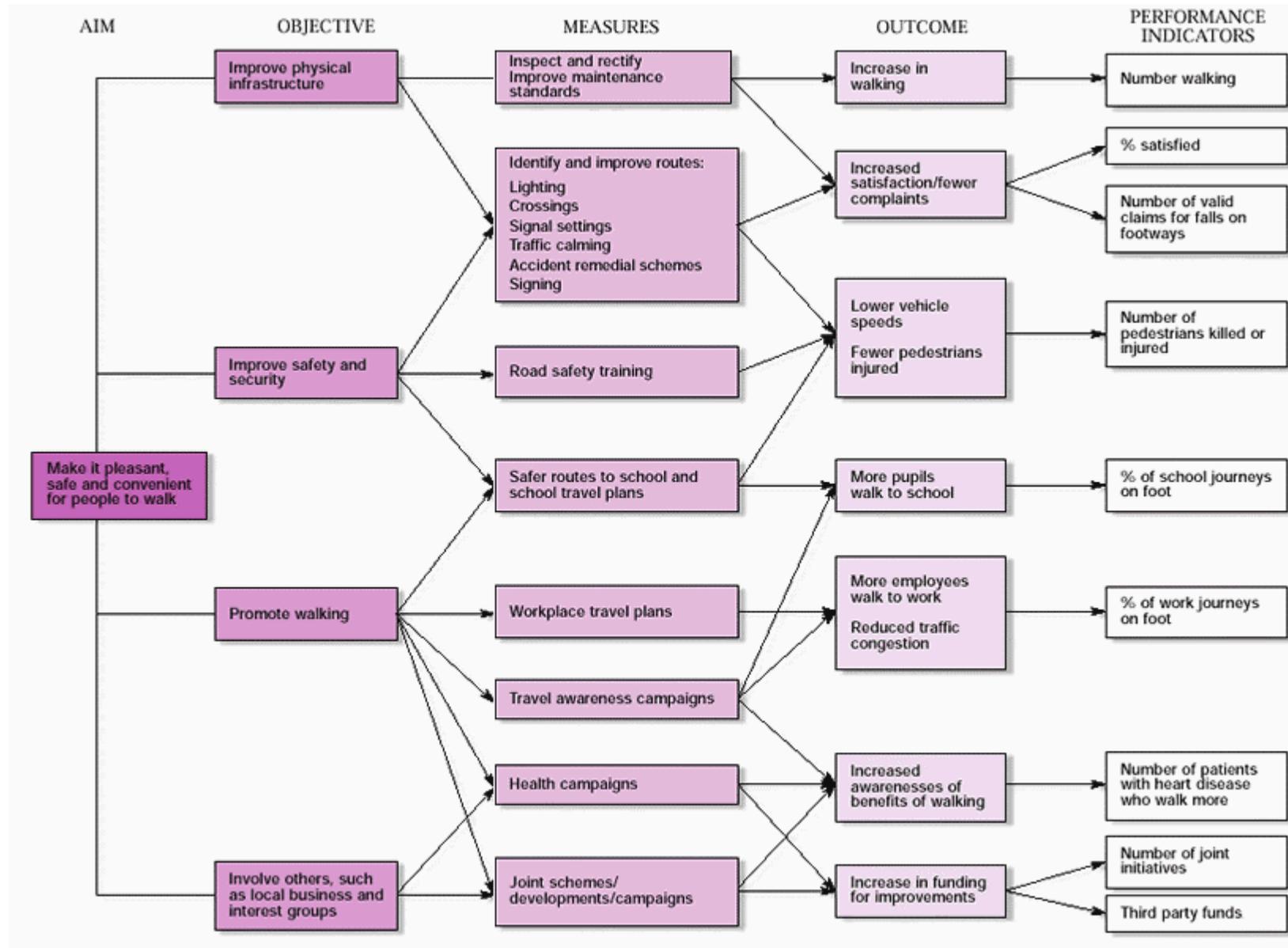
If the strategy is to be distributed to members of the public, the reasons it is needed could be pointed out. For example, improving conditions for walking can bring a range of benefits to the everyday lives of local people - to health, safety, access to services and a sense of community.

The existing walking environment

It would be useful to outline the current local environment for walkers, the proportion of journeys made on foot and the attitudes and opinions of local people. Measures already taken and what they have achieved should be mentioned. These could include:

- the proportion of school journeys made on foot and how many extra journeys have resulted from safer routes to school projects and school travel plans;
- how many journeys to work are made on foot (see the national census), and what proportion are as a result of company travel plans;
- information from travel diaries;
- the results of screenline or town centre cordon counts, if these have been taken over a substantial period;
- information from public attitude surveys and the views of local groups;
- statistics for pedestrian casualties from accident databases, particularly involving children or accident blackspots;
- relevant audit commission performance indicators; and
- information from internal records, such as complaints or maintenance work.

Links within the local walking strategy



Visions, objectives and action plans

Vision

The authority's broad vision for walking could be set out - for example, to make it pleasant, safe and convenient for people to walk.

Objectives

There should be a clear statement of what the LWS is intended to achieve. Each objective should be measurable so that progress towards it can be monitored. Each should fit with the broader objectives of the local transport plan. For example, to achieve the vision an authority might:

- improve the physical infrastructure;
- improve safety and security;
- promote walking; and
- involve local business and interest groups.

Action plans

There should be a description of the policies to be put in place, and the actions to be taken to meet each objective. For example, to improve safety and security, an authority might:

- improve lighting, crossings, and signal settings;
- introduce traffic calming and accident remedial schemes; and
- introduce safer routes to school, and school travel plans.

An outline is sufficient for the purposes of the LWS. Detailed programmes of work are not appropriate, as these will need to be reviewed annually in the light of progress and available finance.

Actions should be evaluated and prioritised according to their contribution to achieving the objectives of the LWS, and taking into account their practical and financial implications.

Liverpool Street Station (London)



Another location



Funding

The likely level of overall funding should be indicated, and how it is intended to be allocated. The local transport plan submission to central Government is the major source of capital funding for transport purposes. In certain circumstances, further capital resources can be gained by planning obligation agreements, where the developer provides new pedestrian facilities.

Finance also comes from:

- the annual revenue support grant, which provides most funding for maintenance of footways; and
- income from charges levied for on-street parking. In the case of unitary authorities, off-street parking revenues are also available.

Partnership schemes provide further potential sources of funding. Examples are:

- initiatives like TravelWise and accident remedial works, which will contribute to several programme areas;
- the single regeneration budget;
- European Union funds, such as the European structural funds;
- the national lottery new opportunities fund;
- health improvement programmes;
- health action zones; and
- landfill tax liability.

Further information on sources of funding is available from DETR - the address is at the end of this leaflet.



Performance indicators and targets

There should be a description of the performance indicators to be used in monitoring how well the LWS is achieving its objectives. Benchmarking will be possible if some performance indicators can be standardised between authorities. Possible performance indicators and targets are shown in the table below:

PERFORMANCE INDICATOR	DATA SOURCE	TARGET
<i>Objective 1. To improve conditions for pedestrians.</i>		
Public satisfaction with footway conditions	Regular opinion survey	More than x% satisfied
Proportion of pedestrian crossings with facilities for disabled people	Internal records	All crossings to have facilities for disabled people by 2003
<i>Objective 2. To improve pedestrian safety.</i>		
Number of pedestrians involved in road accidents	Database of injury accidents	Reduce number of pedestrians killed or seriously injured by x% by 2006
<i>Objective 3. To promote walking</i>		
Awareness of pedestrian benefits in campaigns	Monitoring surveys	More than x% of target market to be aware of campaign message after four weeks
<i>Objective 4. To work effectively with others</i>		
Proportion of work journeys on foot	Company travel plans	x% of work journeys on foot by 2006; y companies with travel plans by 2003 and z by 2006
Proportion of school journeys on foot	School travel plans	x% of school journeys on foot by 2006
Funding from third parties	Internal records	No target

Monitoring and review

Methods of collecting the information needed to monitor the effectiveness of the LWS should be set out.

All local highway authorities should, as a minimum:

- collect the information necessary to monitor the performance indicators and targets each year;
- analyse annual progress made towards the LWS targets and make any practical changes necessary;
- publish progress towards targets in the annual LTP progress report; and
- have a formal review of the LWS after no more than five years.

Local highway authorities are encouraged to use causal chains as a framework for monitoring. These can establish links between the different parts of the action plan, their anticipated effects and the contribution each will make to achieving the objectives. An example is shown on the centre pages of this leaflet.

Technical enquiries

Walking and Cycling Division, 3/27 Great Minster House, 76 Marsham Street, London SW1P 4DR.
Tel: 020 7944 2983

References

Encouraging walking: advice to local authorities (DETR, 2000)

Guidance on Full Local Transport Plans (DETR, 2000)

New Directions in Speed Management - A Review of Policy (DETR, 2000)

Tomorrows roads: safer for everyone - The Governments road safety strategy and casualty reduction targets for 2010 (DETR, 2000)

The benefits of green transport plans: preparing your organisation for transport in the future (DETR, 1999)

Personal Security Issues in Pedestrian Journeys (DETR, 1999)

Saving Lives - Our Healthier Nation (DOH, 1999)

School travel strategies and plans (DETR, 1999)

Towards an Urban Renaissance: Report of the Urban Task Force (DETR, 1999)

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The Department for Transport sponsors a wide range of research into traffic management issues. The results published in TAL's are applicable to England, Wales and Scotland. Attention is drawn to variations in statutory provisions or administrative practices between the countries.

Within England, enquiries should be made to: Traffic Management Division, Department for Transport, 2/07 Great Minster House, 76 Marsham Street, London, SW1P 4DR. Telephone 020 7944 2478. E-mail: tal@dft.gsi.gov.uk