



Evaluation of Living Streets' Fitter for Walking project

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Executive Summary

Associations between the built environment and participation in physical activity have been well reported and a number of attributes of the physical environment are known to be associated with participation in specific types of physical activity such as walking. Despite this, there has been little research to date assessing the impact of interventions which combine changes to the physical environment with promotional activities on the use of walking as a mode of transport. The Fitter for Walking project worked with deprived communities in 12 Local Authority (LA) areas across five regions of England to improve local environments and promote walking for short journeys. This report summarises the evaluation of Fitter for Walking and presents a comprehensive assessment of the delivery of these types of programmes as well as the impact of environmental changes and promotional activities on walking levels in a sub-set of community projects.

Aims of Fitter for Walking

The overall aim of the Fitter for Walking project was to increase awareness and promote walking as a mode of transport for short journeys, by working with communities and LAs to improve the local environment.

Objectives of Fitter for Walking

The objectives of Fitter for Walking were to provide information and support to local community groups; to develop skills and capacity for promoting walking as a mode of transport; to build community cohesion by encouraging communities to work together, and with their LA to make improvements to their local environment; and to thus increase the number of people walking for short journeys. A Fitter for Walking Award was developed and presented to individuals and community groups to recognise the achievements made during the project, and to promote project sustainability.

Management and timelines of Fitter for Walking

The Fitter for Walking project was managed and delivered by Living Streets as part of a portfolio of projects being delivered by a Consortium of the leading walking, cycling and health organisations and funded through the Big Lottery Fund's Wellbeing Programme. The Programme provides funding to support the development of healthier lifestyles and to improve well-being.

The Consortium is led by Sustrans and includes British Cycling, CTC, Cycling England, Living Streets, London Cycling Campaign, the National Heart Forum, the National Obesity Forum, the Ramblers' Association, Campaign for Better Transport and Walk 21. It has delivered a portfolio of projects that will enable two million people nationwide to become more physically active by walking or cycling as part of their daily lives by 2012 (www.travelactively.org.uk).

Fitter for Walking received £1.7 million funding from the Big Lottery Fund's well-being fund and £470k match funding from Local Authority partners. The project commenced in 2008 and is due to be completed by March 2012.

Fitter for Walking projects

Living Streets worked with approximately 150 communities from 12 Local Authorities in five regions of England: London (Barking & Dagenham, Redbridge), North East (Gateshead, Sunderland, Newcastle), North West (Blackburn with Darwen, Bolton), West Midlands (Dudley, Sandwell, Wolverhampton) and Yorkshire (Doncaster, Rotherham). These areas were selected to participate in the project by Living Streets based on reported low levels of physical activity and high levels of obesity.

Project implementation

Five project co-ordinators were appointed (one per region) who were led by the Fitter for Walking Manager. The role of the project co-ordinators was to work with communities and LAs to make environmental improvements and promote walking.

There were four stages of project implementation: recruitment and engagement; consultation; delivery of project activities; and assessment of criteria for obtaining the Fitter for Walking Award.

Recruitment and engagement

Community groups were recruited through both targeted and opportunistic approaches. Following an initial scoping phase to meet stakeholders in the LA areas, including the local neighbourhood management team, local contacts were used to identify possible 'communities' to work with in the project. The term 'community' has been used in a broad sense and implies some kind of organised group eg, a tenants' and residents' association (TARA), local action groups (eg, a wheelchair users group, or a "friends of" group), specific ethnic groups or through contacts based in a particular centre like SureStart, community centres and schools). Co-ordinators made it an objective to invite a wide range of groups to the project.

Once initial contact was made with a group, co-ordinators typically attended a regular meeting of the group during which they explained the project to the group and delivered a set presentation which outlined the purpose of the project, the benefits of walking and active travel and how the group could get involved. The discussion included an initial consultation to identify the barriers to walking in the local area and how the project might address these. The groups were encouraged to register for the project through putting their ideas on an application form, which was then appraised by the co-ordinator as making a case or not to proceed.

Consultation

After recruitment and registration to the project, the project co-ordinator supported the registered group in identifying a particular route or local area to be the focus of the project. The community group, and in some cases the wider community, were consulted to identify barriers to walking on a specific route or

area. In many projects a community street audit was conducted to help the community group to identify barriers to walking in the local area and possible solutions such that recommendations could be provided to the LA for environmental improvements needed in the area. On the basis of the street audit, a report was written and submitted to the LA partner for consideration for funding.

Project activities

There was no standardised intervention for the project; activities were overseen by a co-ordinator from Living Streets but were delivered based on the needs and interests of the community, and funding and resources available from LA, therefore each project was unique and included a diverse set of activities. Project activities were delivered in three main areas: environmental improvements completed by the LA partner, eg, new dropped kerbs, improved street lighting, resurfacing of paths, removal of encroaching vegetation; environmental improvements led by the community, eg, litter pick-up or bulb planting; and promotional and awareness-raising activities, eg, led walks, themed walks (for example a bat walk or nature walk), and development of walking maps and street parties.

Fitter for Walking Award

During the project individuals, groups and communities worked towards being presented with the Fitter for Walking Award. This was developed during the project to encourage residents to work together to make their local neighbourhoods safer and more attractive for walking and to help bring projects to a natural close.

The Award aimed to recognise progress towards improving the local environment and promoting walking for short journeys, and communities worked towards achieving the Award by leading on the assessment of their local walking environment, identifying priorities for improvement and taking steps to implement some of the improvements with the support of the Project Co-ordinator. It may be awarded to individuals, groups or neighbourhoods to recognise their contribution to project activities.

There were four sections in the Award, each with a number of criteria that neighbourhoods must demonstrate progress towards relating to making environmental changes, engaging community members, increasing walking levels and making a commitment to sustaining progress.

Fitter for Walking evaluation

An independent evaluation of Fitter for Walking was conducted by the BHF National Centre for Physical Activity and Health at Loughborough University. The main aims of the evaluation were to:

1. Understand the processes involved in working with local authorities and communities to make changes to the local environment
2. Assess changes in community cohesion in relation to working together to promote walking and improve the environment

3. Assess change in the number of walking trips made for local journeys following improvements to an identified walking route
4. Assess change in the health and well-being of route users and local residents following improvements to an identified walking route
5. Conduct an economic analysis of at least one Fitter for Walking project.

A mixed methods approach was used to evaluate the Fitter for Walking project which included interviews and focus groups with project co-ordinators on a regular basis throughout the project; one interview with each Local Authority partner towards the end of the project; focus groups or interviews with community members from a sub-set of projects across the five regions; route user counts and route user surveys in seven projects and a residents' survey in five projects. The economic evaluation is reported elsewhere.

Key findings

Living Streets' co-ordinators worked with approximately 150 communities from twelve LA areas across five regions of England as part of the FFW project and successfully supported and delivered a wide range of environmental improvements and awareness-raising activities to promote an increase in walking. LA contacts and community members also played a key role in delivering and supporting project activities.

Activities varied across projects according to the needs and interests of the community and LA funding and capacity. Examples of environmental improvements included clearance of litter, glass, dog mess, and graffiti (in some cases supported by changes to the LA cleaning regime), improved lighting, new dropped kerbs, new or improved signposting, removal of street clutter (eg, bollards and railings); removal of encroaching vegetation; resurfacing of footpaths; improvements to gateways and entrances, improvements to sight lines and the installation of new benches and litter bins. Promotional activities had an important role throughout the projects in supporting community engagement; helping the community to identify the barriers to walking in their area; maintaining momentum during the project; engaging additional community groups and members; and in promoting new routes and the environmental changes which had been made, to maximise the chances of sustained behaviour change. The street audit was an important tool for engaging the community; helping to focus the project on a specific route or area; helping to identify the barriers to walking and potential solutions on the identified route; and providing feedback to LAs as to the improvements that were needed. Pledge cards were also important for engaging the wider community in the project. Other examples of activities included: led walks; themed walks (eg, bat walks and nature walks); bulb planting; litter pick-ups; street parties and other community events; and development of walking maps (paper-based or large maps for display boards on walking routes).

The Fitter for Walking Award was successfully developed to recognise progress in communities towards making environmental changes, engaging community members, increasing walking levels and making a commitment to sustaining progress. This was awarded to both individuals and communities and was well received as recognition for what had been achieved.

Key findings are outlined below:

1. Fitter for Walking was almost universally welcomed by communities and local authorities. It appeared to fill a gap in current service provision for maintenance of, and improvements to, local community environments.
2. Environmental improvements and awareness-raising activities to promote walking were successfully delivered in a large number of communities through the Fitter for Walking project with support from co-ordinators, LA partners and community groups and residents.
3. The role of the co-ordinator was critical to the success of the Fitter for Walking projects and both LAs and communities reported very positive experiences of working with them. Co-ordinators were required to lead and co-ordinate and played a key role in engaging community groups, facilitating relationships between the community and LA partners and maintaining the focus of the project on walking. It was important for the co-ordinator to develop knowledge of the local area and to understand existing relationships between the LA and communities in order for the project to be successful.
4. LAs had a critical role in the project in reviewing and acting upon the recommendations made in street audits. They provided funding and resources to enable environmental improvements to be made. The Transport department was thought to be the most appropriate place for this project to be based owing to access to budgets and existing links to departments who would carry out the work. Regardless of location, senior management support from within the LA was essential for successful delivery of the project to ensure resources and funds were allocated to the project.
5. LA contacts sometimes found it difficult to undertake the tasks required for FFW owing to time pressures from their existing work, budget cuts, existing development plans for neighbourhoods or other work pressures within the LA. This sometimes led to long delays between submitting street audit reports and visible action in the community. It was important for co-ordinators to recognise these issues, to be patient and understanding when working with LAs and to manage the expectations of the community regarding timescales for the completion of environmental changes.
6. The relationship between the co-ordinator and the LA was crucial for the success of the FFW project particularly in making environmental changes with LAs providing resources, funding and commissioning the work to be completed through other LA departments. Understanding existing relationships within the LA and between the LA and the community was important for developing knowledge of local issues and understanding reasons why some environmental changes could not be made.
7. In some areas there were differences in opinion between the co-ordinators and LAs as to which communities should be targeted for the FFW project; this caused some tension between the two stakeholders. Agreement should take place at the start of the project on the approach that will be taken, taking into account the geographical area co-ordinators are expected to cover and the time available. In future it may be beneficial for co-ordinators to work with fewer LAs or in a more focussed area to ensure sufficient time can be allocated to each project and to allow co-ordinators to develop the local knowledge needed to successfully deliver the projects.

8. The community played a key role in the project both in identifying local issues and barriers to walking and participating in and supporting project activities. It was possible to work with many different types of community group during the project including: Tenants' and Residents' Associations (TARAs), community groups, 'Friends of...' groups, churches, schools, parent support advisors (through schools), scouts and other youth groups and community interest groups (such as gardening or allotments).
9. Multiple strategies were used to recruit community groups and engage them in the project. Community consultation took place using street audits and other community events, and this approach was seen to be a key factor in the success of the projects. It was seen to be important that the community are allowed to develop their interest in the local environment and walking, rather than an agenda being imposed upon them.
10. In many projects the time taken for community engagement and environmental improvements to be made was much longer than expected; the overall timescale for each project was therefore much greater than anticipated and co-ordinators were able to complete far fewer projects than they had originally planned. It is important for project planning to recognise the time required for these activities, particularly with regard to environmental improvements, so as not to raise the expectations of the community. These longer timescales should also be taken into consideration when planning the number of communities to work with over a specific time period.
11. Co-ordinators were very involved and 'hands-on' in some community projects to the extent that community members felt they were now part of their local community. There was a perceived need for the co-ordinator's involvement and support in order for community activities to take place and continue, thus there were concerns that when the co-ordinators 'leave' at the end of the project there may be some loss of momentum. LAs also had concerns over the sustainability of activities at the end of the project once funding ceased and the co-ordinators were no longer in post. Building interest, capacity and skills in communities is important so that communities are not dependent on the co-ordinators for action to take place, and project activities can be self-sustaining in the longer-term.
12. Match funding for this project was provided by the participating LAs. During the project, cuts in local government funding meant that there was pressure on LAs and a reduction in the budgets available for use in the project which may have impacted on the project activities, particularly environmental changes, they were able to deliver.
13. Community members were very aware of the environmental, social and psychological barriers that prevented them and others in their community from walking. A large number of environmental barriers to walking were addressed and removed during the project and this was reflected in the findings from the evaluation. Across all projects evaluated, fewer environmental barriers to walking were reported at follow-up and many route users and residents were aware of the environmental improvements that had taken place even though they did not necessarily associate them with the FFW project.

14. FFW also addressed a number of social barriers through its awareness-raising and promotional activities. Route users, residents and communities all reported perceptions of improvements in community cohesion and social interaction in most of the projects and some community members reported an overwhelming impact of the project on the daily lives of people living in their local area. In many cases the social changes were seen to be more important for increasing the number of people who walk in the local area than the environmental changes, therefore improving the physical environment alone may not be sufficient to change behaviour and increase levels of walking.
15. At the end of the project, increases in the number of pedestrians using the project routes were observed in six of the seven community projects evaluated and up to 25% of route users perceived they had used the route more often in the last 12-18 months. Route users reported undertaking more transport-related walking overall and were walking for a wider variety of journey purposes. Community members and residents reported doing more walking in their local area, discovering new places to walk to as well as new routes to get to their destinations, and there was a general perception that more people were walking in the local area.

Conclusions

Living Streets' co-ordinators, Local Authorities and communities successfully worked together in the Fitter for Walking project to make improvements to the physical environment on specific local routes and deliver awareness-raising activities to promote use of the improved routes.

Community members were overwhelmingly positive about the impact of the project in their local areas and many felt the changes would not have happened without the project and specifically the leadership from the project co-ordinators. A wide range of environmental barriers to walking were removed through the Fitter for Walking project and an increase in the number of people walking was observed on most of the project routes evaluated. There was a perception amongst some route users that they had used the route more often in the last 12-18 months and findings suggest route users were doing more transport-related walking overall and for a wider variety of journey purposes. Similarly, some residents reported they were doing more walking, had discovered new routes for walking and new places to walk to, and that there were more people walking in their local area. Improvements in social interaction and community cohesion were also reported, which may be as, or even more, important than changing the physical environment to create safe and supportive environments for walking.

It is recommended that the FFW model is expanded to other communities in the UK as an approach to community engagement, increasing social interaction and improving the physical environment to promote walking as a mode of transport. However, further research and evaluation is also needed to assess the impact of changing the physical environment and improving community cohesion, either alone or in combination, on individual levels of walking for transport, overall physical activity, and health and well-being.

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CHAPTER 1. Overview of Fitter for Walking

1.1 Background

The overall benefits of physical activity for improving health and well-being have been well reported (Department of Health, 2004). Despite this, a high proportion of adults in England, 39% of males and 29% of females, do not meet the current recommended levels of physical activity (Department of Health, 2008) and strategies are urgently needed to increase physical activity and reduce the incidence of non-communicable disease. In recent years there has been a shift to promoting more lifestyle based activities that can be built into our daily lives and might appeal to a wider segment of the population. Active travel, in particular walking, provides one such opportunity to accumulate shorter bouts of moderate physical activity which can contribute to meeting the overall recommendation of 30 minutes of physical activity per day. Walking has been described as the “perfect exercise” (Morris and Hardman, 1997). It is known to provide significant benefits to health when done at a moderate level including reduced risk of cardiovascular disease and type 2 diabetes, reduced blood pressure and improved mental health and well-being (Department of Health, 2004). Although walking is the most frequently reported leisure-time activity for both men and women (Sport England, 2010), only 32% of journeys under 2 miles are made on foot (in contrast to 56% being made by car) (Department for Transport, 2010). Walking is free, does not require any special equipment or infrastructure and provides a safe and accessible mode of transport for short journeys for the majority of the population. Interventions to promote walking may therefore offer a potential mechanism for increasing physical activity, particularly in the most sedentary (Ogilvie *et al.*, 2007).

A number of recent reviews have highlighted the importance of improving the environment and investing in environmental changes to promote active travel with the aim of not only increasing physical activity, but also reducing traffic congestion and CO₂ emissions, improving air quality, reducing social and health inequalities and making our communities a more pleasant place to live (NICE, 2008; Department for Transport, 2010; Marmot, 2010, Sinnett *et al.*, 2011). Associations between the built environment and participation in physical activity have been well reported (Baumann and Bull, 2007), and a number of attributes of the physical environment are known to be associated with specific types of physical activity such as walking (Owen *et al.*, 2004; Lee and Moudon, 2006; Saelens and Handy, 2008). Despite this, there has been little research to date assessing the impact of interventions which combine changes to the physical environment with promotional activities on the use of walking as a mode of transport. The Fitter for Walking (FFW) project aimed to work with communities and local authorities to improve local environments and promote walking for short journeys.

1.2 Project aims and objectives

Fitter for Walking (FFW) is a community based project which has been delivered by Living Streets in conjunction with local authorities to support community groups and residents in making improvements to

their neighbourhood environment to promote walking as mode of travel for local journeys. The overall aims of the FFW project were:

- to increase awareness of walking as a mode of transport for short journeys
- to increase the number of people walking for short journeys
- to improve the local walking environment and provide tools to support walking
- to improve health and well-being through walking
- to encourage communities and local residents to work together to promote walking
- to increase capacity for promoting and delivery walking initiatives in the community
- to develop an award scheme to encourage communities to work together to improve their local environment and promote walking.

The main objectives of the FFW project were:

1. to improve the walking environment on particular walking routes, eg, to a key facility or trip generator such as shopping centre, town centre, train station, bus station or health facility to increase walking levels in the community targeting local trips up to fifteen minutes' walk from people's homes
2. to provide information and support to community groups and local residents to increase awareness of walking as a mode of transport
3. to provide tools to help communities to promote walking
4. to promote community cohesion by encouraging local residents to work together to achieve the FFW award
5. to improve the health and well-being of route users and the local community by increasing walking.

1.3 Target outcomes

A number of outcomes were identified at the start of the project as part of the funding agreement with Big Lottery. These build on the aims and objectives of the project and were listed as follows by Living Streets:

- A total of 5,000 beneficiaries will be identified from each project region that will gain an increased awareness of opportunities to be more physically active through walking, and about 2,500 will walk more either directly through project activities or as a result of improvements made in the local walking environment.
- Project beneficiaries will experience improved mental and physical health, improved community cohesion, increased pride in their local area and will feel more empowered to work with their Local Authority (LA) as a result of the project.
- Communities in the target areas will be supported to make their local environment 'Fitter for Walking' and to promote walking to the local community.

- Communities that achieve the Fitter for Walking Award will use the project manual to sustain progress made through the project.
- Local authorities will provide more resources focused on improving the walking environment in some, or all, of the FFW communities, based on audit recommendations.

1.4 Project management and delivery

The Fitter for Walking project was managed and delivered by Living Streets as part of a portfolio of projects being delivered by a Consortium of the leading walking, cycling and health organisations and funded through the Big Lottery Fund's Wellbeing Programme. The Programme provides funding to support the development of healthier lifestyles and to improve well-being.

The Consortium is led by Sustrans and includes British Cycling, CTC, Cycling England, Living Streets, London Cycling Campaign, the National Heart Forum, the National Obesity Forum, the Ramblers' Association, Campaign for Better Transport and Walk 21. It has delivered a portfolio of projects that will enable two million people nationwide to become more physically active by walking or cycling as part of their daily lives by 2012 (www.travelactively.org.uk).

Fitter for Walking received £1.7 million funding from the Big Lottery Fund's well-being fund.

The project was conducted with approximately 150 communities across 12 local authorities in 5 regions of England: London (Barking & Dagenham, Redbridge), North East (Gateshead, Sunderland, Newcastle), North West (Blackburn with Darwen, Bolton), West Midlands (Dudley, Sandwell, Wolverhampton) and Yorkshire (Doncaster, Rotherham). These areas were selected by Living Streets to participate in the project based on reported low levels of physical activity and high levels of obesity.

Five project co-ordinators were appointed (one per region) who were led by the Fitter for Walking Manager. The role of the project co-ordinators was to work with communities and LAs to make environmental improvements and promote walking. Key tasks for the co-ordinators were to promote the FFW project, recruit communities to participate in the project, provide support to the communities and links to the LA to make environmental improvements, provide communities with the skills, knowledge and equipment to help them promote walking on a sustainable basis and to help communities work towards achieving the Fitter for Walking Award.

The project commenced in 2008 and is due to be completed in March 2012. Co-ordinators anticipated being involved with each specific community project for 6-12 months, with plans to develop an appropriate exit strategy linked to presenting the Fitter for Walking Award bringing projects to a natural close. The Fitter for Walking Award aimed to recognise progress made by communities but also to build capacity in the community to ensure projects could be sustained beyond the conclusion of Living Streets' involvement.

1.5 Project partners

A number of partners were involved in the delivery of the project. The LA in each of the areas identified above was a key partner in the delivery and funding of the project. Each LA was required to match fund the project to demonstrate their commitment to the project. Approximately £470K match funding had been provided across the local authorities by June 2011. A number of other partners were involved in the project, for example: neighbourhood management teams, community groups, schools and shops.

1.6 Project implementation

There were four key stages in delivering the FFW project in each community (Figure 1).

A. Recruitment and engagement

Community groups were recruited through both targeted and opportunistic approaches. Following an initial scoping phase to meet stakeholders in the LA areas, including the local neighbourhood management team, local contacts were used to identify possible 'communities' to work with in the project. The term 'community' has been used in a broad sense and implies some kind of organised group eg, a tenants and residents association (TARA), local action groups (eg, a wheelchair users group, or a "friends of" group), specific ethnic groups or through contacts based in a particular centre like SureStart, community centres and schools). Co-ordinators made it an objective to invite a wide range of groups to the project.

Once initial contact was made with a group, co-ordinators typically attended a regular meeting of the group during which they explained the project to the group and delivered a set presentation which outlined the purpose of the project, the benefits of walking and active travel and how the group could get involved. The discussion included an initial consultation to identify the barriers to walking in the local area and how the project might address these. The groups were encouraged to register for the project through putting their ideas on an application form, which was then appraised by the co-ordinator as making a case or not to proceed.

B. Consultation

After recruitment and registration to the project, the project co-ordinator supported the registered group in identifying a particular route or local area to be the focus of the project. The community group, and in some cases the wider community, were consulted to identify barriers to walking on a specific route or area. In many projects a community street audit was conducted to help the community group to identify barriers to walking in the local area and possible solutions such that recommendations could be provided to the LA for environmental improvements needed in the area. On the basis of the street audit, a report was written and submitted to the LA partner for consideration for funding.

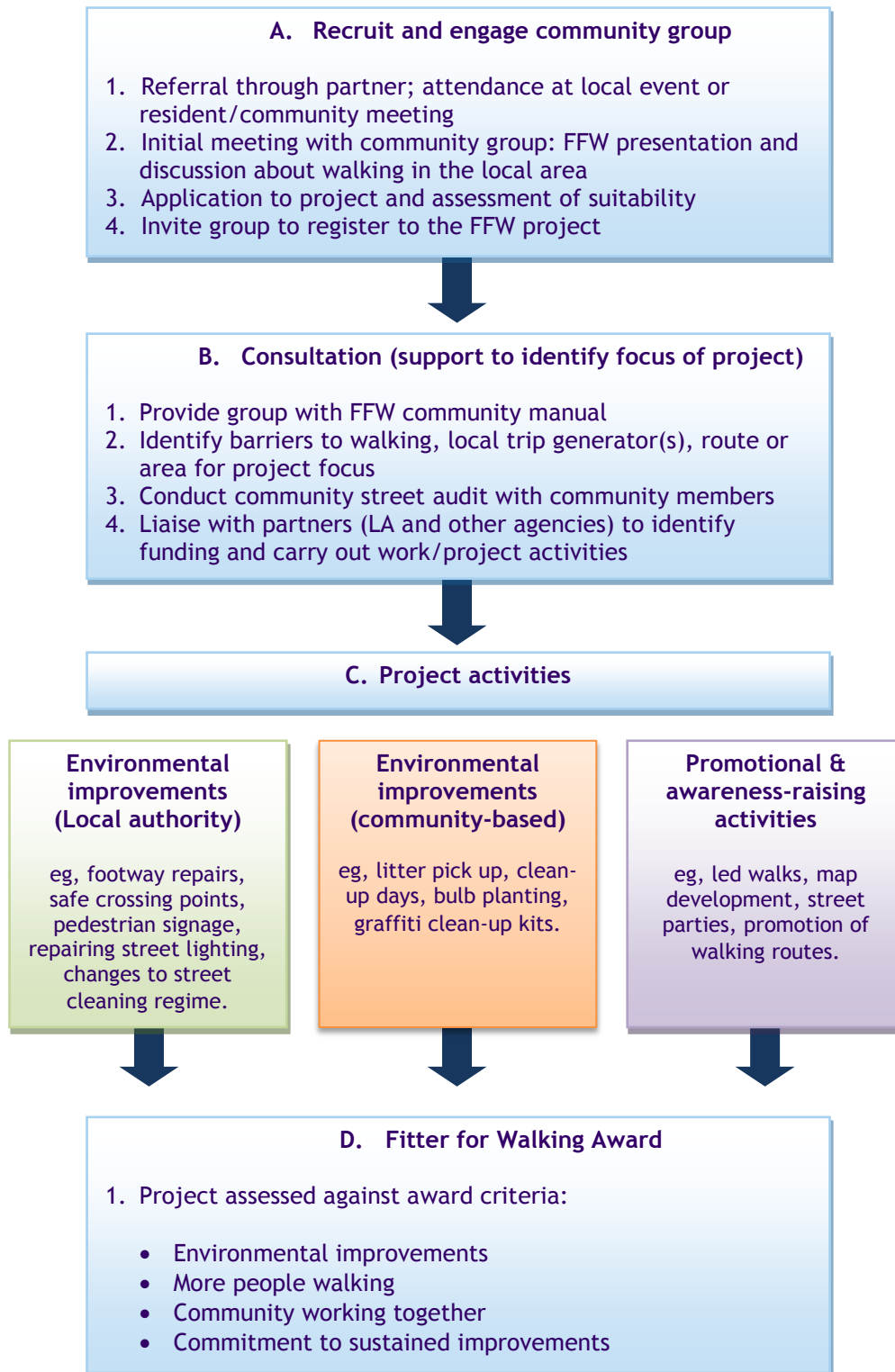


Figure 1. Overview of Fitter for Walking project implementation

C. Project activities

There was no standardised intervention for the project; activities were overseen by a co-ordinator from Living Streets but were delivered based on the needs and interests of the community, and funding and resources available from LA, therefore each project was unique and included a diverse set of activities. Project activities were delivered in three main areas: environmental improvements completed by the LA partner, eg, new dropped kerbs, improved street lighting, resurfacing of paths, removal of encroaching vegetation, environmental improvements led by the community, eg, litter pick-up or bulb planting; and promotional and awareness-raising activities, eg, led walks, themed walks (for example a bat walk or nature walk), development of walking maps and street parties.

D. Fitter for Walking Award

During the project individuals, groups and communities worked towards being presented with the Fitter for Walking Award. This was developed during the project to encourage residents to work together to make their local neighbourhoods safer and more attractive for walking and to help bring projects to a natural close.

The Award aimed to recognise progress towards improving the local environment and promoting walking for short journeys, and communities worked towards achieving the Award by leading on the assessment of their local walking environment, identifying priorities for improvement and taking steps to implement some of the improvements with the support of the Project Co-ordinator. It may be awarded to individuals, groups or neighbourhoods to recognise their contribution to project activities.

There are four sections in the Award, each with a number of criteria that neighbourhoods must demonstrate progress against:

1. Made the environment Fitter for Walking

- a. Audited environment
- b. Community led improvements to the environment
- c. LA led improvements to environment
- d. Campaign started for longer term change

2. People have walked more

- a. Delivered led walks and/or walking challenges
- b. People have pledged to walk local journeys

3. Community working together

- a. Raised awareness and gained support from the wider community
- b. Actions have promoted community cohesion and streets for all

4. Committed to sustaining progress

- a. Individuals/groups are able and committed to sustain work achieved
- b. Agreements are in place from partners, including the LA, to sustain the work achieved
- c. Groups are committed to working towards a vision and exert influence that makes their streets Fitter for Walking
- d. Affiliation to Living Streets
- e. Project Manual handed to registered group

The first Fitter for Walking Awards were presented in June 2010 to three projects: Plains Farm (Sunderland), Marks Gate (London) and Monkearmouth (Sunderland).

1.7 Overview of Fitter for Walking projects

The FFW team were aiming to work with 228 communities over the course of the project. This proved to be a challenge owing to the timescales for community engagement and making environmental improvements. At the time of this report the team had worked with around 150 communities (Table 1.1). The notion of primary and secondary projects was utilised to distinguish between projects which involved a registered group from the community who took part in a street audit, provided a report to the LA with recommendations, oversaw the environmental improvements that were made and started to promote walking in the community (primary group) from those who became involved or engaged at a later stage where the emphasis was more on promoting use of route which had already been improved by the primary group, and delivering educational and awareness-raising activities such as themed walks and engaging local school children in the projects (secondary group). A full summary of these projects is provided in Appendix A.

1.8 Evaluation of Fitter for Walking

The BHF National Centre for Physical Activity and Health, based in the School of Sport, Exercise and Health Sciences at Loughborough University, were commissioned by Living Streets to undertake an independent evaluation of the FFW project. The evaluation team designed the evaluation, developed appropriate evaluation tools and had responsibility for all data collection and analysis. The evaluators remained independent of the project delivery team and did not engage in the development of project-specific activities. The remainder of this report presents the evaluation methods, results, key findings and recommendations from the evaluation of the FFW project.

Table 1.1 Number of Fitter for Walking projects by Local Authority and region

Region	Local Authority	Number of Projects**		
		Primary	Secondary	Total
London	Barking & Dagenham	4	8	12
	Redbridge	7	3	10
	TOTAL	11	11	22
North East	Gateshead	5	7	12
	Newcastle	3	2	5
	Sunderland	4	0	4
	TOTAL	12	9	21
North West	Blackburn	11	14	25
	Bolton	10	6	16
	TOTAL	21	20	41
West Midlands	Dudley	7	1	8
	Sandwell	8	3	11
	Wolverhampton	6	5	11
	TOTAL	21	9	30
Yorkshire	Doncaster	16	1	17
	Rotherham	15	0	15
	TOTAL	31	1	31
TOTAL		96	50	146

*Information provided on project logs (September 2011)

**This includes some projects who showed initial interest in the project but did not then go on to register, or registered then withdrew

CHAPTER 2. Evaluation of Fitter for Walking

2.1 Introduction and objectives

The BHF National Centre for Physical Activity and Health, based in the School of Sport, Exercise and Health Sciences at Loughborough University, were commissioned by Living Streets to undertake an independent evaluation of the Fitter for Walking (FFW) project. The evaluators designed the evaluation, developed appropriate evaluation tools and had responsibility for all data collection and analysis. Projects were selected for participation in the evaluation in consultation with the co-ordinators and the FFW Manager. The evaluation aimed to assess a number of objectives:

1. to understand the processes involved in working with local authorities and communities to make changes to the local environment
2. to assess changes in community cohesion in relation to working together to promote walking and improve the environment
3. to assess change in the number of walking trips made for local journeys following improvements to an identified walking route
4. to assess change in the health and well-being of route users and local residents following improvements to an identified walking route
5. to conduct an economic analysis of at least one Fitter for Walking project.

A mixed methods approach was used to assess the evaluation objectives as follows:

Objective 1:

- key informant interviews with representatives from local authorities
- focus groups/key informant interviews with project co-ordinators
- focus groups/key informant interviews with community groups/members.

Objectives 2, 3 and 4:

- pre- and post- route user counts
- pre- and post- route user surveys
- post-only residents' survey

Objective 5:

- Economic analysis of FFW using the HEAT tool (this is reported elsewhere: see Sinnett & Powell, 2012)

2.2 Participation in evaluation activities

Owing to budget constraints and capacity of the evaluation team, it was only possible to conduct route user counts, route user surveys, residents' surveys and qualitative evaluation with community members in a sub-set of community projects. In order to identify potential projects for evaluation activities and monitor project progress, each project co-ordinator was asked to maintain a project log (Microsoft Excel spread sheet) for each Local Authority area on which they recorded the key characteristics of each of their projects. The log was updated on a monthly basis (at the end of each month) by the Project Co-ordinator and forwarded to the evaluator and Fitter for Walking Manager. The project logs were reviewed each month and suitable projects for evaluation identified in discussion with the appropriate Co-ordinator and the Fitter for Walking Manager. A number of criteria were used to help select projects for evaluation; these included the following:

Route user counts and route user surveys:

- The project needed to include plans to conduct both substantial environmental improvements and awareness-raising and promotional activities.
- There needed to be some certainty that the planned environmental improvements and project activities would go ahead before baseline evaluation activities took place.
- A realistic expectation that the project was likely to lead to a detectable change in walking levels was required.

Residents' surveys:

- Residents' surveys were undertaken in a sub-set of the projects where route user counts and surveys took place to supplement findings from data collected using those approaches.

Focus groups/key informant interviews with community groups:

- Qualitative evaluation was conducted in projects where sufficient project activity had taken place to have a useful discussion about the project. In some cases this included projects where only promotional and awareness-raising activities had taken place and no environmental improvements had been made.

Assessing programme implementation:

- Qualitative evaluation was conducted with the co-ordinators on a regular basis throughout the project and on one occasion towards the middle or end of the project with each of the LA partners.

An overview of the evaluation activities which were conducted with LA partners and community projects is provided in Table 2.1.

Table 2.1 Summary of project evaluation activities

Region	Local Authority (LA)	LA interview	Community Project	Route user counts and surveys				Residents survey	FG/KII
				Baseline	Follow-up 1	Follow-up 2	Follow-up 3		
London	London Borough of Barking & Dagenham	Oct 2010	Marks Gate Older People's network	Jan 10	Jan 11	Jul 11	Sept 11 [#]	Sept 2011	FG (Oct 10)
	Redbridge Borough Council	July 2011*	Seven Kings & Newbury Park Residents' association						KII (Oct 10)
North East	Gateshead Council	March 2011	Gateshead Jewish Nursery (Bensham)	May 10 [#]	May 11 [#]				KII (June 10)
			Local Felling Residents						FG (Mar 11)
	Sunderland Council	March 2011	Friends of St Lawrence Park (Byker Link)	May 10	May 11	Sept 11 [#]		Sept 2011	FG (June 10)
			Trinity Gosforth						FG (Mar 11)
Newcastle City Council	March 2011	Plains Farm and Humbledon Residents' Association						KII (Mar 11)	
North West	Capita Symonds Blackburn	Nov 2011	Taylor Street	Jul 10	Jul 11	Sept 11 [#]		Sept 2011	FG (Nov 10)
			Empire Theatre						KII (Nov 10)
	Bolton Council	Not conducted	Our back field (Larkfield Grove)	Apr 11	Sept 11				FG (June 11)
			Hallith Wood / Pixmore Paths						FG (June 11)
West Midlands	Dudley MBC	June 2011	-						-
	Sandwell MBC	Aug 2011*	Friends of Thimblebrook Mill						FG (June 11)
	Wolverhampton City Council	Oct 2010	Lanesfield Tenants & Residents Association/Hilton Hall Management Association						FG (Oct 10)
			Weddell Wynd Residents	May 10	May 11	Sept 11 [#]		Sept 2011	FG (Oct 10)
Yorkshire	Doncaster MBC	Nov 2010	Hexthorpe Flatts Park						FG (Apr 11)
			Latin Gardens/Emley Drive Area Tenants & Residents Association						FG (Nov 10)
			Friends of Martinwells Lake/Edlington Royal Tenants & Residents Association						FG (Nov 10)
	Rotherham MBC	April 2011	Cliff Hills Community Action Group	Jul 10	Jul 11	Sept 11 [#]		Sept 2011	KII (Aug 11)
			Chinatown Tenants & Residents Association						FG (Apr 11)

* interview conducted by telephone; #count only; MBC=Metropolitan Borough Council; FG=focus group, KII=key informant interview

2.3 Data collection methods

2.3.1 Qualitative evaluation

Local Authority partners

Interviews were conducted with 11 of the 12 LA contacts (Table 2.2). Local Authority partners were invited to participate in the interview by the co-ordinator or the evaluator. The interview was arranged at a time and location to suit the interviewee and lasted approximately 30-45 minutes. The purpose of this interview was to learn about the LA partners' experiences of the projects, the context in which the projects are taking place, the agendas that might affect these projects and challenges for the partner's role in completing their role in the project. A semi-structured questionnaire schedule was used to initiate and guide the discussions through the theme areas including: roles and responsibilities, leadership, communication, project implementation, challenges and successes and sustainability. A copy of the interview schedule is provided in Appendix B. Consent to participate was obtained and, with the participants' agreement, the discussions were recorded and later transcribed ready for analysis.

Project co-ordinators

Project co-ordinators took part in three focus groups (December 2008, November 2009, October 2011), and two individual face to face interviews (October/November 2010 and October 2011) to enable programme implementation to be explored on an on-going basis. Interviews and focus groups lasted 45 minutes to 1 hour. Semi-structured questionnaire schedules were used to guide the discussions and key themes included roles and responsibilities; leadership; communication; project implementation; challenges and successes; and sustainability. An example of the interview and focus group schedule is provided in Appendix B. Consent to participate was obtained and, with the participants' agreement, the discussions were recorded and later transcribed ready for analysis.

Community groups and members

Focus groups with community groups or interviews with key community members were conducted in 19 projects taking part in FFW (Table 2.1). The purpose of these was to explore community perceptions of the projects and to learn about their experiences of taking part in such a project.

One focus group or interview was conducted in each of the 19 projects once substantial progress had been made with project activities. Participants were recruited to take part in the discussions by the co-ordinator or lead member of the community group. Typically participants had been heavily involved in project activities and were therefore inevitably positively biased towards the project. Focus groups and interviews were arranged in the project region and where possible at a time and location to suit the participants. The discussions lasted approximately 45 minutes. A semi-structured questionnaire schedule was used to initiate and guide the discussions through theme areas which included: barriers to walking, experiences of working with the co-ordinator and LA and perceived impact of the project activities. A copy of the interview

schedule is provided in Appendix B. Consent to participate was obtained and, with the participants' agreement, the discussions were recorded and later transcribed ready for analysis. The co-ordinators did not take part in the community focus groups or interviews.

2.3.2 Route user counts

Manual route user counts were conducted in seven community projects at baseline and post-intervention (Table 2.1). One or more follow-up counts were conducted at each location depending on the duration and timelines for the project. The route user counts were conducted by a sub-contractor (CTS Traffic and Transportation <http://www.ctstraffic.co.uk/>) who provide trained staff to undertake the counts. A copy of the route user count sheet is provided in Appendix B.

Counts were taken via direct observation at one or more locations on each route and were conducted over a 12 hour period between 07:00 and 19:00 over two days to include one week and one weekend day. Route users travelling in all directions were counted. Baseline and follow-up counts were conducted in comparable seasons and time points where possible (eg, term time or school holidays). The total number of route users each day was recorded by mode of travel (walking, cycling, jogging, wheelchair users, infants in pushchairs, other modes), along with a breakdown by hour. In addition, surveyors recorded the gender and estimated age of route users (minor 0-15; adult 16-59 or older adult 60+). Data were entered into a Microsoft Excel spread sheet by the sub-contractor and returned to the evaluation team at Loughborough.

2.3.3 Route user surveys

Route user intercept surveys were conducted concurrently with the route user counts in six community projects (Table 2.1). One or more follow-up surveys were conducted at each location depending on the duration and timelines for the project. The route user surveys were conducted by a sub-contractor (CTS Traffic and Transportation <http://www.ctstraffic.co.uk/>) who provide trained staff to undertake the surveys.

Surveys were conducted with route users at one or more locations on each route over a 12 hour period between 07:00 and 19:00 over two days to include one week and one weekend day. Baseline and follow-up surveys were conducted in comparable seasons and time points (eg, term time or school holidays). All route users over the age of 16 were invited to take part in the survey, however priority was given to pedestrians. The reasons for route users declining to take part in the surveys were recorded. The main purpose of the intercept survey was to find out about the current journey the route user was undertaking, to assess change in route use, change in views on community cohesion, awareness of project activities and route user characteristics. A copy of the route user survey is provided in Appendix B. Survey data were entered into a Microsoft Excel spread sheet by the sub-contractor and returned to the evaluation team at Loughborough.

2.3.4 Residents' surveys

A post-only residents' survey was conducted in five projects (Table 2.1) with 200 households invited to participate from each project area. Each co-ordinator was provided with 200 survey packs containing a letter of invitation inviting a member of the household over the age of 16 to take part, a survey, an information sheet and a freepost return envelope. Co-ordinators were asked to distribute the survey packs to a random selection of households located within one mile of where the project environmental improvements had taken place (a map was provided to identify the appropriate area). The survey was also available for completion online.

The purpose of this survey was to assess the wider impact of project activities on the community in particular on route use, walking levels, community cohesion and awareness of project activities. The survey was tailored for each project to ask specifically about use of the project route where environmental improvements had taken place. A copy of the survey is provided in Appendix B.

2.4 Data analysis

Qualitative analysis of LA, community and project co-ordinator focus groups and key informant interviews was conducted by Dr Nick Cavill (Cavill Associates Limited). Transcripts were reviewed and coded and analysed using HyperRESEARCH and key themes were identified under which results are reported.

Data analyses of route user counts, route user surveys and residents' surveys were conducted by the evaluation team at Loughborough University. Route user count data were provided in a Microsoft Excel spread sheet by the Surveyor. Data were summed to provide:

- Total number of route users by week day, weekend day and overall
- Total number of route users by mode for a week day, weekend day and overall
- Total number of route users by age and gender overall

The proportion of change in the number of route users between baseline and follow-up counts overall and for pedestrians only was computed and reported for each project.

Route user survey data were provided in a Microsoft Excel spread sheet by the Surveyor. Residents' survey data were entered into Survey Monkey and downloaded into Microsoft Excel. Data from both the route user survey and the residents' survey were imported into SPSS Version 19.0 and variables were checked for range, logic and plausibility. Questions with no response were coded as missing variables. Data from both surveys were summarised using descriptive analysis.

Statistical analyses were conducted for route user survey data. Data from baseline and follow-up route user surveys were treated as independent samples. Continuous data were analysed to test for significant differences over time using an independent t-test. Where data was not normally distributed, non-parametric tests (Mann-Whitney) were utilised. For categorical data Chi squared tests were conducted assessing change in proportion between baseline and follow-up. Statistical significance is presented at the 0.05 and 0.01 levels.

Owing to the low response rate in some route user surveys and in the residents' surveys, results should be interpreted with caution.

2.5 Ethical approval

Ethics approval for all evaluation activities was obtained from Loughborough University Ethical Advisory Committee.

CHAPTER 3. Perceptions of programme implementation

SUMMARY

This chapter reports on the views and perceptions of three key groups of people engaged with Fitter for Walking: project co-ordinators, Local Authority staff and community members. The data are taken from qualitative interviews conducted either as part of a focus group or as a one-to-one interview; key themes discussed included:

- Aims of FFW
- Roles and responsibilities
- Project partnerships
- Project delivery and activities
- Challenges and successes
- Project achievements and perceived impact
- Sustainability

The methods are described in full in Chapter 2. Quotes are used to illustrate points, but in order to respect people's identity, interviewees have remained anonymous. Where “...” appears in a quotation it is used to truncate the quote (often removing unnecessary phrases such as ‘you know’ or ‘um’) but never to change the meaning.

KEY FINDINGS

Project co-ordinator perspectives

- Co-ordinators' key role was to lead and coordinate the project, engage community groups, facilitate relationships between the community and LA partners and maintain the focus of the project on walking.
- The relationship with the LA was critical to the success of the project as they provided funding and resources to make environmental changes in the communities.
- Working with communities was a fundamental part of the co-ordinator's role; however, engaging communities was challenging. It was important to allow the communities to develop their interest in their local environment and walking without imposing Living Streets' or the LAs agendas. Small quick-win activities were needed to establish a rapport, build momentum and demonstrate progress.
- Key project activities that were important for community engagement included street audits, led walks, pledge cards and the Fitter for Walking Award.
- Challenges included balancing the needs of different stakeholders, finding the right people within the LA and the community to work with, using appropriate communication methods, coping with the geographical spread of LA and community projects and the timescales for community engagement and

for environmental improvements to be made, which were much longer than expected. There were concerns over funding and sustainability in the longer-term.

- The main achievements identified by the co-ordinators were making clear progress working in some deprived communities with complex issues, improving community relationships and increasing community involvement. Co-ordinators were less sure of the impact on walking levels.

Local Authority perspectives

- The role of the LA was to provide match funding and technical resources to make the environmental improvements identified by communities in street audit reports.
- LAs were generally very positive about their experiences of working with the FFW project which helped to link action on walking across the LA, gave access to communities and helped improve community relations.
- Living Streets were perceived to provide leadership for the project with the LA providing support as needed along with funding and resources from within the LA. The independent nature of Living Streets was thought to be important for working with communities.
- Street audits were thought to be excellent and LAs strongly supported their concept and execution. The formal consultation process allowed a clear focus on walking and helped the LA to identify and prioritise actions needed to improve the local walking environment.
- Challenges included disagreement with the co-ordinators as to which communities to work in, capacity within LA staff to review and act upon recommendations in audit reports, budget cuts during the project and raised expectations in the community as to changes that might be made. LAs also raised concerns over funding and long-term sustainability of the project.
- LAs were very positive about FFW and its achievements. In particular they noted the efficiency of the audit process, improved community relations and positive changes to local areas. LAs expressed concerns over there being a measurable increase in walking.

Community perspectives

- Communities had a clear understanding of the aims of the FFW project and were able to identify environmental, social and psychological barriers to walking in their local neighbourhoods.
- They were universally positive about the role of the co-ordinator and their contribution to the project and community action and in particular their “hands-on” approach.
- FFW helped communities to build confidence in dealing with the LA and other partners and communities reported making new connections and strong working partnerships for future action.
- The role of the project in linking communities with people in the LA who could take action was seen to be critical.
- Street audits were well received, becoming great community events in themselves and giving communities a new perspective on their local area from the view point of a pedestrian.
- Led walks were seen to be important for engaging new members of the community, discovering new

places to walk in the local area and for celebrating success and showcasing environmental improvements once they had been completed.

- The FFW Award was well received by communities and individuals as recognition for the work they had completed.
- The main concerns relating to the project were the time taken for environmental changes to be made and for long-term sustainability in maintaining improvements and continuing activities once the coordinator left.
- Key achievements noted by communities related to social and community aspects of the project, eg, engaging new members of the community and raising awareness of community issues, rather than the environmental improvements which had been made.
- Community members perceived there to have been an increase in the number of people walking in the local area; however, this may have been influenced by the positive experiences of taking part in the FFW project activities.

3.1 Project co-ordinator perspectives

A. Initial views on the aims of FFW

Co-ordinators were first interviewed in December 2008 and were asked about their views of the aims of the project. They appeared to be very clear about what the project was trying to do and the approach it was going to take. They understood that the eventual aim was to increase walking but that the route to that was through working with communities and removing the environmental barriers to walking.

...the aim of the project is to work with local communities to identify some of the barriers to walking in those communities and also think about how to address them through the community, so without large scale infrastructure changes to the walking environment.

Project co-ordinator (2008)

At this stage there was perhaps a slightly idealised view of the project, as the co-ordinators had not encountered too many of the real barriers to community action.

...it's more than a walking project, it's about getting people out of their houses and walking more on cleaner, healthier and safer streets. So it's about making the environment fitter for walking as well as making people generally fitter for walking that are walking in that environment.

Project co-ordinator (2008)

However, it was clear from these interviews that the co-ordinators understood that the project was going to be far from simple, that it depended on the sometimes complex relations in communities and that it would have a number of inter-related outcomes. It was interesting to note that the co-ordinators were very focused on the project being a learning experience. They did not see their job as being focused only on increasing walking (with walking the only measurable outcome of interest) but were very interested in what would be learnt on the way.

...what I want from the project is basically to find out what makes various community groups tick so... we can learn on the success points to find out what does initiate behavioural changes. I think active travel in general as a project or as a programme, is going to be needed for quite a few more years beyond the length of our project and it's something I'd like to still be involved with...this is very, very early days to say when we'll even crack them yet, but...

Project co-ordinator (2008)

There was also at this stage some indication of an awareness of the issue of promoting walking through environmental change and the need to connect this to promotional activity. Co-ordinators did seem aware of the need to combine the two types of action but were in general more focused on environmental change.

I think something that would be really interesting is the kind of relationship between the built environment and people's actual behaviour. But I think with Living Streets, there's assumptions that if you remove street clutter, those people are going to [do more] walking but I don't know how much of a difference it actually makes, it might be felt over a very

long period, so we're trying to do both at the same time and it's quite a challenge. I suppose it would be good to see if people do respond to changes in their environment and actually do start to walk more.

Project co-ordinator (2008)

At this stage there was very little discussion of the role of led walks or promotional activity, with most of the focus on making small changes to the built environment, stimulated by community consultation.

B. The developing role of the co-ordinator

As the role developed, it seems that the co-ordinators not only kept a firm grip on the overall aim of the project but also developed a very detailed and focused understanding of the day-to-day demands of the role. Top of the list of attributes for the co-ordinator role is to be a 'people person': able to relate to people from different backgrounds, talk to them at the appropriate level, respect their views and act on them as appropriate.

...you need to get on with people from a lot of different areas and a lot of different backgrounds and you need to, you've got to get them on board so you've got to sell the project a little bit but then you've got to keep it fun and interesting.

Project co-ordinator (2010)

The co-ordinators also understood that they needed to develop a detailed understanding of the local areas (although it was not thought essential to live in the area). It was also important to be patient, not only with the communities but with the partners (local authorities and others), as the pace of change can sometimes be frustratingly slow.

To be patient and not to take things personally, that things take a really long time, especially for things like dealing with Network Rail and things, they work in a different... they work in kind of an engineering timescale and unfortunately it's not the same as the community engagement timescale.

Project co-ordinator (2011)

It was clear from the interviews that the co-ordinators were all experienced in using community development methods, were able to relate well to the communities and to liaise effectively with the local authorities and other partners. It was mentioned that realism was an important part of the role too: making sure that expectations were managed.

...from my point of view, everything that we do boils down to good community engagement, it's clear communication and I think it's being organised and accountable as well. It's being realistic with community groups about what you can achieve in the timeframe that we have and managing expectations really... if you say you're going to do something, make sure you do it and so that people have the positive experience of the project and of the charity and of the Local Authority as well.

Project co-ordinator (2011)

The co-ordinators recognised that there was a delicate balance to be struck on the issue of who was driving or leading the project. The co-ordinators saw their role as very firmly to be in the driving seat of the project: identifying communities, leading the consultation with them, identifying clear action plans to address problems and keeping the focus on walking. However, in many cases it was seen to be important to recognise that both local communities and the LA want to be seen to be leading some aspects of the project. In this way, the co-ordinators had to be more like quiet facilitators, driving the project from the back seat.

Let's think about what that means about being in control. I mean, ultimately...I am guiding that community group. I'm not there to sort of manage them, I suppose, I'm just guiding them and giving them the tools and funding to be able to take their own action, I suppose and I'm just the conduit of getting their views and issues and concerns to the council in a ... format that the council will take seriously and respect and hopefully do something about...

Project co-ordinator (2010)

This task was complicated a little by the relatively low awareness of Living Streets as an organisation. The co-ordinators did not say this was a massive issue, but it was something that often had to be addressed, eg, explaining the organisation and its role before gaining the trust of the community.

...when I go and present the project to people, not many people have heard of Living Streets to be perfectly honest, you know, and even when I say, well we used to [be] the Pedestrians Association, there's still a lot of blank looks, you know.

Project co-ordinator (2010)

However, when this was explained it was always met with a positive reaction; it was clearly a major advantage for the project to be delivered by an organisation that was independent of local government.

C. Working with project partners

The key partners involved in the delivery of the FFW project were the local authorities. Other individuals, groups and organisations involved in project activities and who supported project delivery in various ways and to various extents, included:

- Neighbourhood Management Teams
- Police
- Local Councillors
- NHS Healthy Communities Partnerships
- Primary Care Trusts
- Walking the Way to Health
- Allied groups such as Groundwork.

Community groups were recruited to take part in the project and included:

- Tenants and residents' associations (TARAs)
- Community groups
- 'Friends of...' groups
- Churches
- Parent support advisors (through schools)
- Scouts and other young people's groups
- Interest groups (such as gardening or allotments).

Working with local authorities

Project co-ordinators recognised that their relationship with LA staff was absolutely critical to the success of the project; without them, there would not be much of a project as there would be problems in accessing the necessary funding to make improvements.

Well I suppose you can't really do much without the Local Authority, so in every case, we're hoping that they will point us in the right direction either through their councillors or through their teams on the ground who actually know what's happening on the ground. And because each engagement with the community is quite short really, between six months and a year, we don't have time to really do a lot of work to get a neighbourhood or a community group ready to become more active. So we have to rely on what's already in place, which means relying on the council mechanisms or housing, some of their tenants and residents association mechanisms that are already in place.

Project co-ordinator (2011)

The problem with this is that in many cases this relies on the personality and interest of the main LA contact; if they are not keen on the project then it is hard to take it much further.

...if you're quite reliant on the Local Authority to deliver it that can be a big impediment if that person isn't enthusiastic because you don't want to do things without them, you don't want to go behind their back because we're working in partnership with them.

Project co-ordinator (2010)

In the majority of cases, relationships with the LA staff were positive, with the co-ordinators working with the community to identify problems and ideas for solutions, and the LA staff focusing on identifying the matched funding and then setting the wheels in motion to commission the work. However, problems emerged when the contact in the LA was either not interested or was not able to become involved.

He's very on-board with Living Streets, but he just doesn't kind of push anything, so we have to push from other ends. So, for example, in a recent project, I've just done a community street audit and the planning team has been really interested because they're looking at green routes into town centres and the park and conservation team is really interested, because they want to look at biodiversity in the more urban areas. So they've got really engaged, whereas the [LA contact] is kind of "Oh, well, we don't have much money" kind of attitude.

Project co-ordinator (2011)

Indeed, the location of the key contact seemed to be a critical issue. In the vast majority of cases, the key contact was in the transport department of the LA. It was here where the key decisions could be made and where there was an understanding of walking issues and the ability to commission works efficiently. This was seen to be the most appropriate department for the key FFW contact, as long as there was senior-level commitment to the project. Without this, the project could falter as officers questioned the value of the project or their authority's commitment to it.

Well, in both authorities it's the transport section that have signed the memorandum of understanding... I think it went to the health side first and maybe went to the NHS PCT and maybe to green spaces as well... but it is the transport section ...I take my reports to and they're my... first point of call really and then they... delegate and disseminate that information and reports down to whoever they see fit.

Project co-ordinator (2010)

There was, however, evidence of a tension between dealing with the transport section and with neighbourhood management teams. These teams have the responsibility for specific neighbourhoods, with an aim of restoring or boosting local democracy. In some cases the co-ordinators had very positive experiences of working with neighbourhood management teams, who understood the local issues and ways of working with local communities. However, these teams have been disbanded in many places (and some closed during the FFW project) which left the FFW co-ordinators helping to fill the hole left by the previous neighbourhood management team and in some cases almost acting as the 'go-between' with a focus on walking and cycling.

...they deal with litter and antisocial behaviour and things like that but they don't actually look at things from a ...sustainable transport perspective at all. So ours was, really added value to the neighbourhood management... team in terms of it working better with the transport department.

Project co-ordinator (2011)

In one case there was a further complication in that many council services were outsourced to a private company, including direct works and other maintenance services; this led to a very messy relationship.

So in that case the partnership that we started was signed with [the private company] and in particular it was the Road Safety Team that I've always been based with. Now, it's changed three, four times, we've had four different contacts really in two and a half years from that as lead workers... and the current one has actually admitted to me that he would have done it differently if he'd have been on it from day one.

Project co-ordinator (2010)

However, it is important to bear in mind that this project, and the working relationships on which it relied so heavily, was a new approach for both Living Streets and the local authorities.

I think we were all very entering the unknown at the outset and through time, we've grown in confidence, as maybe our partners have as well.

*Project co-ordinator (2010)***Working with other groups and organisations**

In general, the level of involvement from PCTs was disappointing. In many regions the PCT was signed up at the start of the project, but in most cases they seemed to struggle to understand how they could deliver on the project. With no direct involvement through commissioning or managing environmental improvements, their role seemed to come down to either strategic support for the project or walk leader training.

...their impression was they may have been able to add more to the project and although we've tried to explore how we could have worked better, we were still struggling to identify that. However, where they have helped is, they've provided walk leader training to individuals and therefore those people have continued the walks outside of my involvement. So, over the project, we've set up three or four walks, regular walks by community groups which have actually been accountable to the Walking for Health programme now, so it's helped in their boroughs, the national scheme.

Project co-ordinator (2011)

Other partnerships sometimes became important, especially in areas where other groups or organisations had begun work in the area. One example was Groundwork, who had been conducting environmental work in one project area. It became important (and relatively easy) to work closely with them to coordinate activity.

Working with communities

This was recognised by co-ordinators as a fundamental part of their role. One of the very first tasks for each co-ordinator was to make connections with local communities, often through existing organisations, and get themselves on the agenda of a meeting or talk to them in some way about walking and about the project.

Co-ordinators were very aware of the need to 'tread lightly' with initial relationships with community organisations and to establish their interest in walking and in improving the local environment, rather than imposing Living Streets' ideas upon them. In some cases this meant getting on with some small and quick initial projects to establish a rapport and to demonstrate progress.

So it's about trying to balance, I think, and work with communities to find things as well that can be more quick-wins because lots of the things that do make a difference are those smaller things about litter-picking and cutting back vegetation and painting over graffiti and lots of little things. And I think that builds momentum for things, not only within the community, but actually, also, within the Council... if you can get a better balance, some of those bigger things become more negotiable if people feel less pushed into a corner...

Project co-ordinator (2011)

It seemed essential to find a strong starting point: a 'spark' that might set things off. In some cases this was a local hotspot (or 'grot spot' as one co-ordinator put it) where nothing had been done for years; in others

it was helping people to see the area from the point of view of the walker - an essential component of the street audit (see later). Or it was about convening led walks to bring people together and get them thinking (and talking) about the local area. In some cases this came from quite unlikely places, but it was essential to seize any initial enthusiasm and work with it.

...we've got a Youth Leader with a group of ten, twelve young Asian boys and they want ... do some like green work, you know, environmental work so they're creating a garden in the back of their community centre that they want to own as their building so we're going to support it as a Living Streets project because they're going to open the garden up. At the minute it's all fenced in, so they want to put gates in so that everyone can use it.

Project co-ordinator (2010)

In the early stage, the role was described as that of being a 'travelling salesman', selling the benefits of the project (and of walking in general) to whoever would listen. However, there was a tension in identifying the community groups who really could represent the local community rather than just listening to the people who were always vocal in community matters.

I've worked in this sort of area...for the last ten years and I consciously didn't want to go to the same groups that I've always gone to because they're the top one percent of [this town] who get everything, you know, they come to every event and pick up every free carrier bag and go away with every free pedometer. I didn't want to use them.

Project co-ordinator (2010)

One of the key skills of the co-ordinator became tailoring the discussion, and the potential solutions offered, to the needs of each community group. In working closely with them over time, the aim in each case was to make sure that there was 'added value': that the co-ordinator was helping the communities to help themselves.

...in most of the areas where we've had success and most of the communities we've had success, that what's happened, wouldn't have happened without us, you know, the community groups wouldn't have been able to drive that, necessarily, themselves and the local authorities wouldn't have been doing that same work. So it's very much come from ourselves as instigating the work and the aims of the project.

Project co-ordinator (2010)

There were a number of challenging aspects to the community liaison role, including: having to be 'everywhere all the time', knowing who to listen to, not over-promising, representing the community's views fairly and prioritising actions.

D. Feedback on specific elements of the FFW approach

Community Street Audits

The co-ordinators saw street audits as an essential component of the FFW approach. To conduct an audit requires technical skills but is a relatively easy way of beginning to engage the local community. They vary in their formality, some being presented as a walk around the area, others as a more formal approved process. Co-ordinators said that the process of conducting an audit was a very effective way to capture the community's interest and forge a plan of action.

The easiest to deliver, if the group wants to do it, is an audit because it's what Living Streets are all about. We've got good support, we all know how to do them, they're quite interesting for people to do, you don't need a big group so you only need to get about 10 to 12 people and if you get something positive happening as a result of the audit recommendations then you can get the group to do loads of things from then, it's easier to sustain.

Project co-ordinator (2010)

They are also a method for highlighting the positive aspects of the local built environment as well as the negatives.

Because when we do Community Street Audits, it's always about sort of highlighting the positives as well as the negative, we're also quite clear on that when we do audits so we're not just looking at the bad things about your local street scene, it's also the good things. It might be good lighting, it might be good footway construction, there might be a lot of good things about your neighbourhood so I do sort of make point of putting that in the report, what's good about a certain area and what's good about the council.

Project co-ordinator (2010)

The co-ordinators found the audits straightforward to carry out as even though they may sound quite official and intimidating, they are basically a walk around the local area pointing out the good and bad things. But critically they are conducted through the eyes of a walker; something that does not often happen. This is especially useful for local authorities who may separate issues into different 'silos' according to their delivery mechanisms.

The only dissenting voice was one co-ordinator who felt that while the walk and talk approach of the audit was extremely useful, it was not always necessary to formalise it and produce a lengthy report.

For me they've not been very important. And going into long lengthy reports, I haven't done it. Hand on heart, I've only done two or three of those.... the audit's great, you know, the walkabout and getting people to write the pads and write what they think. Doesn't always bring up enough, I don't think, to do a full-blown report...we could be accused of just padding something out just to make it look like a lengthy document because, you know, the same things are basically coming up... we don't need a twenty page report on dog fouling..

Project co-ordinator (2010)

Each group that registered with the project was provided with a FFW Manual. This provided the group with ideas and support for delivering project activities in the community and working towards the FFW Award. The manual was generally found to be very useful as it gave solid guidance and offered the communities a route to the Fitter for Walking Award.

Now obviously we have the community manual that has this criteria in so it's something we talk about up front with the communities, we can say that what we like to do is work with communities and we try and get you to achieve this award but there are certain things you have to do as part of that and some of that is walking or encouraging people to walk more or raising awareness of walking opportunities in the local area, making improvements to the local street scene.

Project co-ordinator (2010)

Led walks

In general the co-ordinators found led walks an easy way to engage with the community, especially in the early days of establishing relationships. They were always seen as a means to an end (engaging the community to make environmental changes to support walking) rather than an end in themselves. Problems with walks were mainly to do with attendance and some specific issues such as engaging with schools.

I don't find led walks that easy because people often just don't come. I don't think I'm very good at organising those. But it's much easier to go into a school and get the whole school marching round the school field for twenty minutes, and then get them very excited about walking and try and get them to tell their parents walking's great.

Project co-ordinator (2010)

Pledge cards

These were introduced later in the project as a device that people could use to write down how they were going to walk more. Co-ordinators found these very useful as they made people think about walking and show their commitment to making a change.

...where the pledge cards have been useful for me, because I've been terrible at doing led walks really, I just haven't had the time to promote them, but with the pledge cards, it's not about a group coming together and going off on a walk, it's about people's independent journeys that they just do in their own time. And that's enabled me to get hundreds of people to pledge to walk more for the journeys that are useful to them and practical to their everyday lives that's what the streets are for really, isn't it, streets aren't made for led walks really...

Project co-ordinator (2011)

FFW Award

The FFW award was presented to communities or specific individuals when they had completed a project and demonstrated that it had made a difference. Co-ordinators were very supportive of the award as it provided an opportunity to bring together apparently diverse actions under one umbrella, to reward the communities, to demonstrate to others what had been achieved and to provide a natural 'close' to the project.

I think people there... got a lot of out of it to see what, how they'd hit the various criteria, and then we did an awards ceremony at the festival and that was quite fun so I think there was a certain sense of achievement at the end which is a good way to... you need that to close down your links really.

Project co-ordinator (2010)

However there was an awareness that the award should not be seen as an end in itself.

I think it varies from project to project, some projects are really keen on it, some, I think, are much more focused on the improvement and the award is very much secondary to that.

Project co-ordinator (2011)

E. Challenges for project co-ordinators

This was not a straightforward job; project co-ordinators had to balance a number of conflicting priorities and balance the needs of a number of stakeholders including Living Streets, the local community, the LA and the Lottery (the funders of the project). Although the co-ordinators focused mainly on the successes of the projects and the things they had learnt, they also outlined some of the main issues that made the job particularly challenging.

People

Perhaps the most significant challenge facing the co-ordinators was finding and developing relationships with the right people. As well as working with the right community groups (not just being used to deliver walks or address another agenda), it was essential to locate and work with the right person in the LA.

Main challenges for me has been my contact with the Local Authority and being able to put the time towards it to really... nail that relationship with them but... find the right community groups and keep working with them. So, like I said, it's very kind of labour intensive, like just doing very small things.

Project co-ordinator (2010)

And if it turned out that this person was not keen on the project then it could lead to a lot of wasted time.

I think my challenge I've had with him is that I'm not sure he'd completely bought in to the project at the beginning, and again I wasn't involved when he was first involved. But it's very challenging too, it doesn't always feel that he's completely kind of bought in to the Living Streets idea, as opposed to what I'm hearing from other Local Authorities.

Project co-ordinator (2010)

There was also the issue that even when the right person was located, there were issues with communication within the LA, especially between neighbourhood management and transport departments. This meant a lot of chasing up activity from the co-ordinators, checking that the LA staff had done what they said they would and were following up on actions from meetings and audits.

In some cases, co-ordinators also faced problems with the local communities; some events had very low attendance, and one or two had specific issues such as lack of buy-in from specific groups or resistance to certain approaches. In general this was not a major issue; communities typically welcomed the FFW project and the way it was working.

Funding

Throughout the project, lack of funding *per se* was not a significant issue, as FFW had a budget that it offered to the local authorities as match funding for projects. The project secured a large amount of match funding (see Chapter 1) for improvements throughout the project's life. However, as the project came to an end, there were many concerns that the impetus of the project would be lost as project funding stopped. This was exacerbated by the deep funding cuts taking place across the public sector. This is raising concerns about whether there would be any remaining budget to continue making environmental improvements after the FFW team left.

I think obviously the big one at the moment is budget cuts and my partners have always feared raising expectations for those communities I'm working with...

Project co-ordinator (2010)

They've just closed five libraries so, so some of the money's disappearing shall we say, that is a real frustration...I mean the match fund that was supposed to be on the table from each of the authorities just isn't there anymore...and you end up matching officer time... but you don't seem to get the...ten, twenty grand that was supposed to be on the table from each authority, to do the direct works.

Project co-ordinator (2011)

Indeed there is considerable concern among the co-ordinators around the long-term sustainability of the promotion of walking in the FFW communities. It was recognised that the environmental improvements would remain, and that in many cases there were established groups taking up led walks and other promotional activity, but in general the worry is that without continued funds from the LA and, more importantly, without the stimulus from a project co-ordinator, the momentum will be lost.

Geographical spread

An issue for two of the co-ordinators was a disagreement with the LA on where they should be working. The project approach was to identify the LA (through a combination of data on deprivation and knowledge and contacts on who would be willing to work with the project) and then to find suitable areas and case studies through discussion with the community. In this way, the project co-ordinators felt that they were more likely to get buy in from the community, as they had worked with them to identify the project areas. However, in two cases the LA felt that this was unfair and that the project should be working equally across the whole borough. This was deemed to be impractical with the project staff numbers, so may have led to some friction with the LA staff and certainly led to difficulties with time management.

For me, it has been time management... because three boroughs, ideally I would like to spread my time equally across all three and it just doesn't happen, and I think sometimes your time is taken up with those that are working well so you're spending more time with those than those that may not necessarily be going according to plan... it's just a lot to keep on top of and balance...

Project co-ordinator (2010)

Timescales and completion of projects

Project co-ordinators found projects took much longer than originally anticipated particularly where project activities included infrastructural changes requiring LA resources. Many of the delays in projects were due to back-and-forth between the communities and the LA and completion of various approval procedures.

But it has taken quite a long time because it's had to go through design and consultation and through, you know, kind of Council cabinet meetings and things like that and it had to be redrawn and resubmitted, and passed again through cabinet and that kind of thing and it all takes time to do that.

Project Co-ordinator (2010)

Project co-ordinators appeared to become embedded into the communities in which they were working and found it difficult to close projects even when they had completed most of their works. The FFW Award represented a clear opportunity for 'closure' in many cases, but they still tended to find it difficult to say a project had completely finished. There was always more to be done, even if only litter picks or organising more walks.

F. Project achievements

Project co-ordinators were in general very positive about the achievements of the projects in their areas. Overall, it is clear that the project has made some very positive progress in a very short amount of time addressing a very difficult issue in a number of complex and quite deprived communities.

...we've got almost thirty or forty pretty good projects...in whole neighbourhoods and it's actually enormous really just with a team of five. I think we've achieved an enormous amount and we've got an enormous amount of added value to our local authorities from it. It's just difficult to demonstrate it because... each project is so unique, each neighbourhood is so unique, and each partner in each neighbourhood is... different and you don't necessarily get one person seeing it and saying "oh yeah, all that's happened". But, and our partners don't necessarily see it because they're stuck, they're transport officers stuck in their offices and it's difficult to get them off their seats. But yeah, I do think we've actually achieved an enormous amount.

Project co-ordinator (2011)

Community engagement

Co-ordinators were initially very focused on the extent to which communities had been engaged in the project and their views heard and addressed. For co-ordinators who had been working hard in their communities for the last few years, there was nothing more gratifying than feeling that the communities were working together better.

...one of the things that I personally get satisfaction from is when the different groups say "oh we've worked with the school and met this group and... we've been really working together as a community" ...and I think people take a lot of pride in that and that strengthens that neighbourhood.

Project co-ordinator (2011)

This was assessed in various ways: through seeing a good turnout at an event they had organised, through getting positive feedback from community figures or from seeing first-hand the improved relationships between the communities and the local authorities.

For the project co-ordinators community engagement was nearly always expressed as being more important than increases in walking.

...people want to be proud of where they live and that's a real driver I think. That people can become aware of small scale interventions almost as much as big ones in some cases where they live, if they've been involved in them or been consulted and that can, you know, just feel as good as a big scheme.

Project co-ordinator (2011)

The successes have been the events... I've been involved in street parties and getting people out to recognise the work that's been done. The Awards Ceremony: I've always turned the awards into an event... sometimes we've done a walk and then an event afterwards...and they're quite good, I like to do that.

Project co-ordinator (2011)

However, co-ordinators were aware that the principal objective of the project was to increase walking, and this may have created a little tension to some extent.

I suppose it depends how you measure it: whether you measure it in terms of the level of the kind of ownership people take of it; or the level of improvement that's made; or the level of walking that's increased; and you could argue different schemes in different ways really.

Project co-ordinator (2011)

This was particularly evident when discussing the monitoring of numbers of people walking for the lottery targets. These were obviously designed to ensure a focus on walking was retained throughout the project, and the co-ordinators had no problem with that. However, they did appear to feel uncomfortable about putting this objective above one on community involvement.

Perceptions of increases in walking

Co-ordinators were very uncertain about whether walking levels had increased. On one hand they had been pushed to focus quite carefully on *beneficiary numbers* for the Lottery funders of the project, on the other, it was acknowledged that they were not the best people to assess reliably whether more people were walking.

...we can point to this and 'look at that, look what we've done there and look how much better that is and how much improved that is' but then the Lottery will say 'well, are more people walking in that area?' And that's the kind of battle we've had, we've got to keep us eye on us targets... because that's what we're judged on.

Project co-ordinator (2010)

I don't feel a hundred percent confident that hundreds of people will be walking more in that area but we've made some small changes to change it and probably affected some people.

Project co-ordinator (2010)

However it is very clear that the project has achieved far more beyond simple counts of walkers, and for the communities that is probably of greater importance.

People don't come up to us and say "oh I haven't seen more people walking so it's been a failure", I've never heard that.

Project co-ordinator (2011)

G. Project learning

As discussed earlier, project co-ordinators were very keen to learn from the experience of working on the FFW project, and they saw the project as an experiment in new ways of working and engaging with communities and local authorities. They set out a number of bits of advice that they would pass on to others who were considering doing such a project in the future.

That people can become aware of small scale interventions almost as much as big ones in some cases where they live, if they've been involved in them or been consulted and that can, you know, just feel as good as a big scheme.

Project co-ordinator (2010)

...do some small steps, that way you keep your group interested and if they are an active team they'll take more on and they'll add things on. They'll say: 'right, can we do this as well?'

Project co-ordinator (2010)

I would have got to grips with being involved with communities quicker and not worry so much about the whole structure and contacts. I would have done it the other way around and built up towards the contacts I needed.

Project co-ordinator (2010)

You can never do enough leafleting in some of these places (to raise awareness and increase attendance).

Project co-ordinator (2011)

...set targets at the start with groups... talk enthusiastically about the project and to get them excited about the project and success breeds success.

Project co-ordinator (2011)

There are lots of people out there...who want to be able to take an active step to do things themselves. And often they need a bit of a shove or help in putting that together, but you definitely...realise in these community groups that there are people that are willing to put their time towards things.

Project co-ordinator (2011)

...what I've learnt personally is, not to make things harder than they needed to be and to think about actually where your expertise and knowledge lie and maybe to tailor things to that.

Project co-ordinator (2011)

...get things booked into your diary, don't just let people walk away saying they're interested, get a date and what you're going to do and what they're going to do to support that happening.

Project co-ordinator (2011)

3.2 Local Authority perspectives

The main contact in each of the local authorities took part in one interview half way through or towards the end of the project. All quotes below are from these LA contacts; regional affiliation has been removed to protect the identity of interviewees.

A. Understanding of the aims of FFW

Members of staff in local authorities were very clear about the core idea of what FFW was trying to do, at the level of the project being concerned with promoting walking through changes to the local environment, in conjunction with local communities.

...for Living Streets to work with communities to see how they could be encouraged to walk more and walk more certainly for local trips and local sort of utilitarian trips kind of shops and picking kids up from school and that sort of thing.

However, many interviewees looked more deeply into the issue and identified a number of subsidiary objectives that addressed issues of concern to the LA.

The first of these was **social inclusion**. It was recognised that FFW was concerned with (relatively) deprived areas and was aiming to address some issues of health and social exclusion.

I was particularly interested in this project because it brings in the social inclusion issue, it strengthens the link between transport and health.

Linking **transport and health** was mentioned by a number of interviewees, who recognised that the project enabled the LA to make tangible connections between the two issues, and allowed a more focused approach than usually took place. It was clear that FFW helped some local authorities to have a **focus on walking** as an issue, when it was often in the background.

...as a council, walking was never really pushed... consequently we considered it as a mode of travel and addressed it as accessibility as part of the wider scheme, but never actually looked at designated particular walking schemes. So it was quite a good opportunity, and the timing actually was just perfect.

Finally, a number of LA interviewees recognised that FFW provided either a new model of community engagement or at least access to an external resource for community engagement.

There was one dissenting voice who thought the aim of the project had changed too much throughout the project, with a shift in emphasis towards measurable targets and a focus on health walks.

Well I mean the purpose was unclear right from the start. We believe when we entered into the memorandum of understanding...we believed that the main purpose of the project was to bring around built improvements to the walking environment and we were supportive of that because we wanted long lasting ... legacy in these areas. However, you know throughout the project the emphasis has changed... it's changed a lot so that Living Streets can achieve results which they want to see, and... there's been a lot of emphasis put on health walks and walks for schools and things, which we already do... so it's been replicating effort you know, to an extent.

B. Perceived role of Local Authorities

The core role of local authorities was generally clear: their job was to provide matched funding and the technical facilities for the proposed works to be done, as identified by the local communities through street audits. Where there was tension was when the LA felt that this was overlapping with their role of community liaison, especially the role of neighbourhood teams. But in general the local authorities saw Living Streets as providing a very useful addition to their core role.

C. Working with project partners

Working with Living Streets

Local Authority officers were generally very positive about their experiences of working with the FFW project. They appeared keen in many cases to explain that the project was not offering anything extraordinarily innovative but was helping to catalyse action on walking.

I think where we've often struggled is...pedestrian movement and where people walk and things like that... and we've tended to get stuck in spending a lot of money on doing drop

kerbs and things like that and that was where money was going...and I think we had an idea that we wanted to more and I think this was a sort of more coordinated approach to...doing that...I think that it was a better way of spending our money and perhaps a more focused way of spending our money than we were doing.

The project seemed to offer the opportunity to bring together what were often disparate efforts on the walking environment, into a coherent project.

...we'd already set up or devised walking groups in various areas of the city around parks and open spaces...and we'd also initiated several walking groups ourselves as part of our GP referral systems...so we already had a set of initiatives happening in the city already, so it was important that when this project came up we integrated those into those rather than set up projects next door to projects that we had running.

In a number of cases the project helped to link action on walking across the LA. In the vast majority of cases, the main project contact was based in the Transport department. This was deemed to be appropriate in most cases, as the transport officers had direct access to the relevant budgets. However, there was something of a tension noted between the transport team and the neighbourhood teams (who have the responsibility for designated neighbourhoods) in the way the project unfolded. In good examples, FFW became a conduit for communication between the two departments, in others there were some communication problems.

...if we'd have engaged with the Neighbourhoods more it could have been...a much more simplistic approach...visit a few communities and say "well these are the sort of areas we want you to look at", not just looking at areas on a map and sort of saying, "Well this area and that area." That might have given him more help.

In a small minority of cases, the project contact was outside of Transport, either in Leisure Services or in Road Safety. There didn't seem to be any particular issues around this, it just depended on the way the LA was structured and perhaps the interests of individual officers. Overall, the link to transport was thought to be the right one.

...I think the benefit of [] being linked with us in Transportation is ... to do with how the funding works for future schemes. I think it makes it easier for that decision to be made... he's got a direct door to us as a result.

The most positive aspect of working with Living Streets and the FFW project was the link that it allowed to the local communities. Although local authorities are clearly very focused on assessing and addressing the needs of local communities, it was recognised that an outside agency can bring a new perspective to this.

From our point of view, to be honest, Living Streets are vital. They're expertise at engaging with the community, liaising, getting local bodies together in an area, getting people interested in it. It's something which I think, as an outside source, it's different from the council, it's a lot more beneficial...

The FFW project also offered more resources to the participating LA, not just the budget but especially the time and expertise of the community co-ordinators, who allowed the LA to be seen to be working more closely with communities than their resources allowed.

...[the FFW co-ordinators] have been brilliant at what they do and they've absolutely taken it on board and got people involved and done a lot for very little cost. You know, so I think that's also a point to be made that they've effectively taken some of the cost burden off the Council and done it themselves.

Most of the local authorities seemed to be happy to let the FFW co-ordinators work on their own as much as they needed to, just offering help and further links to specific people in the LA when needed. Living Streets were seen, in most cases, to be the natural leaders of the project, with the LA taking the lead in identifying specific streams of funding within the authority and linking to other departments such as neighbourhoods, in one case referred to as a 'shepherding' role. Once or twice, LA staff explained that they sometimes had to 'step in' to clarify matters or to limit expectations within communities about what could be delivered, but in general the independence of the project team was appreciated.

I like to think that's because the Council's stepped back a little bit and allowed someone else to do it a little bit differently.

However, a small number of LA officers said that the project only really sped up what they might have done anyway.

...we would have had to have found some solutions; whether we would have found the same solutions in the same way in the same timescale as Living Streets is a different matter.

I think they've been important, but it's difficult to say whether or not... I mean ...we were going to do that anyway, it was going to get picked up anyway. It's whether the project would have taken the shape and form that it did, probably not, but it would have taken another shape and form.

Working with Primary Care Trusts

This was seen to be a less successful aspect of partnership working on the project. Although most interviewees noted that there were many reasons for a strong partnership with the NHS, due to the focus on healthy walking and links to communities, this had often not materialised. Local Authority officers mentioned attending project board meetings and strategy groups, but action on the FFW project had not tended to materialise from the PCTs.

...the PCT, they did sign up at the onset but they haven't been particularly well engaged if I'm being honest.

The problem seems to be that the PCTs had trouble finding their role on the project, beyond walk leader training. The LA had a more tangible function in funding and carrying out the physical works, leaving the PCT mainly offering little more than support for the project's aims.

Working with communities

As mentioned above, linking the LA to the local community was an important aspect of the FFW project. The independence of Living Streets was seen as a key asset, as it enabled the project to relate more directly to community members and then to relay those concerns to the LA.

...so it does assist greatly when we have third parties, that we have a good working relationship, because they sometimes have more productive relationships with the local communities and then can act as a pressure group on the council, which believe it or not is usually welcomed because it just gives us more intelligence on where to spend what resources we've got. So that's actually pretty helpful I've found, so having Living Streets in place has been helpful in that respect.

In addition, key functions were bringing the communities together, focusing on walking and identifying and prioritising actions that could improve the environment for walking. In some cases the LA felt that this had improved their relationships with community groups, irrespective of the impact on walking.

The downside of this partnership was the amount of time that such a labour-intensive approach to community development takes, as it takes time to develop relationships and work through the project steps.

F. Feedback on specific elements of the FFW approach

Community Street Audits

In general the concept and execution of the street audits was very strongly supported by LA officers. They recognised that it formalised the consultation process and allowed a clear focus on walking and on a specific geographical area.

The first thing I'd like to say is I think the Street Audits are excellent and I'm really impressed with them and I think the whole concept and the way they are done is fantastic and I think it's something we really should be supporting.

In some cases local authorities have been so impressed with the street audit approach that they have commissioned Living Streets to conduct further audits outside of the FFW project.

What officers particularly liked was that the street audit reports gave such a clear set of recommended actions that the authority could take. These were usually far more focused and detailed than the authority would normally do. The role of the LA officer was then to identify which of the actions they could (and could not) do and to coordinate action across the authority. The main downside to the audits was that they usually identified more actions than the authority could afford.

We knew that the community street audits were a key part to it, but I think the first one that came back we thought 'crikey, there's a lot of stuff in there', and of course that was the first of a number, probably half a dozen that came through. I mean, it has been an issue to deal with the amount of things that are thrown at us and that we certainly have to pass on and disseminate between different offices, but that's what the project's about, to try and improve the people who can work with it, to try and improve the issues.

There was a concern that the audits may have raised expectations among community members - especially those who did not realise that the Living Streets staff were independent of the LA.

The other issue raised by one or two officers was whether an audit report was really necessary for some of the more simple changes (dropped kerbs and dog mess, for example). It seems that the optimal report for most local authorities would be one that would clearly identify the problems and their proposed solutions, without too much unnecessary detail.

G. Challenges for local authorities

Funding

One of the most significant barriers to progress in the on-going effort to improve the walking environment is clearly the reduction in budgets in local authorities in recent years.

Nothing is ring fenced any more so in terms of local government and spending going forward that brings opportunities as well as problems. I mean if you've got a good case for stuff and you've got good people that can make those cases it might be, it might be a positive because you can shout loudest in the bonfire that's going to come and that's how I see it anyway. So we'll see, we've nothing ring fenced any more.

It was appreciated that the FFW project brought money with it, and in many cases, interviewees recognised that this paid for some things that would not normally have been funded by the authority itself. But there was concern that this would dry up and the cuts being made across all public services would have an impact. In some cases this meant that the project had raised expectations that would not now be met.

I think in some respects, because some of the issues raised do require some quite substantial funding in some aspects, we're not always able to find a funding stream to sort of hook that onto. It sort of raises the expectations of the members of the public.

Staff capacity

An issues linked to funding is that of human resources. Interviewees were very grateful for the additional people available through the FFW project to conduct audits and consult with communities but were still concerned that the project demanded additional human resource.

...the Community Street Audits... are, I think extremely useful, very very good. But the actions coming from them are very labour intensive for us because it requires someone like myself to actually go through a list, farm them out, chase them up, and then follow them up with people, and that is very labour intensive.

There was also concern about what happened when the FFW staff disappeared.

But you know you've got to question whether a lot of these things are going to stand the test of time you know, and that's my concern...we'd make an area fitter for walking you know... they want to make people fitter for walking by putting on loads of health walks and things...and who's going to staff those in the future...?

Sustainability

Linked to the above, by far the biggest concern was that the project might not be sustainable in the long term.

I don't know what will happen in the future, but at this point in time the Local Authority will end up picking bits of the projects up, I think that's pretty inevitable.

So I think that's one way that's a bit more productive than just saying the Local Authority should pick it up, in this changed climate I just don't know how to answer that, I mean whether there's a future for, you know, this sort of project through Living Streets or if it's developed, I don't know. There's mixed messages from central government on these issues, you know, so I don't know.

And it doesn't, I don't think it encourages more people to walk in the future I think it's...very short term-ish...

...on the whole I think they've been fairly modest, which I think is one of the problems that the physical changes that we bought about will be fairly modest. The changes, the actual changes in the communities, time will tell I think is what we need to say.

Geographical spread

There was also some tension in a few authorities regarding how areas were selected for the project. While some authorities were happy to take a case study approach, where priority communities came up with ideas and the most appropriate were selected, others thought there should be an even spread of projects across a LA area.

...one of my criticisms of the project is that it's very much focused on two or three areas basically. And the problem is, is that...whereas we wanted to see a...spread of the borough and benefits across the borough, we haven't, we haven't seen that at all you know, and it's something that we've got to explain ... it's put us in a difficult situation.

Time

The final significant barrier was lack of time to do the project real justice. Community development work takes concentrated time, to build relationships with the community and needs to continue for as long as possible. Many interviewees regretted that the project was not given the time it deserved.

...I under estimated how much time it would take and overestimated how much time I could give it, which means there has been a significant gap between the amount of time I've been able to give supporting the project, and what I would have liked to have done, given how important I think it is, and that's been a source of frustration to me.

H. Project achievements

Most of the LA officers interviewed were initially very positive about the FFW project and what it had achieved in their local communities. They spoke of improved community relations, positive changes to the case study areas and the efficiency of the audit process. However, these interviewees were in general more cynical than the community members, and were quick to express their concerns about the long-term impact of the project.

Well, I think it's certainly brought people together. It's helped clean up some areas and it's certainly raised awareness of walking in a few schools. The issue now, is to keep that going, because, you know, [the project co-ordinators] have been in and they've done a lot of work and you know, the Community Clean Up was a great example, but unless you're doing that on a yearly basis, people forget, people move, you know, it's great to start something but it's got to have a life - it can't just be a project that lasts for two years and then goes.

...in some respects the project has been a success you know, ... the resources have been put into an area which perhaps we couldn't, we couldn't support. Whether we can support the improvements in the future if they get damaged is another matter, you know and, you know, I hope that some of the groups can be a bit more... self-sustaining.

Officers were also worried about the potential lack of measurable impact on levels of walking. While they had seen positive changes both on the ground and in the communities, they worried that this was not being seen in increased walking.

Yeah, I would say it's gone very smoothly indeed, aye. I mean, the question for me at the end of the day would be how does Living streets quantify the outcomes to our community of what they've done, right. Is it quantifiable? Probably not...

These were not necessarily meant to be criticisms of Living Streets or the FFW project, but were symptomatic of the frustration of the short-term nature of most of the funding available for the projects, and the lack of attention given to them by some of the LA staff.

...I just would like to emphasise that I think it's an excellent project and I think the Community Street Audits are excellent outcomes and I really really am pleased that we're taking part, I'm just frustrated that I don't think we've been able to do it justice and that's a source of quite a lot of regret to me 'cause I really would like to give it far more support that I've managed to do.

I. Project learning

Interviewees were asked what advice they would give to authorities considering getting involved in a future project like FFW. Advice included the following:

I'd advise them not to get invested in a project that they haven't already thought about how they're going to maintain, repair and resource afterwards.

...you need leadership and direction from the top.

...it's about getting the right audience, the right community group with an active person...and if they're keen you can get it to work.

I think that they have to be very clear on what they want, what they want to get out of the project. I think that they have to realise that they'll probably put in a lot more time than they think they will at the start.

I just generally think it's a good project. It's a...good goal, good ideals. I hope they can find some resources to sustain that.

3.3 Community perspectives

A. Understanding of the aims of FFW

Interviews with community members showed that there was a clear initial understanding of the basic concept of FFW and agreement with its general aims.

...the project is Fitter for Walking so it is all about making the environment better and trying to get more people to walk more...

Community member, Yorkshire

For many interviewees there was more emphasis on the fitness component ('getting fitter for walking') while for some it was linked to reducing car use.

Well I think the main purpose is to get people moving and active around, you know, their own legs rather than their car and their motor vehicle.

Neighbourhood Manager, North East

However, by far the strongest element of the project that was well understood by the community was the link to the local environment for walking. Interviewees were very positive about the focus of the project on improving the local environment and making small changes that could make their local areas more amenable.

...the big thing is getting improvements in place around us to encourage people to walk more and to get to us more by walking and to get to other places more by walking.

Community member, North East

... it's like reclaiming back the place that you live and just making the healthy choice, the easy choice by using the resources around you that you've got.

Community member, North West

B. Barriers to walking

Interviewees were very aware of the issues that stopped them, and other people in the community, from walking more. These could generally be divided into three categories: environmental, social and psychological.

Environmental barriers were the most frequently cited by community members. As the sample was largely comprised of community activists and people engaged in improving the local area it is perhaps no surprise that they were generally proud of their local environments. They spoke passionately about the local area and the possibilities for walking, often in hidden or relatively unknown areas. However, they were also very aware of the negative aspects of the local environment, notably dog mess, litter, graffiti and overgrown or blocked paths caused by lack of maintenance. These were most often in public shared space in the local community, but there were also many problems cited of lack of maintenance by private householders, which impinged on public space.

...some of the gardens around the estate they look awful basically, that's not a Living Streets problem...but it's an aesthetic thing you know.

Community worker, North East

In a number of case study areas there were very specific issues, such as dropped kerbs in specific locations, that could be solved relatively easily but had never been tackled before.

...and a few overgrown trees as well on two of the ginnels through the estate. We mentioned them after we'd been for one walk and then... they'd cut it all back so it was a nicer path to go through. But I think everything did get sorted, just the odd little things like the dog mess and things like that it did get sorted for the next time we walked round.

Community member, North West

Social barriers were primarily to do with concerns over personal safety due to areas being taken over by youths (or others), particularly in the evening, for behaviour deemed to be anti-social including drinking alcohol, riding motorbikes and sometimes drug use. This had turned a number of areas into 'no-go areas', either because people had witnessed anti-social behaviour or had seen the signs of young people congregating and didn't want to take the risk of walking in the area.

...unfortunately there's a lot of vandalism goes on out there.

Community member, West Midlands

Another social or behavioural issue highlighted by a number of interviewees was pavement parking, which prevented people from using the pavements, especially those pushing buggies or in wheelchairs.

...we do have a problem with cars parking on grass verges and that's a major concern on certain areas of the road... there are times that if you're a mother with a pushchair and there's a car actually driven up, not onto the grass verge, but actually parking on the pavement which is beyond the grass verge, you have to leave the pavement, go onto a slipway and down and then back up again.

Community member, West Midlands

'Psychological' barriers included a perception that some sections of the community lacked the motivation or personal inclination to walk, whatever the environment. Again it is important to remember that this sample is mainly drawn from the more active sections of the community (if not physically active, then socially active), and there may have been a tendency for people to have been a little bit judgmental when thinking about less active sections of the community.

...there was only one or two who were saying absolutely no chance, it doesn't matter what you do, I'm still driving, but you're always going to get that.

Community worker, North East

However, by far the most prevalent issue to do with psychological barriers to walking is the notion that many people simply did not know about the nice areas in their community. Time and time again in the interviews, people said that the led walks showed people areas and walks that they had never seen before, despite living in the area for ten or twenty years in some cases.

...we've just had a walk around and some of them have known the area but some of them have been really surprised at just how green, how open it is... I think one of the things is that just how nice it is and it's right here... and next to us and a lot of people don't realise just how much pleasant walking there is.

Community member, North West

This was a constant source of surprise to those working on the project in the communities, but it also represented a very real opportunity for intervention. In many cases, led walks provided very valuable opportunities to show the local community the 'jewels on their doorsteps' and encourage them to get involved in the project. Led walks were also used to 'show off' at the end of a project and to demonstrate the improvements that had been made.

C. The role of Fitter for Walking and the Living Streets co-ordinator

Interviewees were universally positive about the contribution that the project co-ordinators had made to the project and to community action in their areas. The overriding theme was that many of the successes of the project simply would not have happened without the work of the co-ordinators.

...he has really put his heart and soul into everything he's done ... without him it wouldn't have been done, so I think he has made it a big impact on the estate.

Community member, North West

And I can't say enough about her to be honest... I can't say enough...absolutely brilliant.

Community member, West Midlands

...certainly with regards to [] it's been massively positive because if he's said he's going to do something it's done... I wish we had more people round here like [].

Community member, Yorkshire

...he's so enthusiastic and he's got lots of contacts, he seems to know where to get information about things, yeah he's been very helpful.

Community member, London

It was noted that the co-ordinators needed a range of skills to carry out their job and needed to be able to communicate well with a wide range of people including ordinary members of the community, LA staff and politicians. It was particularly well received when co-ordinators did not just 'show up with promises of money' but rolled up their sleeves and got stuck in (with litter picks or clean-up days).

The main strength of the co-ordinators was seen to be making things happen. It was often acknowledged that many people in the community knew what needed to be done, but the FFW co-ordinators helped to crystallise this and focus on the necessary action.

It's a doing thing which is quite unusual because lots of people like to talk about things for several years before ever enacting anything which is a real pain.

Neighbourhood manager, North East

The co-ordinators helped to 'keep an eye on the ball' and, critically, knew who to contact to get things done.

I think [] has been instrumental in providing us with the sort of impetus to sort of get going if you like and a bit of enthusiasm you know, "shall we do this then, we'll do that", just to you know sort of get the ball rolling.

Community member, Yorkshire

D. Engaging the local community

A key part of FFW was engaging the local community and helping to understand their needs, and shape this into meaningful action. This is more an art than a science and required a great deal of tenacity on the part of the co-ordinator, and help and participation by the local community members.

...the question that we're always asking each other is, "How do you get people involved?" And I think what Living Streets does is it shows that a lot of people would like to get involved but often it's something like shyness or suspicion or a feeling of, "Well whatever we do there's no point because it will just get destroyed,"... [but] it's like taking their hand and bringing them through the front door... the map is I think a big achievement but it was a vehicle, wasn't it? It was a vehicle to get people to get together really. And that was what was really good.

Community member, North West

In many situations, the FFW co-ordinator was working with existing groups, such as local interest groups, 'friends of' groups or tenants and residents' associations (TARAs). This could have created tensions, if the co-ordinator imposed his or her agenda onto an existing group, but there is no evidence that this happened. Instead, the co-ordinators appeared to listen to the local communities and work with them to focus and prioritise their own agendas.

...I think it's got new members of the community involved, I think as I say it's brought awareness to a lot of things that needed to be sort of sorted out in the area... I think it got us together. We're always sort of working together one way or the other, if the time allows it because we all like sort of doing different things, but I think it's sort of recruited new members and I think some of the parents are aware of what needs to be done and they have actually agreed that it has improved, like the subways has been improved, lots of things are improved.

Community member, London

The project appears to have helped people make new connections and create strong working partnerships for future action. It also in some cases helped increase people's confidence in dealing with the LA and other partners.

Well, let's it put this way more than twelve months ago, [] would have just sat in the background and had her say now and then and just disappeared. She's now Vice-Chair.

Community member, Yorkshire

It also appears to have helped empower some people in the community to take action. It is easy to assume that a problem in the local area is someone else's fault and so is someone else's problem to fix. But FFW has helped some community members to address local issues themselves, by helping them to understand how to take action.

...a lot of the issues that we've got are not just in [] but a lot of communities just, you know, it's somebody else's problem, it's not my issue. But that's turned round quite significantly and people... when we've been on the volunteer weekend think "oh didn't know you were doing this, well I'll come and do a bit of work, when are you doing it next?"

Community member, Yorkshire

E. Strengthening links with local authorities

Perhaps the most critical part of the FFW project was providing the link between the local communities and people in the local authorities who could make things happen. The FFW project could provide funding for small-scale changes to the local environment, but these could be significantly enhanced by strong connections to the right parts of the LA. When these links were made, as they frequently were throughout the project, there was significant 'added value' with local authorities providing funding, impetus, manpower and authority to remove some barriers to walking.

...having the Living Streets project going at this time has just been really great because if it hadn't been it wouldn't have been as strong, the case that we're making.

Community member, North West

Living Streets cannot take all the credit for this: in many cases the co-ordinators were building on existing relationships between community groups and the local authorities, but there did seem to be a strong perception that in most cases the relationship had been enhanced by the project.

I think the relationship with the Council over the last say three, four years has become better, it's got better and better, that's not particularly because of Fitter for Walking although that helped, it's because of the formation of the Residents' Association... we hold monthly meetings and there's quite a lot has happened in the last two or three years to actually improve things on the estate, and I think the relationship between ourselves and the Council is about as good as it can be really.

Community member, North East

What FFW seemed to offer was a model of participation that worked particularly well with the communities concerned and with the focus on creating or improving environments for walking. In one case this contrasted sharply with the established model of participation which was described as a 'rent a crowd' model where 'officers ingratiate themselves with their communities, with very small representative tokenistic communities.'

One relationship that does not appear to have been altogether successful was linking to primary care trusts. Whether this was due to the pressures on the NHS or to a lack of motivation from PCT staff was not clear, but it does appear that the PCTs were slow to engage.

I would have hoped that there would have been more support from some of the council services and the PCT in terms of how they connect maybe their cardiac therapy...

Community member, North East

...it varies from practice to practice, but they have put the posters up, I suppose that's one thing, yeah. Put the Change for Life posters up.

Community member, Yorkshire

F. Elements of the FFW projects

Many of the FFW projects used a number of common elements to stimulate community action. These included street audits, led walks; pledges; and the FFW award.

Street audits were one of the first things the project co-ordinator usually did as part of FFW. This is a formal process, initiated by Living Streets, which basically involved walking through an area making a note of and discussing any potential barriers to walking and potential improvements. In many cases interviewees said that this process was helpful in opening their eyes to problems, or to seeing things more from a new perspective, notably that of a disabled person or someone pushing a buggy.

...I think it's to look at things in a different way as well because you just see them with your eyes but actually see them from a different perspective sort of, you know made you think about things different.

Community member, North East

The audits were also great community events in themselves. They were focal points for meeting local councillors or officials, and it was sometimes found that people often 'tagged along' when they saw an audit happening. These street audits then were used as the way to open the door to broader discussions about what needed to be done, and to engaging other parts of the local community.

Led walks were a common approach. These were generally not seen to be an end in themselves (as they might be in the Walking for Health project for example) but as a means to engaging the community in the project. This was at a number of stages: increasing initial interest; as part of an audit; ensuring on-going engagement in a project; linking to new groups; checking on progress; and celebrating success. In some places themed walks were popular: bat walks; toddler walks or history walks for example. Walks were either led by the community co-ordinator, or in conjunction with trained walk leaders from other projects. As with other led walks projects, attendance was sometimes an issue.

It will be interesting to see the extent to which led walks continue to be a part of the project in the future: it could be argued that they are an essential part of ensuring that people continue to walk in the new improved environment.

Community pledges were used as a method to increase people's engagement with the project. People were encouraged to make pledges to walk more, and to identify where and when they would do this. Pledge cards were provided in the form of a fridge magnet on which community members could record their pledge. These seemed to be popular with children and adults pledging to walk more. In some cases people used these as a bargaining device: pledging to walk more only if some of the promised environmental improvements were made.

The **Fitter for Walking Award** was developed during the project as a way of rewarding communities for action taken to make their areas fitter for walking. Communities had to achieve set criteria relating to environmental change; community engagement; increased walking levels and a commitment to sustaining progress. This appeared to be extremely well received by communities and individuals to whom it was awarded, as they saw it as recognition for their work.

I think for me it was a personal achievement, that someone had actually recognised that I am a resident, you know, and I do work hard. So just to have somebody come along and give me something back meant so much, because it's very rare that you get that, to be appreciated, you're just there and you get on with it, but as a resident it did mean a lot to get the award.

Community member, North West

G. Achievements

Community action

Some examples of the physical changes made to the environment have been outlined in the case studies section, including before and after photos. These detail extensive changes and improvements to paths, public areas, green space and to other aspects of the built and natural environment. But what was most interesting during the qualitative discussions was that interviewees didn't emphasise these anywhere near as much as they talked about the *process* of change and the social and community aspects of the project.

...I think it's got new members of the community involved... it's brought awareness to a lot of things that needed to be sort of sorted out in the area... it's sort of recruited new members and I think some of the parents are aware of what needs to be done and they have actually agreed that it has improved, like the subways has been improved, lots of things are improved.

Community member, London

...I think what Fitter for Walking has done is... now we would question something if something suddenly appeared, you know, or they started digging up a pavement or whatever. It would be questioned now and so that's given us a kind of confidence to not just to take what's given to you or what just suddenly appears one day.

Community member, North East

There was a strong feeling that the project had helped to strengthen the community, by bringing people together with a common cause. This was probably helped by the fact that the project did not overtly focus too much on walking itself, but instead emphasised making improvements to the local environment. This is a 'motherhood and apple pie' argument: no-one can really disagree with efforts to make nicer places in which to live, and while there are plenty of people in the communities who did not engage with the project, it seems that those that did found it an almost universally positive experience. These social benefits are hard to measure, but were strongly felt by the local residents.

I would definitely say it has brought the community more together and also because they've seen the outcome of things, a lot tidier streets and the hanging baskets that they've realised well, yeah, it is actually working, we'll help along, so more people have got involved. Because at first it was just a very small group of us walking round... and then more people have got involved and we have seen a better outcome for everything.

Community member, North West

It is also worth noting that the FFW project deliberately worked in challenging communities, rather than those where there was most likely to be strong community groups or existing resources. This meant that the social achievements were all the more deserved.

I just generally think it's a good project... goal, good ideals.... I think the neighbourhoods that we picked were very challenging ones and if you, there were probably better neighbourhoods to get impact from but probably not better in terms of need, yeah. So it really is about what, whether or not you wanna do tick-box and high profile performance

stuff which we have to do on a regular basis or whether or not you wanna really go out and challenge need.

Neighbourhood Manager, North East

The only negative comments were about the pace of change: some residents would have liked things to happen more quickly. This was particularly the case in one case study area where residents had been promised regeneration for years and they were hoping FFW would provide some sort of short cut.

Increases in walking

One of the main objectives of the FFW project was to improve the environment so more people walked. This is being measured through route user surveys and counts in case study areas. But do community members think that more people are walking in the local area?

For most community members, there was a general perception that there were more people walking in the areas where they had been working.

...where I live... I've seen quite a few people walking up in groups of three, four.

Community member, North West

I see a lot of people that were on the health walks in the beginning that are walking around now that maybe weren't walking before.

Community member, North West

I would say a hundred percent plus probably. And across the day time, you know, again not so much in the evening but when you go... there's still people wandering round about eight, nine o'clock, half past nine, which you wouldn't see before.

Community member, North East

However, these are perceptions only and are doubtless coloured by the positive views that people hold about the areas following their FFW activities. What is more interesting is that the increase in levels of walking was very rarely the first point that people made when asked about the success of the project. For most community members, success was measured in the changes in community cohesion and social interaction.

H. Sustainability

Finally, it is worth exploring perceptions of the extent to which people thought the changes brought about in the project would be sustainable, especially after the FFW teams had left.

There was a strong desire and intention to continue with the changes that had been made in the FFW areas.

Well, we'd carry on, we'd definitely fight to carry on because they've given us the strength and the initiative to do that. It would be a shame to lose them as part of this now because we see them as part of our team.

Community member, Yorkshire

In some cases people were beginning to make concrete plans for sustaining the project, but in general there was just a simple willingness to continue.

I think probably it's making this sustainable, I mean personally I'd like to see the walks established and in place and... the green gym equipment, you know, some of that dotted around so that we can sort of take it up that next level.

Community member, Yorkshire

Well we're going to do another litter pick later in the year. We're hoping to maybe do some bulbs, plant some bulbs or something later in the year ready for next year, and it's things like that we're looking at, at the moment.

Community member, North West

However, there is a real danger that for some people the project will lose impetus when the funding and, more importantly, the co-ordinators disappear. Many communities commented that the co-ordinators had become embedded in their communities and there were major concerns over their roles ending and the impact that might have on the community.

I think because it's such a big project... and it's still a very new and novel idea to us, so I think it would be hard to carry on without some guidance at the moment, but I mean in the future that might be different. But at the moment, yeah I think it would be quite hard to carry on without somebody's guidance.

Community member North West

I think if [co-ordinator] was to go, as volunteers, who have we got? You know, we are losing staff all the time, and volunteers need support, without support there's no volunteers, and that is the big problem.

Community member North West

Chapter 4. Case studies

SUMMARY

This chapter reports detailed findings from the in-depth evaluation of seven Fitter for Walking projects. In each of these projects route user counts and surveys were conducted along with a focus group or interview with the registered group or other community members. In five of these projects a residents' survey was also conducted. The results of the route user counts and surveys, residents' surveys and project co-ordinator and community perspectives of the projects are presented. The findings in this chapter relate to the assessment of evaluation objectives 2, 3 and 4.

Case studies are presented as follows:

- Case study A: Marks Gate, London
- Case study B: Byker Link, Newcastle
- Case study C: Bensham, Gateshead
- Case study D: Taylor Street, Blackburn
- Case study E: 'Our back field', Bolton
- Case study F: Weddell Wynd, Wolverhampton
- Case study G: Cliff Hills, Maltby, Rotherham

KEY FINDINGS:

Barriers to walking

- Route users were asked to indicate what improvements they thought were needed on the project route to encourage people to use it more often. At follow-up, there was a clear reduction in the proportion of route users reporting barriers to walking that had been mentioned at baseline eg, clearance of rubbish/glass; clearance of dog mess; clearance of graffiti; improved crossings; and improved lighting, which typically corresponded with issues that had been addressed through the FFW project. This provides some evidence that the FFW project was successful in removing barriers to walking in local communities.

Awareness of project improvements and participation

- Route users were asked if they were aware of any recent improvements that had been made on the route. At follow-up route users were most frequently aware of the following changes: clearance of rubbish/glass (case studies A, B, D and E); clearance of graffiti (case studies A and D); resurfacing of path (case studies A, E and G); a wider path or pavements (case studies F and G); and removal of overgrown hedges (case studies B and F). These reported changes also largely corresponded with changes that had been made as part of the FFW project.
- At follow-up, awareness of Living Streets and the Fitter for Walking project was higher than at baseline in 3 case studies (A, B and D). Awareness of Living Streets ranged from 2% to 21% and awareness of

Fitter for Walking ranged from 6% to 17%.

- Residents were also asked about their awareness of specific changes that had been made on the project route during the project. They were most frequently aware of clearance of rubbish/glass; clearance of dog mess; resurfacing of paths; clearance of graffiti; wider paths or pavements; removal of overgrown hedgerows; and installation of dropped kerbs.
- Respondents to the residents' survey most frequently reported having participated in street clean-ups (n=9); bulb planting (n=8); the street audit (n=6); or made a walking pledge (n=5). Over a quarter of residents were aware of Living Streets (28%), or had heard of the Fitter for Walking project (29%), and a third (33%) were aware of the Fitter for Walking Award.

Community cohesion

- Community cohesion was measured at baseline and follow-up in cases studies A, D, E and G.
- There was evidence of some improvement in views of community cohesion in case studies A, E and G. Route users reported an increased sense of community (case studies A and G), people being more willing to help each other (case study G), people getting along with each other (case studies A and G), people sharing the same values (case studies A and G) and people being willing to work together to improve the local area (case studies, A, E and G).
- In one case study (D) views of community cohesion declined between baseline and follow-up across all items assessed.
- In case studies B and F, perceptions of community cohesion were only measured at follow-up. However, in both case studies over 55% of route users agreed there is a sense of community, people are willing to help each other and people get along with each other. In addition in case study B, over 55% of route users agreed people were willing to work together to improve the local area.
- When residents were asked about changes in community cohesion in the last 12-18 months, over a quarter of respondents agreed there had been an increased sense of community (case studies A and B), residents were more willing to help each other (case study A, B, and F), more residents stop to talk to each other in the streets (case studies A, F and G) and residents are more willing to work together to look after and improve their neighbourhoods (case studies B, D, F and G).

Changes in route use and walking

- Route user counts were conducted at baseline and after 12 months in 6 projects (case studies A, B, C, D, F, and G). These data showed that after 12 months there was an increase in use by pedestrians in case studies B (14% increase) and C (18% increase), however in all other case studies a decrease in pedestrian use was observed (Table 4.1).
- A final route user count was conducted in September 2011 (14-20 months after baseline) in five of projects (all except case studies C and E) which showed an overall increase in the use of the project route by pedestrians in all five projects compared to baseline.
- In one case study (E) counts were conducted at baseline and after 5 months when a decrease in use by pedestrians was observed.

- There was some variation in use of the routes on week and weekend days at the different survey periods across all projects. Route use by pedestrians was higher on a week day for case studies A, C and D, higher on a weekend day for case study E, and varied across the different survey points for case studies B, F and G.
- Route users in case studies A, B, C, D, E and G were asked whether their use of the project route had changed in the last 12-18 months. The proportion of respondents reporting they had increased their use of the route varied from 6% to 25% (Table 4.1). Far fewer route users reported a decrease in the use of the route (2% to 12%).
- At follow-up, a higher proportion of route users reported using the project route on a daily basis in case studies A, D and E.

Table 4.1 Summary of pedestrian route use across 7 case studies

	Baseline	Follow-up 1 (12 months)		Follow-up 2 (14-20 months)		Proportion of route users perceiving an increase or decrease in route use in last 12-18 months	
	n	n	% change from baseline	n	% change from baseline	% perceiving an increase	% perceiving a decrease
A. Marks Gate, London	856	736	↓14.0	964	↑12.6	15.8	8.8
B. Byker Link, Newcastle	129	147	↑14.0	205	↑58.9	15.1	9.4
C. Bensham, Gateshead	4702	5566	↑18.4	ND	ND	ND	ND
D. Taylor Street, Blackburn	621	367	↓40.9	732	↑17.9	5.9	3.9
E. Our back field, Bolton	174	140*	↓19.5	ND	ND	21.4*	11.9*
F. Weddell Wynd, Wolverhampton	280	134	↓52.1	378	↑35.0	ND	ND
G. Cliff Hills, Rotherham	1197	1072	↓10.4	1262	↑5.4	24.0	2.0

ND= no data *follow-up data collection took place after 5 months

- Route users were also asked about the factors influencing their decision to travel actively (walk or cycle) on the project route. At follow-up, over 60% of respondents in all case studies strongly agreed or agreed that they walked or cycled on the route because they could go straight to their destination; it was the best transport option, it was the most convenient route; they could save money by using the route; and walking or cycling added to the exercise they get from other parts of their life.
- At follow-up, route users appeared to be walking more for a variety of journey purposes (though this was not specifically related to walking on the project route): to travel to and from work (case studies A, B, D, E and F); to get to and from school (case studies B and D); for business trips (case studies A, B, D and E); for shopping (case studies A, B and G); to get to leisure facilities (case studies A, B, D, F and G); to travel to friends or relatives (case studies A and B); and for personal business (case studies A, B and D). In addition, the total mean minutes of walking for transport per week undertaken by route

users was higher at follow-up in four case studies (A, B, E and F) than at baseline suggesting route users were doing more walking overall.

- Residents also reported using the routes more often in the last 12-18 months for a variety of trip purposes. The greatest increases in use were for social activities (case studies A, B, D, F and G); to get to public transport (case studies A, B and G); for personal business/shopping (case studies B and D); and for recreation or fitness (case studies B, D and F).
- A high proportion of residents (83%) reported that they usually walked for short journeys in their neighbourhood and 64% (n=40) strongly agreed or agreed they had walked more in their neighbourhood in the last 18 months. The main reasons given for why residents had changed their mode of travel were due to a change in income, to get healthier/fitter; because the cost of petrol or the cost of public transport fares had increased; and because knowledge of the area had improved.
- Around half of respondents to the residents' survey strongly agreed or agreed that in the last 18 months they had seen more people walking the neighbourhood (53%); found new routes for walking (48%); thought it was now more pleasant to walk around the neighbourhood (48%); had discovered new places to walk to (45%) and thought it was safer to walk in their neighbourhood (40%).

Improvements in health and well-being

- The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of this evaluation.
- Residents' views on the benefits of using the project route varied but the most frequently cited included: visiting local shops more, feeling less stressed, feeling fitter, increasing level of physical activity and feeling more satisfied with their neighbourhood.

Overall

- A wide range of environmental barriers to walking appear to have been removed through the Fitter for Walking project based on route users perceptions of what is still needed to improve the routes to encourage walking. Many route users and residents were aware of improvements which had already been made along the route though they did not always associate the changes with the Fitter for Walking project.
- Across most of the case studies route users and residents reported an improved sense of community.
- Although there are some limitations to the evaluation and the findings are mixed across the case studies, there was a trend towards there being more people walking on the project routes by the end of the project. There was a perception amongst some route users that they had used the route more often in the last 12-18 months and findings suggest they were doing more transport-related walking overall and for a wider variety of journey purposes. Similarly, some residents reported they were using the project route more often, were doing more walking, had discovered new routes for walking and new places to walk to, and that there were more people walking in the local area.

4.1 CASE STUDY A: Marks Gate, London

PROJECT SUMMARY

<i>Local Authority:</i>	Barking and Dagenham
<i>Location:</i>	Marks Gate
<i>Registered group:</i>	Marks Gate Older People's Network
<i>Date of registration:</i>	November 2008
<i>Date of completion:</i>	June 2010



Residents of Marks Gate receiving the Fitter for Walking Award (June 2010)

The primary focus of this project is the route through a subway under the A12 Eastern Avenue between Marks Gate and Chadwell Heath. The subway was identified as a particular barrier to walking by the Marks Gate Older People's Network. A street audit was conducted in January 2009 and recommendations submitted to the Local Authority specifically related to concerns about the subway and parking issues. Subsequently, secondary groups have become involved in the project including WellGate Children's Centre, Friends of Padnell Lake, Marks Gate Junior School and Marks Gate Church.

The Fitter for Walking Award was presented to the community in June 2010.

Project activities

- Street audit (January 2009)
- Changes made to this route include:
 - Creation of a 'walking corridor' including improved crossings; installation of dropped kerbs; removal of street clutter; improved signage, resurfacing and installation of bollarded way finding (March 2010)
- Other project activities have included:
 - bulb and shrub planting (October 2009 and June 2010)
 - path clean up (October 2009)
 - attendance at local events to promote walking and reduce pavement parking
 - an art project with the local school to produce a map of the route (November 2010)

Examples of project activities



Route BEFORE removal of street clutter



Route AFTER removal of street clutter



Signage BEFORE project



New signage installed as part of project



New map of area installed as part of project

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts, intercept surveys and residents' surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to this project and their experiences of working with this community.

...there's this subway under the A12 and that's the main route from Marks Gate into Chadwell Heath which is the main shopping centre and there's a train station there, it's only about a twenty minute walk but it is through this subway which is kind of quite notorious or has had a very bad reputation. And so the only way to get out of Marks Gate on foot is through three subways and... we focused on the one in the middle...a big, you know, negative in terms of pedestrian accessibility... we thought it would be a good idea to look at that route as a key walking route for the residents of Marks Gate... there are actually quite a few negatives about that route other than the subway...the truck [which parked blocking the path], the guard railing, the litter around the subway...

Project Co-ordinator, London

The project was successful in accessing Transport for London (TfL) funding in addition to project funds so was able to carry out quite extensive improvements. The key to this was seeing the route as not just a series of subways but as a key link to the local centre. This helped to justify the project to TfL and to the Local Authority (LA). The LA was a willing partner and helped introduce the project co-ordinator to leading members of the local community. A lot of effort was put into cleaning the area (of dog mess and graffiti etc.) as well as the core works. Local people have reported seeing more people walking in the area, more social activity and more people helping to keep the area clean.

...people seem happier with where they live and more satisfied where they live, and that they're actually walking more.

Project Co-ordinator, London

The project achieved the Fitter for Walking Award earlier this year, as a sign of progress and to demonstrate this phase of the project was complete. The project co-ordinator was optimistic that at least some of the impetus would be sustained when the project is completed.

That I think will mean the work is sustained, and of course the community street audit and I think the group is going to become an affiliate to Living Streets... they seem keen to because they want to take forward the work that was done.

Project Co-ordinator, London

Community members' views

Qualitative interviews were conducted with some members of the local community who had become involved in the case study. These showed that they were very pleased with what had been achieved. Right from the start, when the initial audit was conducted, it appears that the project has helped the local community to look at their area from the perspective of a walker - and someone pushing a buggy or using a wheelchair.

...removing barriers, dropping pavements - so you can now go from here down to Chadwell Heath which is approximately a mile - you've got a slope for everything which is much improved, much improved.

Community member, Marks Gate

In particular they thought it had had some significant benefits in terms of bringing the community together.

...I think it's got new members of the community involved... it's brought awareness to a lot of things that needed to be sort of sorted out in the area...some of the parents are aware of what needs to be done and they have actually agreed that it has improved, like the subways has been improved, lots of things are improved.

Community member, Marks Gate

As with many other case study areas, it was mentioned that while they had always known about the problems in the area, it took the project (and the co-ordinator's perseverance) to focus their action.

It's been very informative you know, its' been, [co-ordinator] has been gung-ho with what he's been doing you know... I never thought about it until he came along, it's like all these things, until somebody puts the idea in your head... somebody puts the idea in my head and then I follow along with it.

Community member, Marks Gate

There was an unfortunate incident during the project when some people objected to a project sign that used photographs of some local children and tore it down. But this was a minor incident compared to the overall feelings of success.

The community is now planning a number of events to sustain the momentum including fun runs, and an annual 'Marks Gate Day'.

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the route at baseline (January 2010), and after 12 months (January 2011), 18 months (July 2011) and 20 months (September 2011). Route user intercept surveys were conducted simultaneously on the first three of these occasions (January 2010, January 2011 and July 2011). Counts and surveys were conducted over 2 days on each occasion, one week day and one weekend day for

12 hours on each day. At baseline 29 route users participated in the intercept survey with 52 respondents taking part in the 12 month survey and 59 respondents taking part in the 18 month survey.

In addition a survey was conducted with a small number of residents living within 1 mile of the route. Only 16 residents responded to the survey therefore the results from the residents' surveys should be interpreted with caution owing to the low response rates.

Full methods are reported in Chapter 2.

Barriers to walking

At baseline respondents to the route user survey highlighted a number of improvements that were required to encourage walking on the project route including: clearance of rubbish/glass (59%), improved lighting (48%), clearance of dog mess (38%) and improved crossings (14%). At both follow-ups clearance of rubbish/glass was still highlighted as an issue (suggested by 40% of respondents at follow-up 1 and 48% of respondents at follow-up 2) along with clearance of graffiti which became an issue during the project (suggested by 27% of respondents at follow-up 1 and 36% of respondents at follow-up 2); however a much lower proportion of respondents reported the need for clearance of dog mess and improved crossings, suggesting that some of the barriers to walking in the area have been removed during the FFW project.

Project awareness and participation

Only 7% of route users had heard of Living Streets and 12% of FFW. A small minority noticed changes to the route such as resurfacing (22%), clearance of rubbish/glass (17%), clearance of graffiti (15%) and improved lighting (12%). A high proportion of respondents to the residents' survey also noticed clearance of graffiti and resurfacing of the path but few residents reported participating in FFW activities.

Some of the respondents to the residents' survey were aware of the clearance of graffiti in the area and resurfacing of the path on the route. Only one respondent noted clearer signage, new information boards/maps, improved lighting, a wider path/pavement, improved crossings and new dropped kerbs. Whilst five respondents had heard of the FFW project, only 2 had taken part in any of the project activities.

Community cohesion

Route user survey data indicated that there were improvements in views of community cohesion in the area; notably there were higher numbers of people at follow-up agreeing that 'people are willing to work together to improve the local area'. Smaller increases were also observed in the proportion of route users agreeing that 'there is a sense of community'; 'people get along with each other'; and 'people share the same values'.

Walking & route use

The route user counts show that use of the Marks Gate route by pedestrians appears to have increased. In September 2011, there were 11% more walkers than at baseline (January 2010) despite similar weather. At baseline and follow-up 1 almost half of route users were children and half were adults aged 16-59. At follow-up 2 and follow-up 3 a higher proportion of route users were adults with a similar number of males and females using the route. Few older adults (age 60 or over) were reported to be using the route. At all survey periods route use by pedestrians was higher on a week day than on a weekend day.

Route user survey data showed that for around two thirds of survey respondents walking was the only mode of transport being used for their journey (61% at baseline, 56% at follow-up 1 and 61% at follow-up 2). A high proportion of the remaining third reported using public transport for part of their current journey. At baseline around half of respondents were travelling home (52%), for personal business/shopping (24%) or to get to or from work (14%). Similarly at follow-up 1 just over half were travelling home (54%) or for personal business / shopping (21%) but much fewer were travelling to get to or from work (8%). At follow-up 2 a high proportion of respondents were travelling for personal business / shopping (39%) and to get home (25%). Respondents' mean journey duration decreased by seven minutes between follow-up 1 and follow-up 2. There was a 13% increase in daily route use between baseline and follow-up 2. At follow-up respondents agreed that factors influencing their decision to travel actively (walk or cycle) on the route included: being able to go straight to their destination (96%), the most convenient route (90%), the best transport option (86%), using the route adds to the respondent's exercise (78%) and the respondent saves money by using the route (71%). Almost a quarter of respondents at follow-up 1 (22%) and a smaller proportion at follow-up 2 (16%) reported they had used the route more in the last 12 to 18 months.

Half of respondents to the residents' survey (n=8) agreed they had increased the amount of walking they do for short journeys around their neighbourhood in the last 12 months. The main reasons for this change were the cost of petrol going up and to get fitter and healthier. Residents reported an increase in use of the route for social activities and to get to public transport.

Residents reported the perceived benefits of using the route to include a decrease in stress levels, feeling healthier, feeling fitter, saving money, using the car less and visiting local shops more. Half of respondents to the residents' survey agreed they had seen more people walking around their neighbourhood in the last 18 months and they themselves had found new walking routes. Two fifths of respondents also agreed they had discovered new places to walk to and that over the last 18 months the neighbourhood has felt safer and more pleasant to walk around.

Health and well-being

The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of the evaluation.

Overall comments

This was a well-run project that addressed a clear community need and opened up a strategic walking route. Significant improvements were made to the route including improved crossings, removal of street clutter, improved signage and changes to the LA cleaning regime near the subway. A number of activities took place to raise awareness and promote walking in the area including bulb planting, street clean-ups and development of a local walking map. More people appear to be walking along the route, and there is general perception that more people are walking in the area.

RESULTS

4.1.1 Route user perspectives

Route user counts were conducted on four occasions commencing in January 2010 (baseline) and repeated after 12 months (follow-up 1), 18 months (follow-up 2) and 20 months (follow-up 3). Route user intercept surveys took place simultaneously on three of these occasions: baseline, follow-up 1 and follow-up 2. At each time point the counts and surveys took place over 2 days, one week day and one weekend day. The methods are reported in full in Chapter 2. The weather on the days when the counts and surveys took place varied (Table 4.1.1).

Table 4.1.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	28-Jan-10	Thursday	Mainly cold and mostly dry with three periods of heavy rain.
	30-Jan-10	Saturday	Cold and mostly dry all day.
Follow-up 1	29-Jan-11	Saturday	Cold and mostly dry all day.
	01-Feb-11	Tuesday	Cold and mostly dry with two periods of damp /overcast weather and one longer period of cold/mostly wet in the afternoon.
Follow-up 2	21-Jul-11	Thursday	Three periods of heavy rain were followed by wet periods until 10am. Warm/hot and dry until 3pm when it became overcast for the remainder of the survey period.
	23-Jul-11	Saturday	Warm and dry all day.
Follow-up 3[#]	08-Sep-11	Thursday	Cold but mostly dry all day apart from one period of heavy rain at 2pm. From 5pm onwards it was warm and dry.
	10-Sep-11	Saturday	Warm and dry for most of the day. Became cool but dry from 4.30pm and there was heavy rain from 6-7pm.

[#]Count only (no survey)

The surveyor noted two incidents which may have affected route use during follow-up 1 and follow-up 2. During follow-up 1 an accident on the A12 caused traffic to be diverted through road works causing increased congestion, and no buses were running from the two bus stops on either side of the subway until midday. During follow-up 2 the surveyor noted some schools had already broken up for the summer holidays when the count took place on Thursday, 21st July 2011. Most schools had finished for the summer when the second day of counting was conducted on Saturday, 23rd July 2011.

4.1.2.1 Route user counts

A. Characteristics of route users

Table 4.1.2 shows the proportion of route users by age category and gender. Minors represented the highest proportion of those using the subway across all time points except at follow-up 2. Older adults accounted for the lowest proportion of route users.

Table 4.1.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up 1	Follow-up 2	Follow-up 3
	%	%	%	%
Minor (age 0-15)	49.7	42.7	26.6	33.5
Adult Male (age 16-59)	24.1	27.3	32.5	30.7
Adult Female (age 16-59)	22.6	23.0	33.5	30.0
Older Male (age 60+)	1.5	3.2	3.3	3.0
Older Female (age 60+)	2.1	3.7	4.2	2.8

B. Route use

Overall 910 individuals used the route at baseline; this included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up 1, route use decreased by 12% to 803 individuals. A similar level of route use was observed at follow-up 2 (831 individuals), but after 20 months (follow-up 3) route use increased by 24% compared to baseline (Figure 4.1.1). At all survey points, route use was higher on a weekday than on a weekend day.

Figure 4.1.2 shows route use for pedestrians only. At baseline, 856 pedestrians used the route over the two day survey period. While the number of pedestrians on the week day at follow-up 1 increased slightly, the overall number of pedestrians decreased by 14%. A decrease in pedestrian traffic was again seen at follow-up 2 (a 20% reduction compared with baseline), but at follow-up 3 route usage increased by 11% compared with baseline. While pedestrian usage during the weekend day remained fairly consistent between baseline, follow-up 2 and follow-up 3, the lower number of pedestrian route users observed during follow-up 1 may have been the result of there being no buses running as a result of a traffic accident on the A12 and diversions being put in place.

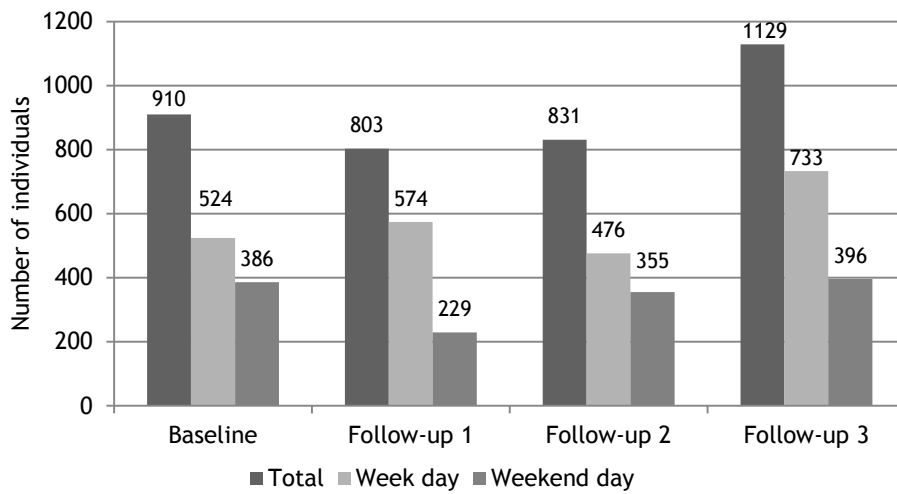


Figure 4.1.1 Number of route users (all modes of travel) at baseline and follow-up

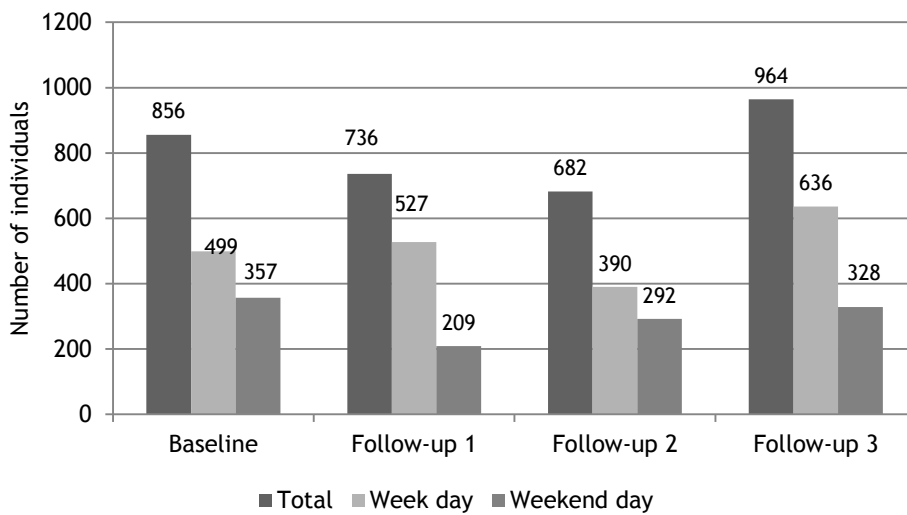


Figure 4.1.2 Number of route users (pedestrians only) at baseline and follow-up

4.1.2.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted three times during the project: baseline, 12 months (follow-up 1) and 18 months (follow-up 2). The response rate to the survey varied across the three data collection periods (11-43%) (Table 4.1.3).

Table 4.1.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response rate (%)	Main reasons for declining
Baseline	Thursday 28 th January 2010	29	274	10	Refused (74.8%) In a hurry (18.2%) Communication difficulties (6.6%)
	Saturday 30 th January 2010				
Follow-up 1	Saturday 29 th January 2011	52	122	30	In a hurry (50.0%) Refused (21.3%) Work (10.7%)
	Tuesday 1 st February 2011				
Follow-up 2	Thursday 21 st July 2011	59	212	22	In a hurry (40.1%) Refused (29.7%) Communication difficulties (17.0%)
	Saturday 23 rd July 2011				

B. Route user characteristics

The characteristics of respondents surveyed at each time point are shown in Table 4.1.4. At baseline and both follow-up measurements a higher proportion of males than females took part in the survey. The highest proportions of respondents were aged 35-44 at baseline and the first follow-up; at the second follow-up the highest proportion were aged 25-34. At all three measurement point, the greatest number of respondents indicated they were in full-time employment and over two thirds were of white ethnic background; around half of respondents indicated they were in excellent or good health. The proportion of respondents meeting physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week) varied with a higher proportion of route user meeting recommendations at baseline (62%) compare to follow-up (35% at follow-up 1 and 39% at follow-up 2).

Table 4.1.4 Route user survey respondent characteristics

		Baseline (n=29)	Follow-up 1 (n=52)	Follow-up 2 (n=59)
		%	%	%
Gender	Male	58.6	61.2	54.2
	Female	41.4	38.8	45.8
Age	16-24	10.3	18.4	10.2
	25-34	13.8	14.3	27.1
	35-44	24.1	26.5	15.3
	45-54	10.3	12.2	18.6
	55-64	20.7	10.2	13.6
	65+	20.7	18.4	15.3
Ethnic group	White	72.4	73.5	67.8
Employment status	Employed full-time	41.4	36.7	35.6
	Employed part-time	13.8	6.1	16.9
	Retired	24.1	26.5	16.9
	Other	20.6	30.5	30.5
Health Status	Excellent/Very Good	44.8	59.2	45.8
Physical activity	Meeting recommendations*	62.1	34.7	39.0

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was walking (Figure 4.1.3). Whilst a high proportion of respondents indicated walking was the only mode of transport used to complete their current journey (61%, 56% and 61% at baseline, follow-up 1 and follow-up 2 respectively), multi-modal trips were common with over a third of respondents also using a bus, train or taxi to complete part of their journey (data not shown). A small proportion of respondents indicated they used a car or van for part of their journey (7%; 0%; 5% at baseline, follow-up 1 and follow-up 2 respectively) in addition to walking (data not shown).

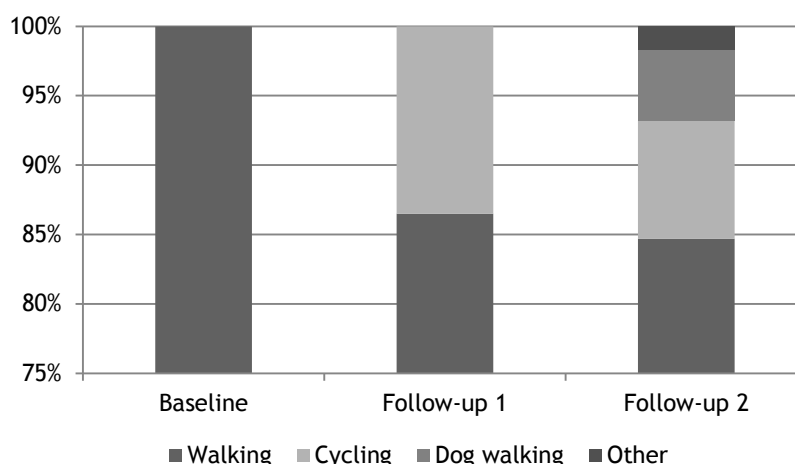


Figure 4.1.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.1.5. At baseline and follow-up 1 over half of respondents were travelling home (52% and 54% respectively); in contrast, at follow-up 2 only a quarter of respondents were travelling for this journey purpose (25%). Travelling for personal business was frequently cited as the purpose for the journey however few respondents reported travelling during the course of work (<2%).

Table 4.1.5 Journey purpose

	Baseline	Follow-up 1	Follow-up 2
	% yes	% yes	% yes
Home	51.7	53.8	25.4
Personal business / shopping	24.1	21.2	39.0
Work	10.3	3.8	8.5
Recreational activity*	6.9	7.7	5.1
Social / entertainment	3.4	7.7	8.5
Education	0.0	3.8	3.4
In the course of work	0.0	1.9	0.0
Recreation (sport and leisure)	0.0	0.0	10.2

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration

Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). Journey duration decreased between follow-up 1 and follow-up 2 for both walking and cycling (Figure 4.1.6).

Table 4.1.6 Journey duration on foot / by bike*

	Follow-up 1	Follow-up 2
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	19.0 \pm 18.8	12.5 \pm 11.1
Cycling	43.6 \pm 62.9	25.0 \pm 36.6

*This question was not asked at baseline

Frequency of journey

Respondents were asked how frequently they completed their current journey. Over 50% of respondents at baseline and follow-up 1 reported they made the walking journey multiple times throughout the week, and at both follow-up time points under 10% reported they only completed the journey once a year (Figure 4.1.4). An increase in the proportion of respondents using the route on a daily basis was observed between baseline and follow-up 2. Overall a significant difference was observed in journey frequency between baseline and follow-up measurements ($p < 0.05$).

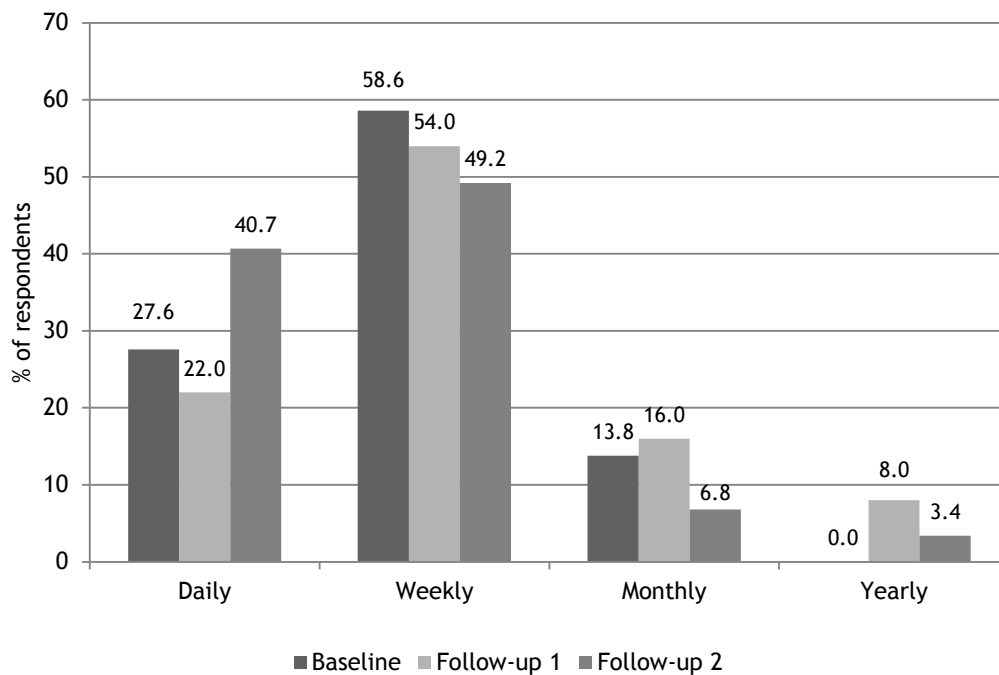


Figure 4.1.4 Frequency of route use for current journey by respondents

D. Characteristics of route use

Frequency of route use during the day and night

A high proportion of respondents reported using the route daily or weekly during the day time at baseline and follow-up (Figure 4.1.5). Overall there was increase in the proportion of respondents using the route on a daily basis during the day between baseline, follow-up 1 and follow-up 2. There was a significant difference in the frequency of route use during the day time between baseline and follow-up measurements ($p < 0.05$).

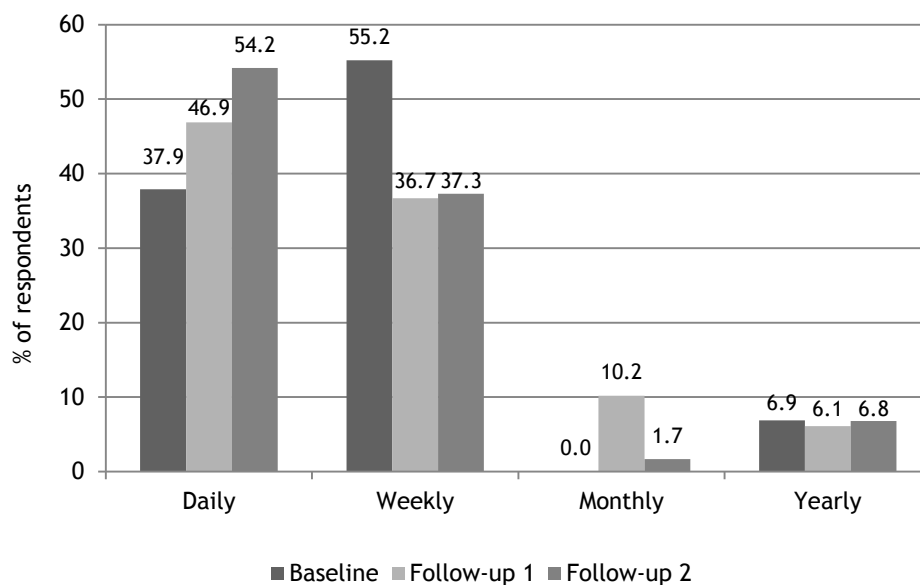


Figure 4.1.5 Proportion of respondents using the route in the daytime

The proportion of respondents reporting using the route at night time on a regular basis was low (Figure 4.1.6). At baseline and both follow-up measurements over 60% of respondents reported only using the route at night time once a year. An increase in regular route use at night time was observed between baseline and follow-up 2 (daily) and between follow-up 1 and follow-up 2 (weekly). A significant difference in route use at night time between baseline and both follow-ups were observed ($p < 0.05$).

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route (Figure 4.1.7). At all three time points over two thirds of respondents indicated they used the route on five or more days over the past week (45%, 39% and 36% at baseline, follow-up 1 and follow-up 2, respectively). At baseline only 28% of respondents indicated they used the route twice a week or less, whereas that proportion increased at follow-up 1 (41%) and follow-up 2 (35%). There was no significant change in route use in the past seven days between baseline and follow-up measurements.

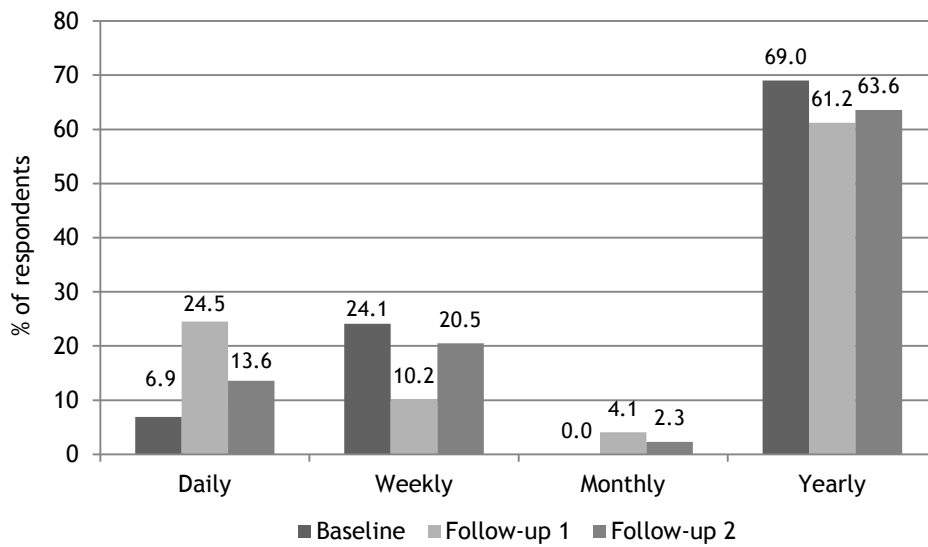


Figure 4.1.6 Proportion of respondents using the route in the night time

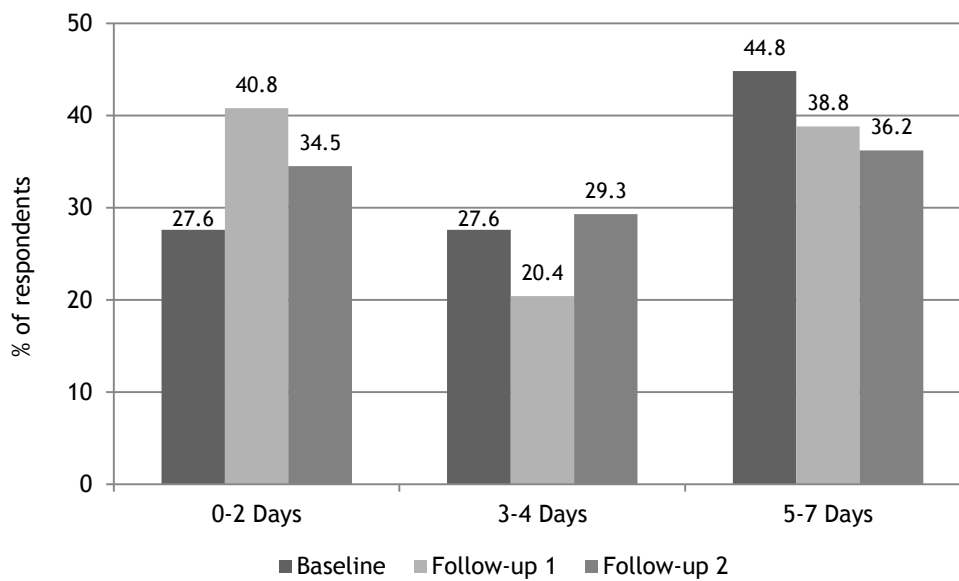


Figure 4.1.7 Route use over the past seven days

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use the particular route for their journey (Table 4.1.7). At baseline and follow-up over 85% agreed the route allowed them to go straight to their destination. Similarly, over 85% at baseline and follow-up 2 reported that the route was the most convenient route and active travel provided the best transportation option for their journey. At follow-up 1 and 2 less than 50% of respondents reported they liked the surroundings on the route and thought the route felt safe.

Table 4.1.7 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up 1	Follow-up 2	Sig.
	% agree/ strongly agree	% agree/ strongly agree	% agree/ strongly agree	
Can go straight to destination	100.0	85.7	96.6	*
Best transport option	86.2	79.6	86.4	*
Most convenient route	89.7	79.6	89.8	*
Save money by using this route	82.1	65.3	71.2	NS
Like the surroundings on this route	51.7	34.7	47.5	#
Route feels safe	58.6	40.8	37.3	*
This is the only exercise I get ¹	58.6	16.3	15.3	#
Using this route adds to the exercise I get ¹	ND	73.5	78.0	NS
Environmental concerns	65.5	49.0	54.2	*

*p<0.05 #p<0.01 NS=not significant ¹At baseline these two items were combined for this project

When asked about route safety in relation to exposure to other people, exposure to traffic and quality of the surface, at baseline and follow-up 1 over 75% thought the route was safe in regards to exposure to other people and exposure to traffic. At follow-up 2 three quarters of respondents thought the route was safe in its exposure to traffic (79%), while only 43% thought it safe in regards to its exposure to other people (data not shown). Around of half of respondents perceived the surface quality to be unsafe at baseline and follow-up (48%, 63% and 39% at baseline, follow-up 1 and follow-up 2 respectively).

Improvements needed to encourage use of route

At baseline and follow-up respondents were asked what specific improvements would help to encourage use of the route. The most frequently cited improvements suggested were clearance of rubbish/glass, clearance of graffiti and improved lighting (Table 4.1.8).

Table 4.1.8 Improvements needed to encourage use of route

	Baseline	Follow-up 1	Follow-up 2
	% yes	% yes	% yes
Clearance of rubbish/ glass	58.6	40.4	47.5
Improved lighting	48.3	26.9	44.1
Clearance of dog mess	37.9	7.7	13.6
Improved crossings	13.8	3.8	3.4
Wider path or pavement	6.9	1.9	5.1
Clearance of graffiti	3.4	26.9	35.6
Planting of new bulbs	3.4	3.8	5.1
Clearer information / signage	3.4	0.0	5.1
Removal of overgrown hedges	3.4	0.0	3.4
Traffic calming: speed humps / cushions	ND	3.8	0.0
Dropped kerbs installed	ND	0.0	1.7

ND=No data collected for these questions

Perceived change in route use

At follow-up 1 a quarter of respondents thought they had used the route more (22%), whereas at follow-up 2 only 16% of respondents had done so. A high proportion of respondents indicated that over the last 12 and 18 months there had been no change in the amount they had used the route (Figure 4.1.8). Only a small proportion indicated they had used the route less in the last 12 to 18 months.

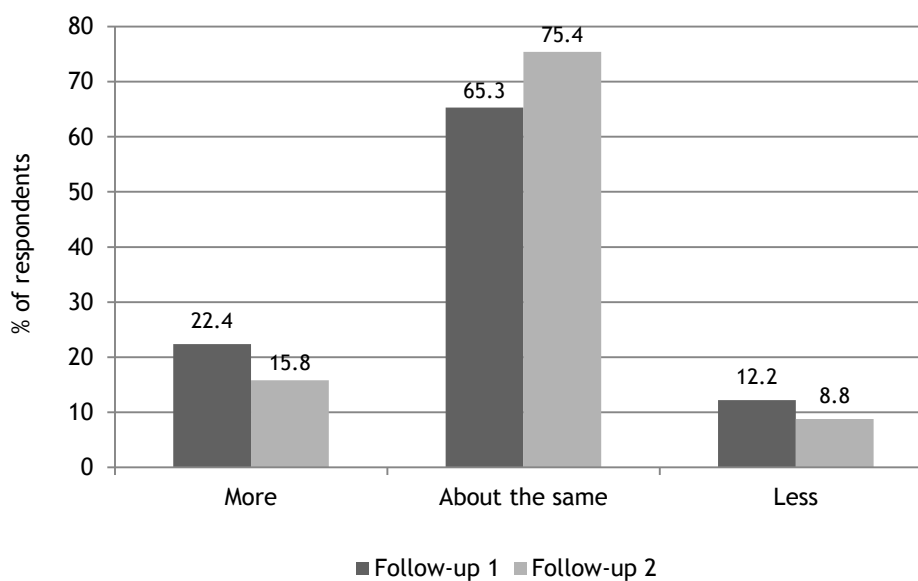


Figure 4.1.8 Perceived change in route use over the last 12 and 18 months

E. Project Awareness

No data was collected in regards to organisational awareness at baseline for this project. At follow-up 1 only a small proportion of respondents had heard of Living Streets (8%) and 16% were aware of the FFW. A similar proportion of respondents had heard of Living Streets (7%), and were aware of the FFW project (12%) at follow-up 2.

When asked about their awareness of improvements on the route through the subway at follow-up 1 and 2 only a quarter noticed the path had been resurfaced (25% and 22%, respectively). Some respondents noticed the rubbish and glass had been cleared (12% and 17% at follow-up 1 and 2 respectively) and 14% (follow-up 1) and 15% (follow-up 2) noticed the graffiti had been cleaned. Less than 10% were aware of any improvements in lighting at follow-up 1, whereas at follow-up 2 12% of respondents thought there was an improvement (Table 4.1.9).

Table 4.1.9 Respondents' awareness of improvements to route

	Follow-up 1	Follow-up 2
	% yes	% yes
Resurfacing of path	25.0	22.0
Clearance of graffiti	13.5	15.3
Clearance of rubbish/ glass	11.5	16.9
Improved lighting	7.7	11.9
Clearance of dog mess	5.8	8.5
Dropped kerbs installed	3.8	5.1
Removal of overgrown hedges	1.9	3.4
Clearer information / signage	1.9	1.7
Improved crossings	1.9	1.7
20 miles per hour speed limit	1.9	1.7
Wider path or pavement	0.0	3.4
Traffic calming: speed humps / cushions	0.0	3.4
Planting of new bulbs	0.0	3.4

F. Walking for travel and physical activity

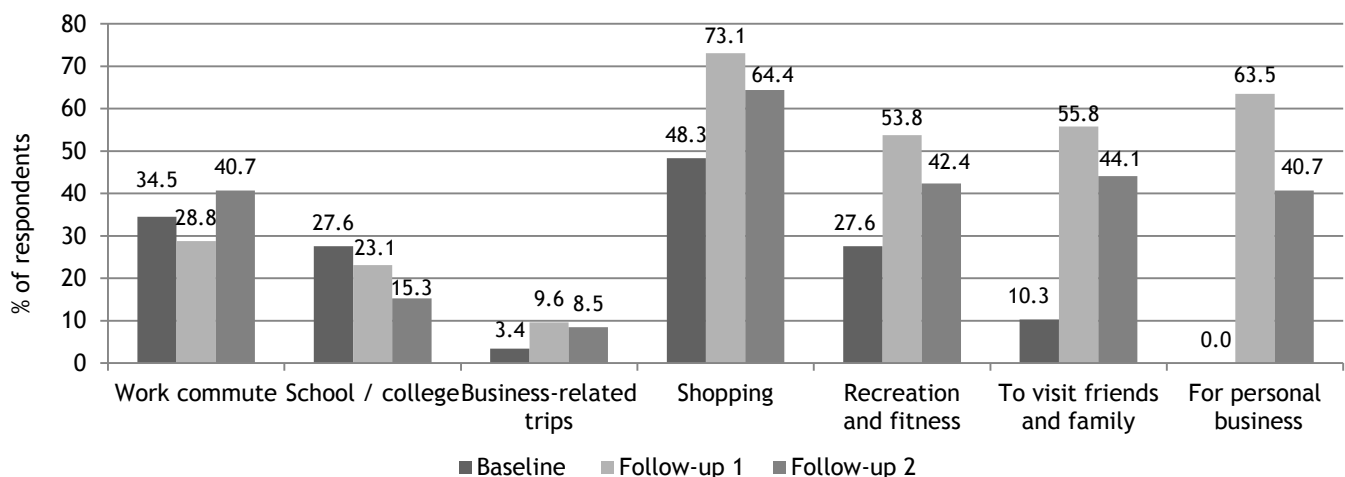
Walking for travel

The proportion of respondents walking for travel on five or more days in the past week declined between baseline, follow-up 1 and follow-up 2 (Table 4.1.10). There was no significant difference in the number of days respondents walked for travel across the three time points. Mean minutes of walking undertaken by respondents increased between baseline and follow-up 1 but declined again between follow-up 1 and follow-up 2 (Table 4.1.10). These changes in mean walking minutes were significantly different between time points ($p < 0.001$).

Table 4.1.10 Total walking for travel in the past week

	Baseline	Follow-up 1	Follow-up 2
	Mean minutes \pm SD	Mean minutes \pm SD	Mean minutes \pm SD
Duration of walking for travel	229.7 \pm 204.1	289.8 \pm 313.6	274.0 \pm 305.7
Frequency of walking for travel	% yes	% yes	% yes
0-2 days	10.3	10.0	20.3
3-4 days	20.7	28.0	20.3
5-7 days	69.0	62.0	59.3

At baseline, respondents most frequently reported walking for journeys to the shops (48%), to and from work (35%), to get to school or college (28%), to get to leisure facilities (28%) or to visit friends and family (10%) (Figure 4.1.9). At follow-up a much higher proportion of respondents indicated that they walked to the shops (73% and 64%, follow-up 1 and 2, respectively). More individuals walked for personal business, at follow-up 1 and follow-up 2 than at baseline (64% and 41% respectively). Walking for social and leisure journeys also followed this trend with an increase in walking to visit friends and family (56% at follow-up 1 and 44% at follow-up 2) and walking to visit leisure facilities (54% at follow-up 1 and 42% at follow-up 2). In contrast, fewer individuals reported walking for journey to school or college journey at follow-up 1 and 2 (23% and 15% respectively).

**Figure 4.1.9 Types of journeys respondents normally walked for**

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline over 80% strongly agreed they intended to and were likely to walk more in the coming year (Table 4.1.11). The proportion agreeing they intended to walk more or were likely to walk more decreased between baseline and follow-up 1, however

the proportion agreeing was similar between follow-up 1 and follow-up 2. Overall the changes between baseline and follow-up were statistically significant.

Table 4.1.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up 1	Follow-up 2	Sig.
	% agree/ strongly agree	% agree/ strongly agree	% agree/ strongly agree	
I intend to walk more in the next 12 months	86.2	57.2	56.0	*
It is likely that I will walk more in the next 12 months	82.7	59.3	61.1	*

*p<0.05

Physical activity

There was significant difference between baseline and follow-up measurements in the proportion of respondents meeting physical activity recommendations (p<0.05). At baseline, over 60% of respondents reported taking part in at least 30 minutes of moderate physical activity for five or more days in the past week. Conversely, at both follow-up measurements, over 60% over respondents were not meeting physical activity recommendations (Figure 4.1.10).

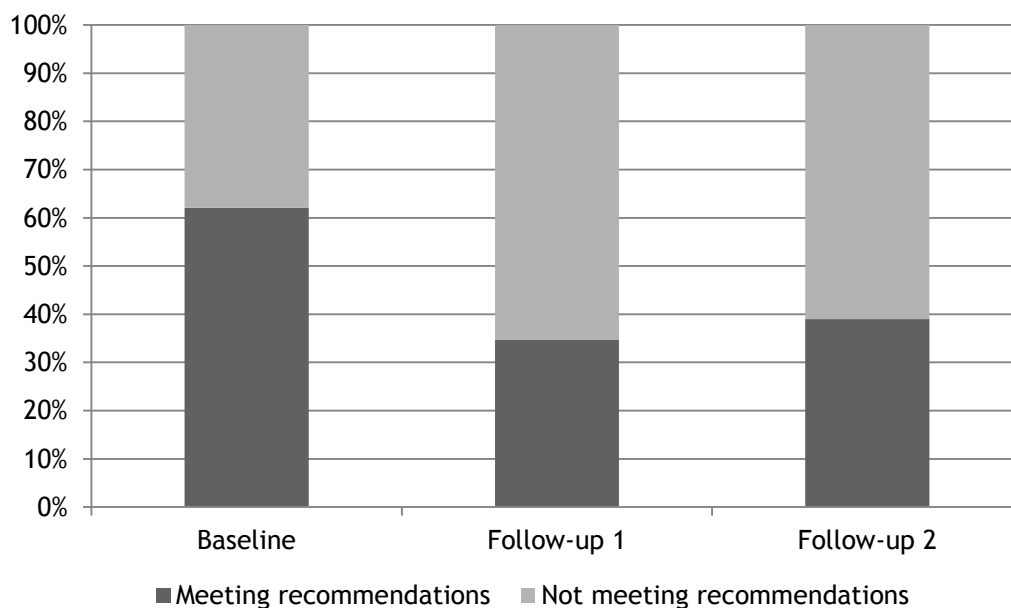


Figure 4.1.10 Proportion of respondents meeting physical activity recommendations

G. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in the neighbourhood where they live (Table 4.1.12). At both follow-up measurements, over 50% of participants agreed there was a sense of community in their neighbourhood and there was small increase in the proportion of respondents who agreed with this statement. An increase in the proportion of respondents agreeing that people get along with each and are willing to work together to improve the local area was also seen between follow-up 1 and follow-up 2. The proportion of respondents agreeing that people are willing to help each other declined.

Table 4.1.12 Perceptions of community cohesion*

	Follow-up 1	Follow-up 2
	% agree/strongly agree	% agree/strongly agree
There is a sense of community	53.1	55.9
People are willing to help each other	51.0	44.1
People get along with each other	57.1	61.0
People share the same values	32.7	33.9
People are willing to work together to improve the local area	28.6	45.8

*these questions were not asked at baseline for this project

4.1.3.1 Residents' survey

Surveys were distributed to 200 households situated within a one mile radius of the route where the FFW project activities took place. An adult member of the household was asked to complete and return the survey. A total of 16 surveys were returned, all respondents completing the paper version of the survey, giving a response rate of 8%. The key findings from the survey are outlined below however these should be interpreted with caution given the low response rate.

A. Respondent characteristics

The key characteristics of respondents are reported in Table 4.1.13. Of those who returned the surveys, a higher proportion were female (69%) and the mean age of respondents was 52 years. Almost all respondents were white (94%) and 38% had no formal qualifications. Close to half of respondents (44%) reported their health to be excellent or good, and 20% reported meeting physical activity recommendations (participating in 30 minutes of moderate intensity physical activity on five or more days of the week). A high proportion of households (80%) had at least one car.

Table 4.1.13 Residents' survey respondent characteristics

		%
Sex	Male	31.3
	Female	68.8
Ethnic group	White	93.8
	Other	6.3
Education qualifications	Degree	6.3
	A level/BTEC Higher	18.8
	GCSE/BTEC National	18.8
	No formal qualifications	37.5
Number of vehicles in household	0	20.0
	1	66.7
	2	13.3
Health status	Excellent/Good	43.8
Physical activity	Meeting recommendations*	20.0
		Mean \pm SD
Age	Mean age (years \pm SD)	52.1 \pm 22.6
BMI	Mean BMI (kg/m ² \pm SD)	25.8 \pm 3.7

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

B. Residents' travel behaviour

Respondents were asked to identify which modes of travel they usually used when travelling for short journeys in their neighbourhood. Walking was the most frequently reported mode of travel (n=13, 81%) (Figure 4.1.11). Almost two fifths of respondents (n=6, 38%) reported driving a car; however nobody reported being driven to their destination as a passenger. Taking the bus was the only reported form of public transport used by 31% of respondents (n=5).

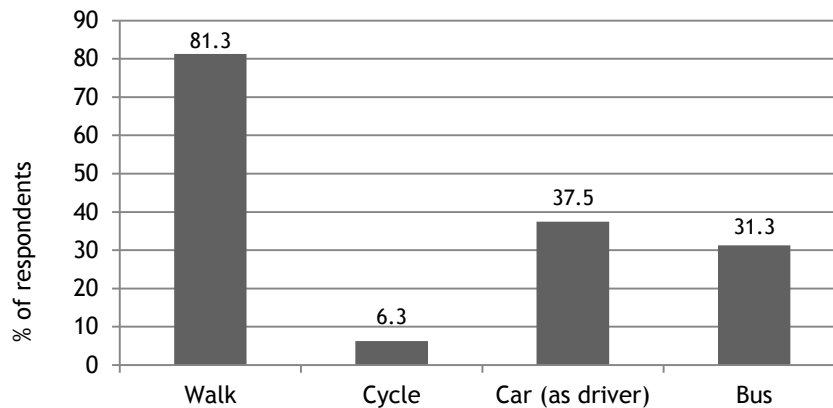


Figure 4.1.11 Mode of transport respondents usually use for short journeys

When asked about changes in travel mode for short journeys in the neighbourhood over the last 18 months, 33% of respondents (n=5) agreed they had made no change to the way they travel. Half of respondents agreed they had increased the amount of walking they do around their neighbourhood (n=8), and 44% (n=7) agreed they used the bus more. No one reported increased car usage for short journeys over the last 18 months. The main reasons for changing mode of travel for journeys in the neighbourhood included an increase in petrol prices (n=6, 38%), to improve health and fitness (n=6, 38%) and as a result of improved knowledge of the local area (n=3, 19%) (Table 4.1.14).

Table 4.1.14 Reasons for changes in travel behaviour in the last 18 months by travel mode

	Walk	Cycle	Bus	Train
	n	n	n	n
Agree/strongly agree to increased use of mode	7	1	7	1
Reason for change in mode:				
Cost of petrol has gone up	4	0	4	0
Cost of public transport has gone up	0	0	1	0
Change of income	1	0	2	0
No longer have a car	0	0	1	0
Knowledge of area improved	1	0	3	1
Know more people in the area	0	0	2	0
It feels safer	0	0	1	0
Local environment has improved	1	0	1	0
To get fitter and healthier	3	1	3	0

C. Residents' route use

Just over one third of respondents reported using the project route eight or more times per week (n=6, 36%); a further third reported using it only once a week (n=4, 36%). One respondent (9%) reported using the route on five occasions throughout a normal week, however the remaining respondents (n=2, 18%) reported not normally using the route at all (data not shown).

In comparison to 18 months ago, most respondents indicated their current use of the route was about the same. Respondents indicated the greatest increase in use of the route was for social activities (n=2, 13%) and to get to public transport (n=2, 14%). The greatest decrease in route use over the last 18 months was reported for trips to school/college (n=2, 17%) and shopping/personal business (n=5, 33%) (Table 4.1.12).

Of the respondents who reported using the route (n=8), 75% perceived they saved money by using the route, but only 25% thought they used their car less. The most frequently reported improvements in health since starting to use the route were a perceived decrease in stress levels (n=4, 50%), feeling healthier (n=3, 38%) and feeling fitter (n=3, 38%). Half of the respondents also reported that since starting to walk along the route they have been visiting more local shops (Figure 4.1.13).

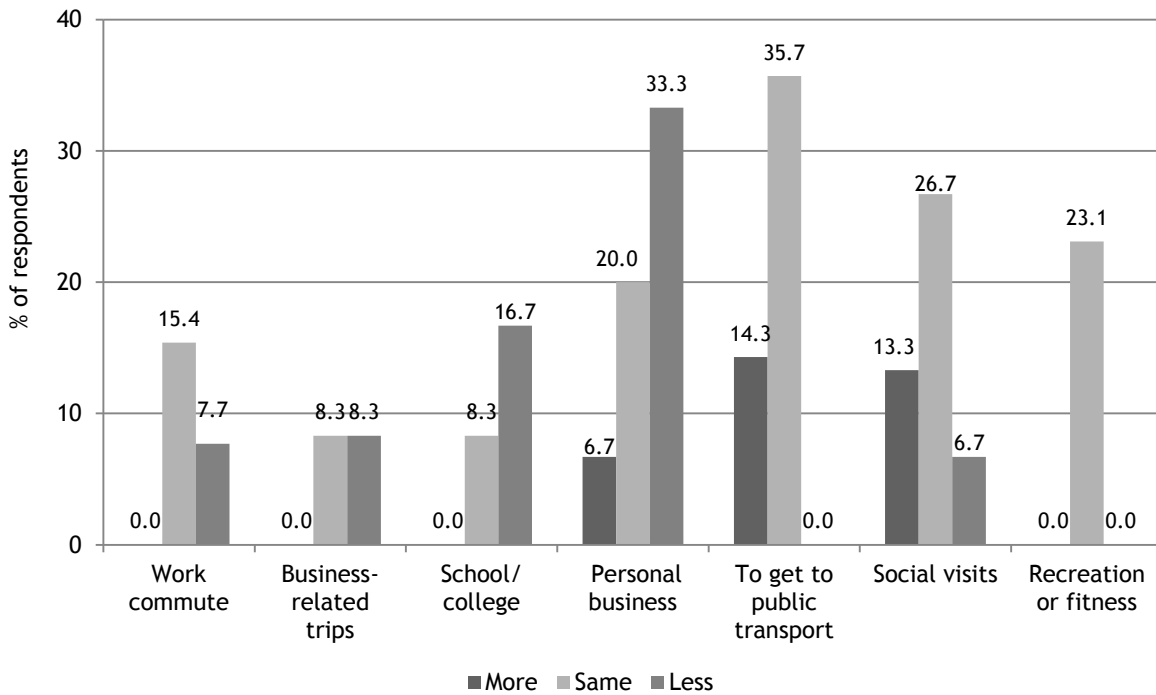


Figure 4.1.12 Route use compared to 18 months ago by journey purpose

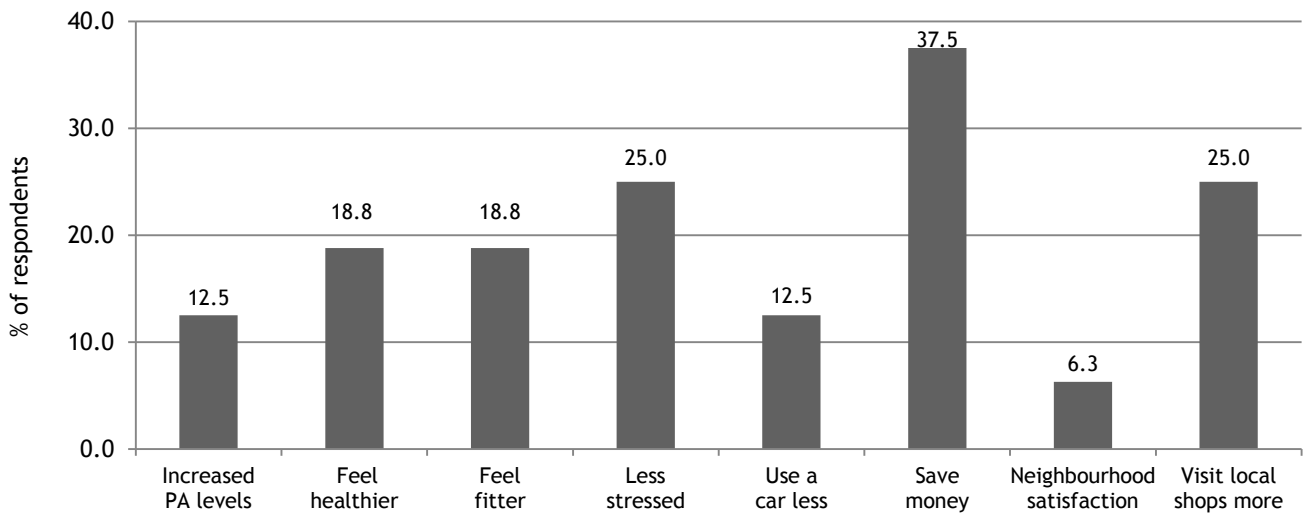


Figure 4.1.13 Perceived benefits of route use

D. Perceived changes in the community

Respondents were asked to what extent they agreed with a set of statements relating to walking in their neighbourhood over the last 18 months. Over half the respondents agreed they had seen more people walking around their neighbourhood (n=8, 53%) and they themselves had found new walking routes (n=7, 50%). Furthermore, 43% of respondents (n=6) agreed they have discovered new places to walk to in their

neighbourhood in the last 18 months. A similar proportion of respondents agreed that over the last 18 months the neighbourhood has felt safer (n=6, 40%) and more pleasant (n=6, 43%) to walk around.

When asked about community involvement to help make the neighbourhood safer and more attractive place to walk, only 19% agreed (n=3) they had personally been involved in community activities while 44% (n=7) believed other members of the community had been involved in activities. One third of respondents agreed there was an increased sense of community (n=5, 31%), residents were more willing to help each other (n=6, 38%) and more residents stop to chat to each other in the streets (n=6, 38%).

E. Project awareness and participation

Respondents were asked what specific improvements or changes they have noticed along the project route in the last 18 months. The main improvement reported by respondents was the clearance of graffiti around the area (n=7, 44%). A quarter of respondents (n=4, 25%) also noted the path had been resurfaced (Figure 4.1.14). In each of the following categories, only one respondent cited they were aware of any difference: clearer signage, new information board/maps, improved lighting, a wider path/pavement, improved crossing or instillation of a dropped kerb (data not shown).

While only one respondent indicated he/she had heard of Living Streets (9%), two fifths of respondents had heard of the Fitter for Walking project (n=5, 39%) and were aware of the award presented by Living Streets for efforts to improve the community walking environment and get people walking (n=6, 43%).

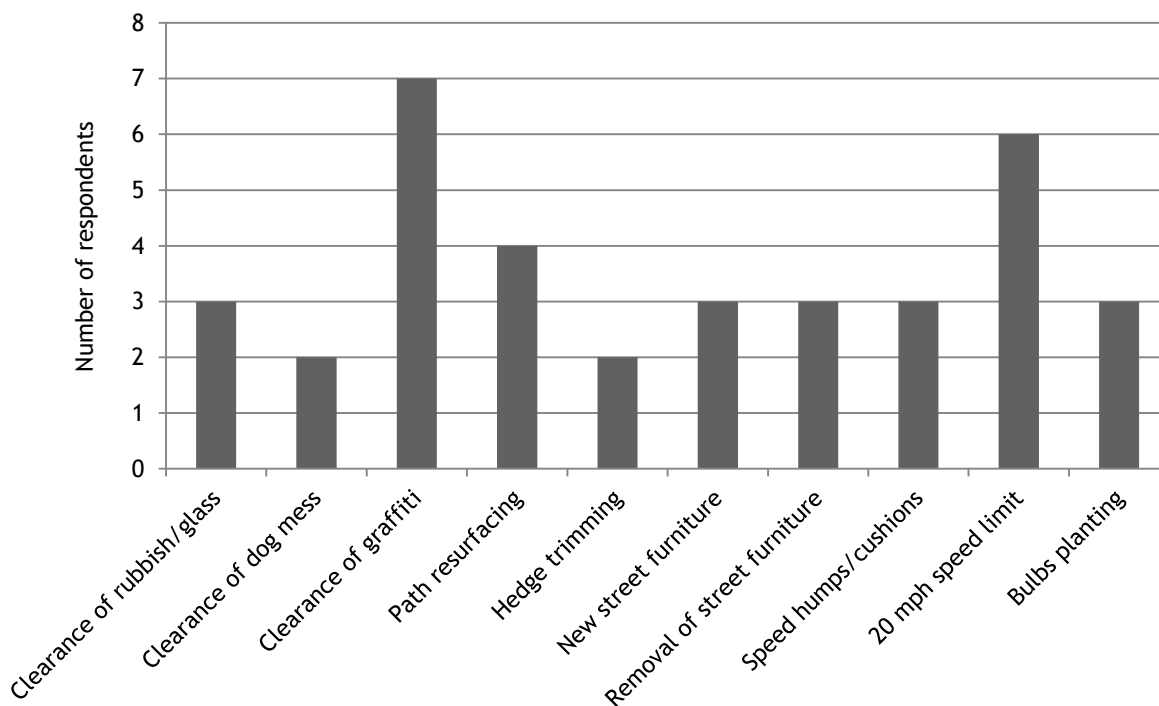


Figure 4.1.14 Number of participants aware of project activities and improvements

Survey respondents reported little participation in the FFW activities. Activities respondents did participate in are listed in Table 4.1.15, along with the number of respondents who were involved in each activity. No respondents reported they helped plant bulbs around the area or specified any other project-related activities in which they took part.

Table 4.1.15 Participation in Fitter for Walking project activities

	Number of respondents
Street audit	1
Led walks	1
Made a walking pledge	1
Pledge to park more considerately	2
Helped clean streets	2

Finally, while no respondents indicated they would be willing to donate financially to help improve the walking environment or provide walking focused activities, such as street audits, led walks and street parties, two individuals indicated they would be willing to donate time to help with such activities.

4.2 CASE STUDY B: Byker Link, Newcastle

PROJECT SUMMARY

<i>Local Authority:</i>	Newcastle
<i>Location:</i>	Byker Link, Byker, Newcastle
<i>Registered group:</i>	Friends of St Lawrence Park
<i>Date of registration:</i>	October 2008
<i>Date of completion:</i>	April 2010



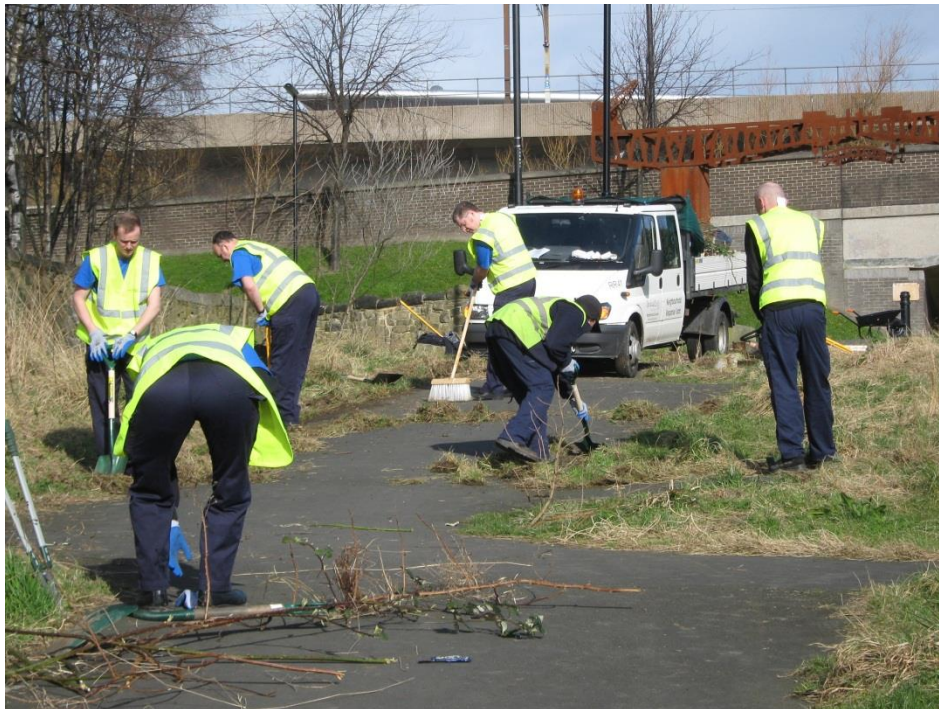
Byker Link

The focus of this project is the Byker Link route which is a traffic-free pedestrian and cycle route within the built up area of Byker, Newcastle. The main interests of the group were to improve the Byker Link for pedestrians and encourage more people to visit St Lawrence Park on foot. The link is a main route to St Lawrence Park, the Quayside, Shields Road (local high street) and a local leisure centre. The main barriers to walking and use of the Byker Link identified by the group were the poor reputation of the area, a lack of maintenance of the route and dog fouling. A community award and individual Fitter for Walking Award were presented in June 2010. In 2011, Byker YMCA signed up as a secondary group to support the Friends of St Lawrence Park with work on the Byker link.

Project activities

- Street audit (December 2008)
- Changes made to this route include:
 - Removal of a smoking shelter which was blocking the route
 - Installation of a display board at the start of the route
 - New signage on the route
- Other project activities have included:
 - Community clean-up day (supported by Royal Navy volunteers and the council) (March 2009)
 - Led walks
 - Themed walks eg, bat walks (which were organised by the registered group without support from the FFW co-ordinator);
 - The secondary group were involved in planting, led walks and promoting the link as a walking route.
 - A group was established to resolve the flooding problem on the link by diverting the water from the path to nature ponds.

Examples of project activities



Clean up on the Byker Link with Royal Navy Volunteers

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts, intercept surveys and residents' surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to the project and their experiences of working with this community.

One of the strongest findings to come from the interviews with project co-ordinators in this area was the extent to which they had challenges in working with the LA. It seemed that the initial response to the project was very lukewarm from the LA and there were real and practical problems in getting things done - such as waiting months for a response that should have come in a few days. But the communication issues led to some groups disengaging from the project.

...it was a very frustrating scenario and it cut off a lot of groups that I work with... just went, 'well that's just a waste of time' and that's how projects fall down, just over little things like that and people just think, 'well I can't access council services' because this hasn't worked. It was not a good indictment I'm afraid.

Project Co-ordinator, North East

Co-ordinators eventually managed to get engagement in the project from people higher up in the council, which unlocked things to some extent. Dog dirt was a particular issue on the path and it was a major achievement to get the council to take this seriously and to start regular waste collections, and to organize a major clean-up day.

I couldn't have organised a clean-up day of that scale myself because there was like 30 nearly volunteers, maybe 15 Council staff, fans, press and everybody was fed as well in the Council canteen and a minibus there and back so, you know, they did do quite a lot for that.

Project Co-ordinator, North East

Once that hurdle had been cleared, a major issue then became persuading the local community - including local walking groups - that the path was clean and tidy and safe to use. Persuading people to use the space at night also became an issue, as it had become known for anti-social behaviour.

...dog poo was a problem, we've sorted it. Now please feel like you can come and use the space and be part of it and be part of that process as well.

Project Co-ordinator, North East

This was achieved through led walks and some innovative promotions such as 'Bat Walks' - walking at dusk to spot bats. Also the co-ordinator was successful in getting the local walking group to pledge to use the route again after it had been cleaned.

In spite of these challenges, the co-ordinators felt they had achieved a great deal and that the community had actually benefited from learning how to circumnavigate the council bureaucracy.

Community members' views

For members of the local community, the Byker link was a facility that had been neglected for many years but offered great potential for people to enjoy walking and cycling in the local area, and for accessing St Lawrence Park.

...the Byker Link because it's such a wonderful facility and it had just been falling to rack and ruin really which limits people being able to come down to the park a bit more because kids, families and so on just weren't interested in using it or using the park at the time...

Community member, Byker

Many previous attempts had been made by members of the local community to do something to sort out the area but they reported facing many obstacles from the LA, such as being passed from one department to the other just to clear up dog mess. This was particularly frustrating for the community as they had made great strides in improving the park, but the access routes were still unattractive for walking.

And we've created this marvelous play area and improvements in the park and yet to get there was an absolute... It was awful the Byker Link...

Community member, Byker

The FFW project therefore offered a good opportunity to do something positive with the area, to improve access to the improved park, and to make stronger links with the local community. The project was deemed to have been very successful in this respect, through community clean-ups and removal of dog mess. As a result of the project, the LA also appears to be more responsive to feedback from the community and the community indicated that they feel more confident in approaching the LA to address local issues.

Fitter for Walking and the St. Lawrence got together and we've had a few clean-ups and now when you ring... after about twenty minutes telling them exactly where it is and how to get onto it...they will come along.

Community member, Byker

...you don't feel as though you've got any right to complain about them or you don't know that they're legal or whatever but I think now we would question something if something suddenly appeared, you know, or they started digging up a pavement or whatever. It would be questioned now and so that's given us a kind of confidence to not just to take what's given to you or what just suddenly appears one day.

Community member, Byker

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the route at baseline (May 2010), 12 months (May 2011) and 16 months (September 2011). Route user intercept surveys were conducted simultaneously on the first two occasions (May 2010 and May 2011). Counts and surveys were conducted over two days on each occasion, one week day and one weekend day for 12 hours on each day. At baseline 38 route users participated in the intercept survey with 53 respondents taking part at the 12 month survey.

In addition a survey was conducted with a small number of residents living within one mile of the route. Only 14 residents responded to the survey, therefore the results from the residents' surveys should be interpreted with caution due to the low response rates.

Full methods are reported in Chapter 2.

Barriers to walking

At baseline respondents to the route user survey highlighted two improvements that were required to encourage walking on the project route including: clearance of rubbish/glass (45%) and clearance of dog mess (76%). At follow-up after the project improvements had been made, there was a reduction in the proportion of respondents reporting that improvements were needed to address these issues suggesting that some of the barriers to walking in the area have been removed during the FFW project.

Project awareness and participation

Few route users had heard of Living Streets (3%) or the FFW project (5%) at baseline. A larger proportion had heard of both at follow-up (21% and 17%, respectively). Respondents reported being aware of the following improvements that had been made to the area: clearance of rubbish/glass (26%), removal of overgrown hedges (19%) and clearance of dog mess (13%).

Few respondents to the residents' survey were aware of any changes to the area. Only three respondents thought the dog mess had been cleared, new bulbs had been planted and clearer information/signage was installed. Similarly, few respondents participated in any FFW project activities: street audit (n=3), helped plant bulbs (n=3) and helped clean streets (n=3).

Community cohesion

Route user survey data at follow-up indicated that two thirds of respondents felt there was a sense of community in their neighbourhood, other residents are willing to help each other, and people get along.

Walking & route use

The route user counts show that use of the route along the Byker Link route by pedestrians appears to have increased since the improvements were made to the area. Overall, there were 14% more walkers in May 2011 and 59% more in September 2011 than at baseline (May 2010). The route was largely used by adults between the ages of 16-59 year with only a small proportion of older adults (<10%) using the route. At

baseline a higher proportion of respondents were using the route on a week day than a weekend day however the reverse was true at the first follow-up (May 2011). Route use was the same across the week day and weekend day at follow-up 2 (September 2011).

Route user survey data showed that for a high proportion of survey respondents walking was the only mode of transport being used for their journey (62% at baseline and 93% at follow-up). Most respondents reported they were either out for a recreational walk or were travelling home. Respondents' mean journey duration decreased by 20 minutes between baseline and follow-up. There was a 20% reduction in respondents using the route on a daily basis between baseline and follow-up however use on a weekly basis increased by 19%. At follow-up respondents agreed that the factors influencing their decision to travel actively (walk or cycle) on the route included: adding to their daily exercise (91%), the possibility to go straight to their destination (87%), it's the most convenient route (81%) and pleasant surroundings on the route (79%). A high proportion (>89%) of respondents to the route user surveys thought the route was safe in regards to surface quality and exposure to other people and traffic at both baseline and follow-up.

A small proportion of respondents to the route user survey reported they had used the route more in the last 12 months (15%). However, there was a 14% decrease in those who intended to walk more in the next 12 months and an 8% decrease in those who were likely to walk more.

Over half of the respondents to the residents survey agreed they had increased the amount of walking (n=10) they do for short journeys around their neighbourhood in the last 12 months. The reason given for this increase was an improved knowledge of the area. A small proportion of residents indicated they had undertaken more journeys for the purpose of: personal business (31%), to get to public transport (17%), travel to social activities (33%) or leisure facilities (17%) over the last 12 months. The perceived benefits of using the route included: increase physical activity level, feeling fitter and healthier and increased community satisfaction. Two thirds of respondents agreed they had seen more people walking around their neighbourhood and they themselves had found new places to walk in the last 18 months, while half of the respondents had found new walking route and thought the route felt safer.

Health and well-being

The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of this evaluation.

Overall comments

This project tackled issues on an important local walking route which had been neglected for a number of years. A number of improvements were made including making the path clean and tidy to use and a wide range of promotional activities were undertaken to encourage local people back into the area and to use the route in the day and night time. This appears to have been successful as there was an increase in use of the route by pedestrians at the last follow-up measurement.

RESULTS

4.2.1 Route User Perspectives

Route user counts were conducted on three occasions commencing in May 2010 (baseline) and repeated after 12 months (follow-up 1), and 16 months (follow-up 2). At each time point the counts took place over two days, one week day and one weekend day. The weather on the days when the counts and surveys took place varied (Table 4.2.1). Route user intercept surveys took place on two occasions: baseline and follow-up 1. No incidents were reported by the surveyor which may have affected the route user surveys or counts. Methods are reported in full in Chapter 2.

Table 4.2.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	15 May 2010	Saturday	Warm and mostly dry all day.
	18 May 2010	Tuesday	Warm and mostly dry all day.
Follow-up 1	14 May 2011	Saturday	Cold and mostly dry until 10am, warm for the remainder of the day with some showers between 1-2pm.
	17 May 2011	Tuesday	Warm and mostly dry all day.
Follow-up 2[#]	8 Sept 2011	Thursday	Cold and dry until 10am, then warm and dry for the remainder of the day.
	10 Sept 2011	Saturday	Mainly damp and overcast until 11am, warm for most of the rest of day with some showers between 2.30-3pm and 6.30-7pm.

[#]Count only (no survey)

4.2.1.1 Route user counts

A. Characteristics of route users

Table 4.2.2 shows the proportion of route users by age category and gender. Adult males represented the highest proportion of those using the route across the three time points. Older adults accounted for the lowest proportion of route users.

Table 4.2.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up 1	Follow-up 2
	%	%	%
Minor (age 0-15)	20.5	14.6	7.9
Adult Male (age 16-59)	56.2	58.9	47.8
Adult Female (age 16-59)	20.5	24.8	33.0
Older Male (age 60+)	0.4	0.8	9.1
Older Female (age 60+)	2.4	0.8	2.2

B. Route Use

Overall 249 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up 1 route use decreased by 1%, however at follow-up 2 a 28% increase in route use was observed compared to baseline. Route use on week and weekend days varies across the three survey periods (Figure 4.2.1).

Figure 4.2.2 shows route use for pedestrians only. At baseline 129 pedestrians used the route over the two day survey period. Route use by pedestrians increased by 14% at follow-up 1 and 59% at follow-up 2 compared to baseline. These increases in pedestrian traffic were seen on the weekend day at follow-up 1 and on both week and weekend days at follow-up 2.

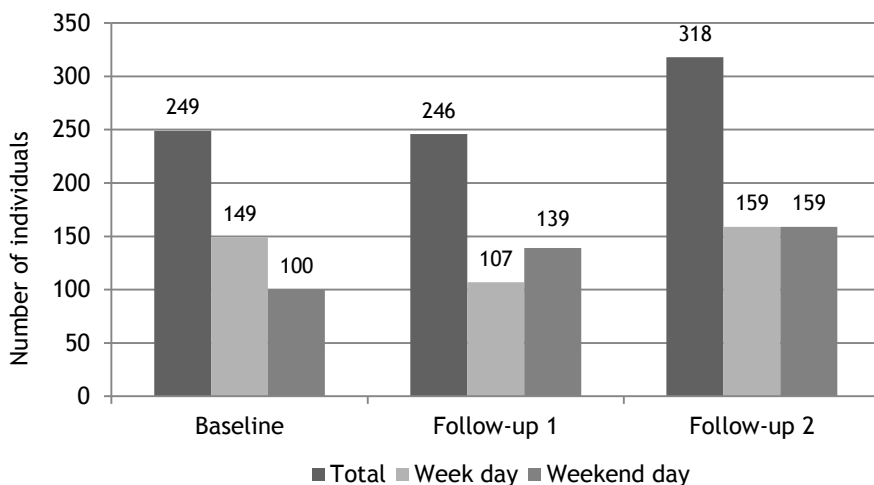


Figure 4.2.1 Number of route users (all modes of travel) at baseline and follow-up

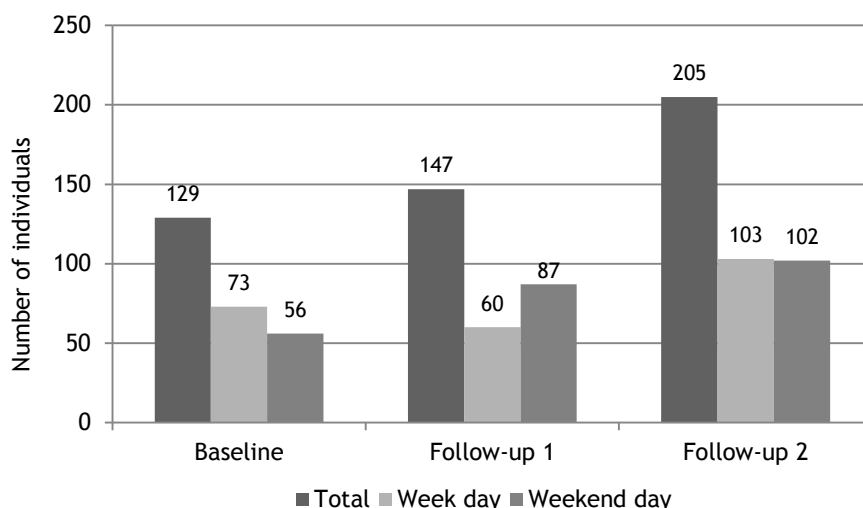


Figure 4.2.2 Number of route users (pedestrians only) at baseline and follow-up

4.2.2.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted twice during the project: at baseline and 12 months (follow-up). Table 4.2.3 shows the number of individuals who completed the survey at each time point, the number of individuals who declined to participate and the most frequently cited reasons for not participating.

Table 4.2.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response rate (%)	Main reasons for declining
Baseline	Saturday 15 May 2010	38	60	39	Refused (66.7%) In a hurry (30.0%) Already interviewed (3.3%)
	Tuesday 18 May 2010				
Follow-up 1	Saturday 14 May 2011	53	53	50	Refused (45.3%) Already interviewed (15.1%) Communication difficulties (13.2%)
	Tuesday 17 May 2011				

B. Respondent characteristics

The characteristics of respondents surveyed at each time point are shown in Table 4.2.4. At baseline there was a similar response rate from males and females, but at follow-up a higher proportion of males than females took part in the survey. The highest proportions of respondents were aged 55-64 at baseline and aged 35-44 at follow-up. At both survey points, almost all respondents were of white ethnic background and the greatest proportion of respondents indicated that they were in full-time employment. Just over

half of respondents indicated they were in excellent or very good health. The proportion of respondents meeting physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week) varied between baseline and follow-up.

Table 4.2.4 Respondent characteristics

		Baseline	Follow-up
		%	%
Gender	Male	47.4	77.4
	Female	52.6	22.6
Age	16-24	7.9	15.1
	25-34	18.4	15.1
	35-44	18.4	34.0
	45-54	18.4	24.5
	55-64	21.1	3.8
	65+	15.8	7.5
Ethnic group	White	94.7	100.0
Employment status	Employed full-time	31.6	62.3
	Employed part-time	21.1	5.7
	Retired	26.3	11.3
	Other	21.0	20.7
Health Status	Excellent/Very Good	55.3	62.3
Physical activity	Meeting recommendations*	42.1	62.3

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey Characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was walking at baseline, and both walking and cycling at follow-up (Figure 4.2.3). A high proportion of respondents indicated walking or cycling was the only mode of transport being used for their current journey (62% and 93% at baseline and follow-up respectively). Multi-modal trips were uncommon as only a small proportion at both baseline and follow up indicated using another form of transport in addition to walking for part of their trip (bus, train or taxi: 5% at baseline and 2% at follow up; or a car or van: 11% at baseline). At follow-up 6% of respondents also jogged or ran for part of their journey (data not shown).

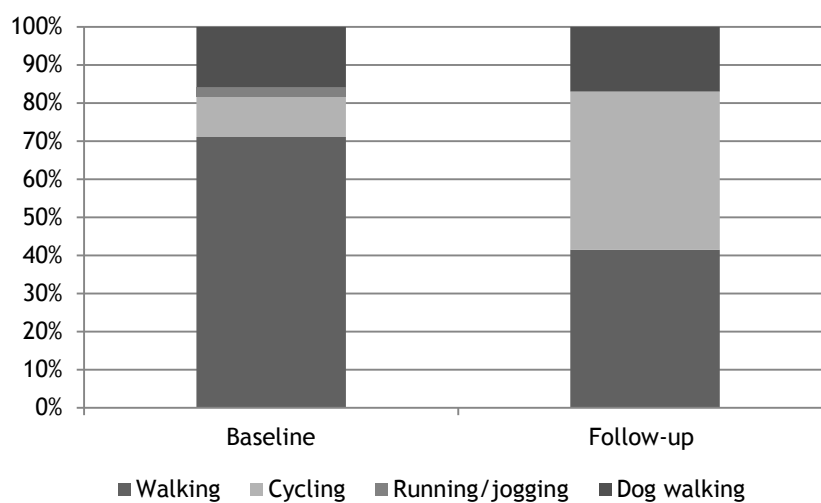


Figure 4.2.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.2.5. At baseline over half of respondents were walking or cycling for recreational purposes (53%), while at follow up a similar number of respondents were either travelling home (38%) or were walking or cycling for recreational purposes (36%). Travelling for personal business was frequently cited as the purpose for the journey at both time points (18% at baseline; 11% at follow-up), however no respondents reported travelling during the course of work or for the school or college journey.

Table 4.2.5 Journey purpose

	Baseline	Follow-up
	%	%
Home	13.2	37.7
Recreational activity*	52.6	35.8
Work	10.5	9.4
Personal business / shopping	18.4	11.3
Social / entertainment	0.0	3.8
Recreation (sport and leisure)	5.3	1.9

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration and distance

Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). Mean journey duration decreased between baseline and follow-up for both walking and cycling (Table 4.2.6).

Table 4.2.6 Journey duration on foot / by bike

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	50.2 \pm 46.1	29.9 \pm 25.0
Cycling	165.0 \pm 57.4	64.2 \pm 75.1

Frequency of journey

Respondents were asked how frequently they completed their current journey (Figure 4.2.4). Over 60% of respondents at baseline reported they completed the walking journey on a daily basis. At follow-up there was a reduction in use of the route on a daily basis, with a corresponding increase in route use on a weekly basis. Only a small proportion of respondents indicated they completed their current journey once a year or less (6% at both baseline and follow-up). Overall a significant change was observed in journey frequency between baseline and follow-up measurements.

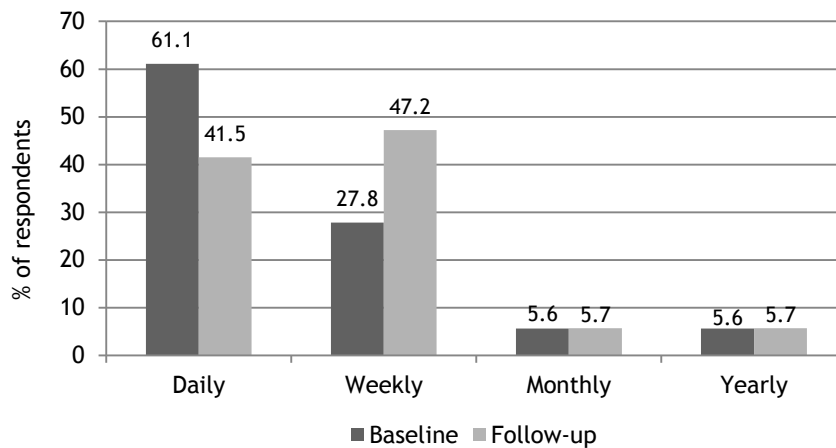


Figure 4.2.4 Frequency of current route use by respondents

D. Characteristics of route use

Frequency of route use during the day and night

A high proportion of respondents reported using the route daily or weekly during the day time at baseline and follow-up but there was a 15% decrease in daily route use between baseline and follow-up (Figure 4.2.5). There was no significant change in the frequency of route use during the day time between the two measurements.

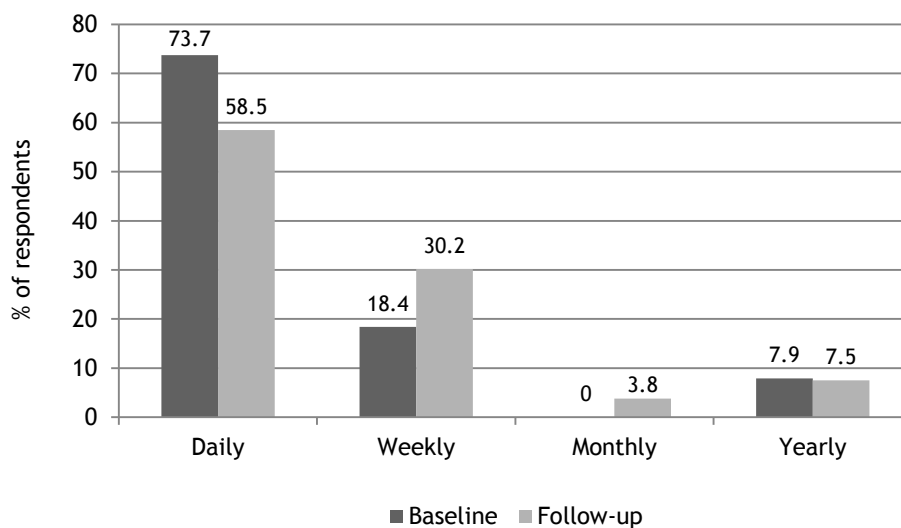


Figure 4.2.5 Proportion of respondents using the route in the daytime

At baseline almost 50% of respondents reported using the route at night time on a daily or weekly basis, whereas this proportion decreased at follow up with just under a third of respondents reporting this frequency of use (Figure 4.2.6). A significant change in route use was observed at night time between baseline and follow-up.

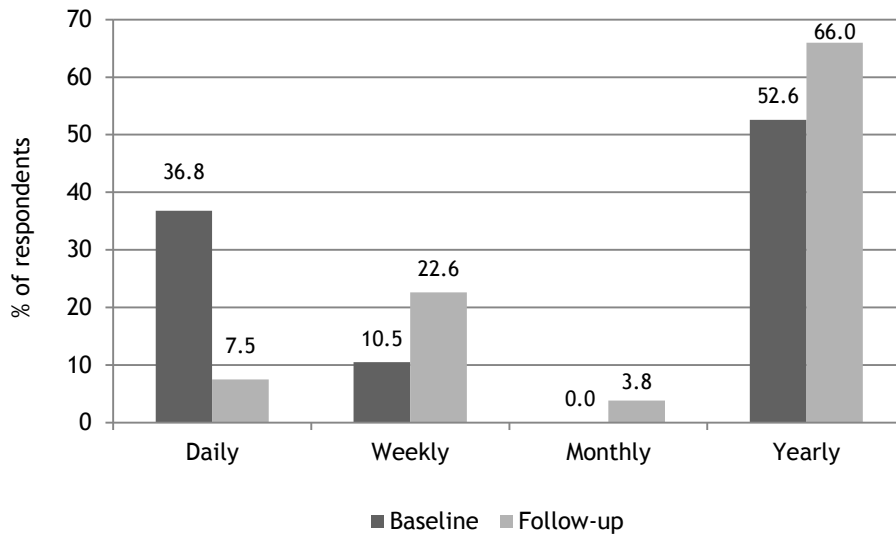


Figure 4.2.6 Proportion of respondents using the route in the night time

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route. Frequency of route use decreased between baseline and follow-up (Figure 4.2.7). At baseline 45% of respondents used the route on 5-7 days a week, whereas only 38% reported using it this often at follow-up. Similarly, at baseline 29% of respondents reported using the route on 3-4 days in the past week, while at follow-up only 21% reported this level of usage. There was no significant change in the number of days of route use between baseline and follow-up.

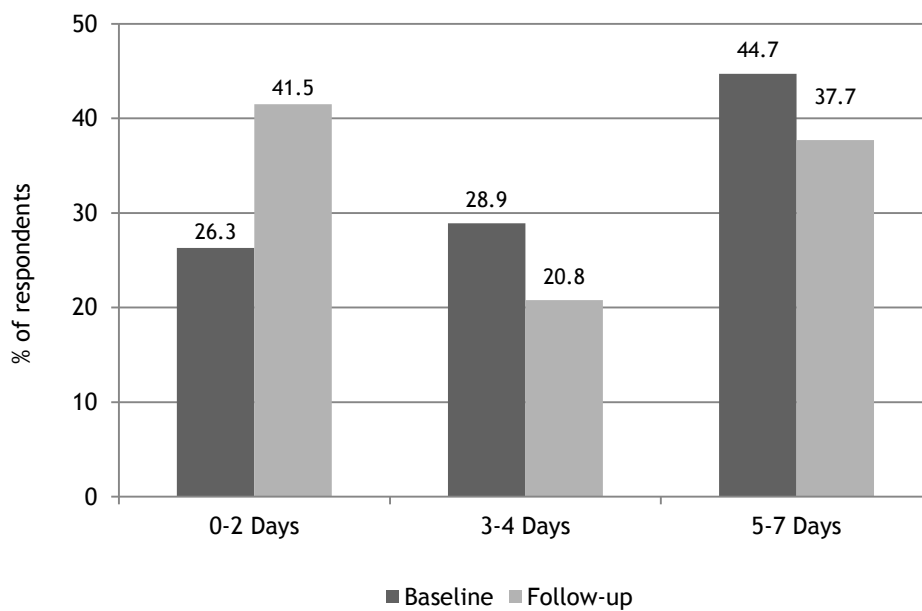


Figure 4.2.7 Route use over the past seven days

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use this particular route for their journey (Table 4.2.7). At baseline and follow-up 66% agreed that active travel provided the best mode of transportation. A higher proportion of respondents at follow-up agreed this route allowed them to go straight to their destination and the respondents chose active travel because of environmental concerns. While respondents' perception of route safety decreased between baseline (92%) and follow-up (72%), more people had a positive view of surroundings (55% and 79%, baseline and follow-up respectively).

Table 4.2.7 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
Can go straight to destination	65.8	86.8	*
Best transport option	65.8	65.8	NS
Most convenient route	76.3	81.1	*
Save money by using this route	65.8	71.7	NS
Like the surroundings on this route	55.3	79.2	#
Route feels safe	92.1	71.7	#
This is the only exercise I get	52.6	11.3	#
Using this route adds to the exercise I get	57.9	90.6	#
Environmental concerns	47.4	60.4	#

* $p < 0.05$ # $p < 0.01$ NS=not significant

When asked about route safety in relation to exposure to other people, exposure to traffic and surface quality, around 90% of respondents thought the route was safe in these regards (Figure 4.2.8). At follow-up a slight decrease was noted in the proportion of respondents who agreed that the surface quality was safe, while for safety in relation to exposure to other people and traffic there was a slight increase in agreement. These changes were not statistically significant.

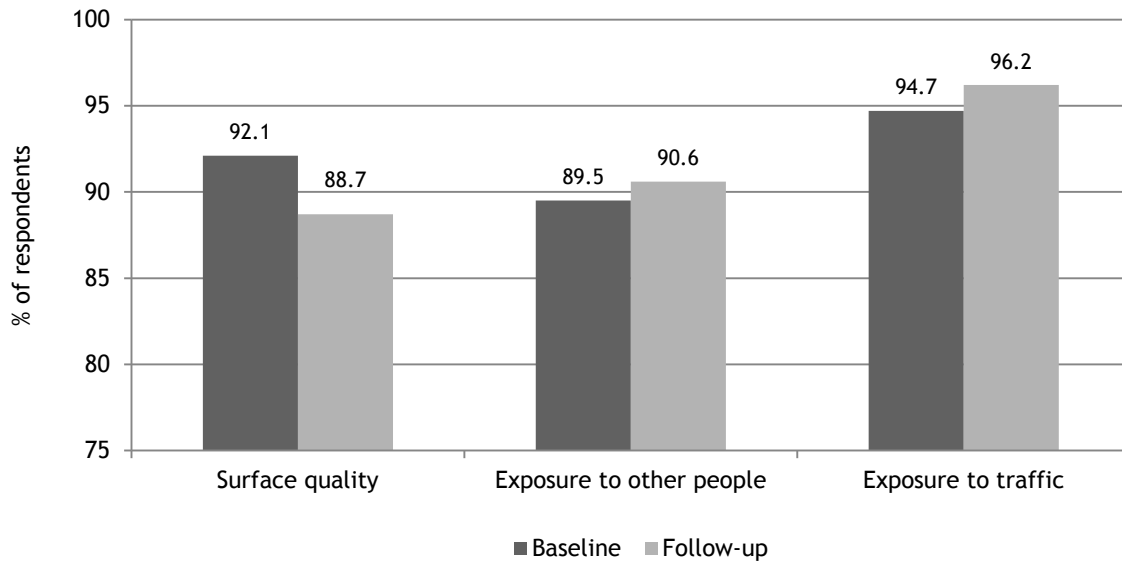


Figure 4.2.8 Perceptions of route safety

Improvements needed to encourage use of route

Respondents were asked which specific improvements would help to encourage use of the route (Table 4.2.8). At baseline 45% respondents thought rubbish and glass needed to be cleared, whereas only 26% cited this as a necessary improvement at follow-up. Likewise, 76% of respondents indicated that dog mess needed to be cleared at baseline, but less than 2% thought this was the case at follow-up. This may be a reflection of the project activities which have taken place between baseline and follow-up.

Table 4.2.8 Improvements needed to encourage use of route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	44.7	26.4
Clearance of dog mess	76.3	1.9
Clearance of graffiti	2.6	3.8
Clearer information / signage	5.3	20.8
Improved lighting	2.6	0.0
Resurfacing of path	ND	43.4
Wider path or pavement	10.5	7.5
Removal of overgrown hedges	5.3	9.4
Improved crossings	0.0	3.8
Dropped kerbs installed	2.6	1.9
20 mph speed limit	5.3	0.0
Planting of new bulbs	2.6	5.7

ND=no data

Perceived change in route use

A high proportion of respondents indicated over the last 12 months there had been no change in the amount they had used the route (Figure 4.2.9). At follow-up 15% of respondents thought they had used the route more and only a small proportion (9%) indicated they had used the route less.

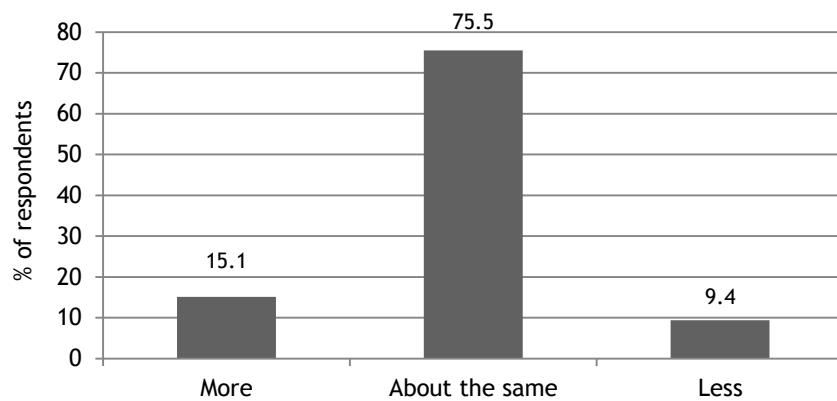


Figure 4.2.9 Perceived change in route use over the last 12 months

E. Project Awareness

Respondents were asked about their awareness of Living Streets and the FFW project. Respondents were more familiar with both Living Streets and the FFW project at follow-up (Figure 4.2.10). At baseline 8% of respondents were members of the Friends of St Lawrence Park group; at follow-up 17% of respondents were members of a local resident or community action group (data not shown).

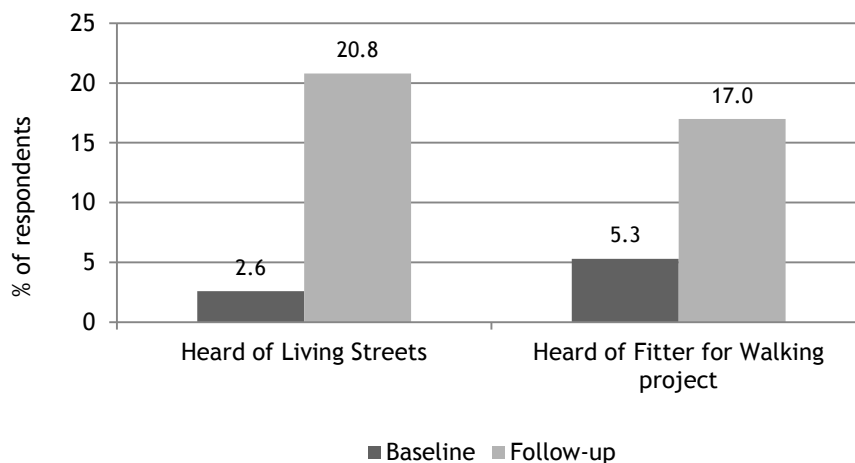


Figure 4.2.10 Respondents' organisational and project awareness

When asked about their awareness of improvements on the route through the route at baseline and follow-up, the main improvements cited were: clearance of rubbish/glass, clearance of dog mess, and removal of overgrown hedges (Table 4.2.9).

Table 4.2.9 Respondents' awareness of improvements to route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	63.2	26.4
Clearance of dog mess	42.1	13.2
Clearance of graffiti	0.0	1.9
Clearer information / signage	5.3	0.0
Improved lighting	13.2	7.5
Resurfacing of path	5.3	5.7
Wider path or pavement	21.1	3.8
Removal of overgrown hedges	13.2	18.9
Improved crossings	0.0	1.9
Planting of new bulbs	2.6	0.0

F. Walking for travel and physical activity

Walking for travel

The proportion of respondents walking for travel on 5-7 days in the past week increased between baseline and follow-up though this was not significant (Table 4.2.10). Mean minutes of walking for travel undertaken by respondents in the past week significantly increased between baseline and follow-up (Table 4.2.10).

Table 4.2.10 Total walking for travel in the past week

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Duration of walking for travel	224.1 \pm 185.1	367.0 \pm 347.7 [#]
Frequency of walking for travel	% yes	% yes
0-2 days	21.6	22.6
3-4 days	24.3	15.1
5-7 days	54.1	62.3

#p<0.01

At baseline respondents most frequently reported walking for journeys to the shops (37%), to and from work (21%) and to leisure or sports facilities (50%) (Figure 4.2.11). Increases in walking trips were reported

across all categories between baseline and follow-up, but shopping and leisure maintained the highest proportion of indicated walking trips. The greatest increases in reported walking trips were for journeys to visit friends and family (5% at baseline and 45% at follow-up) and personal business eg, going to the doctors or bank (3% at baseline and 36% at follow-up). Also, at follow-up, 9% of respondents reported they walked for the journey to or from school or college, whereas no respondents reported walking for this journey at baseline.

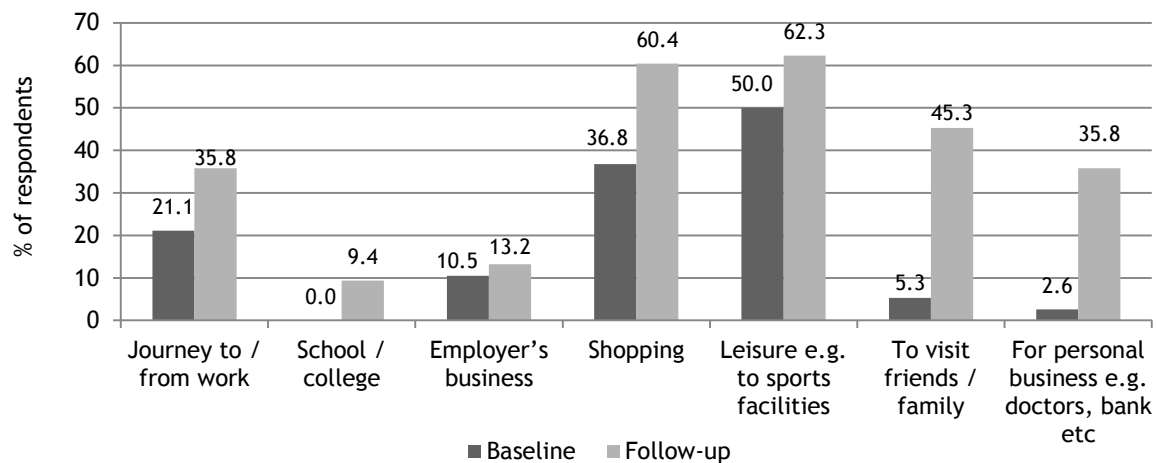


Figure 4.2.11 Types of journeys respondents normally walk for

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline around 50% of respondents agreed they intended to and were likely to walk more in the coming year (Table 4.2.11). The proportion of respondents agreeing they intended to walk more or were likely to walk more decreased significantly between baseline and follow-up.

Table 4.2.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up	Sig.
	% agreed/strongly agree	% agreed/strongly agree	
I intend to walk more in the next 12 months	50.0	35.9	*
It is likely that I will walk more in the next 12 months	47.6	39.7	*

*p<0.05

Physical activity

At baseline, 42% of respondents reported taking part in at least 30 minutes of moderate physical activity for five or more days in the last week. At follow-up a higher proportion of respondents (62%) were meeting this recommendation (Figure 4.2.12).

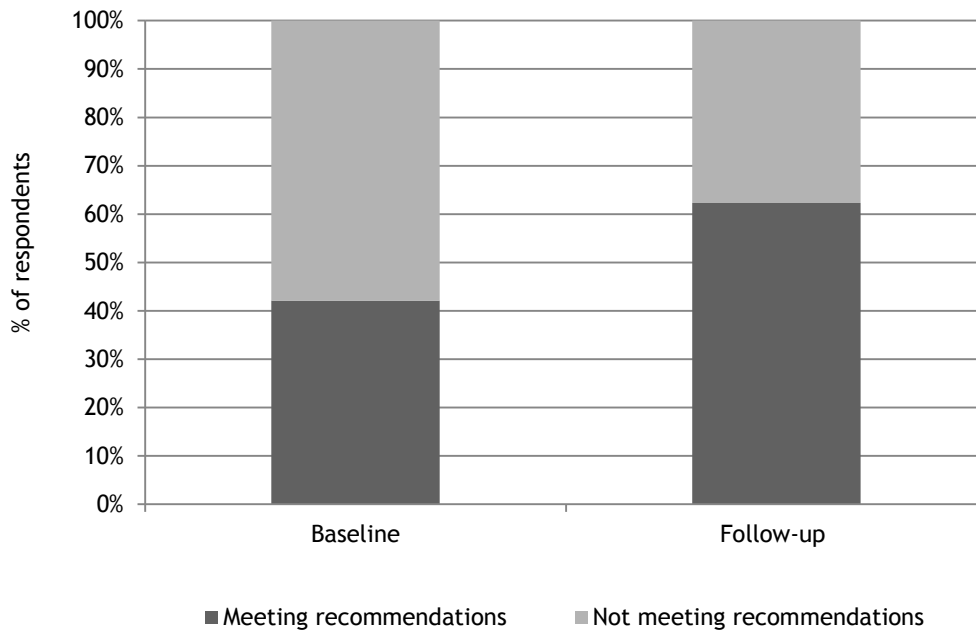


Figure 4.2.12 Proportion of respondents meeting physical activity recommendations

G. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in the neighbourhood in which they lived (Table 4.2.12). Data were only collected at follow-up. Two thirds of respondents agreed that there is a sense of community (64%), people are willing to help (68%) and people get along with each other (64%). Correspondingly, 59% of respondents agreed that people are willing to work together to improve the local area.

Table 4.2.12 Perceptions of community cohesion*

	Follow-up % strongly agree/agree
There is a sense of community	64.2
People are willing to help each other	67.9
People get along with each other	64.2
People share the same values	41.5
People are willing to work together to improve the local area	58.5

*these questions were not asked at baseline for this project

4.2.1 Residents' survey

Surveys were distributed to 200 household situated within a one mile radius of the route where the FFW project activities had taken place. An adult member of the household was asked to complete and return the survey. A total of 14 surveys were returned, all respondents completing the paper version of the survey, giving a response rate of 7%. The key findings from the survey are outlined below; however these should be interpreted with caution given the low response rate.

A. Respondent characteristics

The key characteristics of respondents are reported in Table 4.2.13. Of those who returned the survey, a higher proportion were female (71%) and the mean age of respondents was 51 years. Almost all respondents were white (93%), and 23% had no formal qualifications. Over three quarters of respondents (79%) reported their health to be excellent or good, and 50% reported meeting physical activity recommendations (participating in 30 minutes of moderate intensity physical activity on five or more days of the week). Just over half of respondents had at least one car (55%).

Table 4.2.3 Respondent characteristics

		%
Sex	Male	26.8
	Female	71.4
Ethnic group	White	92.9
	Other	7.1
Education qualifications	Degree	53.8
	A level/BTEC Higher	15.4
	GCSE/BTEC National	7.7
	No formal qualifications	23.1
Number of vehicles in household	0	45.5
	1	54.5
	2	0.0
Health status	Excellent/Good	78.6
Physical activity	Meeting recommendations*	50.0
		Mean \pm SD
Age	Mean age (years \pm SD)	51.4 \pm 19.5
BMI	Mean BMI (kg/m ² \pm SD)	23.2 \pm 3.9

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

B. Residents' travel behaviour

Respondents were asked to identify which modes of travel they usually used when travelling for short journeys in their neighbourhood. Walking was the most frequently reported mode of travel (n=12, 86%), however two people indicated they used a bicycle (Figure 4.2.13). While over a third of respondents (n=5, 36%) reported driving a car, nobody reported being driven to their destination as a passenger. Taking the bus was the most reported form of public transport used by respondents (n=5, 36%).

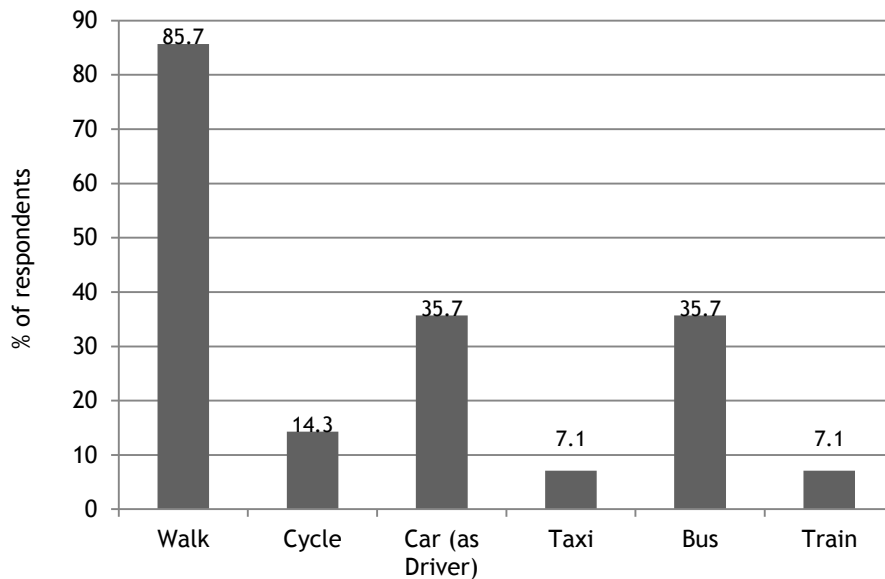


Figure 4.2.13 Mode of transport respondents usually use for short journeys

When asked about changes in travel mode for short journeys in the neighbourhood over the last 18 months, 15% of respondents agreed they had made no change to the way they travel. A high proportion of respondents agreed they had increased the amount of walking they do around their neighbourhood (n=10, 71%), and 29% agreed they used the bus more (n=4). No one reported using the train more for these journeys. The main reasons for changing mode of travel for journeys in the neighbourhood included: cost of public transport has gone up, change of job and to get fitter and healthier (Table 4.2.14).

Table 4.2.14 Reasons for changes in travel behaviour in the last 18 months by travel modes

	Walk	Cycle	Car (as driver)	Bus
	n	n	n	n
Agree/strongly agree to increased use of mode	10	2	1	4
Reason for change in mode:				
Cost of petrol has gone up	1	0	0	1
Cost of public transport has gone up	4	0	1	0
Change of job	2	1	1	0
Change of income	3	0	0	0
Moved house	2	1	0	0
Bought a new car	1	0	0	0
No longer have a car	1	0	0	0
Knowledge of area improved	2	1	0	0
To get fitter and healthier	4	0	0	1

C. Residents’ route use

The greatest proportion of respondents reported using the route either two (n=3, 27%) or four (n=3, 27%) times a week. A further 18% (n=2) reported using the route eight or more times a week. The remaining respondents reported single weekly use (n=1), five trips per week (n=1) or seven trips per week (n=1) (data not shown).

The greatest proportion of respondents indicated they currently use the route more frequently for journeys for personal business (n=4, 31%) and social activities (n=4, 33%) than they did 18 months ago. The greatest decrease in route use over the last 18 months was reported for commuting to work (n=3, 25%), and no one reported using the route less to get to public transport or for recreation or fitness purposes (Figure 4.2.14).

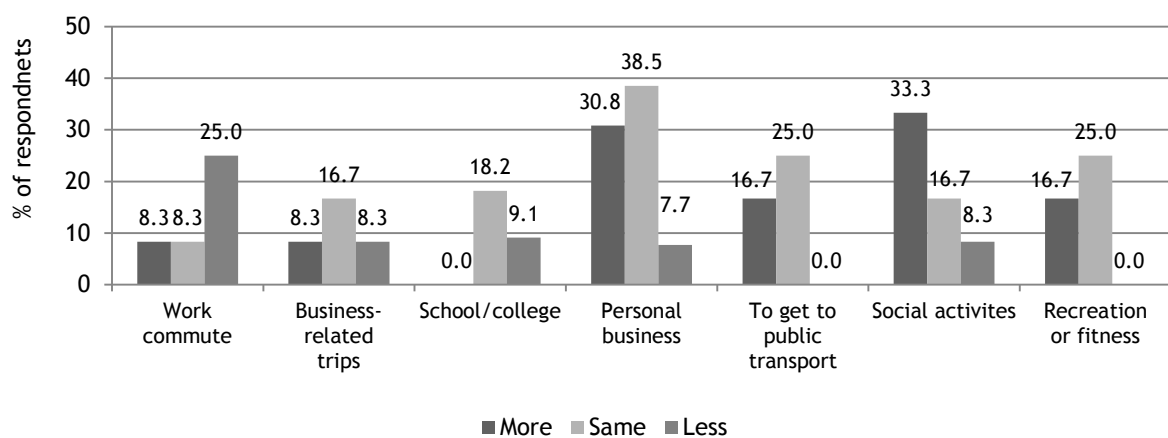


Figure 4.2.14 Use of route compared to 18 months ago reported by journey purpose

Of the respondents who reported using the route (n=11), 55% perceived their levels of physical activity have increased (n=6); 55% reported they feel healthier and fitter (n=6). No respondents reported using their car less since starting to use the route, but two respondents indicated they have saved money (14%). Over a third of respondents also reported since starting to walk along the route they have been visiting more local shops (n=5, 36%), and similarly, 43% reported (n=6) they feel more satisfied with the neighbourhood (Figure 4.2.15).

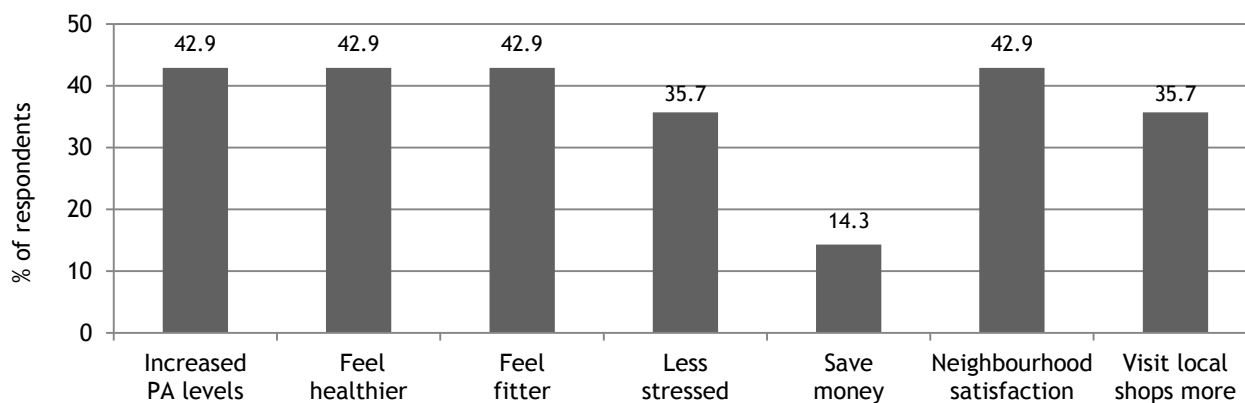


Figure 4.2.15 Perceived benefits of route use

D. Perceived changes in the community

Respondents were asked to what extent they agreed with a set of statements relating to walking in their neighbourhood over the last 18 months. Over two thirds of the respondents agreed they had seen more people walking around their neighbourhood (n=9, 69%), and over half agreed they themselves had found new walking routes (n=7, 54%). Furthermore, 62% of respondents (n=8) agreed they have discovered new places to walk to and their neighbourhood has been more pleasant to walk around in the last 18 months. A slightly smaller proportion of respondents agreed that over the last 18 months the neighbourhood has felt safer (n=6, 46%). When asked about community involvement to help make the neighbourhood safer and more attractive place to walk, 30% agreed (n=4) they had personally been involved in community activities while 46% (n=6) believed other members of the community had been involved in activities. Half of respondents agreed there was an increased sense of community (n=7, 54%), residents were more friendly (n=7, 50%) and residents were more willing to help each other (n=6, 46%), but only 36% (n=5) thought residents were more willing to work together.

E. Project awareness and participation

Respondents were asked which specific improvements or changes they have noticed along the project route in the last 18 months. The main improvement reported by respondents was the clearance of rubbish or glass around the area (n=6, 43%). A quarter of respondents also noted the path had been widened and new

information boards and maps had been added to the area (n=4, 29%). Only one respondent cited being aware of the clearance of graffiti and removal of overgrown hedges (Figure 4.2.16).

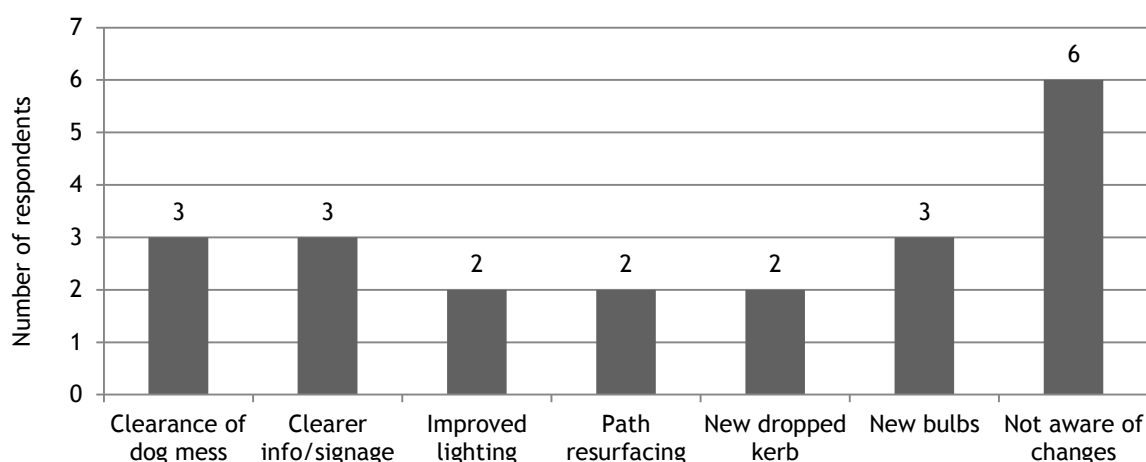


Figure 4.2.16 Number of participants aware of project activities and improvements

When asked about their awareness of Living Streets and the FFW project, a third of respondents indicated they knew of the organisation (n=4, 36%) and of the project (n=4, 33%). Similarly, 36% (n=5) were also aware of the award presented by Living Streets for efforts to improve the community walking environment and get people walking.

Survey respondents reported little participation in the Fitter for Walking activities. The activities respondents did participate in are listed in Table 4.2.15, along with the number of respondents who were involved in each activity. The most popular activities respondents participated in were street audits, planting bulbs and cleaning streets.

Table 4.2.15 Participation in Fitter for Walking project activities

	Number of Respondents
Street audit	3
Led walks	2
Made a walking pledge	1
Helped plant bulbs	3
Helped clean streets	3
Had a street party	1
Other community activities	1

Finally, four respondents indicated they would be willing to donate time to help improve the walking environment or provide walking focused activities, and one respondent additionally indicated they would be

willing to donate financially. The time respondents indicated they would be willing to volunteer ranged from one hour a week to one day a month.

4.3 CASE STUDY C: Bensham, Gateshead

PROJECT SUMMARY

<i>Local Authority:</i>	Gateshead
<i>Location:</i>	Bensham, Gateshead
<i>Registered group:</i>	Gateshead Jewish Nursery
<i>Date of registration:</i>	May 2009
<i>Date of completion:</i>	May 2010



Walking to School in Bensham

The primary focus of this project is a safe route to a local school and nursery to encourage more pupils and parents to leave the car at home and walk to school. Gateshead Jewish Nursery registered as the primary group in May 2009. The main concerns of the group were narrow pavements, poorly sited street furniture, no pedestrian crossing facilities and heavy traffic particularly at the start and end of the school day. The target community are the Orthodox Jewish Community in Bensham and Saltwell and other residents who use Alexandra Road to travel to the school, nursery, Matov Children's Centre, Jewish Community Centre (Bewick Centre), Coatsworth Road shopping area and the Jewish colleges.

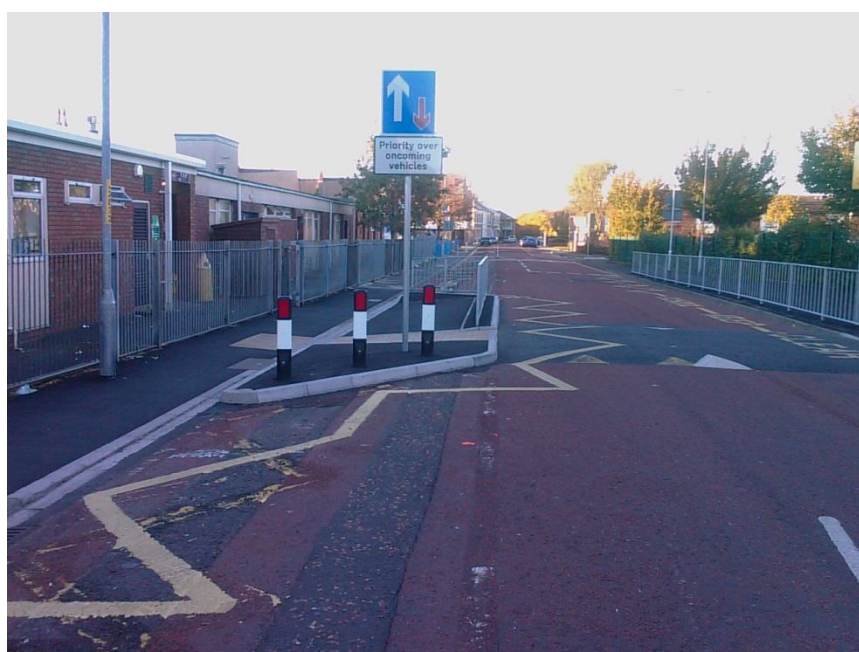
Project activities

- Street audit (June 2009)
- Changes made to this route include:
 - A new pedestrian crossing and traffic calming scheme
- Other project activities have included:
 - Talks and meetings with parents and pupils to encourage walking to school using Living Streets' WOW (Walk Once a Week) tactics and FFW pledge cards
 - An engagement and information sharing event was held at the Jewish Community Centre in February 2010 which included FFW craft activities with children focussing on road safety and walking; use of pledge cards; attended by representatives from Council Transport department, Parking Enforcement, Neighbourhood Management and the Police.

Examples of project activities



Guard rail prior to FFW intervention



Guard rail and change in road layout after FFW intervention

SUMMARY OF RESULTS

The views of the project from the project co-ordinator and community members are presented below. A summary of the findings from the route user counts are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to the project and their experiences of working with this community.

From the co-ordinator's perspective, the Bensham project was something that was urgently needed. The street audit had shown very clear problems of safety outside the school, caused by a combination of poor safety infrastructure and bad driver behaviour. This need was clearly identified by the community, and enabled the FFW co-ordinator to engage with the community, by focusing on a very tangible project:

... there was an issue of dangerous walking to school... it was a poor environment and... that was the opening they gave you so that's what you go for. After that we've done the community events and the pledges and the fun stuff and they've really enjoyed it but you just wouldn't have got the support from the hierarchy of the community if you hadn't done what you set out to do in the first place

Project co-ordinator, North East

From the project co-ordinator's point of view, it seems that the Bensham project was particularly challenging, as it involved detailed consultation with a community that does not generally get involved in council business. For example this meant that the normal plans for a public event to give out an award and seek publicity were not necessarily appropriate:

they're a very orthodox community, they're not keen on having their photos taken and they're not keen on wider publicity, so I'm not sure what publicity we'll be able to negotiate about that, which is a shame because there's a lot of money gone into that scheme

Project co-ordinator, North East

However, this challenge turned into one of the project's greatest successes, as the project was very well able to engage with the Jewish community, to win their trust and work with them to address the safety issues.

I know that Gateshead were particularly impressed with the fact that we could work with the orthodox Jewish community in Gateshead because it's not something they had a lot of reason to get engaged with because it was an insular community so a project that opened them up a little bit, the Council immediately supported the recommendations and the audit, we got pretty much everything in place on a large scale capital scheme and thousands of pounds spent and I think that was, you know, as good for them as it was for us and the community, they were pleased to be involved as well.

Project co-ordinator, North East

While the project focused on the physical improvements to the street crossings, it seems that many of the successes of the project were to do with strong community liaison and connections.

I think from the community's point of view, it's nearly always physical change... that's how the Jewish community view the success as being the improvements to the crossing... I might think well, it has improved relationships between the Council and the community and we've got beneficiaries out of it or a pledge to walk more and we've got people doing other things in that area like looking at the local park and how improvements could be made there. But I think mostly for the community, it is very simply about 'is the walking route different?' And the rest are kind of incidental...

Project co-ordinator, North East

Community members' views

The community members really brought home the concerns that they had about safety in this particular location.

It is total chaos, cars going both ways, kids running in all directions, it's terrifying. Every time we've stood here, we've recorded what, five near misses each time?

The pavements are too narrow, there's barriers in the wrong places, the kids have to go in the road, people have to walk in the road, it's impossible. And the other thing that originally got me thinking was when we were talking about street furniture, and soon as we started talking about street furniture, we thought about this bit here where the street furniture is just ridiculous.

You have to be here, he came along here, there's this beautiful quiet street, you have to be here for 20 the minutes between ten to nine and ten past nine and it's just unbelievable.

Community members, Bensham

Because of the severity of the road safety concerns (and perhaps because of the close-knit nature of the community) the project got very good community engagement. There was an issue explaining to people that the project did not intend to close the street or make any draconian anti-car measures:

I think, at first, people were a little bit suspicious because they thought we were going to close off the street and make it pedestrian only and things like that, we needed to get the message it wasn't anti-car and we understand, we had to explain to people it's not anti-car and I have one myself. But no, I think the people were very keen, once they realised what was going on and that it wasn't anti-car, it was actually supporting making it safer for the kids....

Community member, Bensham

The co-ordinator had to overcome some objections from people who wanted to continue driving to the school, and to explain that the more people walking, the safer the area would be. Pledge cards were used and in some cases people filled this in to pledge to walk only if the improvements were made:

the people most noticed were the people who filled the pledge cards in and said well try walking to kinder once a week or we'll walk to school once a week. And a lot of them put

the disclaimer on ‘once the improvements...’ which I think is really good because that’s like the bargaining chip that will be used all the time.

In the end the project galvanized action from right across the community, including the schools; the Jewish Community Council; the road safety team from the Council, parking; planning; Children’s Centre; and the roads department.

Community member, Bensham

Finally the project got involved with a range of promotional activities:

But effectively, you’ve got walking buses, sort of ad hoc walking buses, there’s groups of friends coming together and mothers coming with neighbour’s kids as well and things.

Community member, Bensham

Route user counts

Route user counts were conducted on the route at baseline (May 2010) and repeated in May 2011 (follow-up). Counts were conducted over two days on each occasion, one week day and one weekend day for 12 hours on each day. No route user surveys or residents’ surveys were conducted in this project.

Full methods are reported in Chapter 2.

Walking & route use

The route user counts show that use of the route around the Gateshead Jewish Nursery by pedestrians appears to have increased since the improvements were made to the area. Overall, in May 2011 there were 16% more walkers than at baseline (May 2010). The route was largely used by children and adults females under the age of 60 with only a small proportion of older adults (<5%) using the route. While route use was higher on week days at both baseline and follow-up, the difference between use on a week day and use of a weekend day decreased at follow-up.

Overall comments

This project addressed a concern around the safety of children travelling to the local school, in particular the high volume of traffic at the school gate as well as problems with narrow pavements, poorly cited street furniture and a lack of pedestrian crossings. These problems were successfully addressed through the project. Environmental improvements were made and a number of promotional activities delivered to help the community understand the importance of walking, rather than using the car, for their children’s journey to school. There was a clear increase in pedestrian use around the area where the improvements were made on a weekday and a weekend day.

RESULTS

4.3.1 Route user perspectives

Route user counts were conducted on two occasions commencing in May 2010 (baseline) and repeated after 12 months (follow-up). Route user intercept surveys did not take place in this project. At each survey period the counts took place over two days, one week day and one weekend day. At baseline the weather was cold and dry all day; whereas at follow-up it was warm and dry. The surveyor noted no incidences which may have affected the counts (Table 4.3.1). The methods are reported in full in Chapter 2.

Table 4.3.1 Dates, days and weather for route user counts

	Dates	Days	Weather
Baseline	25-May-10	Tuesday	Cold and mostly dry all day.
	29-May-10	Saturday	Cold and mostly dry all day.
Follow-up	24-May-11	Tuesday	Warm and mostly dry all day.
	28-May-11	Saturday	Warm and mostly dry all day.

4.3.2.1 Route user counts

A. Characteristics of route users

Table 4.3.2 shows the proportion of route users by age category and gender. Children represented the highest proportion of those using the route at baseline, whereas adult females made up the highest proportion at follow-up. Older adults accounted for the lowest proportion of route users.

Table 4.3.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up
	%	%
Minor (age 0-15)	41.6	34.3
Adult Male (age 16-59)	20.1	17.6
Adult Female (age 16-59)	35.8	44.7
Older Male (age 60+)	1.2	1.8
Older Female (age 60+)	1.3	1.6

B. Route use

Overall, 5124 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up, route use increased by 16% to 5961 individuals (Figure 4.3.1). At both survey periods route use was higher on a week day than on a weekend day.

Figure 4.3.2 shows route use for pedestrians only. At baseline 4702 pedestrians used the route over the two day survey period. Pedestrians use increased by 16% at follow-up to 5566 individuals. Increases were seen on both the week and weekend day.

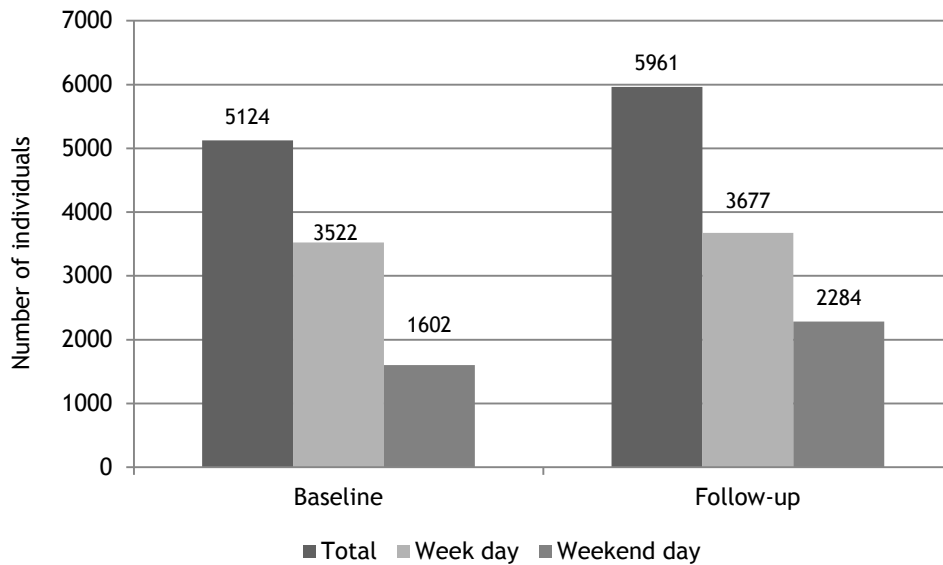


Figure 4.3.1 Number of route users (all modes of travel) at baseline and follow-up

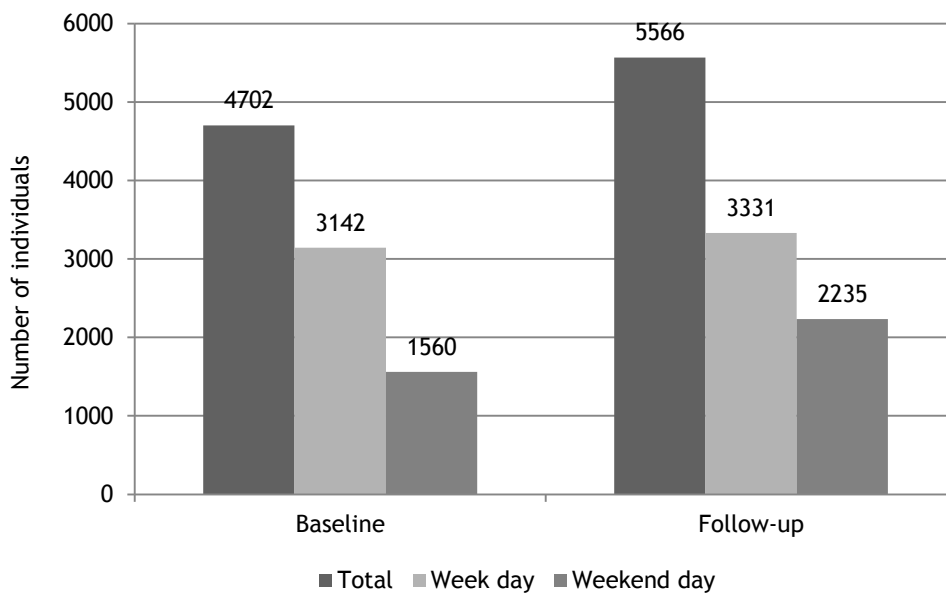


Figure 4.3.2 Number of route users (pedestrians only) at baseline and follow-up

4.4 CASE STUDY D: Taylor Street, Blackburn

PROJECT SUMMARY

<i>Local Authority:</i>	Blackburn
<i>Location:</i>	Taylor Street, Blackburn
<i>Registered group:</i>	Taylor Street
<i>Date of registration:</i>	September 2008
<i>Date of completion:</i>	September 2010



Teddy bear walk (September 2010)

The primary focus of this project was the route under the bridge on Taylor Street. It is a route to local schools, the church, shops and an alternative route to town. Fitter for Walking were approached by the neighbourhood manager to tackle the issues of cleaning up the walking route, improving signage, removing graffiti on the bridge, poor lighting and fly tipping. Local groups involved in the project include Cleaner Greener Griffin, St Luke's Church and Stansfeld Day Centre.

Fitter for Walking Awards were presented to two members of the community in July 2010.

Project activities

- Street audit (October 2008)
- Changes made to this route include:
 - New lighting (Spring 2009)
 - Extra bollards installed to prevent traffic using the route under the bridge (Spring 2009)
 - Removal of graffiti (Spring 2009)
 - Painting the bridge with anti-graffiti paint (November 2010)
 - Footstep and play markings on pavement under bridge (July 2011)
- Other project activities have included:
 - Community clean-up
 - Led walks including the Teddy Bear walk

Examples of project activities



Bridge on Taylor Street before improvements



Bridge on Taylor Street after painting with anti-graffiti paint



New footsteps marked on pavement under bridge

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts, intercept surveys and residents' surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to the project and their experiences of working with this community.

The Taylor Street project focused on a well-known local route that passed under a bridge that for a number of reasons made walking unpleasant.

...a badly lit and much abused route under a bridge linking to two estates and it was just antisocial behaviour, sex crimes, everything was going on...it was like just a bad episode of... EastEnders going on beneath it...

Project Co-ordinator, North West

A community street audit was conducted that identified problems of graffiti, lighting, dog fouling, bad drainage as well as the social problems due to the route attractive anti-social behaviour. The approach taken by the project was to tackle each of the problems head-on, and make all aspects of the route (and especially the bridge) more pleasant. The main focus was painting the bridge: covering up the graffiti and giving it a brighter cleaner look.

...[we did] a litter pick, and Network Rail, another partner, they were brought in to do blasting the graffiti off... so that was like the first stage and then we worked the local schools to say 'well it could do with brightening up', and that's when the idea of painting it came along, so the whole wall were painted a nice colour of blue... renamed it the Blue Bridge... so it's now looks a little, a lot more appealing...

Project Co-ordinator, North West

In this way, without major capital expenditure, the project appears to have transformed the route, making it useable again by all sections of the community.

...people that were already using it were local residents, but some of them actually said 'well sometimes I won't walk under it, I'll walk round rather than walk under it'... people have said it's now, it's a lot easier and friendlier to walk under, we haven't changed anything structurally, we haven't took any miles off the route or anything but we've just... made it feel like you want to walk that way.

Project Co-ordinator, North West

One of the perceived successes of the project was the degree to which it involved many parts of the local community, with the co-ordinator making links to groups such as the local Children's Centre, the school, a local environment group, and the 'Cleaner Greener Group'. This meant that attendance at some of the

events was good, especially for the community clean-up day and the final celebration. The freshened-up route beneath the newly painted blue bridge was launched at a celebratory event including street games organized by Neighbourhood Recreation and Play Services. This event showed the positive views from many members of the community.

...we had ... loads of people turn up that day... we played street games under the bridge, and everyone kept just coming through... saying 'it's so much better' you know, everybody, everybody, 'what a great venue'...

Project Co-ordinator, North West

Community members' views

The community groups involved in this project identified a clear need for some work on the bridge, as they saw that it was a barrier to walking in the area.

And with the Taylor Street Project as well, I think it's about making that area feel safer... it's just not a nice place to walk through, and with the work that's been done now it's just making it more easier really, for people to feel safer going through that area.

Community member, Taylor Street

There has been very positive feedback from the community member involved in the project, who noted that the project involved many different parts of the community, but had benefitted everyone.

The social side, the impact of bringing people together, bringing agencies together, so it's promoted partnerships, its promoted community cohesion, inter-generational work. It's made the places a lot safer, better.

Community member, Taylor Street

But the project was not just about cleaning and painting the bridge: there was planting along the route, and use of painted footprints to 'advertise' the route, and also lots of walks put on, including local history walks, that were well attended by the local community.

It has been fantastic really... I took my daughter on them walks because it were learning about our local history, and I've lived round that area all my life and I didn't know half the things that we learned from that. So yeah, I thought it were good, and they were well attended...

Community member, Taylor Street

Overall, there was a very positive reaction to Living Streets' involvement in the area.

Since they got involved, we cleaned it all up, the bridge has been painted, there's been new lampposts put in, and as its all near the school it's just benefited everybody, it's made such a big, huge difference. There's also a park been built there as well now, you know, for the children, so it has made a massive improvement, definitely.

Community member, Taylor Street

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the route at baseline (July 2010), 12 months (July 2011), and 14 months (September 2011). Route user intercept surveys were conducted simultaneously on the first two of these occasions (July 2010 and July 2011). Counts and surveys were conducted over 2 days on each occasion, one week day and one weekend day for 12 hours on each day. At baseline 73 route users participated in the intercept survey with 41 route users taking part in the 12 month survey.

In addition a survey was conducted with a small number of residents living within 1 mile of the route. Only 18 residents responded to the survey therefore the results from the residents' surveys should be interpreted with caution due to the low response rate.

Full methods are reported in Chapter 2.

Barriers to walking

At baseline respondents to the route user survey highlighted a number of improvements that were required to encourage walking on the project route including: clearance of rubbish/glass (84%), clearance of graffiti (64%), improved lighting (62%), clearance of dog mess (32%) and removal of overgrown hedges (30%). At follow-up, removal of overgrown hedges was still highlighted as an issue (41%), however a much lower proportion of respondents reported the need for clearance of rubbish/glass (20%); clearance of graffiti (8%), improved lighting (20%) and clearance of dog mess (12%) suggesting that some of the barriers to walking in the area have been removed through the FFW project.

Project awareness and participation

Only 4% of route users had heard of Living Streets and 16% of FFW at follow-up. A high proportion of route users noticed changes to the route such as new clearance of graffiti (61%), new paint on the bridge (57%) and clearance of rubbish/glass (49%). A high proportion of respondents to the residents' survey noticed clearance of dog mess (89%) and new street furniture (eg, bollards) (80%) but few residents reported participating in FFW activities.

Community cohesion

Route user survey data indicated there was a decline in the views of community cohesion in the area. There were much lower numbers of respondents at follow-up agreeing that 'there is a sense of community', 'people are willing to help each other', 'people get along with each other', 'people share the same values', and 'people are willing to work together to improve the local area'. In contrast, respondents to the residents' survey agreed that residents have been more willing to help each other (65%), more friendly (59%) and more willing to work together (50%).

Walking & route use

The route user counts show that use of the route along Taylor Street by pedestrians appears to have increased since the improvements were made to the area. Overall, in September 2011 there were 18% more walkers than at baseline (July 2010). A high proportion of route users were children (range 31%-58% across the survey periods) with the majority of other users being adults aged 16-59; few older adults used the route (<3%). During all survey periods, route use was higher on a week day than on a weekend day.

Route user survey data showed that for a high proportion of survey respondents walking was the only mode of transport used to complete their current journey (85% at baseline and 84% at follow-up). The main purpose for respondent's journeys was for social entertainment and to get home at baseline. At follow-up main journey purposes were for social entertainment, to get home and to get to and from work. Respondent's mean journey duration decreased by 4 minutes between baseline and follow-up, however use on a weekly basis increased by 10%. At follow-up, respondents agreed that factors influencing their decision to travel actively (walk or cycle) on the route included being able to go straight to their destination (96%), it being the most convenient route (96%), saving money by using the route (90%), addressing environmental concerns (90%), it being the only exercise the respondent gets (83%) and it being the best transport option (80%).

A small proportion of route users (6%) indicated they had used the route more in the last 12 months and there were significant increases in the proportion of respondents intending to walk more (19% increase) and likely to walk more (31%) in the next 12 months.

A high number of respondents to the residents' survey (n=14) agreed they had increased the amount of walking they do for short journeys around their neighbourhood in the last 18 months. The main reasons for given for increasing walking included change of income, having children and knowing more people in the local area. An increase in the use of the project route was reported for all journey purposes compared to 18 months ago. Residents reported the perceived benefits of using the route to include increased satisfaction with where the respondent lived; visiting more local shops, saving money by using the route and increasing physical activity levels. Two thirds of respondents agreed they had seen more people walking around their neighbourhood and they themselves had found new walking routes. Half of respondents had also discovered new places to walk to in their neighbourhood in the last 18 months and thought it felt safer and was more pleasant to walk around their neighbourhood.

Health and well-being

The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of the evaluation.

Overall comments

This project addressed a clear need to tackle the issues raised by the community to clean up the walking route under the bridge on Taylor Street in Blackburn. A number of improvements were successfully made including cleaning the area of litter and glass, new lighting, new bollards, removal of graffiti from the bridge and painting the bridge with anti-graffiti paint. Both route users and residents were aware of improvements that had been made though few had actually heard of FFW or taken part in project activities. There was an increase in the number of people walking along the project route at the last follow-up measurement, however there were mixed views from route users and residents as to whether there were any improvements in community cohesion.

RESULTS

4.4.1 Route user perspectives

Route user counts were conducted on three occasions commencing in July 2010 (baseline) and repeated after 12 months (follow-up 1) and 14 months (follow-up 2). Route user intercept surveys took place simultaneously on two of these occasions: baseline and follow-up 1. At each time point the counts and surveys took place over 2 days, one week day and one weekend day. The methods are reported in full in Chapter 2. The weather on the days when the counts and surveys took place was typically damp with at least one period of heavy rain (Table 4.4.1).

Table 4.4.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	17-Jul-10	Saturday	Mainly wet in the morning with one period of heavy rain and mainly warm and dry in the afternoon.
	20-Jul-10	Tuesday	Mixed with periods of warm and dry, damp and wet. In the afternoon there was heavy rain.
Follow-up 1	16-Jul-11	Saturday	Started damp/overcast followed by heavy rain until 1pm. Remained damp/overcast for the rest of the day.
	19-Jul-11	Tuesday	Damp/overcast all day.
Follow-up 2[#]	08-Sept-11	Thursday	Cold and wet for much of the day with periods of heavy rain. Cold but dry from 5-7pm.
	10-Sept-11	Saturday	Cold and wet to start with then damp/overcast until 10am. Warm and dry for the rest of the day with one period of rain at 1pm.

[#]Count only (no survey)

The surveyor noted one incident during baseline in which he was threatened by several members of the public and asked to leave the area on both days. No incidents occurred at follow-up 1 or follow-up 2.

4.4.1.2 Route user counts

A. Characteristics of route users

Table 4.4.2 shows the proportion of route users by age category and gender. Minors represented the highest proportion of those using the route at baseline (41%) and follow-up 1 (58%), whereas adult males represented the highest proportion at follow-up 2 (37%). Older adults accounted for the lowest proportion of route users across all three survey periods.

Table 4.4.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up 1	Follow-up 2
	%	%	%
Minor (age 0-15)	40.9	58.2	30.8
Adult Male (age 16-59)	35.6	18.9	37.0
Adult Female (age 16-59)	19.5	20.8	29.6
Older Male (age 60+)	1.7	0.7	2.1
Older Female (age 60+)	2.4	1.4	0.6

B. Route use

Overall 717 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up 1 overall route use decreased by 42%, however route use increased by 15% at follow-up 2 compared to baseline (Figure 4.4.1). At baseline route use was slightly higher on the weekend day but at both follow-up time points, route use was higher on the week day.

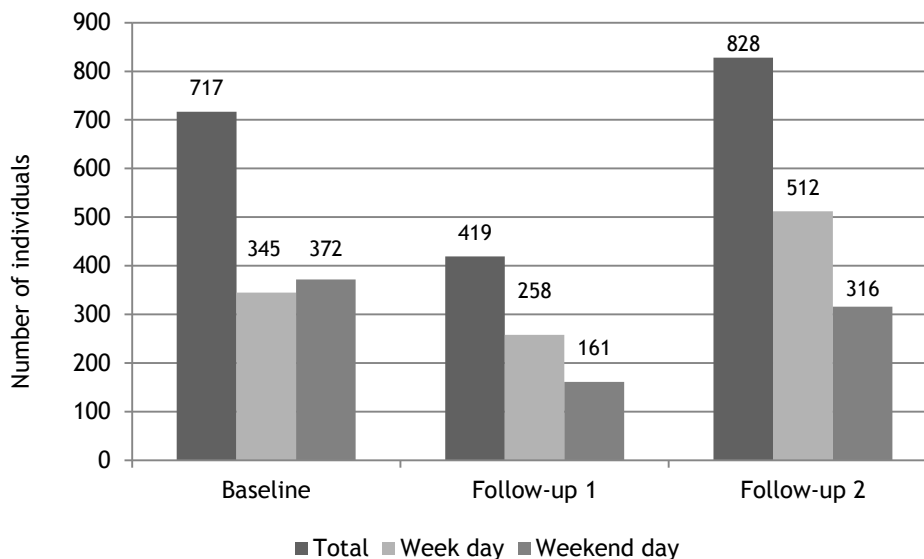


Figure 4.4.1 Number of route users (all modes of travel) at baseline and follow-up

Figure 4.4.2 shows route use for pedestrians only. At baseline 621 pedestrians used the route over the two day survey period. Pedestrian use at follow-up 1 decreased by 41% compared to baseline, but there was an 18% increase in pedestrians at follow up 2 compared to baseline. Route use by pedestrians was higher on a week day than a weekend day at all three survey points.

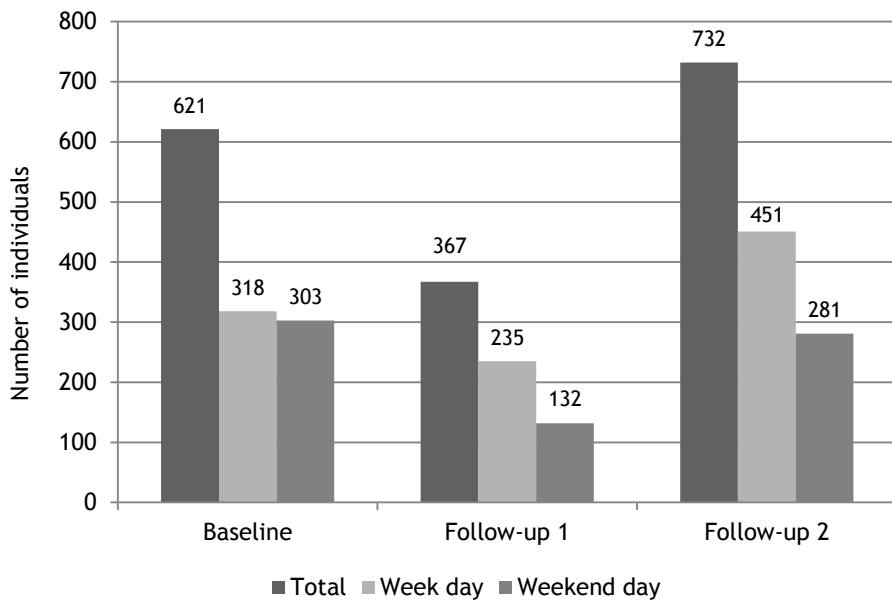


Figure 4.4.2 Number of route users (pedestrians only) at baseline and follow-up

4.4.1.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted twice during the project: baseline and 12 months (follow-up 1). The response rate to the survey varied across the two data collection periods (35-43%) (Table 4.4.3).

Table 4.4.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response rate (%)	Main reasons for declining
Baseline	Saturday, 17 Jul 2010	73	96	43	In a hurry (36.5%) Refused (32.3%) Already interviewed (25.0%)
	Tuesday, 20 Jul 2010				
Follow-up 1	Saturday, 16 Jul 2011	41	77	35	Refused (27.3%) In a hurry (23.4%) Communication difficulties (20.8%)
	Tuesday, 19 Jul 2011				

B. Route user characteristics

The characteristics of respondents surveyed at each time point are shown in Table 4.4.4. At both baseline and follow-up, a higher proportion of males than females took part in the survey and the highest proportions of respondents were aged 35-44. At both survey points over 40% indicated they were in full time employment and most were of a white ethnic background.

Almost half (49%) of respondents indicated they were in excellent or very good health at baseline, but this was much lower at follow-up (37%). At baseline only 37% of respondents met physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week). In contrast, 57% of respondents reported meeting physical activity recommendations at follow-up.

Table 4.4.4 Route user survey respondent characteristics

		Baseline	Follow-up
		%	%
Gender	Male	60.3	51.0
	Female	39.7	49.0
Age	16-24	15.1	9.8
	25-34	20.5	7.8
	35-44	23.3	31.4
	45-54	16.4	25.5
	55-64	13.7	21.6
	65+	11.0	3.9
Ethnic group	White	86.3	98.0
Employment status	Employed full-time	41.1	47.1
	Employed part-time	11.0	13.7
	Retired	15.1	9.8
	Other	32.8	29.4
Health Status	Excellent/Very good	48.6	37.3
Physical activity	Meeting recommendations*	37.0	56.8

*measured using the single-item physical activity questionnaire (Milton *et al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was walking (Figure 4.4.3). A high proportion of respondents indicated walking was the only mode of transport used to complete their current journey (85% and 84% at baseline and follow-up, respectively). Multi-modal trips were less common with only 14% at baseline and 12% at follow-up reporting using a bus, train or taxi to complete part of their journey (data not shown). A small proportion of respondents indicated they used a car or van for part of their journey at baseline (1%), and 4% at follow-up also jogged for part of the route (data not shown).

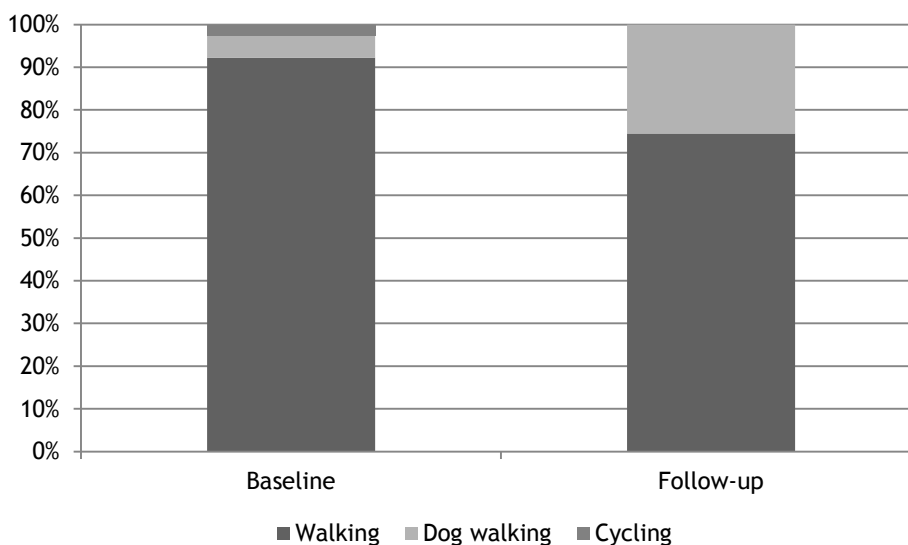


Figure 4.4.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.4.5. At baseline the highest proportion of respondents were travelling for social or entertainment activities (34%). Travelling home was the most frequently cited journey purpose at follow-up (37%) and similarly was the second most reported journey destination at baseline (29%).

Table 4.4.5 Journey purpose

	Baseline	Follow-up
	% yes	% yes
Home	28.8	37.3
Recreational activity*	1.4	3.9
Work	11.0	19.6
Education	4.1	0.0
Personal business / shopping	13.7	17.6
Social / entertainment	34.2	2.0
Recreation (sport and leisure)	5.5	2.0

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration

Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). The duration of respondents' walking journeys decreased by 4 minutes between baseline and follow-up (Table 4.4.6). No respondents reported cycling at follow-up therefore it is not possible to compare journey times.

Table 4.4.6 Journey duration on foot / by bike

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	23.5 \pm 23.9	19.3 \pm 11.9
Cycling	65.0 \pm 77.8	None reported

Frequency of journey

Respondents were asked how frequently they completed their current journey. At baseline almost half of respondents reported they made the walking journey daily (45%) or multiple times throughout the week (47%) (Figure 4.4.4). A slight shift was seen at follow-up with fewer respondents reporting completing their journey on a daily basis but a higher proportion of respondents completing their journey on a weekly basis (57%). Overall, there was no significant difference in journey frequency between baseline and follow-up.

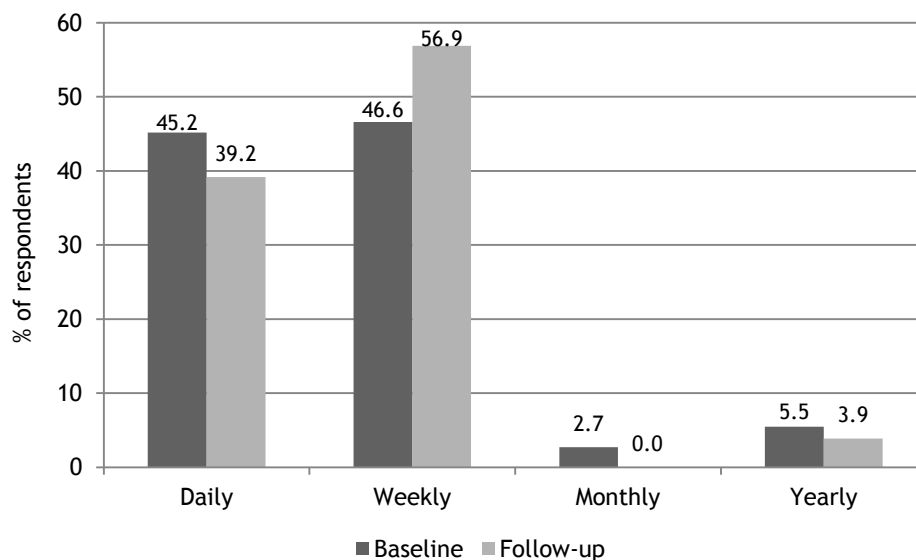


Figure 4.4.4 Frequency of route use for current journey by respondents

D. Characteristics of route use

Frequency of route use during the day and night

A high proportion of respondents ($\geq 95\%$) reported using the route daily or weekly during the day time at baseline and follow-up (Figure 4.4.5). There was an increase in the proportion of respondents using the route on a daily basis during the day between baseline and follow-up. Route use frequency during the day time was significantly different between baseline and follow-up ($p < 0.05$).

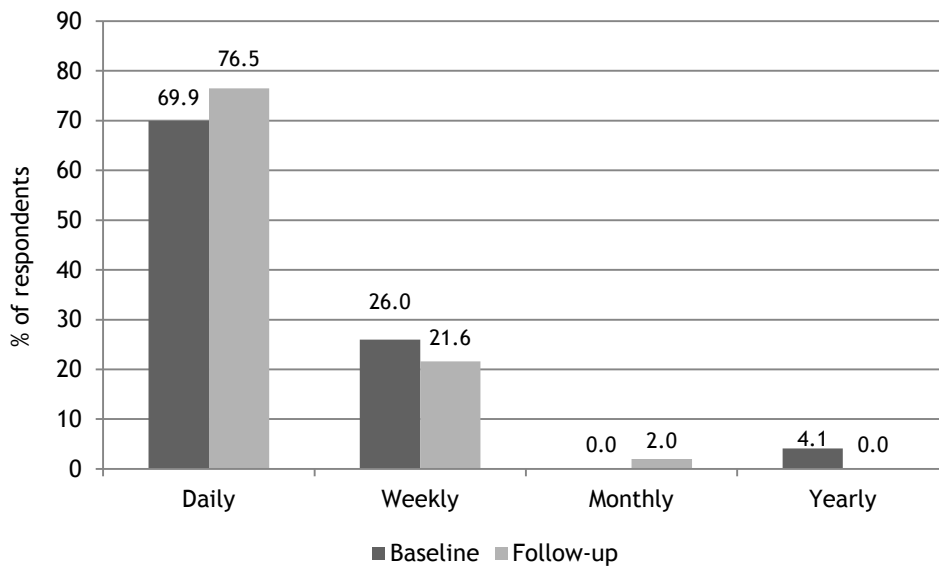


Figure 4.4.5 Proportion of respondents using the route in the daytime

The proportion of respondents reporting using the route at night time on a regular basis was low (Figure 4.4.6). At baseline a small proportion of respondents reported using the route on a daily (10%) or weekly (14%) basis. A decrease in regular use at night with only 6% using the route weekly at night time compared to 14% at baseline. Changes in frequency of route use at night was statistically significant ($p < 0.05$).

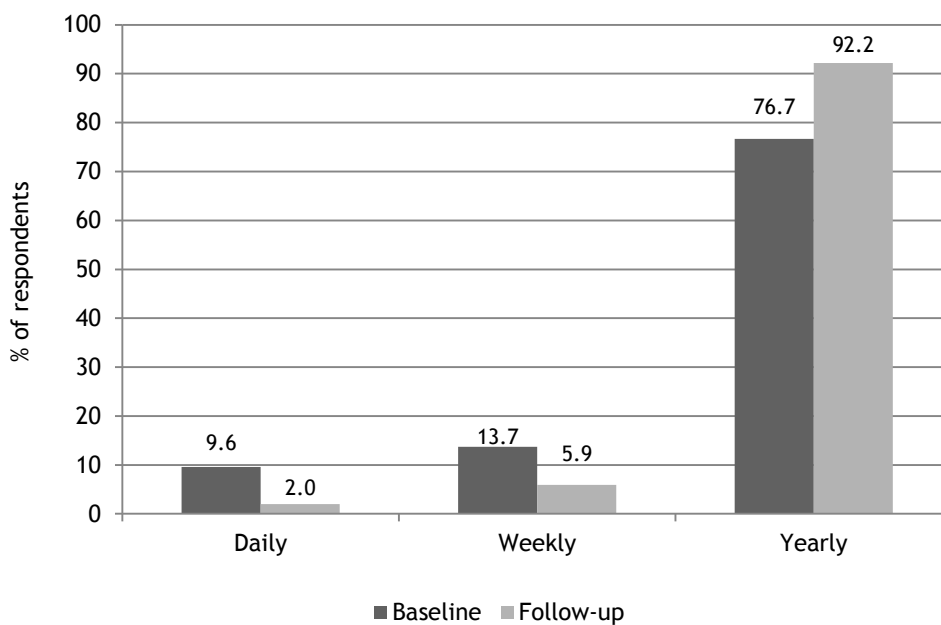


Figure 4.4.6 Proportion of respondents using the route in the night time

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route (Figure 4.4.7). At both time points over two thirds of respondents indicated using the route on five or more days over the past week (67% and 77% at baseline and follow-up, respectively). Changes in route use between baseline and follow-up over the past seven days were not significant.

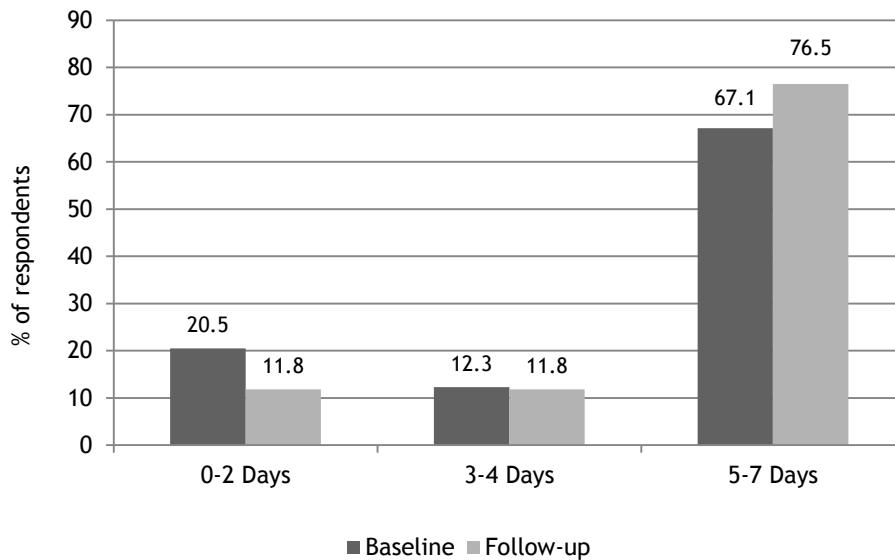


Figure 4.4.7 Route use over the past seven days

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use this particular route for their journey (Table 4.4.7). At baseline and follow-up over 90% agreed the route allowed them to go straight to their destination and was the most convenient route. At follow-up 34% of respondents agreed they used the route because of environmental concerns and 30% more agreed they used the route because they liked the surroundings. A high proportion agreed using the route added to the exercise they get (83% and 78% at baseline and follow-up, respectively).

Table 4.4.7 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
Can go straight to destination	90.1	96.1	NS
Best transport option	64.8	80.4	*
Most convenient route	98.6	96.1	NS
Save money by using this route	77.5	90.2	*
Like the surroundings on this route	15.5	45.1	#
Route feels safe	23.9	17.6	#
This is the only exercise I get	21.1	5.9	#
Using this route adds to the exercise I get	83.1	78.4	*
Environmental concerns	56.3	90.2	#

*p<0.05 #p<0.01 NS=not significant

When asked about route safety in relation to exposure to other people, exposure to traffic and quality of the surface, at baseline only 33% agreed the surface quality was safe though 78% agreed the route was safe in regards to exposure to traffic. At follow-up 98% of respondents thought the route was safe in regards to exposure to traffic and surface quality. There was little change between baseline and follow-up in route users' opinion of safety in relation to exposure to other people (41% and 43%, respectively) (data not shown).

Improvements needed to encourage use of route

At baseline and follow-up respondents were asked what specific improvements would help to encourage use of the route. The most frequently cited improvements suggested were clearance of rubbish/glass, clearance of graffiti, improved lighting, clearance of dog mess and removal of overgrown hedges (Table 4.4.8). At follow-up the most frequently cited improvement was the removal of overgrown hedges.

Table 4.4.8 Improvements needed to encourage use of route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	83.6	19.6
Clearance of dog mess	31.5	11.8
Clearance of graffiti	64.4	7.8
Improved lighting	61.6	19.6
Removal of overgrown hedges	30.1	41.2
Traffic calming: speed humps / cushions	1.4	0.0

Perceived change in route use

At follow-up, a small proportion of respondents (6%) indicated they used the route more in the last 12 months, however 90% of respondents indicated no change in route use. (Figure 4.4.8).

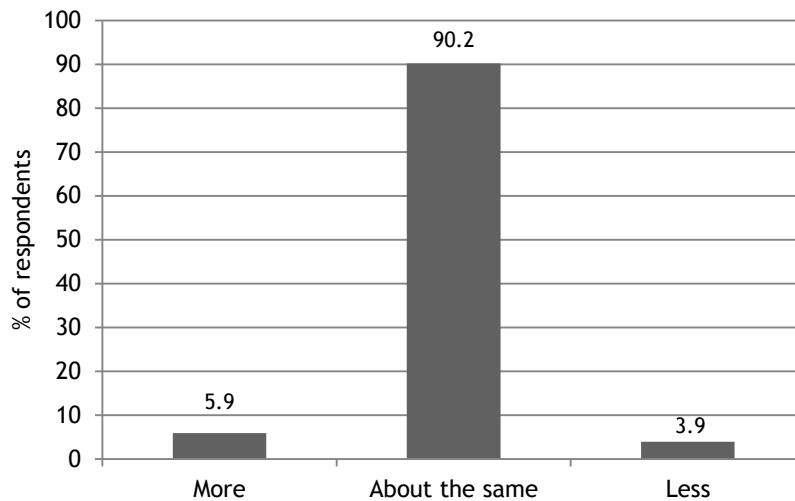


Figure 4.4.8 Change in route use over the last 12 months

E. Project Awareness

At baseline <2% of respondents had heard of Living Streets while 11% were aware of the FFW project. At follow-up 4% had heard of Living Streets and 16% were aware of the project.

When asked about their awareness of improvements on the route, 61% noticed the graffiti had been cleaned, 57% the bridge had been painted and 49% of respondents noticed that glass and rubbish had been cleared away (Table 4.4.9).

Table 4.4.9 Respondents' awareness of improvements to route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	8.2	49.0
Clearance of dog mess	1.4	2.0
Clearance of graffiti	1.4	60.8
Improved lighting	0.0	3.9
New paint on the bridge	ND	56.8

ND=No data collected

F. Walking for travel and physical activity

Walking for travel

The proportion of respondents walking for travel on five or more days in the past week increased by 4% between baseline and follow-up however this change was not significant (Table 4.4.10).

Table 4.4.10 Total walking for travel respondents in the past week

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Duration of walking for travel	659.1 \pm 329.9	261.8 \pm 103.4
Frequency of walking for travel	% yes	% yes
0-2 days	4.1	0.0
3-4 days	5.5	5.9
5-7 days	90.4	94.1

There was a significant decrease in the total number of minutes respondents reported walking for travel in the last week ($p < 0.001$) (Table 4.4.10).

At baseline respondents most frequently reported walking for journeys to the shops (74%), to visit friends and family (71%) and for the work commute (41%) (Figure 4.4.9). At follow-up a much higher proportion of respondents indicated they walked for personal business (75%), for recreation and fitness purposes (55%) and for the work commute (57%) compared with baseline. Walking to visit friends and family and shopping both decreased at follow-up.

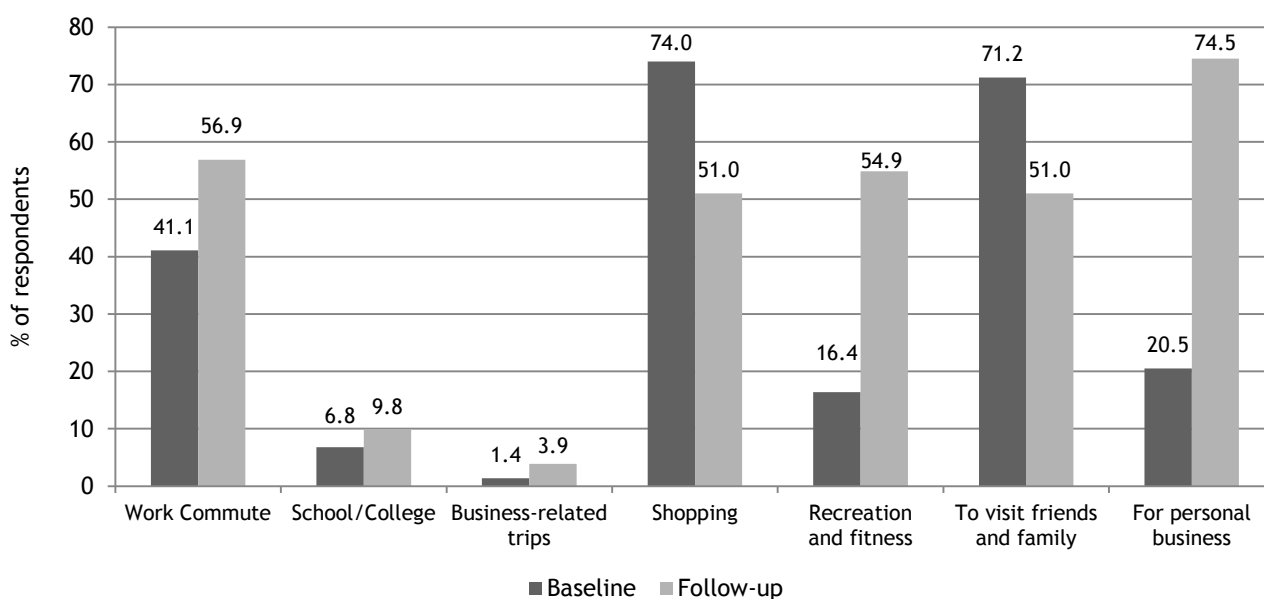


Figure 4.4.9 Types of journeys respondents normally walked for

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline, over 60% strongly agreed they intended to walk more in the coming year but only 47% agreed they were more likely to (Table 4.4.11). The proportion agreeing they intended to walk more or were likely to walk more increased significantly between baseline and follow-up.

Table 4.4.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
I intend to walk more in the next 12 months	59.7	78.4	#
It is likely that I will walk more in the next 12 months	47.2	78.4	#

#p<0.01

Physical activity

At baseline only 37% of respondents reported taking part in at least 30 minutes of moderate physical activity for five or more days in the past week. In contrast, at follow-up 57% of respondents reported meeting physical activity recommendations (Figure 4.4.10). There was a significant difference in the proportion of respondents meeting physical activity recommendations between baseline and follow-up (p<0.05).

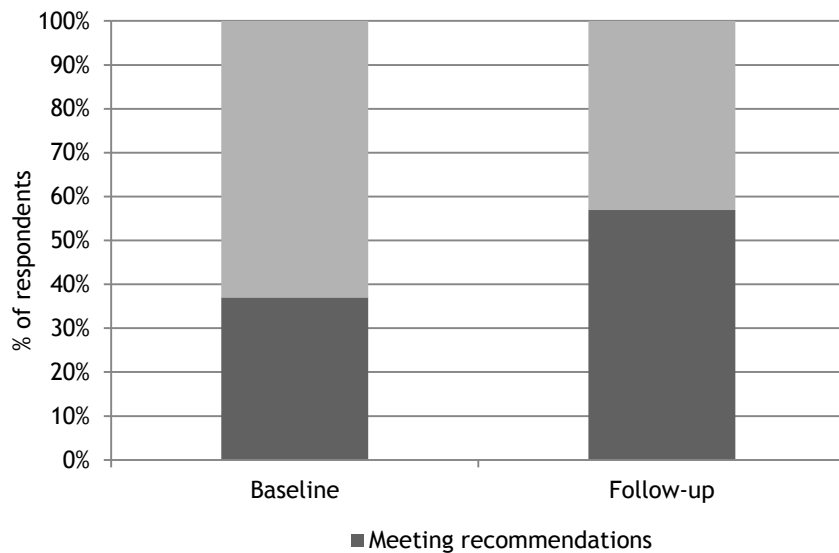


Figure 4.4.10 Proportion of respondents meeting physical activity recommendations

F. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in the neighbourhood where they live (Table 4.4.12). At baseline around half of respondents agreed there is a sense of community in their neighbourhood (53%), people are willing to help each other (47%) and people get along with each other (48%). The proportion of respondents agreeing with each statement decreased at follow-up. The largest decrease (25%) was seen in the proportion of respondents who agreed there was a sense of community in their area.

Table 4.4.12 Perceptions of community cohesion

	Baseline	Follow-up
	% agree/strongly agree	% agree/strongly agree
There is a sense of community	53.4	27.5
People are willing to help each other	46.6	33.3
People get along with each other	47.9	29.4
People share the same values	31.5	13.7
People are willing to work together to improve the local area	35.6	15.7

4.4.2.1 Residents' survey

Surveys were distributed to 200 households situated within a 1 mile radius of the route where the FFW project activities took place. An adult member of the household was asked to complete and return the survey. A total of 18 surveys were returned, all respondents completing the paper version of the survey, giving a response rate of 9%. The key findings from the survey are outlined below however these should be interpreted with caution given the low response rate.

A. Respondent characteristics

The key characteristics of respondents are reported in Table 4.4.13. Of those who returned the surveys a higher proportion were female (72%) and the mean age of respondents was 38 years. Most respondents were white (89%) and the highest proportion of respondents were educated to GCSE / BTEC National level (44%). Over three-quarters of respondents (77%) reported their health to be excellent or good, and 71% reported meeting physical activity recommendations (participating in 30 minutes of moderate intensity physical activity on five or more days of the week). A high proportion of households (67%) did not own a car.

Table 4.4.13 Residents' survey respondent characteristics

		%
Sex	Male	27.8
	Female	72.2
Ethnic group	White	88.9
	Other	11.1
Education qualifications	Degree	5.6
	A level/BTEC Higher	16.7
	GCSE/BTEC National	44.4
	No formal qualifications	22.2
	Other qualifications	11.1
Number of vehicles in household	0	66.7
	1	33.3
Health status	Excellent/Good	76.5
Physical activity	Meeting recommendations*	70.6
		Mean \pm SD
Age	Mean age (years \pm SD)	38.4 \pm 17.3
BMI	Mean BMI (kg/m ² \pm SD)	24.4 \pm 5.0

*measured using the single-item physical activity questionnaire (Milton *et al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

B. Residents' travel behaviour

Respondents were asked to identify which modes of travel they usually used when travelling for short journeys in their neighbourhood. Walking was the most frequently reported mode of travel (n=15, 83%) (Figure 4.4.11). While 17% of respondents reported driving a car (n=3), nobody reported being driven to their destination as a passenger. Taking the bus (n=1, 6%) and using a taxi (n=1, 6%) for short journeys were rarely reported, and no respondents reported using a train for journeys around their neighbourhood.

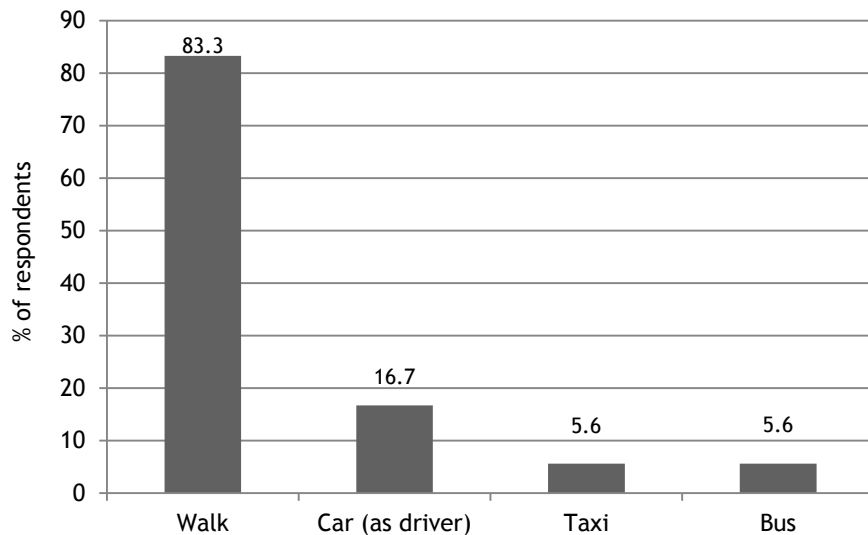


Figure 4.4.11 Mode of transport respondents usually use for short journeys

When asked about changes in travel mode for short journeys in the neighbourhood over the last 18 months, 12% of respondents (n=2) agreed they had made no change to the way they travel. Over four-fifths of respondents (n=13, 82%) agreed they had increased the amount of walking they do around their neighbourhood, and 13% (n=2) agreed they now cycle more around their neighbourhood. Use of public transport was also reported to increase over the last 18 months, as two people reported using the bus or train more often. No-one reported increased car usage for short journeys over the last 18 months. The main reasons for changing mode of travel for journeys in the neighbourhood included an increase cost of public transport (n=2, 11%), changes in income (n=2, 11%), having children (n=2, 11%) and knowing more people in the area (n=2, 11%) (Table 4.4.14)

Table 4.4.14 Reasons for changes in travel behaviour in the last 18 months by travel mode

	Walk	Cycle	Bus	Train
	n	n	n	n
Agree/strongly agree to increased use of mode	13	2	2	2
Reason for change in mode:				
Cost of petrol has gone up	1	1	0	1
Cost of public transport has gone up	1	1	0	2
Change of income	2	1	0	1
Moved house	1	1	0	1
Had children	2	1	1	1
Knowledge of area improved	1	0	0	0
Know more people in the area	2	1	0	1
It feels safer	1	0	0	0
Local environment has improved	1	0	0	0

C. Residents' route use

A quarter of respondents (n=3) reported using the project route eight or more times per week and a further three reported using it four times a week. One respondent (8%) reported using the route seven times per week. The remaining respondents reported using the route three times a week (n=2), twice a week (n=2) or once a week (n=1) (data not shown).

Respondents reported an increase in the use of the route in comparison to 18 months ago for all journey types except business related journeys (Figure 4.4.12). The greatest increases in route use were reported for shopping (n=7, 47%), social activities (n=7, 41%) and recreation and fitness (n=7, 44%). While two respondents (13%) reported they used the route less to catch public transport, in all other categories only one respondent reported a decrease in use.

When respondents were asked about the benefits of using the route, over a third of respondents reported experiencing an increase in satisfaction with where they live (n=7, 39%) and visiting more local shops (n=6, 33%). Over a quarter of respondents indicated they had saved money using the route (n=5, 28%), and increased their physical activity levels (n=5, 28%) (Figure 4.4.13). Only two respondents indicated they had used their cars less as a result of using the route (11%), and two respondents reported not using the route at all (11%).

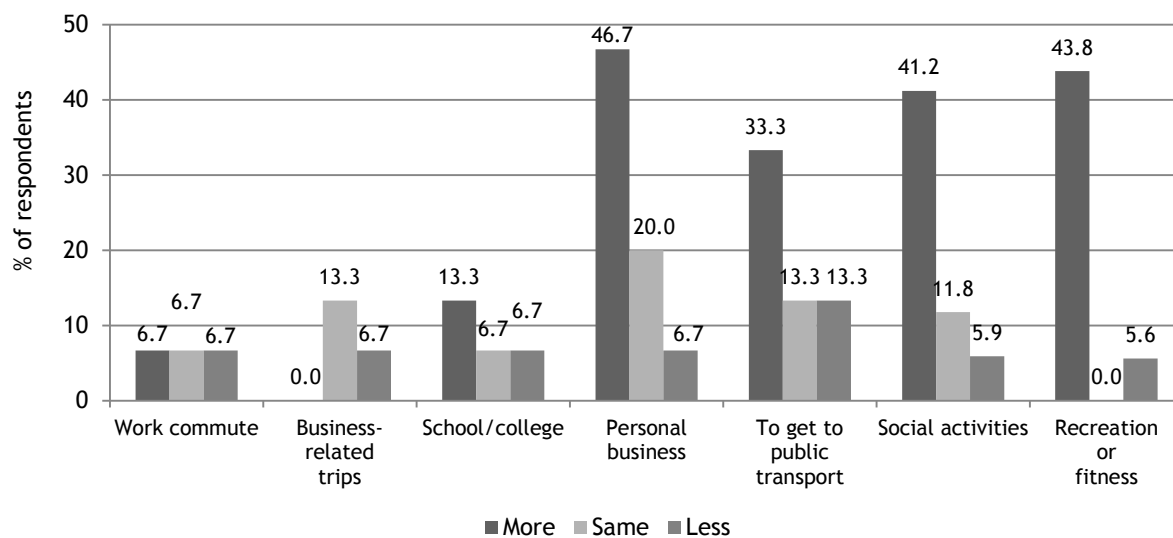


Figure 4.4.12 Use of route compared to 18 months ago reported by journey purpose

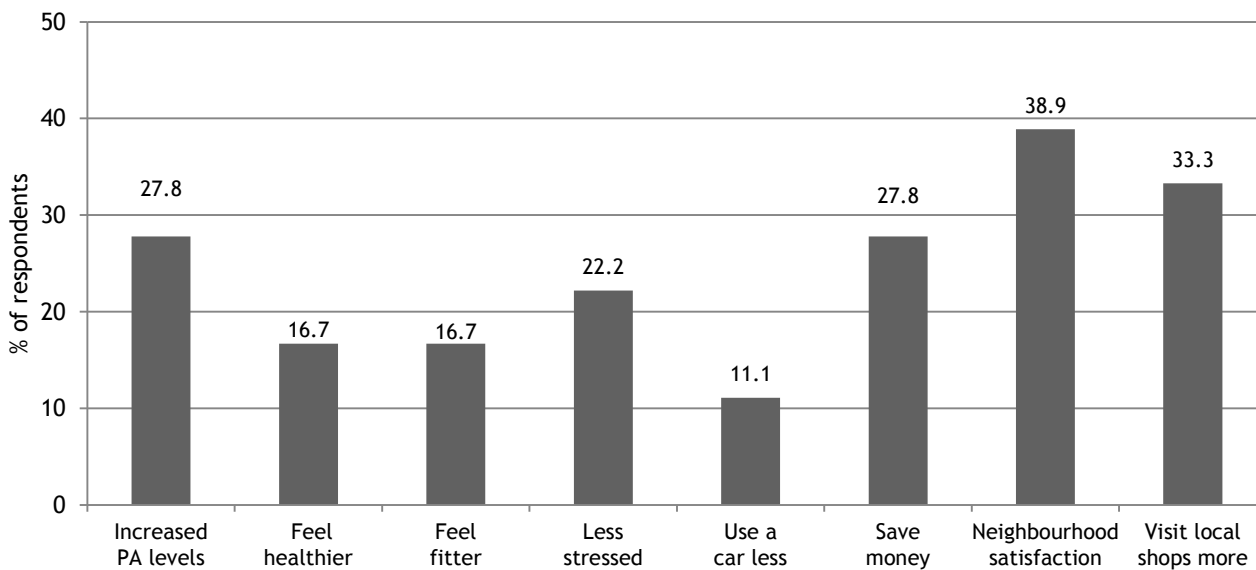


Figure 4.4.13 Perceived benefits of route use

D. Perceived changes in the community

Respondents were asked to what extent they agreed with a set of statements relating to walking in their neighbourhood over the last 18 months. Two thirds of respondents agreed they had seen more people walking around their neighbourhood (n=12, 67%) and they themselves had found new walking routes (n=10, 63%). Furthermore, 56% of respondents (n=9) agreed they have discovered new places to walk to in their neighbourhood in the last 18 months and it feels safer (n=9) and more pleasant to walk around the neighbourhood (n=9).

When asked about community involvement to help make the neighbourhood safer and more attractive place to walk, 44% agreed they had personally been involved in community activities (n=7) while 50% (n=9) believed other members of the community had been involved in activities. Half of the respondents agreed that over the last 18 months residents have been more willing to work together (n=8), and 59% (n=10) thought residents have been friendlier. Lastly, 65% of respondents (n=11) agreed residents have been more willing to help each other.

E. Project awareness and participation

Over a third of the respondents indicated they had heard of Living Streets (n=7, 39%). Conversely, only 20% (n=3) were aware of the FFW and a similar 21% (n=3) were aware of the award presented by Living Street for efforts to improve the community walking environment and get people walking.

Respondents were asked what specific improvements or changes they have noticed along the project route in the last 18 months. The main improvements reported by respondents were the clearance of dog mess around the area (n=9) and clearer information/signage (n=7) (Figure 4.4.14). Only one respondent was aware of changes in the following categories: clearance of rubbish/glass, wider path or pavement, traffic calming measures and planting of new bulbs.

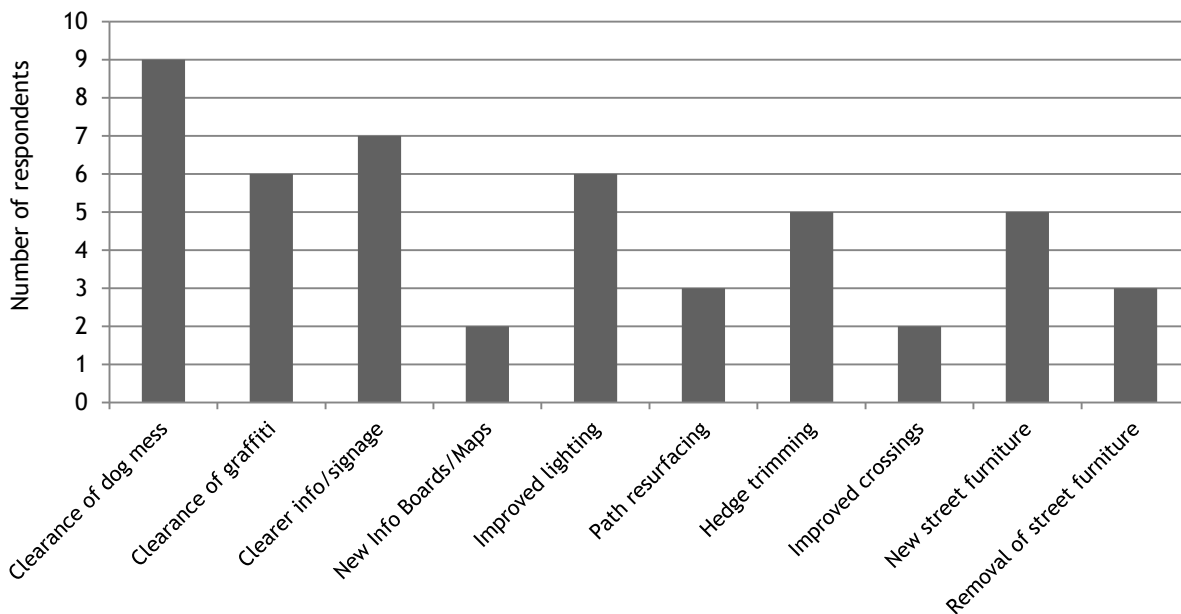


Figure 4.4.14 Number of participants aware of project activities and improvements

Survey respondents reported little participation in the FFW activities. Activities respondents did participate in are listed in Table 4.4.15, along with the number of respondents who were involved in each activity.

Table 4.4.15 Participation in Fitter for Walking project activities

	Number of respondents
Street audit	1
Made a walking pledge	1
Helped plant bulbs	3
Helped clean streets	4
Street party	1

Finally, almost half of respondents indicated they would be willing to donate either time and/or money to help improve the walking environment or provide walking focused activities (n=9, 47%). Those who were willing to help financially would be willing to donate up to £5. Respondents were also willing to volunteer from one day a month to a few hours a week.

4.5 CASE STUDY E: 'Our back field', Bolton

PROJECT SUMMARY

<i>Local Authority:</i>	Bolton
<i>Location:</i>	"Our back field" Larkfield Grove, Bolton
<i>Registered group:</i>	Entwistle Residents' Association
<i>Date of registration:</i>	December 2010
<i>Date of completion:</i>	June 2011



Opening of the new gate (May 2011)

The primary focus of this project is route across a field which links two estates to the town and schools. A site visit took place with residents in January 2011. The route was muddy and there was no indication that the path exists. The local community group (Entwistle Residents Association) wanted to improve the path and install signage. The path had the potential to benefit approximately 600 residents living on or close to Entwistle Street. A consultation took place with residents during March 2011.

Project activities

- Site visit with residents (January 2011) and consultation with residents (March 2011)
- Changes made to this route include:
 - New gateway installed at entrance to field (designed by local school children) (May 2011)
- Other project activities have included:
 - Official opening of gates
 - Fun day
 - Litter picks

Examples of project activities



Entrance to the field BEFORE new gate installed



Entrance to the field AFTER new gate installed

*Our Back Field - Artwork Gateway, designed and created by Chrysalis Arts working with Moorgate School
Photos courtesy of artist's Kate Maddison and Van Nong*

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts and intercept surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to the project and their experiences of working with this community.

The project area was identified by a residents' association, comprising people who lived near a former piece of wasteland, and were interested in getting involved in its upkeep.

...it's been a tip basically and they've covered it over with soil and they want people to walk... they just want to get rid of it I think basically. So the Resident Association said 'oh yeah, well we've always wanted to like own it and use it, but it's really bad entrance wise, you can't tell how to get in, there's no visible signs', so that's when we did a walkabout on that field and said 'let's look at how we're going to get access to the field and how we're going to tell people where it goes to and where it comes from' etc... because it does link up to two main roads.

Project Co-ordinator, North West

The field was part of a local walking route, but the condition of the field meant that the route was underused, and was sometimes blighted by motorcross bikes and other anti-social behaviour.

...it's a walking route and... the residents from this side of the estate just walked onto the field and walked off again, but I think what I were keen to show is that there is actually a route through into town, you know, you can actually walk this green route and get into town and that's what the signs that are going up now are actually going to say,

Project Co-ordinator, North West

The project therefore focused on some gates at the entrance to the field, and signage to help to link the field into the existing routes into town. This has gone down very well with the residents, who have been increasingly involved in the project, helping to design the gate and a logo that was printed on the signs and on T-shirts.

...the residents are very pleased with the gate, you know, because we put this new gateway in that says Our Back Field and prevents motor cross bikes from getting on as well.

Project Co-ordinator, North West

The remaining challenge now for the project is to ensure that the final stages of the work are completed, which sometimes looks less likely in the face of continued cuts to public finances.

...that is a real frustration... I know everybody's feeling it... the cuts aren't they, but I mean the match fund that was supposed to be on the table from each of the authorities just isn't... there anymore, and you...end up matching officer time... but you don't seem to get

the, what was it, ten, twenty grand that was supposed to be on the table from each authority, to do the direct works.

Project Co-ordinator, North West

Community members' views

From the community perspective, the work on the 'back field' was long overdue and very helpful in linking together some disconnected areas. It was a way of reclaiming the former waste ground and making good use of it.

...since they stopped using it as a landfill site and it was a bit of top soil put on it and it's just been, and some trees planted and it's just been left, it's been monitored for the gases coming off it and things like that, but now we're trying to improve it, shall we say, and make it a bit more used by the community and so that's how it all started...

Community member, Entwistle Residents' Association

The community got heavily involved in promoting the work and consulting with local people, through consultation days, leafleting, litter picks, led walks, and promotions. These have been very successful, helping to show people that the place they might have thought of as a 'landfill site' has been transformed.

I think some of them just thought, "It's the landfill site," but didn't realise that for all it's still the old landfill site it is more a nature park, because I mean there is a lot of wildlife up there and there is quite a few different plants and things up there, so I think it has awakened quite a few people's interest...

Community member, Entwistle Residents' Association

A major success of the project appears to have been not just the physical reclamation, but the involvement of all parts of the community, especially in the clean-up efforts.

I think it's been good for the children especially, because I think it's like given them some ownership of it because they've been involved with the design of the gates and things like that, and then they are going to be involved in other things as well.

Community member, Entwistle Residents' Association

Future plans include continued maintenance and upkeep of the area involving the community.

Well we're going to do another litter pick later in the year. We're hoping to ...plant some bulbs or something later in the year ready for next year, and it's things like that we're looking at the moment. We are hoping to maybe try and improve the paths a little bit...

Community member, Entwistle Residents' Association

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the route at baseline (April 2011) and at a 5 month follow-up (September 2011). Route user intercept surveys took place simultaneously on both occasions. Counts and surveys were conducted over two days on each occasion, one week day and one weekend day for 12 hours on each day. At baseline 13 route users participated in the intercept survey with 42 respondents at the 5 month survey. Full methods are reported in Chapter 2.

Barriers to walking

At baseline respondents to the route user survey highlighted a number of improvements that were required to encourage walking including: clearance of rubbish/glass (54%), improved lighting (39%) and clearance of dog mess (23%). After the project improvements had been made, there was a reduction in the proportion of respondents reporting the need for clearance of rubbish/glass and improved lighting to increase the use of the route suggesting that some of the barriers to walking in the area have been removed through the FFW project.

Project awareness and participation

Few route users had heard of Living Streets or the Fitter for Walking project at both baseline and follow-up ($n \leq 2$), but two thirds of respondents were aware that a new gate had been installed along the route (62%).

Community cohesion

Route user survey data indicated there were improvements in the view that 'people are willing to work together to improve the local area'.

Walking & route use

Route user counts show that use of the project route decreased between baseline and follow-up. At follow-up (September 2011), there were 20% fewer walkers than at baseline (April 2011). Weather could have possibly affected route use as, at baseline, both survey days were dry whereas both follow-up days had periods of wet or heavy rain. The route was mostly used by adult males (age 16-59) and minors. On both occasions, a higher proportion of route users were using the route on a weekend day than a week day.

Route user survey data showed that for a high proportion of survey respondents, walking was the only mode of transport being used for their journey (92% at baseline and 93% at follow-up). Also, most respondents cited they were out for a recreational walk or were on their way home. Respondents' mean journey duration decreased by three minutes between baseline and follow-up. There was no change in respondents' use of the route on a daily basis between baseline and follow-up, however use on a weekly basis decreased by 6%. Respondents agreed that the factors influencing their decision to travel actively (walk or cycle) on the route included it was the most convenient route (88%), using the route helped save money (81%), using the route added to the exercise they already undertake (74%) and the route allowed them to go straight to

their destination (74%). Most respondents to the route user survey agreed the surface quality was safer at follow-up compared to baseline and perceived it to be safe in regards to exposure to traffic and other people.

Almost a quarter of respondents to the route user survey reported that they had used the route more in the last 3 months (21%), and there were increases in the proportion of respondents indicating they intended to walk more (12% increase) or were likely to walk more (2% increase) in the next 12 months.

Health and well-being

It was not possible to measure changes in health and well-being as part of this evaluation.

Overall comments

This project aimed to increase the use of path across a field linking to estates to the town and schools. The main change to the route was a new gateway at the entrance to the field which was designed by local school children. In addition, a fun day and litter picks were held. The gateway was successfully installed and this was celebrated with an official opening. Overall there was a decrease in pedestrian use of the route however this may have been a result of the weather during the survey period which was mainly dry at baseline, but mainly wet at follow-up.

RESULTS

4.5.1 Route user perspectives

Route user counts were conducted on two occasions commencing in April 2011 (baseline) and repeated after 5 months (follow-up). Route user intercept surveys took place simultaneously on both occasions. At each time point the counts and surveys took place over two days, one week day and one weekend day. The weather on the days when the counts and surveys took place varied (Table 4.5.1). No incidents were reported by the surveyor on either occasion. The methods are reported in full in Chapter 2.

Table 4.5.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	09-Apr-11	Saturday	Warm and mostly dry all day.
	12-Apr-11	Tuesday	Cold and mostly dry all day.
Follow-up	08-Sept-11	Thursday	Warm but mostly wet throughout the day with three periods of heavy rain. Warm and mostly dry from 4pm onwards
	10-Sept-11	Saturday	Warm and wet to start with but warm and dry from 9.30am onwards. Cool and dry from 6pm-7pm.

4.5.2.1 Route user counts

A. Characteristics of route users

Table 4.5.2 shows the proportion of route users by age category and gender. Adult males represented the highest proportion of those using the route at baseline, whereas at follow-up a slightly higher proportion of children. Older adults accounted for the lowest proportion of route users.

Table 4.5.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up
	%	%
Minor (age 0-15)	26.9	38.3
Adult Male (age 16-59)	43.5	37.0
Adult Female (age 16-59)	22.8	18.2
Older Male (age 60+)	2.6	5.2
Older Female (age 60+)	4.1	1.3

B. Route use

Overall 193 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up, route use decreased by 20% to 154 individuals (Figure 4.5.1). Route use was higher on the weekend day at both time points.

Figure 4.5.2 shows route use for pedestrians only. At baseline 174 pedestrians used the route over the two day survey period; route use by pedestrians also decreased by 20% at follow-up. Pedestrian route use was higher on weekend days than on a week day at both time points.

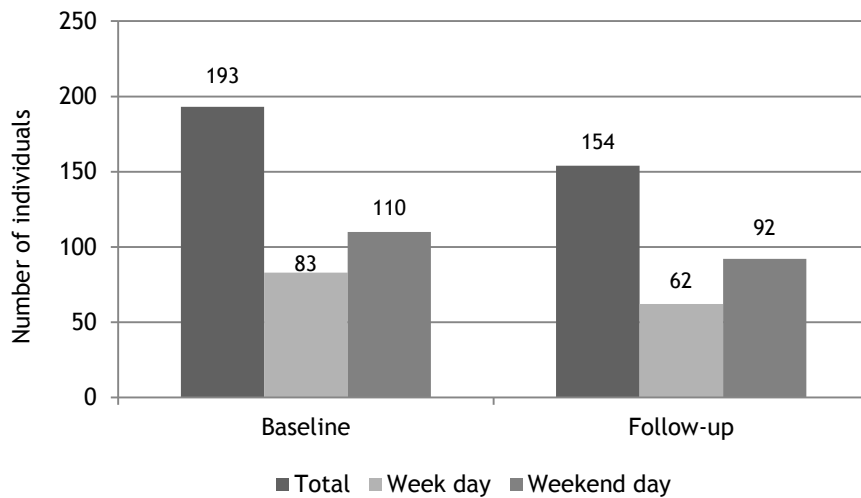


Figure 4.5.1 Number of route users (all modes of travel) at baseline and follow-up

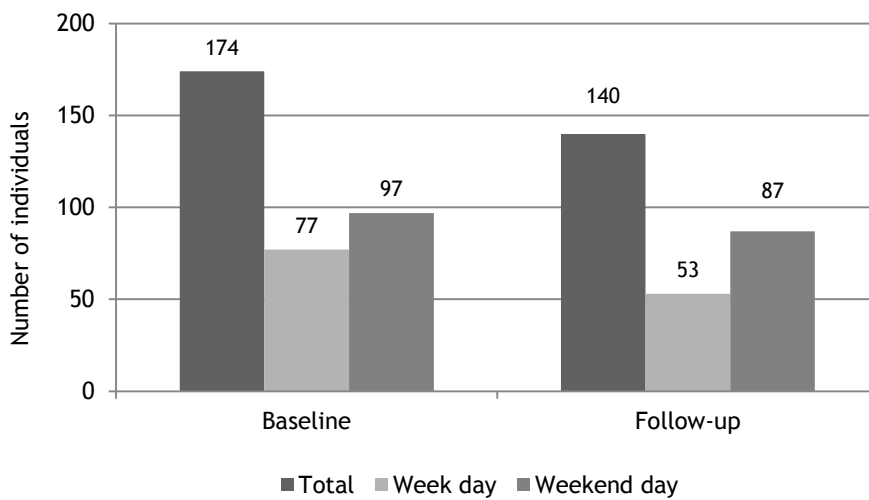


Figure 4.5.2 Number of route users (pedestrians only) at baseline and follow-up

4.5.2.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted twice during the project: baseline and 5 months later (follow-up). Table 4.5.3 shows the number of individuals who completed the survey at each time point, the number of individuals who declined to participate and the most frequently cited reasons for not participating.

Table 4.5.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response rate (%)	Main reasons for declining
Baseline	Saturday 09 April 2011	13	82	14	Refused (37.8%) In a hurry (22.0%) Already interviewed (14.6%)
	Tuesday 12 April 2011				
Follow-up	Thursday 08 Sept 2011	42	42	50	Already interviewed (45.2%) In a hurry (31.0%) Refused (11.9%)
	Saturday 10 Sept 2011				

B. Route user characteristics

The characteristics of respondents surveyed at each time point are shown in Table 4.5.4. At both baseline follow-up, a higher proportion of males than females took part in the survey. The highest proportions of respondents were aged 45-54 at baseline and 35-44 at follow-up. At both measurement points the greatest number of respondents indicated they were in full-time employment and almost all respondents were of white ethnic background. A third of respondents at baseline indicated they were in very good or excellent health (62%); at follow-up this decreased to 52%. At baseline, 31% of respondents were meeting physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week), in contrast at follow-up 45% of route users were meeting recommendations.

Table 4.5.4 Route users survey respondent characteristics

		Baseline	Follow-up
		%	%
Gender	Male	61.5	69.0
	Female	38.5	31.0
Age	16-24	15.4	7.1
	25-34	0.0	26.2
	35-44	23.1	28.6
	45-54	30.8	11.9
	55-64	15.4	9.5
	65+	15.4	16.7
Ethnic group	White	100.0	95.2
Employment status	Employed full-time	38.5	57.1
	Employed part-time	0.0	16.7
	Retired	23.1	14.3
	Other	38.4	11.9
Health Status	Excellent/Very Good	61.5	52.4
Physical activity	Meeting recommendations*	30.8	45.2

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was either dog walking (baseline) or walking (follow-up) (Figure 4.5.3). Most respondents indicated walking or cycling was the only mode of transport used to complete their current journey (92% and 93% at baseline and follow-up, respectively). One respondent at baseline and three respondents at follow-up cited using a form of public transport for part of their journey (bus, train or taxi) in addition to walking (data not shown).

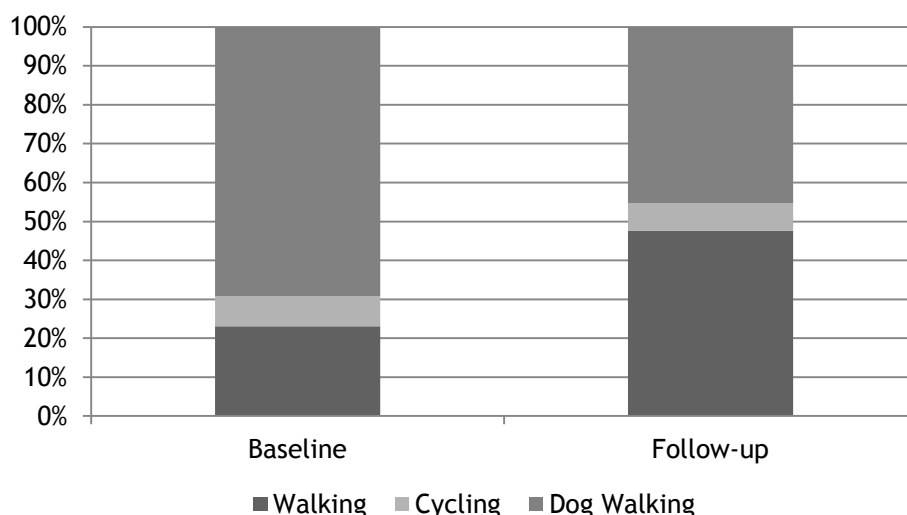


Figure 4.5.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.5.5. Two thirds of respondents were out for a recreational walk or cycle at baseline (62%). At follow-up over half of the respondents were travelling home (57%). Only a small number of respondents were travelling for the work or school commute (<3%).

Table 4.5.5 Journey purpose

	Baseline	Follow-up
	%	%
Home	30.8	57.1
Recreational activity*	61.5	19.0
Work	0.0	2.4
Education	0.0	2.4
Personal business	7.7	11.9
Social / entertainment	0.0	7.1

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration

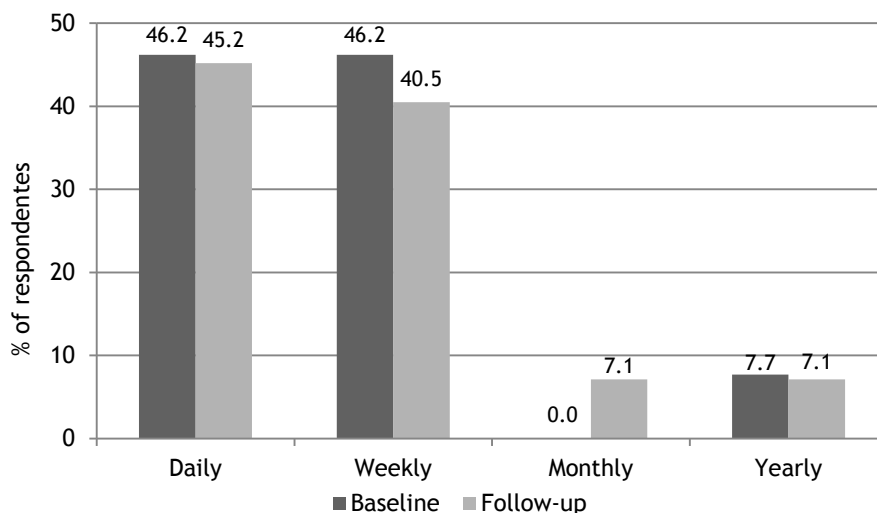
Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). Journey duration decreased between baseline and follow-up for both walking and cycling (Table 4.5.6).

Table 4.5.6 Journey duration on foot / by bike

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	35.0 \pm 22.9	32.2 \pm 29.8
Cycling	180.0 \pm 0.0	33.3 \pm 25.2

Frequency of journey

Respondents were asked how frequently they completed their current journey (Figure 4.5.4). There was no change in the proportion of respondents who made their current trip on a daily basis between baseline and follow-up. There was, however, a slight decrease in the proportion of respondents who used it weekly (46% at baseline and 41% at follow-up) and an increase in monthly use at follow-up. Overall this change in the frequency of route use was not significant.

**Figure 4.5.4** Frequency of route use for current journey by respondents**D. Characteristics of route use***Frequency of route use during the day and night*

Half of the respondents at both survey periods reported using the route on a daily basis during the day time (50% a baseline and 55% at follow-up) (Figure 4.5.5). While there was a slight increase in daily use at follow-up, the proportion of those using the route on a weekly basis decreased. Overall changes in route use during the day time were not significant.

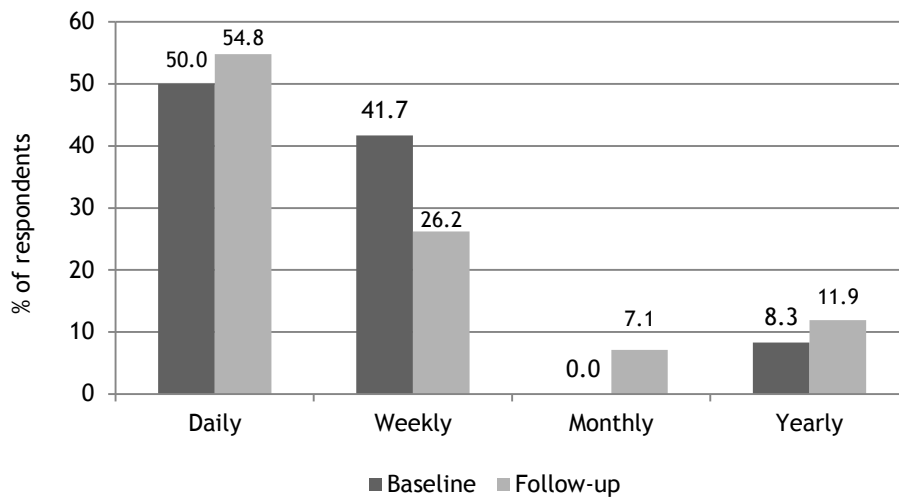


Figure 4.5.5 Proportion of respondents using the route in the daytime

No respondents at baseline reported using the route on a nightly basis, but 50% reported using it on a weekly basis (Figure 4.5.6). In contrast, while 14% at follow-up reported using the route nightly, only 17% reported using it at night on a weekly basis. There was also an increase in the proportion reporting using the route only once a year between baseline and follow-up (40% and 52%, respectively). Changes in night time use were significantly different between the two time points ($p < 0.05$).

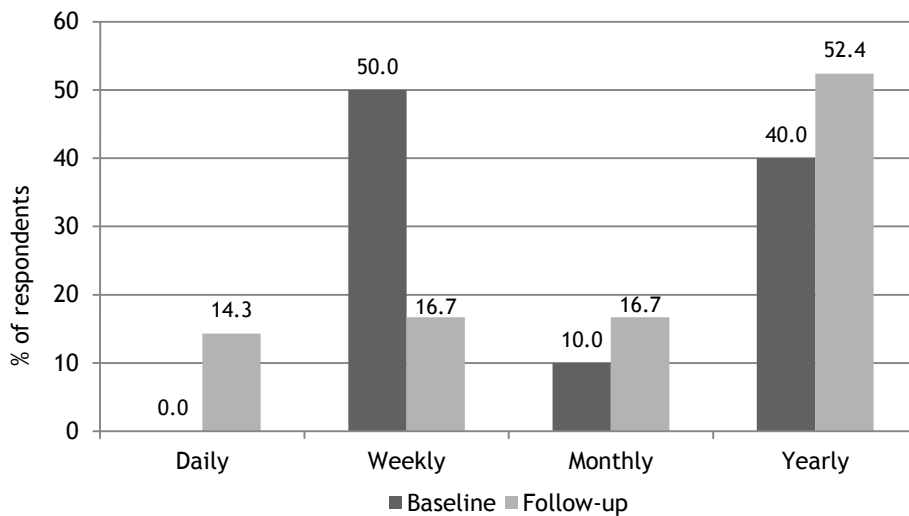


Figure 4.5.6 Proportion of respondents using the route in the night time

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route (Figure 4.5.7). The proportion reporting use on 5-7 days of the last week increased between baseline and follow-up (46% and 52%, respectively). Also, fewer respondents at follow-up reported using the route on 2 days a week or less (39% at baseline and 21% at follow-up). Overall, the changes in route use over the past seven days were not significant.

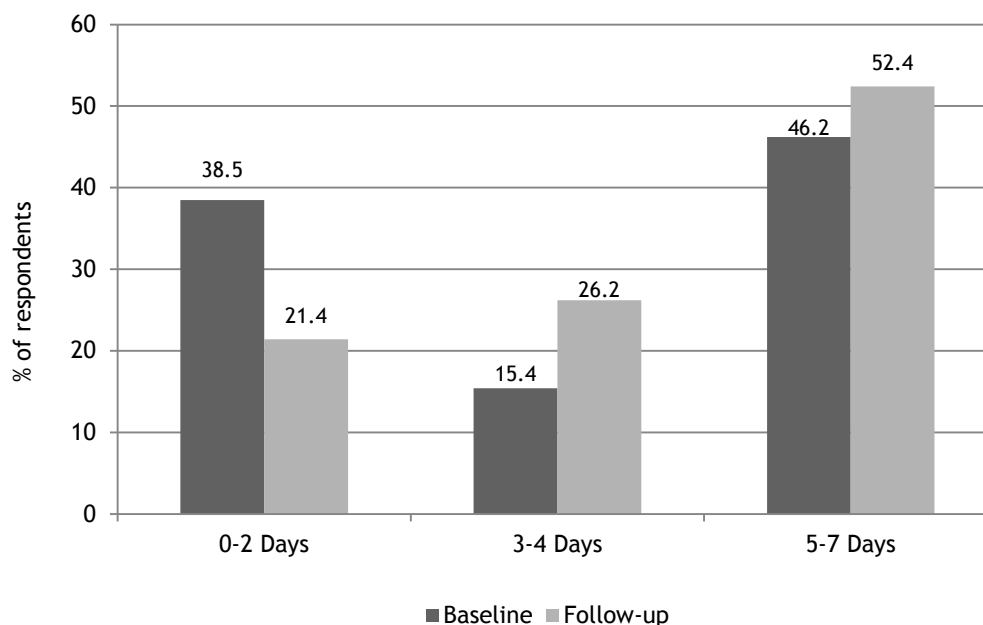


Figure 4.5.7 Route use over the past seven days

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use the particular route for their journey (Table 4.5.7). At baseline all respondents agreed they liked the surroundings on the route and most agreed the route felt safe (92%). Factors influencing respondents' decision changed at follow-up as more respondents thought this route was the most convenient route (88%) and they saved money by using the route (81%). There was a significant decrease in the proportion of respondents agreeing they like the surroundings on the route (60%) but not in route safety.

Table 4.5.7 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
Can go straight to destination	30.8	73.8	#
Best transport option	38.5	66.7	#
Most convenient route	61.5	88.1	#
Save money by using this route	23.1	81.0	#
Like the surroundings on this route	100.0	59.5	#
Route feels safe	92.3	64.3	NS
This is the only exercise I get	23.1	16.7	NS
Using this route adds to the exercise I get	69.2	73.8	NS
Environmental concerns	46.2	26.2	NS

#p<0.01 NS=not significant

When asked about route safety in relation to exposure to other people, exposure to traffic and quality of the surface, at baseline most respondents thought the route safe in these regards (100%, 100% and 92%, respectively). At follow-up, the proportion of respondents agreeing with route safety decreased. A quarter of respondents still thought it safe in regards to exposure to other people and traffic (76% and 74%, respectively), but only 62% considered the surface quality safe. This may have been a result of the wet weather during the second survey period.

Improvements needed to encourage use of route

At baseline and follow-up respondents were asked what specific improvements would help to encourage use of the route. The most frequently cited improvements suggested were clearance of rubbish/glass, clearance of dog mess and improved lighting (Table 4.5.8).

Table 4.5.8 Improvements needed to encourage use of route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	53.8	21.4
Clearance of dog mess	23.1	26.2
Clearance of graffiti	0.0	2.4
Clearer information / signage	7.7	2.4
Improved lighting	38.5	23.8
Resurfacing of path	15.4	0.0
Wider path or pavement	7.7	11.9
Planting of new bulbs	0.0	2.4

Perceived change in route use

Just over two fifths of respondents at follow-up (21%) indicated they had used the route more in the last 3 months. A high proportion (67%) indicated their route use had remained the same, but only 12% of respondents indicated they had used the route less (Figure 4.5.8).

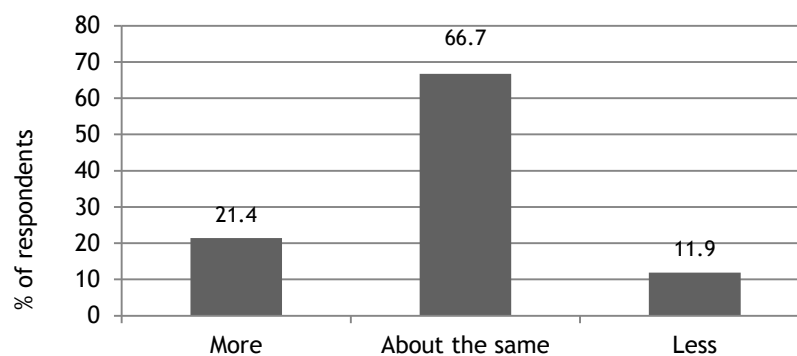


Figure 4.5.8 Perceived change in route use over the last 3 months

E. Project Awareness

Only a small number of respondents were aware of Living Streets (one respondent) or the Fitter for Walking project (two respondents) at both baseline and follow-up. Only three respondents reported being a member of a local community or action group.

When asked about their awareness of improvements on the route, at baseline the only cited improvement was the clearance of rubbish/glass (15%). Almost two thirds of respondents were aware of the new gate (62%), while only a small proportion of respondents were aware other improvements (Table 4.5.9).

Table 4.5.9 Respondents' awareness of improvements to route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	15.4	9.5
Clearance of dog mess	0.0	2.4
Clearance of graffiti	0.0	4.8
Resurfacing of path	0.0	9.5
Removal of overgrown hedges	0.0	2.4
New gate	ND	61.9

ND=No data collected for this question

F. Walking for travel and physical activity

Walking for travel

The proportion of respondents walking for travel on 5-7 days in the past week did not change between baseline and follow-up. Respondents reported walking more frequently at follow-up as the proportion using it on 3-4 days increased by 10%. This change in route use frequency, however, was not significant. While mean minutes of walking undertaken by respondents increased by 109 minutes between baseline and follow-up, this increase was not significant (Table 4.5.10).

Table 4.5.10 Total walking for travel in the past week

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Duration of walking for travel	528.5 \pm 440.1	637.9 \pm 435.2
Frequency of walking for travel	%	%
0-2 days	15.4	7.1
3-4 days	0.0	9.5
5-7 days	84.6	83.3

At baseline respondents most frequently reported walking for journeys to leisure facilities (85%), to the shops (69%) and to visit friends and family (62%) (Figure 4.5.9). At follow-up a higher proportion of respondents indicated they walked for the work commute (48%) and for business-related trips (10%). While half of the respondents still reported walking for journeys to the shops, to leisure facilities and to visit friends and family (55%, 74% and 48%, respectively), all three decreased in comparison to baseline.

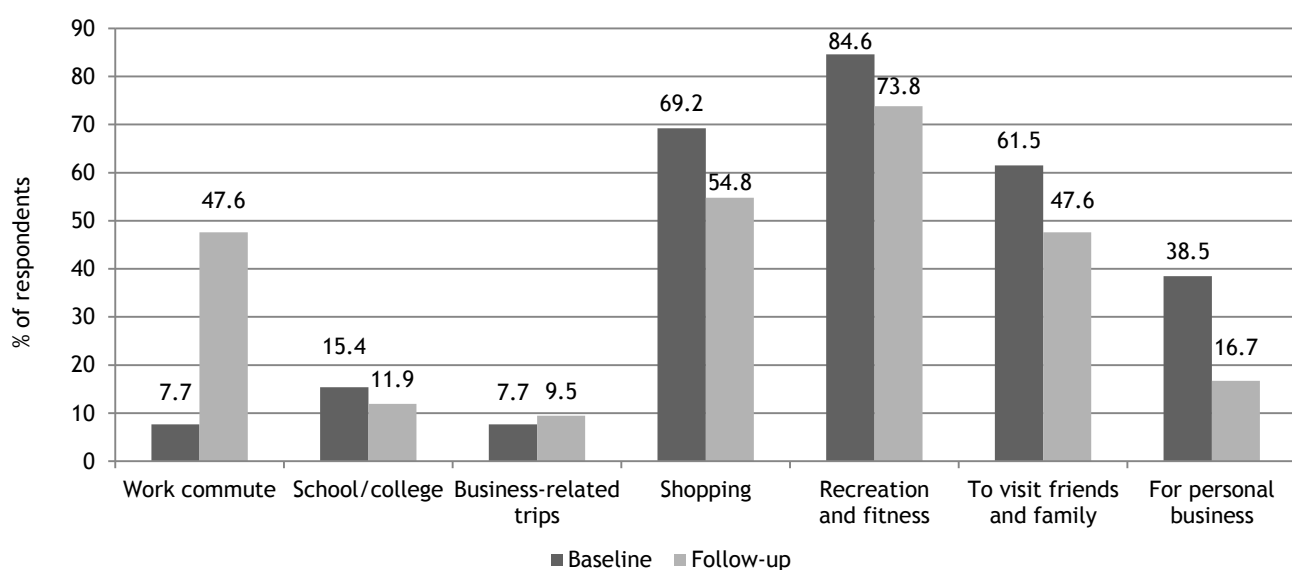


Figure 4.5.9 Types of journeys respondents normally walked for

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline only 39% agreed they intended to and were likely to walk more in the coming year (Table 4.5.11). At follow-up, half of the respondents agreed they intended to walk more, and there was a slight increase in those who thought it likely they would walk more. Overall the changes between baseline and follow-up were not statistically significant.

Table 4.5.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up	Sig.
	% agree/strongly agree	%agree/strongly agree	
I intend to walk more in the next 12 months	38.5	50.0	NS
It is likely that I will walk more in the next 12 months	38.5	40.5	NS

NS= Not significant

Physical activity

There was an increase in the proportion of respondents meeting physical activity recommendation between baseline and follow-up (31% and 45%, respectively). This increase, however, was not significant (Figure 4.5.10).

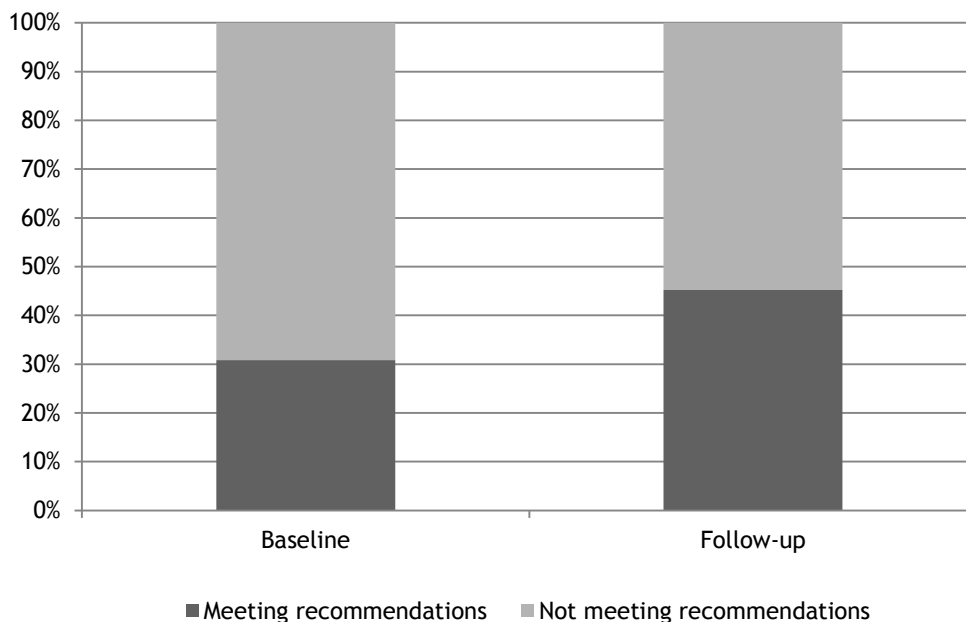


Figure 4.5.10 Proportion of respondents meeting physical activity recommendations

G. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in the neighbourhood in which they lived (Table 4.5.12). At both time points over 50% of respondents agreed there was a sense of community in their neighbourhood. While all respondents at baseline agreed that people were willing to help each other, only 39% agreed people were willing to work together to improve the local area. In contrast, at follow-up, while respondents' perceptions of people's willingness to help each other decreased, more thought people were willing to work together to improve the area (64% and 52%, respectively).

Table 4.5.12 Perceptions of community cohesion

	Baseline	Follow-up
	% agree/strongly agree	% agree/strongly agree
There is a sense of community	69.2	54.8
People are willing to help each other	100.0	64.3
People get along with each other	84.6	64.3
People share the same values	61.5	40.5
People are willing to work together to improve the local area	38.5	52.4

4.6 CASE STUDY F: Weddell Wynd, Wolverhampton

PROJECT SUMMARY

<i>Local Authority:</i>	Wolverhampton
<i>Location:</i>	Weddell Wynd, Wolverhampton
<i>Registered group:</i>	Weddell Wynd Residents
<i>Date of registration:</i>	February 2009
<i>Date of completion:</i>	December 2010



Path entrance after improvements

The primary focus of this project is the Weddell Wynd Linear Path which runs along the boundary between Wolverhampton and Sandwell. The path is a route to Asda, a sports academy and there are links to canals, open green space, a youth club, fishing pool and metro tramline station. Although it was already a well-used path, barriers to walking identified along the path included the condition of path, dog fouling, litter and water pooling on the path.

The Fitter for Walking Award was presented to the Residents' group in May 2011.

Project activities

- Street audit (August 2009)
- Changes made to this route include:
 - Footway maintenance on the linear path, removal of vegetation and encroachment, removal of high kerb, new litter bin (February 2010)
 - Removal of a mound of earth to improve sight lines (June 2010)
 - New benches were installed (October 2010)
- Other project activities have included:
 - Bulb planting (to help hide metal fencing at the back of residents' properties) (December 2009)
 - Led walks
 - Wildlife related activities

Examples of project activities



Kissing gate BEFORE



Kissing gate AFTER



Footpath BEFORE



Footpath AFTER

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts, intercept surveys and residents' surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project co-ordinator was interviewed to ask about the background to the project and their experiences of working with this community.

The project was based around a path that had been neglected for some time and as a result had a number of problems preventing local people from using it.

...issues of fly tipping, the actual state of the path, the grass verges either side of the path had been unattended so what was a four or five foot width path had actually gone down to a foot in some areas with encroachment, dog fouling, issues with a mound visibility, beyond that people's concerns over their safety because you couldn't see around the mound.

Project Co-ordinator, West Midlands

The challenges of the project were confounded by the fact that it was split across two local authorities. The path is on the boundary of Wolverhampton and Sandwell, and at the end of the path there's an open space which is split between the two boroughs. This meant that the co-ordinator had to split time and effort between two authorities. Although there were a number of problems with one of the authorities, these were largely overcome and the co-ordinator was successful in encouraging action from both sides.

Yes, Sandwell have cleared fly tipping, changed the locks on a gate that was allowing unauthorised access for vehicles to actually fly tip on the site. Wolverhampton have cleared the path, the mound, installed a bin that was never there, cut back trees and I've asked them to do that maintenance year on year or so which is a big thing because it adds onto their budget.

Project Co-ordinator, West Midlands

There appears to have been good cooperation between the authorities as a result of the project, with each body taking on its responsibilities (and in some cases, working on each other's areas). Money was a challenge as the area didn't have a specific budget attached to it, so the FFW co-ordinator had to convince both authorities that the potential for walking made this worth the investment.

The other challenge of this project was that there was not a clear residents' association to work with: the co-ordinator had to make links with a number of community members to understand their needs and work with them. But this seemed to work well and added value to the project by adding a legitimate communication route.

I think some residents are quite well known amongst local authorities for kind of calling up and so there is always that, 'they're on the phone again', so the conversation or the outcome's not always successful, whereas we... come in and be that body between the Local Authority and the community, we're independent and we just use our skills for negotiating things better with our partners and relaying things that are achievable.

Project Co-ordinator, West Midlands

The physical works were also supplemented by community action to get people involved in making improvements to the area.

We've done planting with the local residents; we've worked with a primary school to do wildlife planting in an afterschool environmental club.

Project co-ordinator, West Midlands

The group has now received a FFW award to reward their activity and to encourage them to plan for the future.

Community members' views

Community members identified the Weddell Wynd as an area that needed improvement, especially as it had the potential to link together so many different parts of the area.

It's got several exits and entrances, there's like almost a crossroads between the Rocket and the Wednesbury Oak Estate. Children use it for school... its now called RSA Academy. People use it for the Asda, they use it to get to Princes End, they use it to get to the sports unit on the rocky side, so it is a bit of a thoroughfare actually. I suppose it's not in brilliant condition, but it is fairly useful all the same because it's there, and people also use it for keeping horses.

Community member, Weddell Wynd Residents

Although there was not an 'official' community or residents' association, a number of community members came together to help the project co-ordinator think through the plans. They found the street audit extremely helpful in focusing on the area's problems.

I thought [the street audit] was absolutely brilliant. It was so well laid out and so well thought out, I thought it was absolutely brilliant. It was sold to me on my eyes really to how good the organisation is, you know, how thorough they are. You know, wonderful, I'm glad I got involved.

Community member, Weddell Wynd Residents

The community members interviewed were very happy with the improvements to the area and noted a lot more use, especially by school children and parents. The one remaining problem is that one part of the path is very steep and slippery and presents a real problem to some people - especially disabled people or those pushing buggies. The project co-ordinator tried on many occasions to persuade the local authorities to

tackle this but they were unwilling to spend the money to either reduce the gradient or resurface the path; this remains a challenge.

I take two walking sticks if I'm going walking myself to help me up, because you can just imagine, like a mountain, like a big slope, and it's just straight, there's no steps. I managed to get that tarmac put up there because at one point it was just sludge and clay, you know.

Community member, Weddell Wynd Residents

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the project route at baseline (May 2010), 12 months (May 2011), 16 months (September 2011). Route user intercept surveys were conducted simultaneously on the first two of these occasions (May 2010 and May 2011). Counts and surveys were conducted over 2 days on each occasion, one week day and one weekend day for 12 hours on each day. At baseline 35 route users participated in the intercept survey with 17 respondents taking part in the 12 month survey.

In addition a survey was conducted with a small number of residents living within 1 mile of the route. Only 11 residents responded to the survey therefore the results from the residents' surveys should be interpreted with caution due to the low response rates.

Full details of the data collection methods are provided in Chapter 2.

Barriers to walking

At baseline, respondents to the route user survey highlighted a number of improvements that were required to the area to encourage walking on the route including: clearance of rubbish/glass (26%); improved lighting (26%); clearance of dog mess (17%); wider path or pavement (9%) and clearer information/signage (9%). At follow-up the main improvements suggested to encourage use of the route were resurfacing of the path (12%) and removal of overgrown hedges (12%) however no-one mentioned the need for clearance of rubbish/glass or dog mess suggesting that some of the barriers to walking have been removed through the Fitter for Walking project.

Project awareness and participation

At baseline, 17% of respondents had heard of Living Streets and 20% knew of the Fitter for Walking project however at follow-up only one respondent had heard of Living Streets and knew of the project. Almost a third of respondents at follow-up were aware of the removal of overgrown hedges (29%) and 12% though the path was wider.

Some of the respondents to the residents' survey were aware of the clearance of rubbish/glass on the path and thought the path was wider. Two residents were aware of the Fitter for Walking Award presented by Living Streets to the community.

A third of respondents to the residents' survey reported they had personally been involved in community activities to make the neighbourhood safer and a more pleasant place to walk.

Community cohesion

At follow-up route users reported that there was a sense of community (59%) in the neighbourhood where they lived and around three quarters agreed people in their neighbourhood are willing to help each other (77%) and get along with each other (71%). Residents reported people in their neighbourhood being more willing to help each other and more willing to work together than 18 months ago and half of respondents agreed more people stop to talk to each other in the streets.

Walking & route use

Route user counts showed that use of the Weddell Wynd by pedestrians appears to have increased. In September 2011, there were 35% more walkers than at baseline (May 2010). During all survey periods adult males (aged 16-59) accounted for the highest proportion of route users (almost half of route users and baseline and follow-up 1). Children (aged 0-15) accounted for around a quarter of route users during survey periods. Older females were the least frequent users of the route. At baseline route use was higher on a weekend day, however at both follow-ups route use was higher on a week day.

Route user survey data showed that the majority of respondents were using the route to walk their dogs (74% at baseline and 71% at follow-up). Only around 23% of route users were walking for other purposes and no other modes of transport were being used for their journeys. At baseline 80% of respondents were travelling home; 9% were travelling for personal business or shopping and 6% were travelling to get to school or college. At follow-up 53% of respondents were travelling for recreational purposes (for health, fitness or leisure including dog walking) and 41% were travelling home. Respondents mean journey time increased by 4 minutes between baseline and follow-up. There was an 8% increase in route use on a daily basis between baseline and follow-up. At follow-up, respondents agreed that factors influencing their decision to travel actively (walk or cycle) on the route included being able to go straight to their destination (94%); the most convenient route (88%); the best transport option (82%) and having environmental concerns (82%).

Half of respondents to the residents' survey (n=5) agreed they had increased the amount of walking they do for short journeys around their neighbourhood in the last 12-18 months. The main reasons for the change were the cost of public transport going up, changing job, the area feeling safer and to get fitter and healthier.

Residents reported the perceived benefits of using the route to include a decrease in stress, increased physical activity levels and feeling fitter and healthier. Over a third of respondents to the residents' survey agreed they had seen more people walking in their neighbourhood and reported finding new walking routes. A third also reported it was more pleasant to walk around their neighbourhood.

Health and well-being

The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of this evaluation.

Overall comments

This project identified a clear need to remove barriers to walking on the Weddell Wynd linear path. Factors preventing its use included dog fouling, litter and pooling on the path which were successfully addressed as part of the project. In addition, encroaching hedgerows were removed from parts of the path and some of the path was resurfaced. New benches and litter bins were installed on the path and promotional activities such as led walks took place to encourage its use. Both route users and residents were aware of the changes that had been made as part of the project though few had heard of Fitter for Walking or taken part in project activities. Residents appear to have noticed some improvements in community cohesion in the last 12-18 months. This route is popular for recreational purposes (eg, dog walking) as well as being a route to get to local shops, schools etc. and more people appear to be walking along the route following project activities.

RESULTS

4.6.1 Route user perspectives

Route user counts were conducted on three occasions commencing in May 2010 (baseline) and repeated after 12 months (follow-up 1) and 16 months (follow-up 2). Route user intercept surveys took place simultaneously on two of these occasions: baseline and follow-up 1. At each time point, the counts and surveys took place over two days, one week day and one weekend day. The methods are reported in full in Chapter 2.

The weather on the days when the counts and surveys took place usually started out cold/damp but became warm in the afternoon. During follow-up 1 there was also rain on both days, and the weekend day of follow-up 2 had heavy rain in the early evening (Table 4.6.1). Across all three survey periods, no incidents were noted that may have affected route use.

Table 4.6.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	15-May-10	Saturday	Cold and mostly dry all day.
	18-May-10	Tuesday	Cold and mostly dry all day.
Follow-up 1	14-May-11	Saturday	Mixed, cold with some rain until 10.30am, damp/overcast until 2pm then warm but wet until 5pm, remaining wet and cold until 7pm.
	17-May-11	Tuesday	Started cold and mostly dry, from 10.00am-3.30pm it was warm and mostly dry, the weather was then mixed with some rain between 6-7pm.
Follow-up 2[#]	08-Sept-11	Thursday	Damp/overcast to start with, cold and dry until 1400hrs then warm and dry for the rest of the day.
	10-Sept-11	Saturday	Warm and dry for most of the day apart from 9-9.30pm when it was warm, but wet and a period of heavy rain at 5.30pm.

[#]Count only (no survey)

4.6.2.1 Route user counts

A. Characteristics of route users

Table 4.6.2 shows the proportion of route users by age category and gender. Adult males represented the highest proportion of those using the route across all three time points. Older female adults accounted for the lowest proportion of route users.

Table 4.6.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up 1	Follow-up 2
	%	%	%
Minor (age 0-15)	26.3	20.8	27.9
Adult Male (age 16-59)	48.8	47.4	33.3
Adult Female (age 16-59)	22.8	18.8	21.7
Older Male (age 60+)	2.2	12.3	13.3
Older Female (age 60+)	0.3	0.6	3.8

B. Route use

Overall 320 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up 1 route use decreased by 52% however, at follow-up 2, the number of individuals using the route increased by 31% compared to baseline (Figure 4.6.1). Route use was highest on the weekend day at baseline but at both follow-up periods week day use was greatest.

Figure 4.6.2 shows route use for pedestrians only. At baseline 280 pedestrians used the route over the two day survey period. At follow-up 2 the number of pedestrian users increased by 35% compared to baseline.

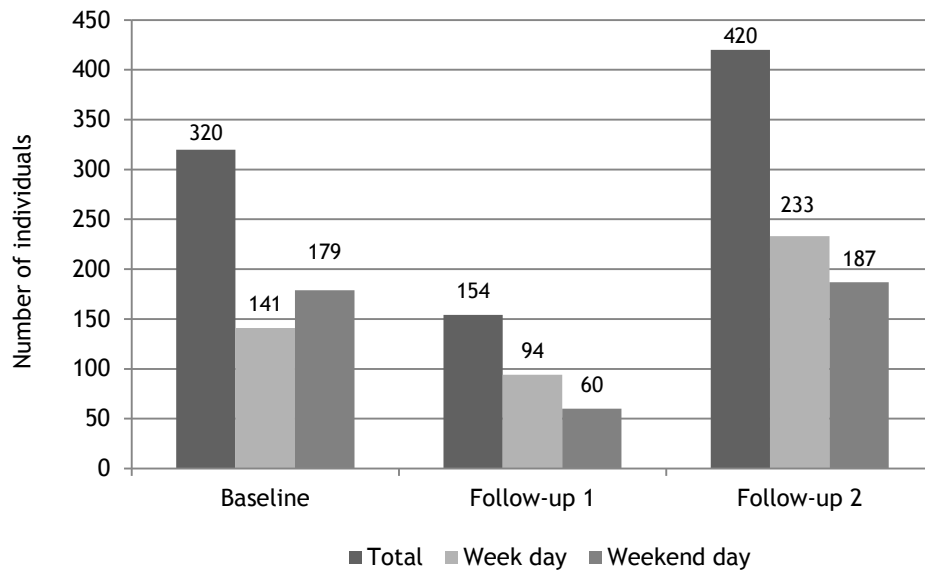


Figure 4.6.1 Number of route users (all modes of travel) at baseline and follow-up

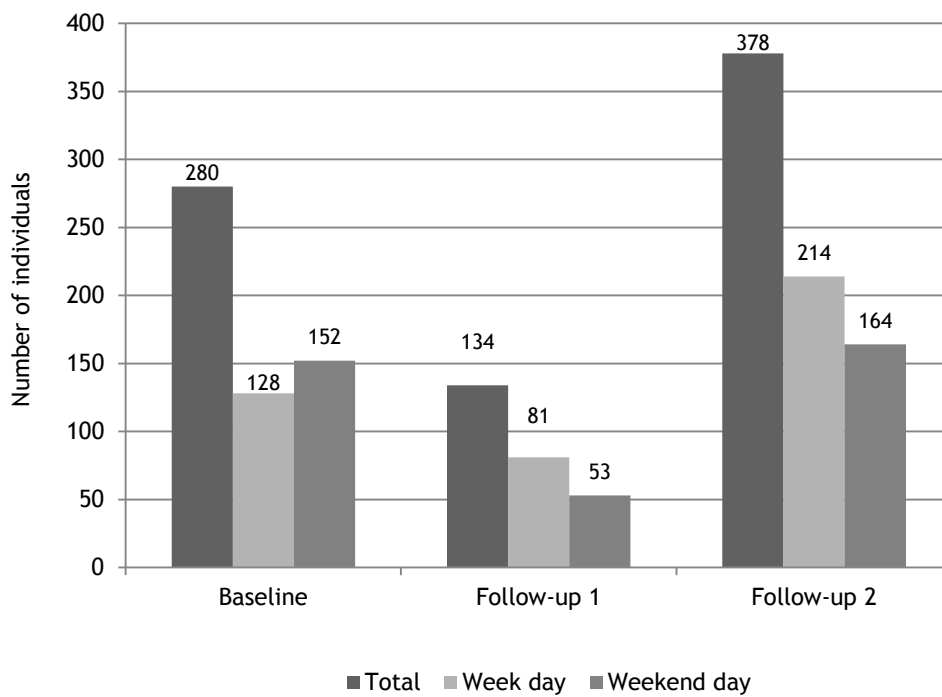


Figure 4.6.2 Number of route users (pedestrians only) at baseline and follow-up

4.6.2.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted on two occasions during the project: baseline and 12 months (follow-up). The response rate to the survey varied between the two data collection periods (Table 4.6.3).

Table 4.6.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response rate (%)	Main reasons for declining
Baseline	Saturday 15 May 2010	35	37	49	Already interviewed (48.6%)
	Tuesday 18 May 2010				Communication difficulties (18.9%) Refused (16.2%)
Follow-up	Saturday 14 May 2011	17	75	18	Refused (42.7%)
	Tuesday 17 May 2011				Communication difficulties (16.0%) Already interviewed (13.3%)

B. Route user characteristics

The characteristics of respondents surveyed at each data collection point are shown in Table 4.6.4. At baseline and both follow-up measurements a higher proportion of males than females took part in the survey. The highest proportions of respondents were aged 45-54 at both baseline and follow-up. All respondents were of white ethnic background, and almost half reported being in full time employment at baseline and follow-up. A high proportion of respondents indicated they were in excellent or good health (60% at baseline and 88% at follow-up), but a low proportion of respondents reported meeting physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week) at both baseline (20%) and follow-up (18%).

Table 4.6.4 Route user respondent characteristics

		Baseline	Follow-up
		%	%
Gender	Male	57.1	58.8
	Female	42.9	41.2
Age	16-24	5.7	17.6
	25-34	8.6	0.0
	35-44	20.0	11.8
	45-54	25.7	35.5
	55-64	17.1	11.8
	65+	22.9	23.5
Ethnic group	White	100.0	100.0
Employment status	Employed full-time	40.0	47.1
	Employed part-time	20.0	11.8
	Retired	28.6	29.4
	Other	11.4	11.7
Health Status	Excellent/Very good	60.0	88.2
Physical activity	Meeting recommendations*	20.0	17.7

*measured using the single-item physical activity questionnaire (Milton *et al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was dog walking (74% at baseline and 71% at follow-up) whereas only around 23% were walking for other purposes (Figure 4.6.3). At follow-up, one respondent noted they had been horse riding (6%) whilst all other respondents at both baseline and follow-up indicated that walking or cycling was the only mode of transport used to complete their current journey.

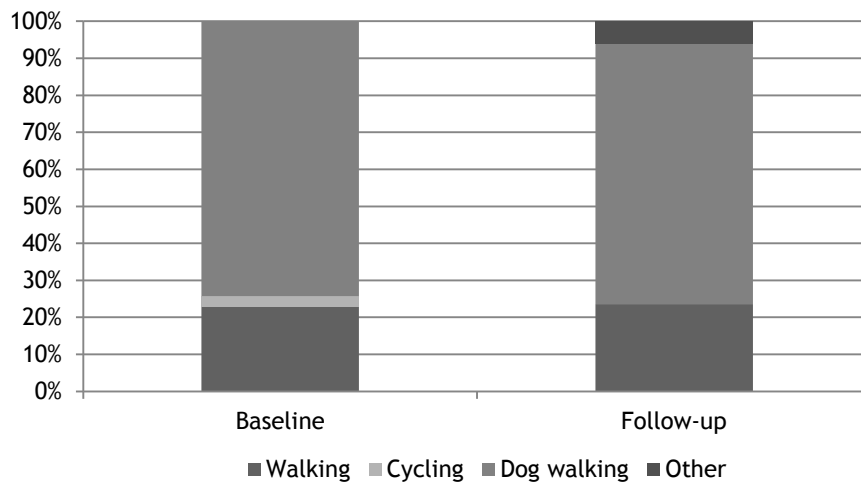


Figure 4.6.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.6.5. The highest proportion of respondents were travelling home at baseline (80%). Similarly, at follow-up most respondents were either travelling home (41%) or out for a recreational walk (53%). No respondents were travelling in the course of work or to a recreation/sports centre or facilities.

Table 4.6.5 Journey purpose

	Baseline	Follow-up
	%	%
Home	80.0	41.2
Recreational activity*	2.9	52.9
Work	0.0	5.9
Education	5.7	0.0
Personal business / shopping	8.6	0.0
Social / entertainment	2.9	0.0

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration

Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). The duration of the walking journeys increased significantly between baseline and follow-up ($p < 0.05$) (Table 4.6.6).

Table 4.6.6 Journey duration on foot

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	17.5 \pm 17.9	21.3 \pm 10.3

Frequency of journey

Respondents were asked how frequently they completed their current journey. At baseline, most respondents indicated they made this journey on a daily basis or multiple times throughout the week (63% and 34%, respectively). Use of the route on a daily basis increased by 8% between baseline and follow-up however weekly use declined by 11%. Only a small proportion indicated they complete their current journey only on a monthly (6% at follow-up) or yearly (3% at baseline) basis (Figure 4.6.4). The changes in journey frequency between baseline and follow-up were not significant.

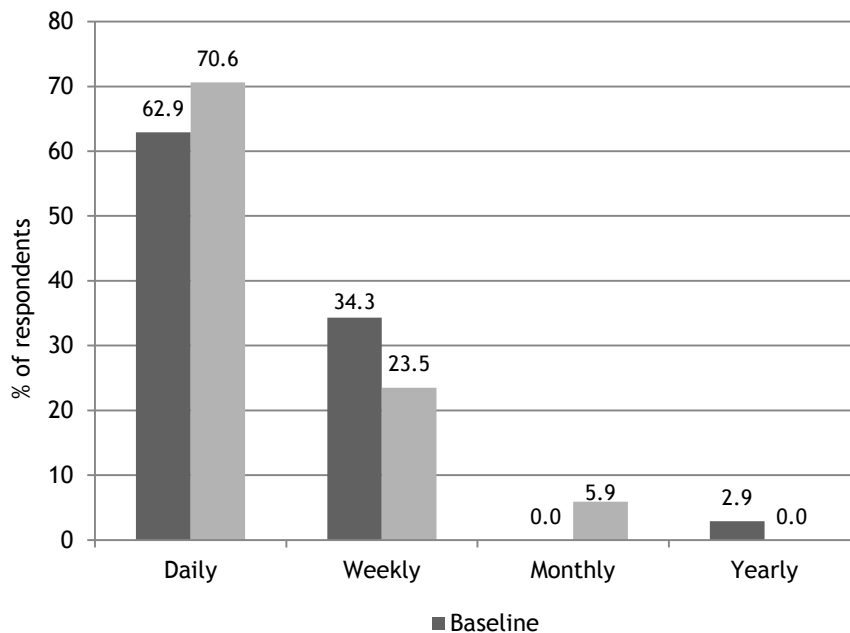


Figure 4.6.4 Frequency of route use for current journey by respondents

D. Characteristics of route use

Frequency of route use during the day and night

Data concerning daytime and night time use of the route was only collected at baseline for this project. Over two thirds of respondents reported using this route on a daily basis (68%), while only a very small proportion (6%) reported using the route at this frequency at night time. Most respondents indicated they rarely used the route at night time (83%) (Figure 4.6.5).

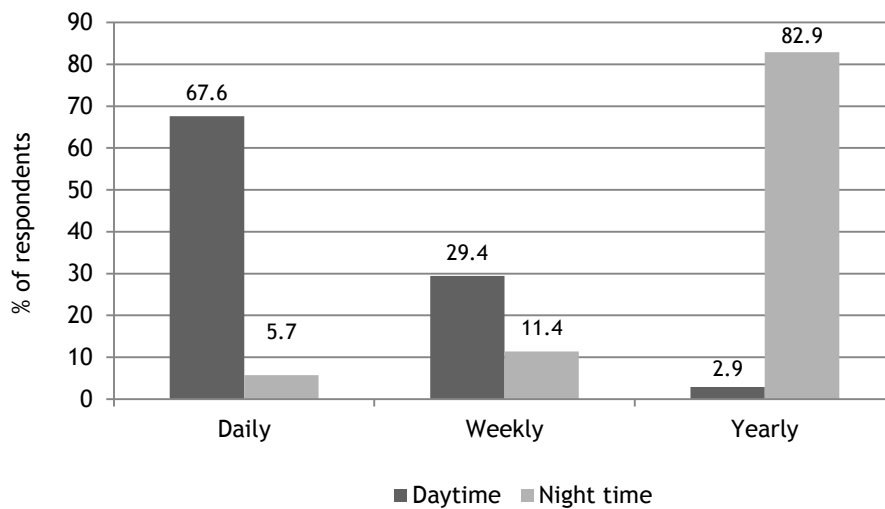


Figure 4.6.5 Proportion of respondents using the route at day and night times

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route. This data was only collected at baseline for this project. The highest proportion of respondents reported using this route on 5-7 days over the past week (60%). A quarter of respondents reported they used the route 3-4 of the past seven days, and only 14% reported using it less frequently (data not shown).

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use an active mode of travel on the particular route for their journey (Table 4.6.7). At baseline a high proportion of respondents agreed that it was the most convenient route (91%); the best transport option (90%); they liked the surroundings on the route (86%) and the route feels safe (79%). There was also agreement with these factors at follow-up and in addition a high proportion of respondents agreed they could go straight to their destination (94%); they had environmental concerns (82%); it was the only exercise they got (77%); they saved money by using the route (71%) and using the route adds to their exercise (71%).

Questions regarding respondents' perceptions of route safety in relation to exposure to other people, exposure to traffic and quality of the surface were only asked at baseline. Almost all respondents (97%) thought the route was safe in regards to exposure to other people. Similarly, 77% reported they thought path's surface quality was safe. Only 9% reported the route felt safe in regards to exposure to traffic (data not shown).

Table 4.6.7 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
Can go straight to destination	45.2	94.1	*
Best transport option	90.3	82.4	NS
Most convenient route	91.2	88.2	NS
Save money by using this route	22.6	70.6	*
Like the surroundings on this route	85.7	76.5	#
Route feels safe	79.4	82.4	NS
This is the only exercise I get	54.3	76.5	*
Using this route adds to the exercise I get	48.6	70.6	*
Environmental concerns	22.9	82.4	*

* $p < 0.05$ # $p < 0.01$ NS=not significant

Improvements needed to encourage use of route

At baseline and follow-up respondents were asked what specific improvements would help to encourage use of the route. The most frequently cited improvements suggested at baseline were clearance of rubbish/glass (26%), improved lighting (26%) and clearance of dog mess (17%), whereas at follow-up, clearance of rubbish/glass (12%) and removal of overgrown hedges (12%) were identified as the most necessary improvements needed to encourage use (Table 4.6.8).

Table 4.6.8 Improvements needed to encourage use of route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/glass	25.7	11.8
Clearance of dog mess	17.1	0.0
Clearance of graffiti	2.9	0.0
Clearer information/signage	8.6	0.0
Improved lighting	25.7	5.9
Resurfacing of path	0.0	5.9
Wider path or pavement	8.6	5.9
Removal of overgrown hedges	5.7	11.8
Dropped kerbs installed	2.9	0.0
Planting of new bulbs	2.9	0.0

Perceived change in route use

It is not possible to report on perceived change in route use for this project as this question was not answered by respondents at follow-up.

E. Project Awareness

At baseline, 17% of respondents reported they had heard of Living Streets and 20% knew of the FFW project. At follow-up only one respondent indicated they had heard of the Living Streets (6%) and one respondent knew of the project (6%). Membership of a local residents or community action group was also low at both survey points (6% at both baseline and follow-up).

When asked about their awareness of improvements on the route, at both baseline and follow-up the highest proportion of respondents noted overgrown hedges had been removed (51% at baseline and 29% at follow-up). A third of respondents were also aware of the installation of new benches (35%). Less than 10% were aware of any clean-up of rubbish/glass and two respondents thought the path/pavement was wider (Table 4.6.9).

Table 4.6.9 Respondents' awareness of improvements to route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	8.6	5.9
Clearance of graffiti	0.0	5.9
Clearer information / signage	0.0	5.9
Resurfacing of path	0.0	5.9
Wider path or pavement	5.7	11.8
Removal of overgrown hedges	51.4	29.4
New seating	ND	35.2
New waste bins	ND	11.7

ND= no data collected

F. Walking for travel and physical activity

Walking for travel

A higher proportion of respondents walked for travel on 5-7 days of the week at follow-up compared to baseline. Decreases were seen in both those reporting 3-4 days and 2 or less days of walking for travel over the past week at follow-up. Changes in walking for travel over the past week between baseline and follow-up were significant ($p < 0.05$). Mean minutes of walking for travel in the past week was significantly higher for respondents at follow-up than at baseline (Table 4.6.10).

Table 4.6.10 Total walking for travel in the past week

	Baseline	Follow-up
	Mean minutes ±SD	Mean minutes ±SD
Duration of walking for travel	151.3 ±186.3	667.1 ±371.6 [#]
Frequency of walking for travel	%	%
0-2 days	40.0	5.9
3-4 days	20.0	17.6
5-7 days	40.0	76.5

#p<0.01

At baseline respondents most frequently reported walking for journeys to the shops (60%), to visit friends and family (29%) and to get to leisure facilities (29%) (Figure 4.6.9). At follow-up a much higher proportion of respondents indicated they walked to get to leisure facilities (77%) but fewer reported walking to the shops (12%). There was little or no change in the proportion of individuals walking for the work commute (17% at baseline and 18% at follow-up) and for personal business or shopping (14% at baseline and 12% at follow-up).

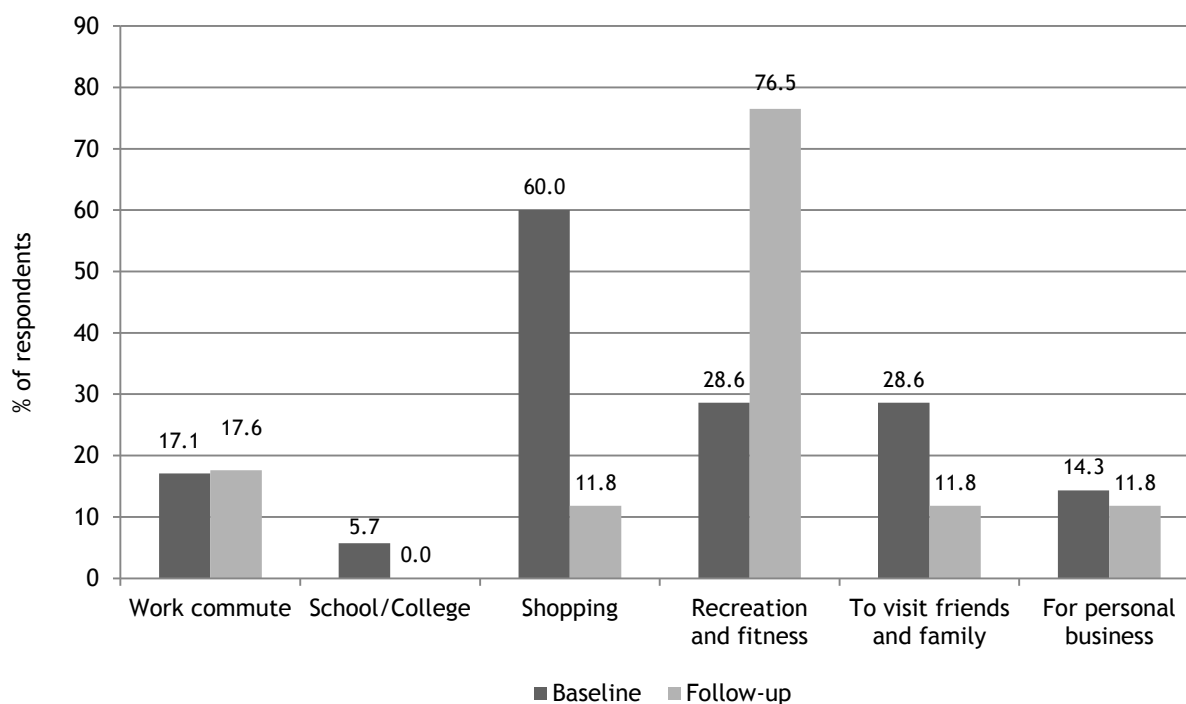


Figure 4.6.9 Types of journeys respondents normally walked for

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline almost half of respondents (46%) agreed they intended to walk more in the coming year, but only 18% agreed they were likely to (Table

4.6.11). The proportion agreeing they intended to walk more or were likely to walk more decreased at follow-up. Overall, the changes between baseline and follow-up were statistically significant.

Table 4.6.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
I intend to walk more in the next 12 months	45.7	17.6	*
It is likely that I will walk more in the next 12 months	51.4	0.0	*

*p<0.05 #p<0.01

Physical activity

There was no significant change in the proportion of respondents meeting physical activity recommendations between baseline and follow-up. At baseline only 20% of respondents reported taking part in at least 30 minutes of moderate physical activity for five or more days in the past week. Similarly, at follow-up only 18% were meeting physical activity recommendations (Figure 4.6.10).

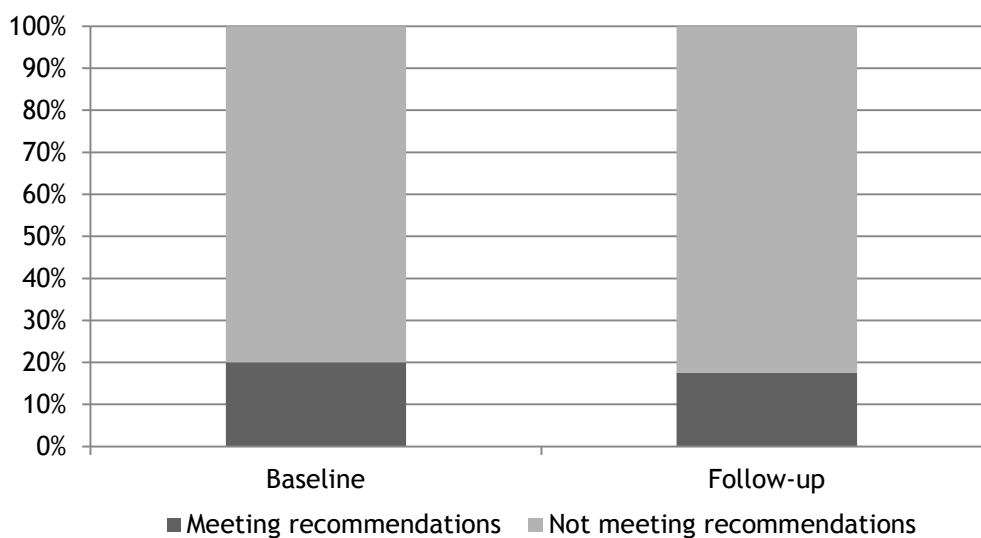


Figure 4.6.10 Proportion of respondents meeting physical activity recommendations

G. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in the neighbourhood where they lived (Table 4.6.12). Over half of respondents agreed there is a sense of community in their neighbourhood (59%). About three quarters of respondents also agreed people in their neighbourhood are willing to help each other and people in their neighbourhood get along with each other (77% and 71%, respectively).

Table 4.6.12 Perceptions of community cohesion*

	Follow-up
	% agree/strongly agree
There is a sense of community	58.8
People are willing to help each other	76.5
People get along with each other	70.6
People share the same values	23.5
People are willing to work together to improve the local area	41.2

*these questions were not asked at baseline for this project

4.6.3.1 Residents' survey

Surveys were distributed to 200 households situated within a one mile radius of the route where the FFW project activities took place. An adult member of the household was asked to complete and return the survey. A total of 11 surveys were returned, all respondents completing the paper version of the survey, giving a response rate of 6%. The key findings from the survey are outlined below however these should be interpreted with caution given the low response rate.

A. Respondent characteristics

The key characteristics of respondents are reported in Table 4.6.13. Of those who returned the surveys, a higher proportion were female (82%), and the mean age of respondents was 61 years. All respondents were white (100%), and only 18% had no formal qualifications. Almost two-thirds of respondents (64%) reported their health to be excellent or good, and 36% were meeting physical activity recommendations (participating in 30 minutes of moderate intensity physical activity on five or more days of the week). All household had access to a vehicle, with 46% having two or more vehicles available for household use.

Table 4.6.13 Respondent Characteristics

		%
Sex	Male	18.2
	Female	81.8
Ethnic group	White	100.0
	Other	0.0
Education qualifications	Degree	9.1
	A level/BTEC Higher	27.3
	GCSE/BTEC National	36.4
	No formal qualifications	18.2
Number of vehicles in household	0	0.0
	1	54.5
	≥2	45.5
Health status	Excellent/Good	63.6
Physical activity	Meeting recommendations*	36.4
		Mean ±SD
Age	Mean age (years ±SD)	61.2 ±12.2
BMI	Mean BMI (kg/m ² ±SD)	26.1 ±3.4

*measured using the single-item physical activity questionnaire (Milton *et al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

B. Residents' travel behaviour

Respondents were asked to identify which modes of travel they usually used when travelling for short journeys in their neighbourhood. While walking was the most frequently reported mode of travel (n=9, 82%), over half of the respondents also drove their cars (n=6, 55%) (Figure 4.6.11). Buses were the only form of public transport used (n=2, 18%), and no respondents cycled or used the car as a passenger for short trips.

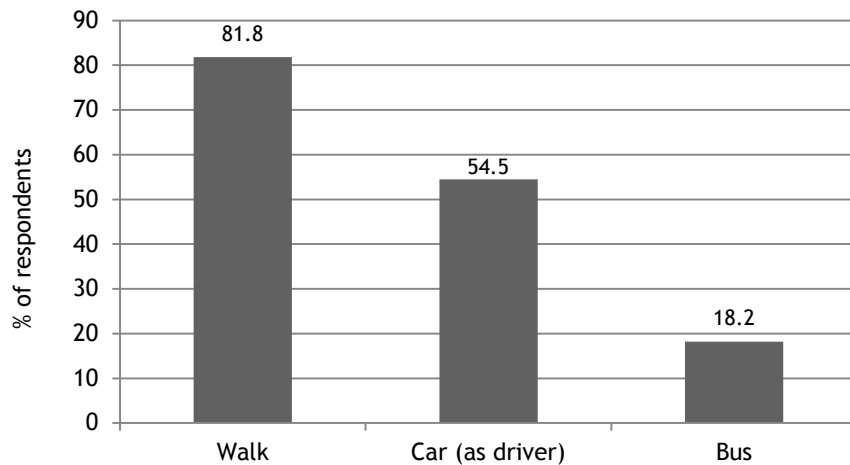


Figure 4.6.11 Mode of transport respondents usually use for short journeys

When asked about changes in travel mode for short journeys in the neighbourhood over the last 18 months, 20% of respondents (n=2) agreed they had made no change to the way they travel. Half of the respondents agreed they had increased the amount of walking they do around their neighbourhood (n=5, 50%), and a third of respondents agreed they use the bus more (n=3, 33%). One respondent (12.5%) indicated increased car use in the past 18 months for short journeys. No one reported an increase in train usage or cycling for short journeys. The main reasons for changing mode of travel included the rising cost of petrol (n=2, 18%) and to get fitter and healthier (n=2, 18%) (Table 4.6.14).

Table 4.6.14 Reasons for changes in travel behaviour by travel mode

	Walk	Car (as driver)	Bus
	n	n	n
Agree/strongly agree to increased use of mode in the last 18 months	5	1	3
Reason for change in mode:			
Cost of petrol has gone up	0	0	1
Cost of public transport has gone up	1	1	0
Change of job	1	1	0
Change of income	0	0	1
It feels safer	1	1	0
To get fitter and healthier	1	0	0

C. Residents' route use

The highest proportion of respondents reported only using the route once a week (n=3, 33%) with 22% (n=2) using it only twice a week. In contrast, a fifth of respondents reported using the route on eight or more occasions (n=2, 22%) with the remaining respondents using it seven or five times a week (n=1, 11% each) (data not shown).

Respondents were asked to rate their current route use in comparison to 18 months ago. Most respondents indicated they did not use the route except for recreation, health or fitness purposes. Over half of the respondents (n=5) reported they used the route more for recreation or fitness compared to 18 months ago. In contrast, two respondents (22%) used the route less for recreation or fitness and one respondent (13%) used the route less for the work commute (Figure 4.6.12). No one reported using the route for business related trips, the journey to school or college or for personal business.

When respondents were asked about the benefits from using the route, 46% (n=5) reported they felt less stressed. Over a quarter of respondents reported their physical activity levels had increased (n=3, 27%) and they felt fitter (n=2, 27%), with a further third reporting they also felt healthier since starting to use the route (n=4, 36%). No one indicated they saved money or visited local shops more by using the route (Figure 4.6.13).

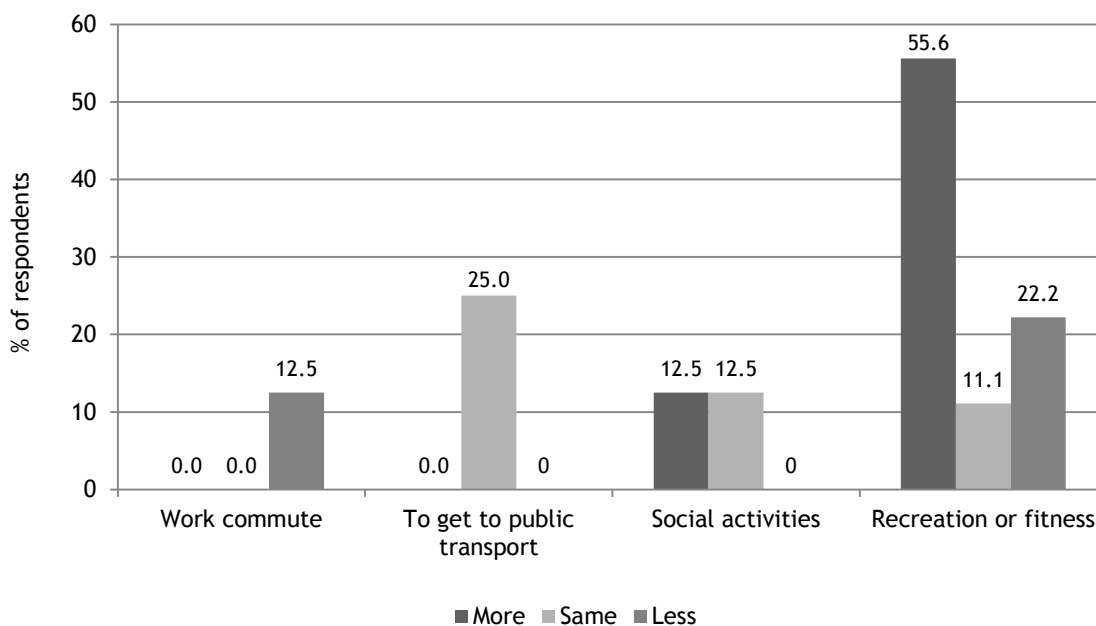


Figure 4.6.12 Route use compared to 18 months ago by journey purpose

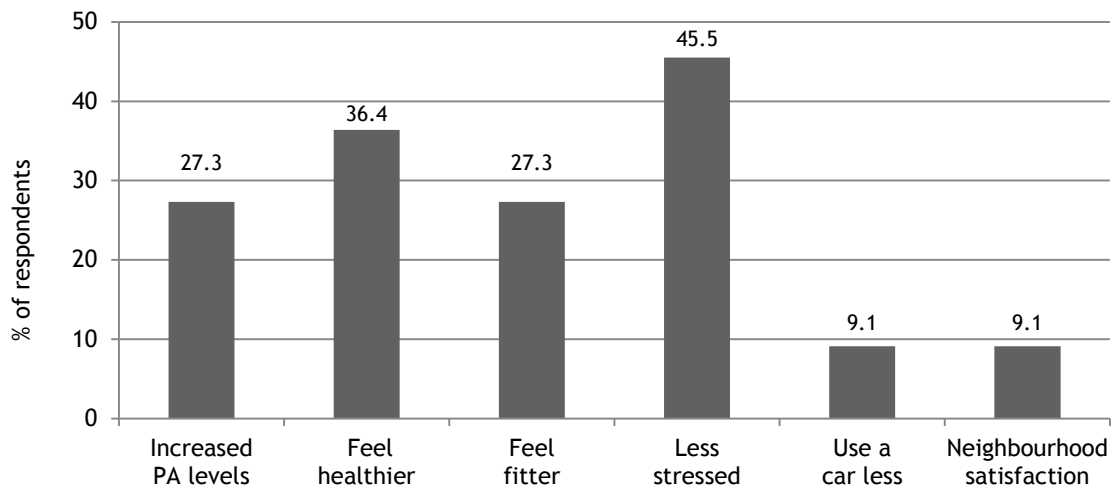


Figure 4.6.13 Perceived benefits of route use

D. Perceived changes in the community

Respondents were asked to what extent they agreed with a set of statements relating to walking in their neighbourhood over the last 18 months. Over a third of respondents agreed they had seen more people walking around their neighbourhood (n=3, 38%). A further third indicated they had found new walking routes (n=3, 33%), and 25% (n=2) reported discovering new places to walk to. While no respondents agreed that the neighbourhood felt safer, 30% (n=3) did agree that it was more pleasant to walk around their neighbourhood.

When asked about community involvement to help make the neighbourhood safer and more attractive place to walk, a third of respondent (n=3, 33%) indicated they had personally been involved in community activities and a quarter of respondents (n=2, 25%) believed other members of the community had been involved in activities. Similarly, a quarter of respondents thought residents were more willing to help each other (n=2, 25%) and more willing to work together (n=2, 20%). While only one respondent (n=1, 13%) thought there was an increased sense of community, 50% thought more residents were stopping to talk to each other in the streets.

E. Project awareness and participation

Respondents were asked what specific improvements or changes they have noticed along the project route in the last 18 months. The largest number of respondents were aware of the clearance of rubbish/glass (n=5) and widening of the path (n=5) (Figure 4.6.14). A third of respondents indicated they were aware of Living Streets and had heard of the FFW project (n=3, 33% and n=3, 38%, respectively). A quarter of respondents were aware of the award presented by Living Streets for efforts to improve the community walking environment and get people walking (n=2, 25%).

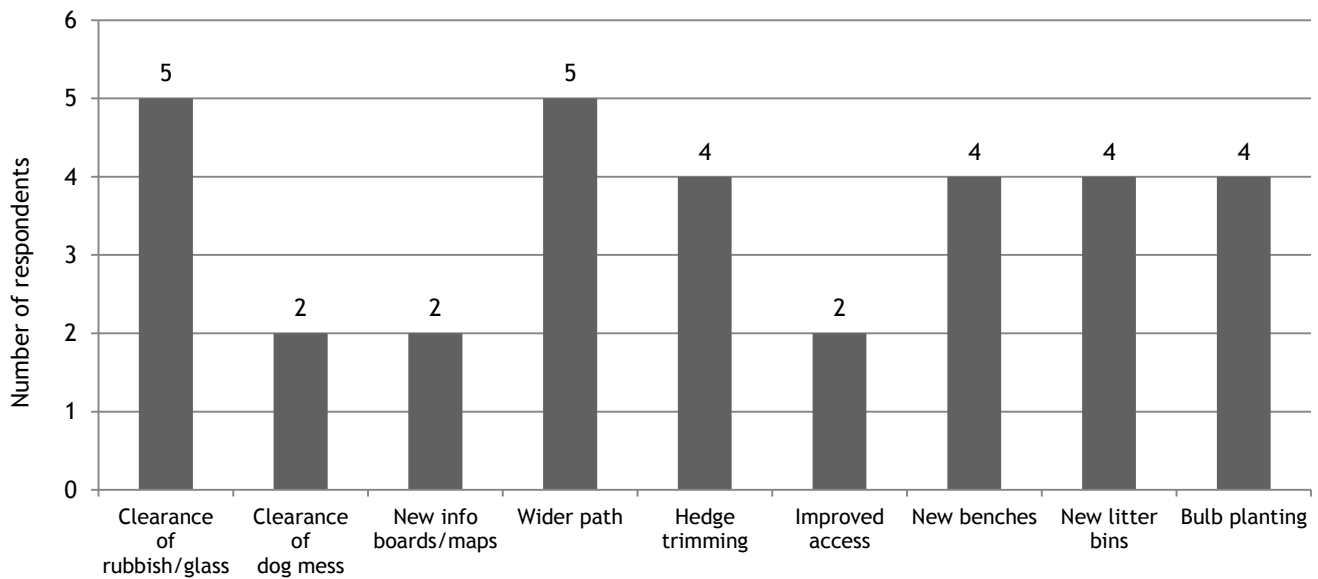


Figure 4.6.14 Number of participants aware of project activities and improvements

Survey respondents reported little participation in the FFW activities. The activities respondents did participate in are listed in Table 4.6.15, along with the number of respondents who were involved in each activity.

Table 4.6.15 Fitter for Walking activities

	Number of respondents
Street audit	1
Made a walking pledge	2
Helped plant bulbs	2

Finally, while no respondents indicated they would be willing to donate financially to help improve the walking environment or provide walking focused activities, such as street audits, led walks and street parties, three individuals indicated they would be willing to donate an hour or two a week to help with such activities.

4.7 CASE STUDY G: Cliff Hills, Rotherham

PROJECT SUMMARY

<i>Local Authority:</i>	Rotherham
<i>Location:</i>	Cliff Hills, Maltby, Rotherham, Yorkshire
<i>Registered group:</i>	Cliff Hills Community Action Group
<i>Date of registration:</i>	October 2008
<i>Date of completion:</i>	Expected November 2011



Street audit, October 2008

The main concern of the registered group was around safety in crossing Addison Road to the shops on Laburnum Parade, particularly for the elderly and children from local special schools. The group wished to improve crossing points and extend existing paths on the green in front of the shops. This had the potential to benefit all residents in the Cliff Hills area but particularly those living on the opposite side of Addison Road to where the shops are. Plans were developed to install a dropped kerb crossing point and extend and improve the path around a small green space in front of the shops. The work was delayed on several occasions but was finally completed in June 2011. Additional FFW activities took place on Addison Road in November 2011 including bulb planting by school children from Maltby Redwood Junior and Infant School and presentation of the Fitter for Walking Neighbourhood Award by the Mayor and Mayoress of Rotherham to Cliff Hills Community Action Group.

Project activities

- Street audit (November 2008)
- Changes made to this route include:
 - Installation of dropped kerb crossing points
 - Extension of the path around a small green space in front of the shops (June 2011)
- Other project activities have included:
 - School assembly at local primary school to raise awareness of improvements and promote walking (September 2011)
 - Bulb planting with local school and day centre (October/November 2011)

Examples of project activities



Green space in front of Laburnum Parade shops before the improvements



New dropped kerb and path in front of the Spar around green space at Laburnum Parade shops



New dropped kerb crossing on Addison Road

SUMMARY OF RESULTS

The project co-ordinator's and community members' views of this project are presented below. A summary of the findings from the route user counts, intercept surveys and residents' surveys are also reported below, followed by a detailed breakdown of results.

Project Co-ordinator's views

The project began after the project co-ordinator was introduced to the Cliff Hills Community Group. They had already identified a number of problems with the walking environment.

In the Cliff Hills area there's a kind of arcade of shops and in front of the shops there's a green space, but the routes to and from those shops were kind of very indistinct and very poor, and people that would walk towards the shops had to cross to this green space, or they had to walk in the road to actually get to the shops; the paths didn't exist; there was no crossing points either, so I could see that there was a need to kind of improve accessibility to these shops and services.

Project Co-ordinator, Yorkshire.

These were subsequently endorsed in a very well attended community street audit that made some clear recommendations: for crossings; extending the paths along the green space; and tackling pavement parking.

For the project co-ordinator, this project represented an important step as it was one of the first community groups he worked with as part of FFW so was a chance to establish working methods and relationships with the LA. The results of this initial audit were submitted to the LA contact, who confirmed that this was exactly the sort of report and interaction they were expecting from the project. This helped to get the project going quickly.

Progress was slow after this initial enthusiasm however, mainly due to finding the funds for the work and making sure that the works teams were available.

But it has taken quite a long time because it's had to go through design and consultation and through, you know, kind of Council cabinet meetings and things like that and it had to be redrawn and resubmitted, and passed again through cabinet and that kind of thing and it all takes time to do that.

Project Co-ordinator, Yorkshire

However, after 2-3 years there were some significant improvements made, including dropped kerbs; new pathways around the green space; bollards to stop pavement parking; and extra resurfacing. In total around £50,000 was spent on the project. To launch the project and raise awareness, the co-ordinator organized the local school to plant bulbs in the middle of the green, and organised the presentation of the FFW award by the local mayor.

The approach to the project seems to have been appreciated by the LA key contact, who has said that no-one in the LA really works in this manner, taking time to consult with the community in detail.

I'm sure they've got, you know, their neighbourhood teams and that that go out and do a bit of kind of public... face-to-face stuff and walking the streets, estate walks where they're meeting residents, but there's kind of no-one really doing what we're doing, to the level that we're doing that in terms of engagement and communication and bringing aspects of the community together, bringing services together.

Project Co-ordinator, Yorkshire

Community members' views

The community members interviewed for the project were very happy with the progress that had been made, although they were at pains to point out that it took a great deal of work and coordination.

Oh yes, yes, [co-ordinator] did a lot of work for us, he came to us Saturday morning meetings and he pressurised the Councillors and the people that he worked for at Rotherham and...he got involved... we have a Maltby newspaper and we arranged for them to come down and take photos of the area, you know before it were done... we got a good feedback from them so that pushed it along a little bit.

Community member, Cliff Hills

The main challenge was the amount of time it took, due to the long negotiations with the council, but despite that the community members appreciated the changes and the improved safety in the area.

There's a lot of people commented about it and it's much safer now because there's four or five schools all in the vicinity, you know, and people, young people with pushchairs and old people getting off of busses from shopping and going to shopping, they don't have to walk on these busy roads now.

Community member, Cliff Hills

Route user counts, route user surveys and residents' surveys

Route user counts were conducted on the route at baseline (July 2010), 12 months (July 2011) and 14 months (September 2011). Route user intercept surveys were conducted simultaneously with the counts on the first two of these occasions (July 2010 and July 2011). Counts and surveys were conducted over two days on each occasion, one week day and one weekend day for 12 hours on each day. At baseline 90 route users participated in the intercept survey with 100 respondents at the 12 month survey.

In addition a survey was conducted with a small number of residents living within one mile of the route. Only 10 residents responded to the survey therefore the results from the residents' survey should be interpreted with caution due to the low response rates.

Full methods are reported in Chapter 2.

Barriers to walking

At baseline respondents to the route user survey highlighted a number of improvements that were required to the area to encourage walking on the route including: improved crossings (38%), traffic calming (23%), 20mph speed limit (22%), clearance of rubbish/glass (20%), clearance of graffiti (20%) and dropped kerbs (18%). At follow-up, after the project improvements had been made, there was a reduction in the proportion of respondents reporting that improvements were needed to address these issues suggesting that some of the barriers to walking in the area have been removed through the FFW project.

Project awareness and participation

Few route users had heard of Living Streets ($\leq 2\%$ at baseline and follow-up) and only a small proportion had heard of the Fitter for Walking project (8% at baseline and 7% at follow-up). Respondents reported being aware of the following improvements that had been made to the area: resurfacing of pavement (38%), installation of dropped kerbs (16%) and widening of pavements (12%).

Almost all respondents to the residents' survey were aware of the path resurfacing and new dropped kerbs which had been installed in the project area, and half were aware of a wider pavement. Survey respondents did not report any participation in FFW project activities.

Community cohesion

Route user survey data indicated there were improvements in the views of community cohesion in the area. Notably there much higher numbers of respondents at follow-up agreeing that 'people are willing to help each other', 'people are willing to work together to improve the local area' and 'people share the same values'. Smaller increases were also observed in the proportion of route users agreeing that 'there is a sense of community' and 'people get along with each other'.

Walking & route use

The route user counts show that use of the route around the Laburnum Parade shops by pedestrians appears to have increased since the improvements were made to the area. Overall, in September 2011 there were 5% more walkers than at baseline (July 2010). The route was largely used by children and adults under the age of 60 with only a small proportion of older adults (<10%) using the route. At baseline a higher proportion of route users were using the route on a weekend day than a week day however the reverse was true at follow-up.

Route user survey data showed that for a high proportion of survey respondents walking was the only mode of transport being used for their journey (69% at baseline and 76% at follow-up). For a high proportion of respondents their journey purpose was for personal business/shopping or to get home. Respondents' mean journey duration decreased by two minutes between baseline and follow-up. There was a 4% reduction in respondents using the route on a daily basis between baseline and follow-up however use on a weekly basis increased by 11%. At follow-up respondents agreed that the factors influencing their decision to travel

actively (walk or cycle) on the route included the possibility to go straight to their destination (86%), it was the most convenient route (86%), using the route adds to the respondent's exercise (86%), the route felt safe (83%) and active travel is the best transport option (79%). A high proportion of respondents to the route user survey (80%) agreed the surface quality was safe at follow-up compared to baseline (38%). Perceived safety in relation to traffic increased by 10% between baseline and follow-up.

Almost a quarter of respondents to the route user survey reported that they had used the route more in the last 12 months (24%), and there were small increases in the proportion of respondents indicating they intended to walk more (5% increase) or were likely to walk more (2% increase) increase in the next 12 months.

Half of respondents to the residents' survey (n=5) agreed they had increased the amount of walking they do for short journeys around their neighbourhood in the last 18 months. The reasons given for increasing walking, however, did not relate to improvements in the local environment and residents indicated that their use of the project route was about the same compared to 18 months ago. Residents reported the perceived benefits of using the route to include visiting the local shops more, feeling fitter, using the car less, saving money and feeling more satisfied with where they live. Almost a quarter of respondents to the residents' survey agreed they had seen more people walking around their neighbourhood in the last 18 months; a third had found new walking routes, and a quarter had found new places to walk. Two fifths of respondents agreed it felt safer and more pleasant to walk around their neighbourhood compared to 18 months ago.

Health and well-being

The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of the evaluation.

Overall comments

This project addressed a clear community need to improve the safety of access to the shops at Laburnum Parade. A number of improvements were successfully made including installation of a new dropped kerb crossing, new footpaths and improvements to existing footpaths. Both route users and residents were aware of the changes that had been made as part of the project though few had actually heard of Fitter for Walking or taken part in project activities. More people appear to be walking in the area following project activities, and both route users and residents appeared to have noticed some improvements in community cohesion in the last 12-18 months.

RESULTS

4.7.1 Route user perspectives

Route user counts were conducted on three occasions commencing in July 2010 (baseline) and repeated after 12 months (follow-up 1) and 14 months (follow-up 2). Route user intercept surveys took place simultaneously on two of these occasions: baseline and follow-up 1. At each time point the counts and surveys took place over two days, one week day and one weekend day. The weather varied from day to day with both periods of warm and dry weather or wet and cold (Table 4.7.1). The methods are reported in full in Chapter 2.

Table 4.7.1 Dates, days and weather for route user counts and surveys

	Dates	Days	Weather
Baseline	17-Jul-10	Saturday	Warm and mostly dry until 11am, warm but wet until 3:30pm, then warm and dry until 7pm.
	20-Jul-10	Tuesday	Warm and mostly dry all day, except for some rain between 1:30pm and 2:30pm.
Follow-up 1	16-Jul-11	Saturday	Cold and wet to start with, heavy rain from 8:30am to 12:30pm. Wet until 3:30pm then warm and dry until 7pm.
	19-Jul-11	Tuesday	Wet until 2:30pm with heavy rain for much of the time, warm and dry from 3:30pm onwards.
Follow-up 2[#]	08-Sept-11	Thursday	Cold but dry until noon, then warm and dry for the rest of the day.
	10-Sept-11	Saturday	Warm and dry for the whole day.

[#]Count only (no survey)

At baseline (July 2010), the surveyor noted that the survey site at Laburnum Road (west crossing south) was being resurfaced from 8:30am-1pm. The footpath was open to pedestrians, but it was too noisy to conduct any interviews; no other incidents were reported.

4.7.2.1 Route user counts

A. Characteristics of route users

Table 4.7.2 shows the proportion of route users by age category and gender. The proportions of minors, adult males and adult females using the routes were similar during the three survey periods. Older adults accounted for the lowest proportion of route users, particularly older females

Table 4.7.2 Route user characteristics by age and gender at baseline and follow-up

	Baseline	Follow-up 1	Follow-up 2
	%	%	%
Minor (age 0-15)	27.9	29.0	28.3
Adult Male (age 16-59)	29.8	28.7	28.7
Adult Female (age 16-59)	28.1	28.6	27.2
Older Male (age 60+)	8.0	8.0	9.2
Older Female (age 60+)	6.3	5.6	6.6

B. Route use

Overall 1371 individuals used the route at baseline. This included walkers, cyclists, wheelchair users, joggers and infants in pushchairs. At follow-up 1 route use decreased by 15% compared to baseline however route use increased at follow-up 2 to be similar to that at baseline (Figure 4.7.1). Use of the route was higher on the weekend day at baseline, but conversely at both follow-ups, week day use was higher.

Figure 4.7.2 shows route use for pedestrians only. At baseline 1197 pedestrians used the route over the two day survey period. At follow-up 1 this decreased by 10%, however at follow-up 2 the total number of pedestrians increased by 5% compared to baseline.

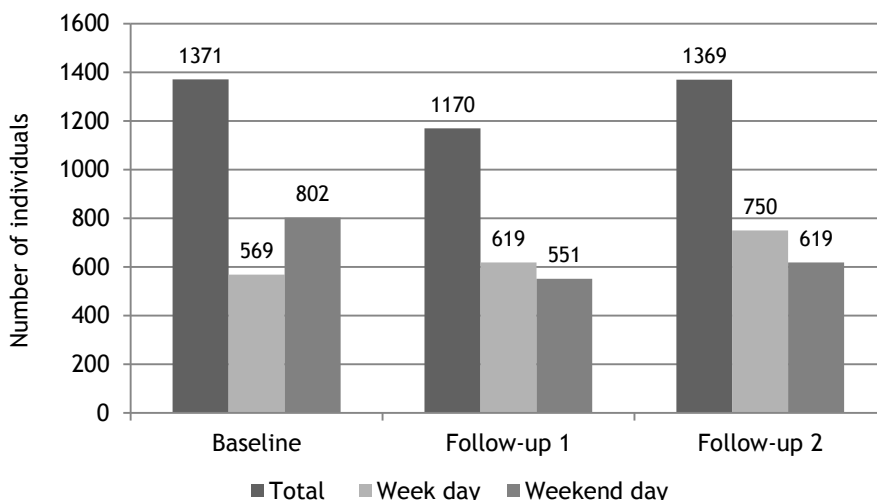


Figure 4.7.1 Number of route users (all modes of travel) at baseline and follow-up

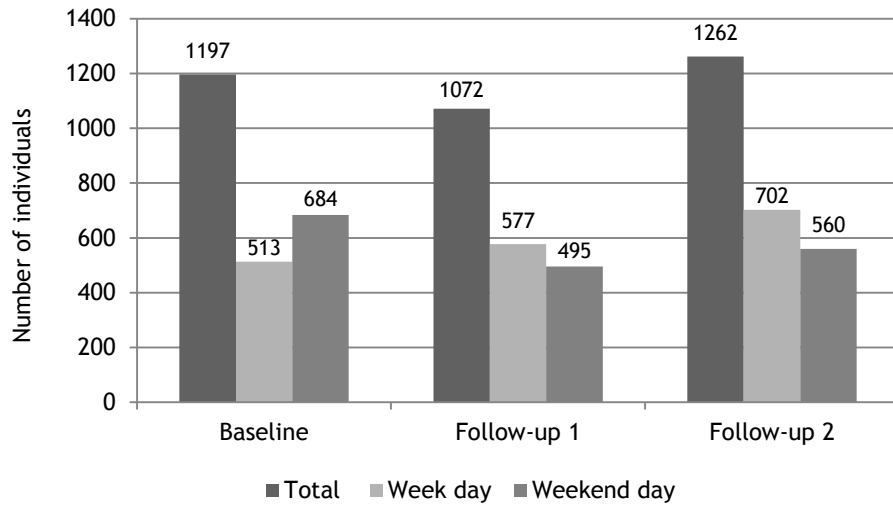


Figure 4.7.2 Number of route users (pedestrians only) at baseline and follow-up

4.7.2.2 Route User Intercept Surveys

A. Response rates

Route user intercept surveys were conducted twice during the project at baseline and 12 months (follow-up). Table 4.7.3 shows the number of individuals who completed the survey at each time point, the number of individuals who declined to participate and the most frequently cited reasons for not participating.

Table 4.7.3 Route user survey responses

		Surveys completed (n)	Surveys declined (n)	Response Rate (%)	Main reasons for declining
Baseline	Saturday 17 July 2010	90	285	24	Refused (57.5%) In a hurry (17.9%) Already interviewed (17.2%)
	Tuesday 20 July 2010				
Follow-up	Saturday 16 July 2011	100	290	26	Refused (29.0%) In a hurry (22.4%) Already interviewed (16.9%)
	Tuesday 19 July 2011				

B. Route user characteristics

The characteristics of respondents surveyed at each time point are shown in Table 4.7.4. At baseline a slightly higher proportion of males than females took part in the survey, but the reverse was true at follow-up. The highest proportions of respondents were aged 65+ at both baseline and follow-up, and almost all respondents were of a white ethnic background. Many respondents were either in full time employment (31% baseline and 33% follow-up) or retired (30% baseline and 33% follow-up). Around half of respondents at baseline and follow-up reported to be in very good or excellent health. At baseline 40% of respondents reported meeting physical activity recommendations (30 minutes or more of moderate intensity physical activity on at least 5 days of the week); a higher proportion of route users (49%) reported meeting physical activity recommendations at follow-up.

Table 4.7.4 Route user survey respondent characteristics

		Baseline	Follow-up
		%	%
Gender	Male	51.7	46.5
	Female	48.3	53.5
Age	16-24	15.9	12.1
	25-34	13.6	10.1
	35-44	19.3	16.2
	45-54	11.4	15.2
	55-64	15.9	18.2
	65+	23.9	27.3
Ethnic group	White	100.0	99.0
Employment status	Employed full-time	30.7	33.0
	Employed part-time	15.9	17.5
	Retired	29.5	33.0
	Other	23.9	16.5
Health Status	Excellent/Very Good	50.0	41.2
Physical activity	Meeting recommendations*	40.0	49.0

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

C. Journey characteristics

Mode of travel

The most common activity being undertaken by respondents at the time of the interview was walking (Figure 4.7.3). A small proportion of respondents were noted to be dog walking at both time points. Whilst a high proportion of respondents indicated walking was the only mode of transport used to complete their current journey (69% baseline and 76% follow-up), multi-modal trips were common with 19% at baseline and 17% at follow-up indicating they also used a train, bus or taxi to complete part of their journey. At both survey points a small proportion also used a car/van during part of their journey (9% baseline and 6% follow-up).

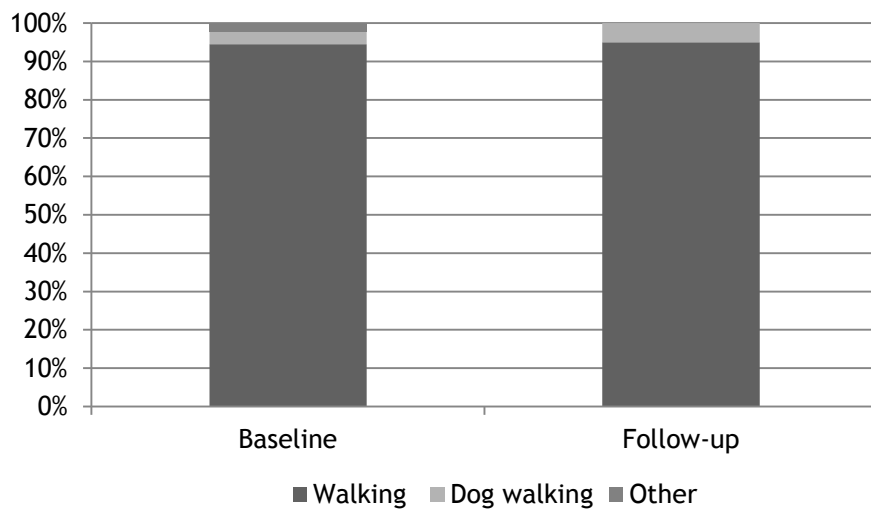


Figure 4.7.3 Activity being undertaken by respondents at time of interview

Journey purpose

The main purpose for respondents' journeys is shown in Table 4.7.5. The largest proportions of respondents were either travelling for personal business/shopping (47% baseline and 43% follow-up) or on their way home (31% baseline and 40% follow-up). Few respondents were travelling for work or education ($\leq 2\%$ at both survey points).

Table 4.7.5 Journey purpose

	Baseline	Follow-up
	%	%
Home	31.1	40.0
Recreational activity*	5.6	1.0
Work	1.1	2.0
In the course of work	0.0	1.0
Education	1.1	0.0
Personal business / shopping	46.7	43.0
Social / entertainment	11.1	6.0
Recreation (sport and leisure)	1.1	5.0
Other (including holiday base)	2.2	2.0

*the respondent was just going for a walk or cycle ride around the local area for health, fitness or leisure, there was no specific destination

Journey duration

Respondents were asked about the duration of their journey on foot or by bicycle (depending on which mode they were using at the time of the survey). Walking journey times decreased significantly between baseline and follow-up ($p < 0.01$) (Table 4.7.6). No respondents were cycling at the time of the interviews.

Table 4.7.6 Journey duration on foot / by bike

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Walking	17.1 \pm 32.9	15.0 \pm 22.3

Frequency of journey

Respondents were asked how frequently they completed their current journey (Figure 4.7.4). At baseline, most respondents indicated they made their current journey on a daily basis (48%) or multiple times throughout the week (39%). While a similar proportion of respondents indicated using the route on a daily basis at follow-up (44%), there was an increase in the proportion of respondents using the route on a weekly basis (51%). Overall changes in journey frequency were significant between baseline and follow-up ($p < 0.05$).

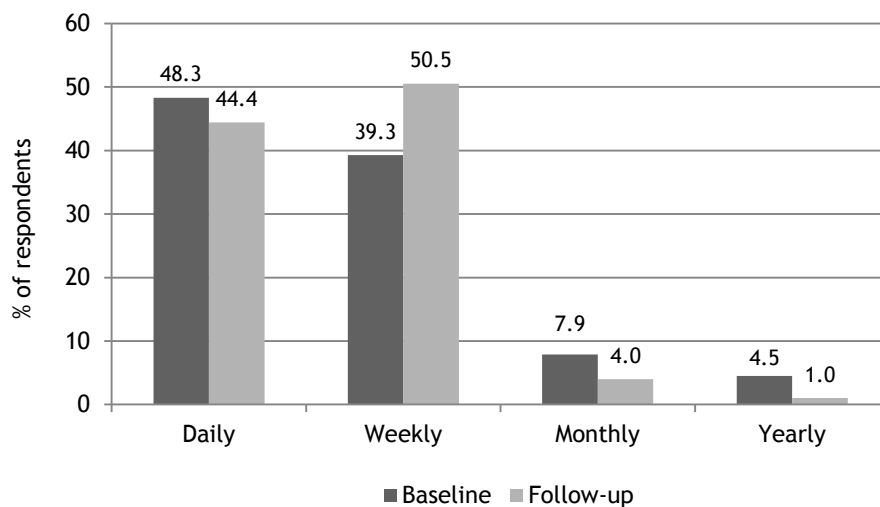


Figure 4.7.4 Frequency of route use for current journey by respondents

D. Characteristics of route use

Frequency of route use during the day and night

A high proportion of respondents reported using the route daily or weekly during the day time at baseline and follow-up (Figure 4.7.5). There were no significant changes in frequency of use between the two survey points.

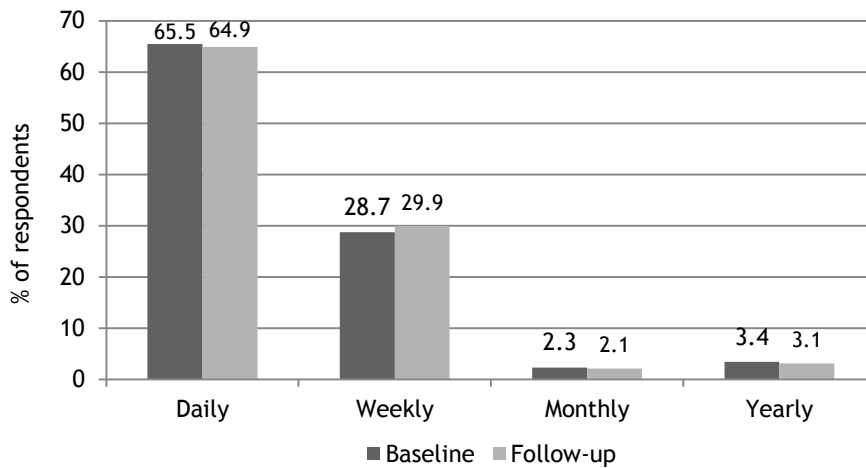


Figure 4.7.5 Proportion of respondents using the route in the daytime

At baseline, the proportion of respondents reporting using the route at night time on a daily or weekly basis was high (Figure 4.7.6). Regular route use at night time decreased at follow-up with a higher proportion of respondents using the route only once a year or less (44% follow-up versus 33% baseline). Changes in route use at night between baseline and follow-up were significant ($p < 0.01$).

Route use in the last 7 days

Respondents were asked on how many days in the past week they had used the route (Figure 4.7.7). At both survey points over two thirds of respondents indicated they used the route on five or more days over the past week (66% at baseline and 69% at follow-up). The proportion of respondents reporting use of the route on two days a week or less decreased between baseline and follow-up (20% and 14%, respectively). There were no significant changes in route use in the past seven days between baseline and follow-up measurements.

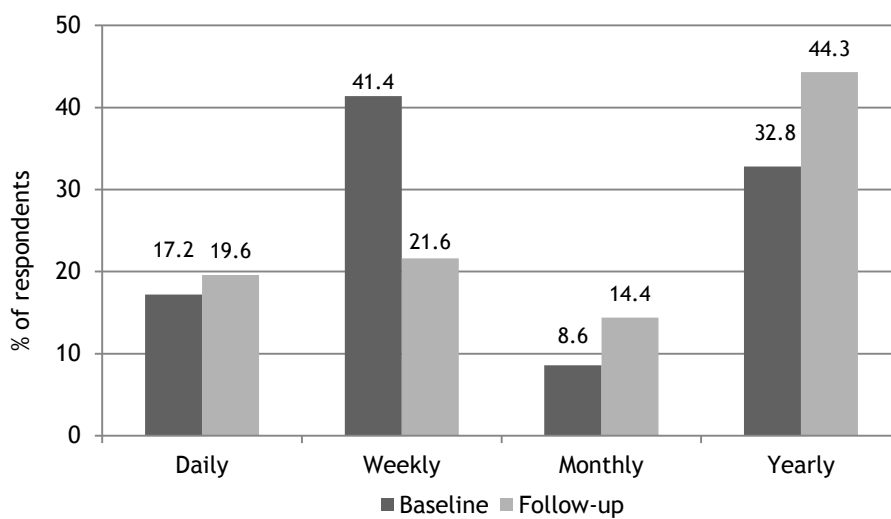


Figure 4.7.6 Proportion of respondents using the route in the night time

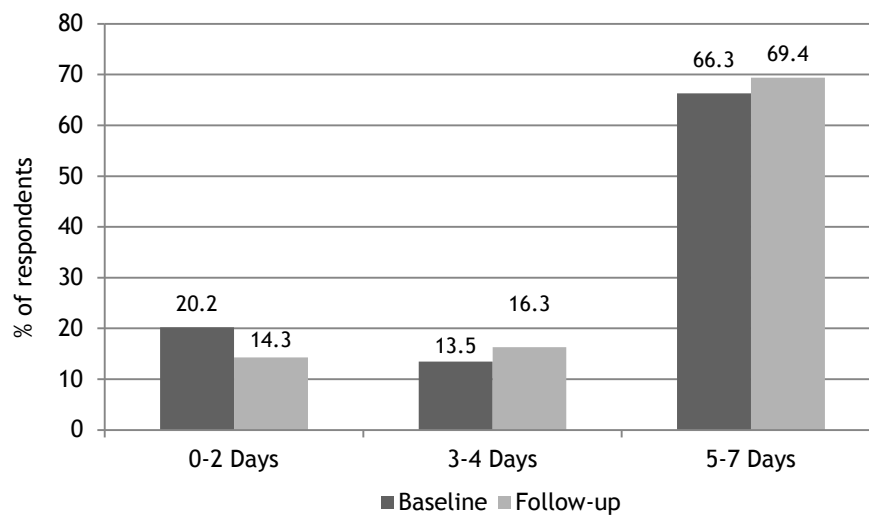


Figure 4.7.7 Route use over the past seven days

Factors influencing route use

Respondents were asked a set of questions regarding which factors influenced their decision to use this particular route for their journey (Table 4.7.7). The proportion of respondents agreeing that this is the most convenient route for their journey purpose decreased between baseline and follow-up however this was not significant. For all other questions, there were significant increases in the proportion of respondents agreeing with the statements between baseline and follow-up. Between baseline and follow-up the greatest increase was observed in those who agreed with the statement relating to perceptions of route safety.

Table 4.7.17 Factors influencing respondents' decision to use active travel for their journey

	Baseline	Follow-up	Sig.
	% agree/strongly agree	% agree/strongly agree	
Can go straight to destination	77.3	85.9	#
Best transport option	71.6	78.8	#
Most convenient route	94.3	85.9	NS
Save money by using this route	47.1	63.3	#
Like the surroundings on this route	47.7	57.6	#
Route feels safe	59.8	82.8	#
This is the only exercise I get	18.4	23.2	#
Using this route adds to the exercise I get	69.0	86.0	#
Environmental concerns	33.0	35.4	#

#= $p < 0.01$ NS=not significant

Questions regarding respondents' perceptions of route safety in relation to exposure to other people, exposure to traffic and quality of the surface were asked at baseline and follow-up. A higher proportion of respondents thought the surface quality was safe at follow-up (80%) compared with baseline (38%). An increased perception of safety in regards to exposure to traffic was also noted at follow-up (54%) compared to baseline (44%). At baseline 78% of respondents agreed that the route was safe in regards to exposure to other people however this declined at follow-up (70%) (data not shown).

Improvements needed to encourage use of route

At baseline and follow-up respondents were asked what specific improvements would help to encourage use of the route. The most frequently cited improvements suggested at baseline were improved crossings, traffic calming measure such as speed humps or cushions and a slower 20 miles per hour speed limit. At follow-up, improved crossing was still the most frequently cited improvement needed, with clearance of dog mess also being highly cited as necessary to encourage route use (Table 4.7.8).

Table 4.7.8 Improvements needed to encourage use of route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	20.0	9.0
Clearance of dog mess	20.0	11.0
Clearance of graffiti	3.3	3.0
Clearer information / signage	12.2	0.0
Improved lighting	11.1	1.0
Wider path or pavement	13.3	4.0
Removal of overgrown hedges	5.6	3.0
Improved crossing	37.8	15.0
Dropped kerbs	17.8	4.0
Traffic calming: speed humps/cushions	23.3	8.0
20 miles per hour speed limit	22.2	7.0
Planting of new bulbs	7.8	0.0

Perceived change in route use

Respondents were asked, at follow-up only, to what extent their route use had changed in the last 12 months. Almost a quarter of respondents (24%) indicated they have used the route more, whereas only 2% thought they had used it less (Figure 4.7.8).

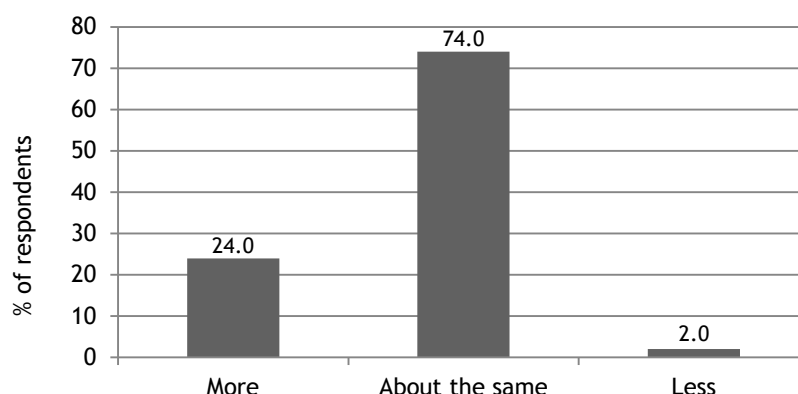


Figure 4.7.8 Change in route use over the last 12 months

E. Project Awareness

Respondents were asked at both baseline and follow-up if they had heard of Living Streets and the FFW project. While most respondents were not aware of Living Streets ($\leq 2\%$ at both baseline and follow-up), a small number of respondents had heard of the project (8% at baseline and 7% at follow-up). A higher proportion of respondents were members of a local residents' or community action group at baseline than at follow-up (12% and 9% respectively).

When asked about their awareness of any improvements on the route, at baseline the highest proportion of respondents noted traffic calming measures had been put in place (14%), glass/rubbish had been cleared (11%) and dropped kerbs had been installed (10%). A much higher proportion of respondents noticed at follow-up that the pavement had been resurfaced and was wider (38% and 12%, respectively) and a dropped kerb had been installed (16%) (Table 4.7.9).

Table 4.7.9 Respondents' awareness of improvements to route

	Baseline	Follow-up
	% yes	% yes
Clearance of rubbish/ glass	11.1	5.0
Clearance of dog mess	8.9	2.0
Clearer information / signage	2.2	0.0
Improved lighting	2.2	2.0
Resurfacing of path	6.7	38.0
Wider path or pavement	2.2	12.0
Removal of overgrown hedges	1.1	1.0
Improved crossings	2.2	3.0
Dropped kerbs installed	10.0	16.0
Traffic calming: speed humps/cushions	14.4	2.0
20 miles per hour speed limit	1.1	5.5
Planting of new bulbs	6.7	0.0

F. Walking for travel and physical activity

Walking for travel

There was a small non-significant decrease in the proportion of respondents who walked for travel on 5-7 days in the past week between baseline and follow-up (Table 4.7.10). The mean minutes of walking for travel undertaken by respondents decreased significantly ($p < 0.001$) between baseline and follow-up (Table 4.7.10)).

Table 4.7.10 Total walking for travel in the past week

	Baseline	Follow-up
	Mean minutes \pm SD	Mean minutes \pm SD
Duration of walking for travel	371.2 \pm 372.6	283.7 \pm 275.6
Frequency of walking for travel	%	%
0-2 days	11.2	11.1
3-4 days	7.9	11.1
5-7 days	80.9	77.8

At baseline, respondents most frequently reported walking for journeys to the shops (70%), to visit friends and family (63%) and to get to leisure facilities (42%) (Figure 4.7.9). At follow-up more respondents reported walking to the shops (80%) and to leisure facilities (60%) but fewer reported walking to visit friends and family (52%). A decrease in respondents reporting walking for personal business was noted between baseline and follow-up (40% and 22% respectively).

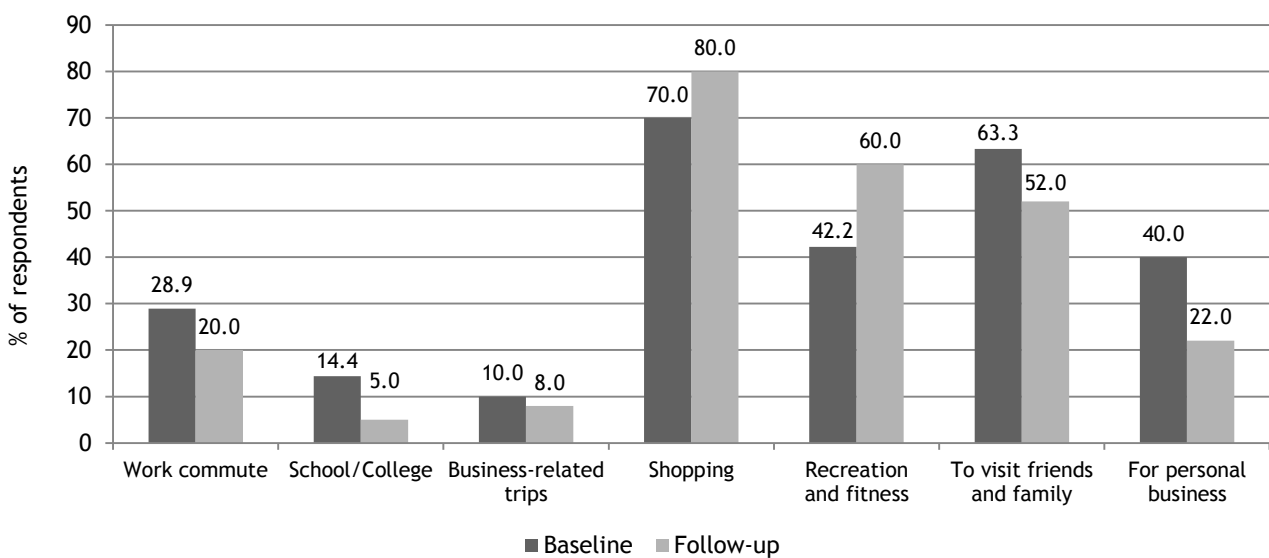


Figure 4.7.9 Types of journeys respondents normally walked for

Respondents were asked to what extent they agreed with two statements asking about their intention to walk more and likelihood of walking more in the next 12 months. At baseline over a third of respondents (37%) strongly agreed they intended to walk more in the coming year, and 41% agreed they were likely to walk more (Table 4.7.11). Both the proportion agreeing they intended to walk more and were likely to walk more increased at follow-up (42% and 43%, respectively). Overall the changes between baseline and follow-up were not statistically significant.

Table 4.7.11 Intention and likelihood of walking more in the next 12 months

	Baseline	Follow-up	Sig.
	% agree /strongly agree	% agree /strongly agree	
I intend to walk more in the next 12 months	37.1	42.4	NS
It is likely that I will walk more in the next 12 months	41.4	43.4	NS

NS=not significant

Physical activity

While more respondents reported taking part in at least 30 minutes of moderate intensity physical activity for five or more days in the past week at follow-up than at baseline, this increase was not significant (Figure 4.7.10).

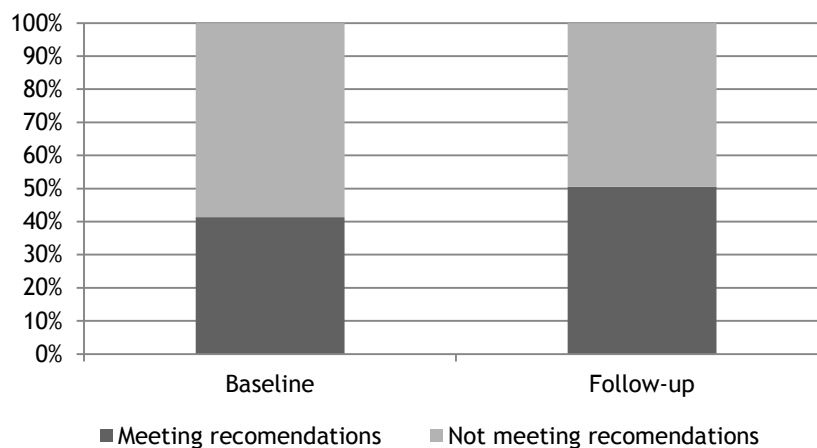


Figure 4.7.10 Proportion of respondents meeting physical activity recommendations

G. Community cohesion

Respondents were asked whether they agreed or disagreed with a set of statements regarding the community in which they lived (Table 4.7.12). A higher proportion of respondents agreed with all the statements at follow-up compared to baseline, with the greatest increase being in regards to the statement concerning people's willingness to help each other.

Table 4.7.12 Perceptions of community cohesion

	Baseline	Follow-up
	% agree/strongly agree	% agree/strongly agree
There is a sense of community	65.5	69.4
People are willing to help each other	58.6	72.4
People get along with each other	73.3	78.6
People share the same values	47.7	57.7
People are willing to work together to improve the local area	43.7	52.6

4.7.3.1 Residents' survey

Surveys were distributed to 200 households situated within one mile radius of the route where the Fitter for Walking project activities took place. An adult member of the household was asked to complete and return the survey. A total of 10 surveys were returned, all respondents completing the paper version of the survey, giving a response rate of 5%. The key findings from the survey are outlined below however these should be interpreted with caution given the low response rate.

A. Respondent characteristics

The key characteristics of respondents are reported in Table 4.7.13. Of those who returned the surveys a higher proportion were female (60%) and the mean age of respondents was 57 years. All respondents were white, and 50% had no formal qualifications. Two-fifths of respondents (40%) reported their health to be excellent or good, but only 20% reported meeting physical activity recommendations (participating in 30 minutes of moderate intensity physical activity on five or more days of the week). A high proportion of households (70%) reported not owning a car.

Table 4.7.13 Respondent Characteristics

		%
Sex	Male	40.0
	Female	60.0
Ethnic group	White	100.0
	Other	0.0
Education qualifications	Degree	0.0
	A level/BTEC Higher	0.0
	GCSE/BTEC National	50.0
	No formal qualifications	50.0
Number of vehicles in household	0	70.0
	1	30.0
Health status	Excellent/Good	40.0
Physical activity	Meeting recommendations*	20.0
		Mean \pm SD
Age	Mean age (years \pm SD)	56.9 \pm 16.5
BMI	Mean BMI (kg/m ² \pm SD)	27.2 \pm 7.3

*measured using the single-item physical activity questionnaire (Milton *et. al.*, 2010) which assessed the number of days respondents took part in 30 minutes or more of moderate intensity physical activity in the past week.

B. Residents' travel behaviour

Respondents were asked to identify which modes of travel they usually used when travelling for short journeys in their neighbourhood. Walking was the most frequently reported mode of travel (n=8, 80%), however one individual indicated they used a bicycle (Figure 4.7.11). A fifth of respondents (n=2, 20%)

reported being driven to their destination as a passenger, and 30% (n=3) reported driving a car for short journeys. Taking the bus was the only reported form of public transport and was used by 50% of respondents (n=5).

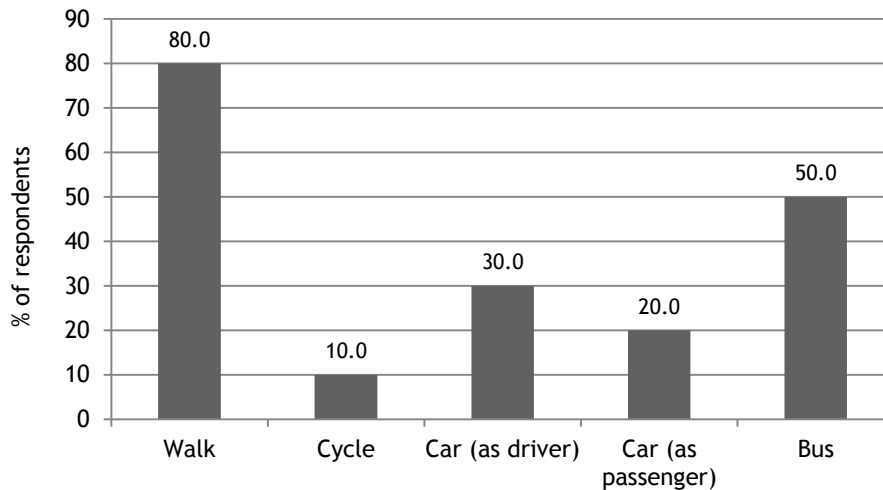


Figure 4.7.11 Mode of transport respondents usually use for short journeys

When asked about changes in travel mode for short journeys in the neighbourhood over the last 18 months, 20% of respondents (n=2) reported making no change to the way they travel. More than half of the respondents agreed they had increased the amount of walking they do around their neighbourhood (n=5, 56%), and a third of respondents (n=3, 33%) agreed they used the bus more. One respondent (13%) reported that they have used their car or bike more in the past 18 months for short journeys. No one reported an increase in train usage for short journeys. The main reasons for changes in mode of travel for journeys in the neighbourhood included changes in income (n=2, 20%), an increase in petrol prices (n=1, 10%), no longer owning a car (n=1, 10%) and to improve health and fitness (n=1, 10%) (Table 4.7.14). Even though respondents reporting use their cars and the bus more often, no reason for change was given under these two categories.

Table 4.7.14 Reasons for changes in travel behaviour in the last 18 months by travel mode

	Walk	Cycle
	n	n
Agree/strongly agree to increased use of mode in the last 18 months	5	1
Reason for change in mode:		
Cost of petrol has gone up	1	0
Change of income	2	1
No longer have a car	1	1
To get fitter and healthier	1	1

C. Residents route use

Half of the respondents reported using the project route seven or more times per week (n=5, 50%), and a further 40% (n=10) reported using it five times a week. Only one respondent (10%) reported using the route less often, on three occasions throughout a normal week (data not shown).

In comparison to 18 months ago respondents indicated their current use of the route was about the same. Respondents indicated the greatest increase in route use was for social activities (n=2, 25%) and to get to public transport (n=2, 25%). The greatest decrease in route use over the last 18 months was reported for shopping/personal business (n=2, 20%) (Figure 4.7.12). No one reported using the route for the journey to school or college.

When respondents were asked about the benefits of using the route, 70% thought they visited local shops more (n=7). While 40% reported they felt fitter (n=4), only 20% perceived they had increased their physical activity levels (n=2) and felt healthier (n=2). No one indicated they did not walk along the route (Figure 4.7.13).

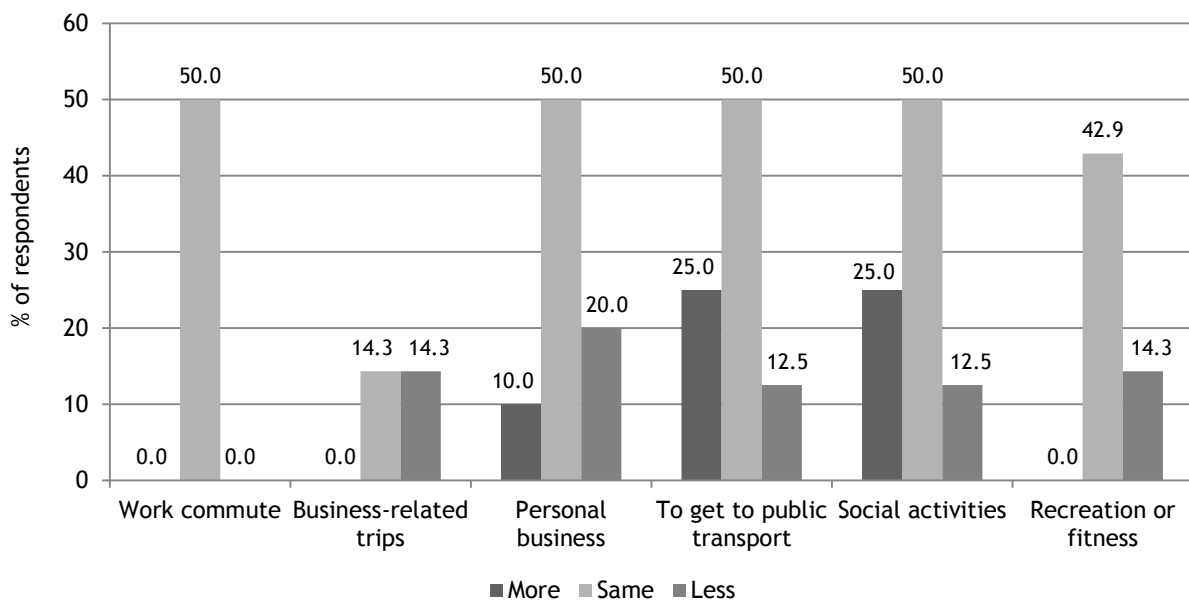


Figure 4.7.12 Use of route compared to 18 months ago reported by journey purpose

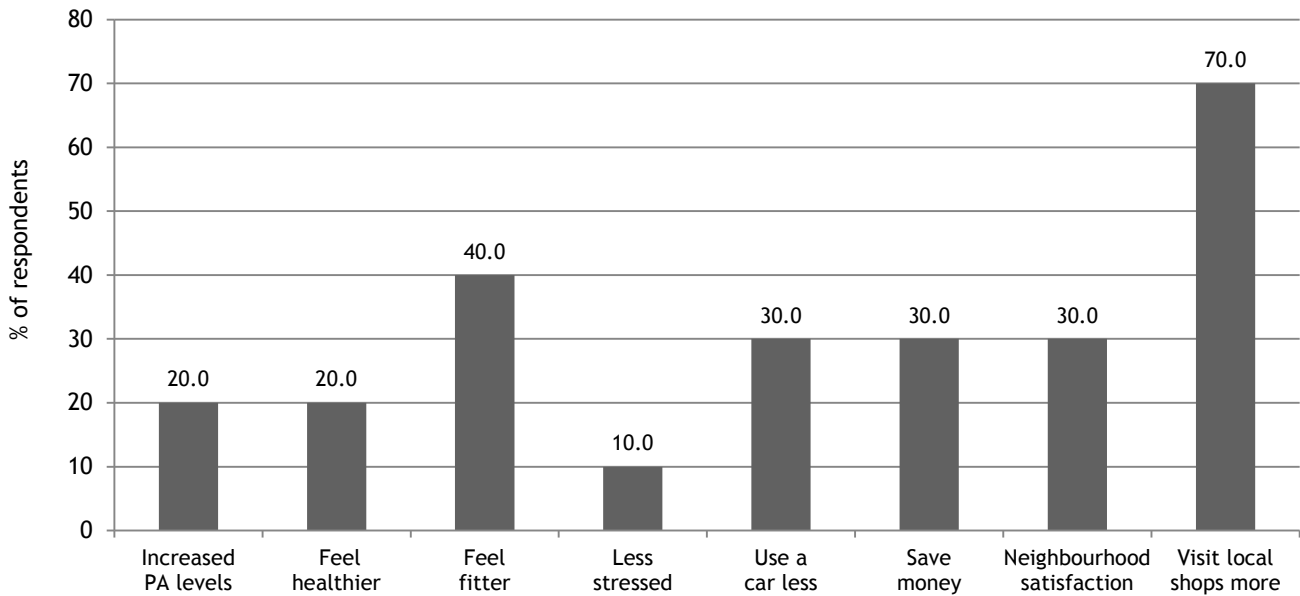


Figure 4.7.13 Perceived benefits of route use

D. Perceived changes in the community

Respondents were asked to what extent they agreed with a set of statements relating to walking in their neighbourhood over the last 18 months. Almost a quarter ($n=2$, 22%) of the respondents agreed they had seen more people walking around their neighbourhood. A third of respondents indicated they themselves had found new walking routes ($n=3$, 33%) while a similar 25% ($n=2$) have discovered new places to walk. Furthermore, two fifths of respondents agreed it feels safer ($n=4$, 40%) and more pleasant to walk around their neighbourhood ($n=3$, 38%).

When asked about community involvement to help make the neighbourhood safer and more attractive place to walk, only one respondent (11%) indicated personal involvement in community activities, while 30% ($n=3$) believed other members of the community had been involved in activities. One fifth of respondents agreed there was an increased sense of community ($n=2$, 20%), residents were more willing to help each other ($n=2$, 22%) and residents were more willing to work together ($n=2$, 22%). A further 30% ($n=3$) also perceived more residents were stopping to talk to each other in the streets.

E. Project awareness and participation

Respondents were asked what specific improvements or changes they have noticed along the project route in the last 18 months. Almost all respondents were aware of the path being resurfaced and the dropped kerbs being installed. Fewer respondents were aware of smaller changes like bulbs being planted (Figure 4.7.14). Also, only one respondent reported they either knew of Living Street or the FFW.

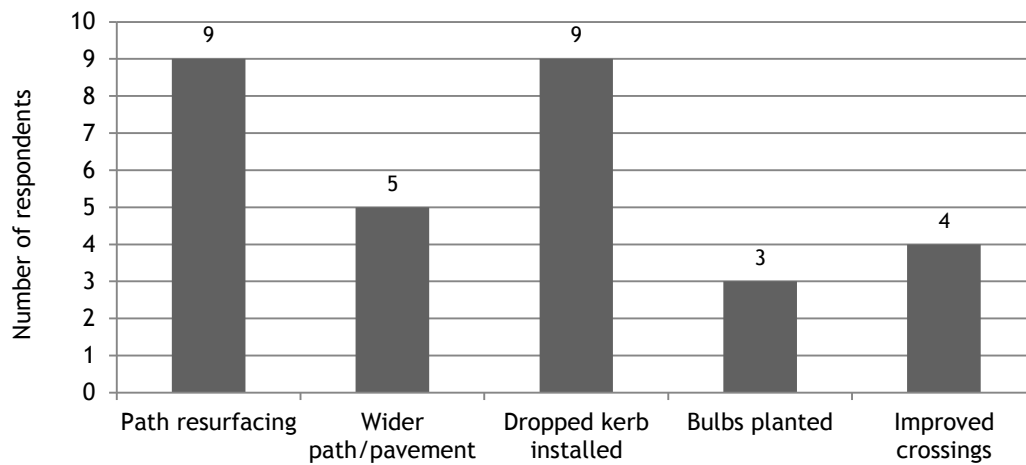


Figure 4.7.14 Number of participants aware of project activities and improvements

Survey respondents did not report any participation in the Fitter for walking activities. Furthermore, no respondents indicated they would be willing to donate either time or money to improving the walking environment.

CHAPTER 5. Key findings and conclusions

The Fitter for Walking (FFW) project aimed to work with communities and local authorities to change the environment to promote walking for local journeys. This report summarises the evaluation of FFW and presents the experiences and perceptions of the project from co-ordinators, Local Authority (LA) partners and community representatives and findings from an in-depth evaluation of seven case studies. In this chapter the results from previous chapters are brought together to help develop an overall understanding of the FFW project. Key findings are presented as well as a review of the strengths and limitations of the evaluation methods.

The specific objectives of the FFW project were:

1. to improve the walking environment on particular walking routes eg, to a key facility or trip generator such as shopping centre, town centre, train station, bus station, health facility to increase walking levels in the community targeting local trips up to fifteen minutes' walk from people's homes
2. to provide information and support to community groups and local residents to increase awareness of walking as a mode of transport
3. to provide tools to help communities to promote walking
4. to promote community cohesion by encouraging local residents to work together to achieve the Fitter for Walking Award
5. to improve the health and well-being of route users and the local community by increasing walking.

The FFW evaluation aimed to assess the extent to which the project objectives had been met. The specific evaluation objectives were:

1. to understand the processes involved in working with local authorities and communities to make changes to the local environment
2. to assess changes in community cohesion in relation to working together to promote walking and improve the environment
3. to assess change in the number of walking trips made for local journeys following improvements to an identified walking route
4. to assess change in the health and well-being of route users and local residents following improvements to an identified walking route
5. to conduct an economic analysis of at least one FFW project.

The evaluation objectives have been assessed using both quantitative and qualitative methods. Quantitative approaches included route user counts, route user surveys and small-scale community surveys (residents' surveys). The findings from the residents' surveys should be interpreted with caution owing to the low response rate. Qualitative evaluation included focus groups and interviews with project co-ordinators, LA partners and community members. An economic evaluation was also conducted using route user count and route user survey data; this is reported elsewhere (Sinnott & Powell, 2012). The methods are reported in full in Chapter 2.

5.1 Key findings

Evaluation objective 1: Understanding the processes involved in working with local authorities and communities to make changes to the local environment

Living Streets' co-ordinators

- Evidence from qualitative feedback indicates that the role of the project co-ordinator was critical to the success of the FFW project. Co-ordinators made a substantial contribution to the leadership and co-ordination of the project and played a key role in engaging community groups, facilitating relationships between the community and LA partners and maintaining the focus of the project on walking. In the majority of cases the project co-ordinators became personally involved in the projects, both delivering and taking part in project activities. The hands-on role of the co-ordinator in project activities was very well received by the community and may have played a key role in the project's success.
- Co-ordinators required a number of key skills and attributes in order to complete their role in the project. People skills were seen to be important, in particular, being able to relate to people from different backgrounds. Developing a good understanding of LA structure, inter-departmental relationships in the LA and existing issues between the LA and communities was seen as critical for the success of the project and for identifying suitable communities to work with. Being able to tailor discussions with different community groups to identify solutions for their specific issues was important for community engagement. Understanding the timescales for LA work to be completed, the ability to be patient and to manage community expectations was also an essential skill for co-ordinators.
- LAs provided very positive feedback on their experiences of working with Living Streets' co-ordinators. They valued Living Streets' expertise in building relations with the community, the new perspective on working with communities and the capacity (time and budget) which removed some of the burden on the LA. The independent nature of the co-ordinators was seen to be important for the success of the project and in engaging communities.
- Community members were universally positive about the co-ordinators' role and their contribution to project and community action. The main strengths of the co-ordinators were viewed as their ability to understand community needs and shape this into meaningful action, and to provide ideas and useful contacts which in many cases led to new partnerships with other community groups or organisations.

Local Authority partners

- Local Authority partners also played a key role in the delivery of the FFW project, providing resources and match funding for some of the project activities. They were responsible for reviewing and acting upon recommendations made in street audit reports, identifying funding and resources and arranging for environmental improvements to be made on the selected project routes.
- The location of the contact within the LA was seen to be important for their role, with the Transport department being identified as most appropriate owing to access to budgets and existing relationships with departments who would carry out the environmental improvements. Regardless of location, senior management support for the project within the LA was essential to ensure resources and funds were allocated to the project.

Other partners and organisations

- Although Primary Care Trusts (PCTs) showed an interest at the start of the project, most found it difficult to get involved in project delivery other than to provide strategic support or walk leader training; PCTs had no involvement in commissioning or managing environmental improvements.
- New partnerships developed with other organisations and groups during the project which were seen to be mutually beneficial. These partners included neighbourhood managers (although many of these disappeared during the project because of funding cuts in local government), NHS health community partnerships, the police and organisations such as Groundwork and the Wildlife Trust, who worked with the co-ordinators to deliver project activities.
- Community groups and local residents played an important role in identifying barriers to walking in their local area, participating in project activities and promoting the project and its achievements in their local neighbourhoods.

5.1.2 Lessons learnt: Project delivery

Understanding FFW project aims

- Co-ordinators, LA partners and community members all understood the main aims of the project to be making changes to the local environment to promote walking.
- In addition, each stakeholder identified additional aims and objectives which varied between the three groups reflecting different perspectives on the project. The co-ordinators also saw the project to be a learning experience to develop skills in working in with communities to deliver this type of initiative. LA partners noted further objectives to be social inclusion (as the project was working in more deprived areas), strengthening the links between health and transport, providing a clear focus to promote walking and testing a new approach to community engagement for promoting walking, using external resources to conduct engagement activities. Communities noted increasing fitness and a reduction in car use as additional objectives.

Co-ordinators experiences of working with local authorities

- The relationship between the co-ordinator and the LA was crucial to the success of the FFW as the project relied on support from the LA (in terms of funding and manpower to undertake the work) to make the environmental improvements. Without this support some of these improvements, eg, the installation of dropped kerbs would not have been made.
- Problems occurred when the LA contact was not able to become involved with the FFW project activities as a result of time pressures from their existing work, when budgets, existing plans for the neighbourhood or LA work pressures did not permit the requested changes to the environment to be made, or where there were long delays between submitting the street audit report to visible action occurring in the local community. Co-ordinators and community members often found this frustrating and managing this time delay was a challenge for co-ordinators.
- In some cases, the specific working methods or opinions of the LA contact presented some barriers to effective working.
- Changes in staff at the LA during the project also presented a challenge for the project as it resulted in a lack of continuity and differing levels of interest and support from different members of staff.
- Understanding relationships between departments within the LA and between the LA and the community prior to starting the project may have helped in some projects where some of the requested environmental changes were not possible. Gaining knowledge of local issues is important for managing the expectations of the community in what might be achievable through the project and within what timescales.

Co-ordinators' experiences of community engagement

- Working with communities was a fundamental part of project delivery. Many different community groups engaged in the FFW project including: Tenants' and Residents' associations (TARAs), community groups, 'Friends of...' groups, churches, schools, parent support advisors (through schools), scouts and other youth groups and community interest groups (such as gardening or allotments) reflecting interest from a broad range of people in the local environment and walking. Capitalising on this interest was important for the success of the project.
- Many different approaches were used to recruit potential groups to the project which varied across regions and within LA areas. Some groups were recruited opportunistically whereas others were recruited through a more targeted approach. Recruitment and engagement of community groups was more challenging than co-ordinators originally anticipated owing to multiple issues being tackled on community groups' agendas. The FFW project had to fit in alongside these and wasn't always a priority for the group.
- Co-ordinators found it was important to tread lightly in their initial approach to groups and whilst developing relationships with groups not to impose Living Streets' agenda, but rather to allow the community to develop their interest in walking and their local environment.
- The first challenge was to steer the community towards looking at the environment from a pedestrian's point of view to get them thinking and talking about their local walking environment. Small "quick-win"

activities were important for engaging communities, establishing a rapport, demonstrating progress and building momentum. Over time the co-ordinators helped the community to build their own capacity and skills for assessing their local walking environment and confidence to approach the LA to address barriers to walking and request improvements.

Co-ordinators' experiences: challenges for project delivery

- Overall, for co-ordinators the main challenges were balancing conflicting priorities and the needs of different stakeholders (Living Streets, the LA, local communities and the Big Lottery (fundors of the project)).
- Finding, developing and maintaining relationships with the right people was important for the success of the project; this included both within the LA and in community groups.
- Communication was thought to be important both in working with the LA (ensuring the LA contact was taking action and communicating with other departments within the authority as needed) and finding strategies that worked within the community to ensure high attendance at events, buy-in from difficult groups and to overcome resistance to certain approaches.
- There were some differences of opinion as to where the co-ordinators should work in some LA areas. Co-ordinators were keen to find suitable areas and projects through discussion with the community to ensure buy-in from local residents, however in two cases the LA wanted the co-ordinator to work across the whole borough. Co-ordinators found this to be impractical owing to time constraints, travelling distance and gaining sufficient knowledge of the areas (particularly when working with multiple LAs), which caused friction with LA staff.
- The projects took much longer than expected owing to the time taken to engage communities, conduct the street audit, receive feedback on the audit report, for the LA to take action on the audit report, and for work to be completed to make the environmental changes. The main challenges of working with the community were seen to be “having to be ‘everywhere all the time’”, “knowing who to listen to”, “not over-promising”, “representing the community’s views fairly” and “prioritising actions”.
- Co-ordinators found it hard to declare a project as ‘closed’ or completed, particularly in those where they had become more embedded in the communities and were seen to be needed in order for project activities and momentum to continue.
- Although funding was provided for project activities from Big Lottery, and match funding was contributed by the LA, there were concerns over sustainability and long-term maintenance of improvements made to the environment through the project, particularly given recent funding cuts across local government. Although the improvements made will remain and established walks and other promotional activities will continue, without continued LA funds, or co-ordinator support there were concerns momentum would be lost and project activities would discontinue.

Local Authority experiences

- FFW was seen to provide a co-ordinated, coherent approach to catalyse action on walking giving more focus for investment in infrastructure and helping link action on walking across the LA area.

- The project was seen to provide an important link between the LA and the community, assisting the LA with bringing communities together to determine what the issues were in relation to walking, prioritising actions and identifying where money needed to be spent.
- Living Streets were perceived to be the natural leaders of the project and most LAs were happy for the co-ordinators to work independently with support and direction from the LA as needed. The LAs took the lead in acting on street audit reports, identifying funding and resources and commissioning work within the LA to complete the environmental improvements.
- Whilst the FFW co-ordinator provided an additional resource for community working, some LA contacts found it difficult to spend sufficient time on the project as part of their normal role. They reported that the time required for reviewing and acting upon audit reports was labour-intensive.
- Some LAs felt there was a lack of time to do the project real justice in terms of community development and that the approach taken to community development, to develop relationships and work through the stages of the project took too long.
- There was some tension around the selection of community groups in some LA areas. Many were happy with Living Streets' approach of finding interested community groups, however others would have preferred a more even spread across the area, though this was difficult for co-ordinators to manage.
- Budget cuts within the LA were a challenge for the project and, although FFW brought money in to fund activities not normally covered by the LA, there were concerns that funding would no longer be available which would impact on project activities. Some of the environmental changes requested required substantial funding and the cuts meant these could no longer be delivered. The project therefore raised community expectations for improvements that it was no longer possible to make.
- The main concern was over sustainability of the project in the long-term and concerns over what would happen when the FFW project came to an end and the co-ordinator was no longer in post.

Community experiences

- Community members thought the project had helped people make new connections and create strong working partnerships for future action, in particular building community confidence in dealing with the LA and other partners.
- The critical part of FFW was to provide a link between communities and people in the LA who could make things happen. In some cases the co-ordinators built on existing links between communities and LAs and the FFW project enhanced this relationship in most cases.
- The project has helped some community members to address local issues themselves by helping them to understand how to take action; and seeing people out working in the community has helped to engage other local residents too.
- Community members were overwhelmingly positive about working the co-ordinators and the impact of the FFW project in their local areas.

5.1.3 Lessons learnt: Project activities

- Over 100 communities engaged in the FFW project across the five regions with wide variation in terms of what was delivered in each community. Activities tended to vary according to the needs and interests of

the community and the funding and resources available from the LA, but included both environmental changes and promotional and awareness-raising activities (for example led walks, bulb planting, and community street parties). These promotional activities were particularly important in maintaining community interest and involvement whilst waiting for the environmental improvements to be made through the LA area.

Barriers to walking

- Community members were very aware of the environmental, social and psychological barriers that prevented them and others in their community from walking.
- Environmental factors were most frequently mentioned during discussions, for example dog mess, litter, graffiti, and overgrown or blocked paths caused by lack of maintenance. These were most often in public shared space in the local community, but there were also many problems cited of lack of maintenance by private householders, which impinged on public space.
- Social factors included concerns over personal safety owing to areas being taken over by youths, anti-social behaviour, riding motor bikes, drinking alcohol and drug use, all of which put people off walking in the area. Pavement parking was also highlighted as an issue, forcing pedestrians and those in mobility scooters or pushing buggies, to walk in the road.
- Psychological barriers included a lack of motivation or personal inclination to walk, and it was noted that, however pleasant the environment is, there will always be some people who will drive.
- The FFW project successfully addressed a number of the environmental barriers through the interventions and activities that were delivered during the project. At follow-up, there was a clear reduction in the proportion of route users reporting barriers to walking that had previously been mentioned at baseline eg, clearance of rubbish/glass; clearance of dog mess; clearance of graffiti; improved crossings; and improved lighting. These typically corresponded with issues that had been tackled through the FFW project.
- Route users, residents and community members in most projects also highlighted a number of social changes that had occurred in their communities during the FFW project. This included increased social interaction and an increased sense of community which made the local area feel much safer. Therefore some of the social barriers to walking were also successfully addressed during the project (see evaluation objective 2).

Street audits

- After a community group had registered to the project, in many communities a street audit (or more informal walk about) was conducted with community members and other local representatives (eg, neighbourhood management teams, police, local councillors) to help them view the local area from a pedestrian's point of view. Positive and negative aspects of the environment were highlighted, and potential solutions to the negative aspects were identified. Co-ordinators provided feedback on the audit and recommendations for action to the LA, which typically had to be approved for funding and scheduled to fit LA work plans.

- Street audits were seen to be an essential component of the FFW project by some co-ordinators, whereas one co-ordinator thought they were less important. Co-ordinators found them easy to deliver and an easy way to engage community groups and develop an action plan.
- LAs thought street audits were excellent and strongly supported the concept and execution. The audits were recognised as a formal consultation process and provided a clear focus on walking in a specific geographical area with a clear set of recommended actions for improvements. The reports were reviewed by the LA who identified which changes were possible and co-ordinated action across the appropriate LA departments.
- Negative aspects of the street audit from a LA point of view were that they often could not fund all the changes requested, and there was a perception that the audits raised the expectations of the community in some cases. Some LAs thought the formal report was not required for some of the smaller changes identified by the community.
- Community members found the street audits were extremely helpful in enabling them to see their local environment from the perspective of a pedestrian (particularly highlighting the difficulties that might be faced by a less able person or someone pushing a buggy) and provided opportunities to meet local councillors and officials as well as attracting other local residents' attention while they were taking place, thus engaging some new members of the community in project activities.

Led walks

- Co-ordinators found that led walks were an easy way to engage the community, rather than as an integral part of the project. Attendance at walks was however sometimes low. Despite this co-ordinators often found the walks helped residents to discover new places to walk to and new routes in their local area and indeed many local residents reported discovering new pleasant areas and green spaces for walking in their neighbourhood that they were not previously aware of.
- Community members felt the walks had a number of purposes including increasing initial interest in the project, ensuring on-going engagement, linking to new groups, checking progress and celebrating success. Led walks were often used once environmental improvements were completed in order to show the community what had been achieved. Themed walks eg, bat walks, toddler walks and history or nature walks, were popular with the local communities. It was felt that these led walks played an important part of ensuring people continue to walk in the new improved environment.
- Although initially walks were led by the co-ordinators, in some projects, members of the community trained as walk leaders and some of the walks became part of the walks series provided through the Walking for Health project.

Pledge cards

- Pledge cards were introduced part of the way through the project to act as an engagement tool and to make people think about walking and commit to making a change. These were also important tool for engaging new members of the community in the project and for increasing beneficiaries from the project for the purposes of monitoring by the Big Lottery.

- Community members felt the pledge cards were popular with adults and children in making pledges to walk more; however, in some cases these were used as a bargaining tool where the community would only pledge to walk more if some of the promised environmental changes were made.
- An evaluation of the pledge cards is reported elsewhere (Sustrans, 2011).

Fitter for Walking Award

- One of the aims of the FFW project was to develop an award scheme to recognise progress and successes made by community in making environmental changes and promoting walking in their communities. This was successfully developed during the first 18 months of the project.
- The award was presented to communities or individuals who had made a substantial contribution to the project, after they had demonstrated progress towards meeting a set of criteria relating to environmental change, community engagement, increased walking levels and a commitment to sustaining progress.
- Though it was not seen as an essential part of the project by co-ordinators in order to engage community groups, the award was very well received by the communities and individuals to whom it was awarded, since they saw it as recognition for their work and an opportunity for a final celebration and some publicity. The award helped to provide a natural 'close' to the project.

5.1.4 Lessons learnt: Project awareness and participation

- Few route users and residents had heard of Living Streets or FFW. However, in some of the case studies a higher proportion of route users were aware of the organisation and project at follow-up.
- A high proportion of route users were aware of environmental changes that had been made along the project routes even though they did not associate them with the Fitter for Walking project. Similarly, when surveyed, local residents were aware of changes that had been made though few reported participating in project activities. This suggests that participation in project activities was perhaps limited to those who are already active in community projects and further outreach work may be required to promote the project and engage the wider community in project activities.

5.1.5 Lessons learnt: Overall achievements and perceived success of the FFW project

Co-ordinators

- Co-ordinators felt they had made clear progress in a short amount of time working in some very deprived areas with complex issues. They felt they had been successful in getting communities working together and working more effectively.
- There was generally a good turnout at events, positive feedback from community figures and co-ordinators saw first-hand the improved relationships between the community and the LA.
- Co-ordinators felt the project enabled residents to feel proud of where they lived and that consulting them or engaging them in small interventions was just as important as larger ones.

- Co-ordinators felt that community involvement in the project may be more important than the project's principal aim to increase walking, and they were unsure whether walking levels would have increased as a result of the project in the areas where they were working.

Local authorities

- LAs were very positive about the FFW project and its achievements.
- They noted improved community relations, positive changes to local areas and the efficiency of the audit process.
- The LAs were much more concerned about sustainability and long-term impact than community members and thought it was important to build capacity in the community so the project could be self-sustaining.
- Overall LAs thought it was an excellent project and although they had seen the changes on the ground there were some concerns that there might not be a measurable increase in walking levels.

Communities

- Community members placed much stronger emphasis on the success of the social and community aspects of the project than on the environmental changes that were made. In particular they noted the project has been successful in getting new members of the community involved, raising awareness of issues that needed to be addressed, and building confidence to address issues and challenge changes the community does not want or like.
- The project was thought to strengthen the community bringing people together with a common interest and goal possibly because the project did not focus on walking but emphasised making improvements to the local neighbourhood. While there are plenty of people in the communities who did not engage with the project, it seems that those that did found it an almost universally positive experience.
- The only negative comments were about the time taken for environmental improvements to be made and there were some concerns about the co-ordinator 'leaving' but community members held a strong desire and intention to sustain the improvements which had been made and to continue to make changes after the end of the project. Despite this it is inevitable that in some projects will lose impetus when the funding and co-ordinators disappear.

Evaluation objective 2: Assessing changes in community cohesion in relation to working together to promote walking and improve the environment

- There was evidence from route users, residents and community members that there had been improvements in community cohesion and social interaction in most of the project areas.
- Some route users in some projects reported an increased sense of community; people being more willing to help each other; people getting along with each other; people sharing the same values; and people being willing to work together to improve the local area.
- Residents also reported some improvements in community cohesion in the last 12-18 months agreeing that the sense of community had increased, residents were more willing to help each other, more

residents were stopping to talk to each other in the streets and residents were thought to be more willing to work together to look after and improve their neighbourhoods. This was supported by qualitative feedback from community members.

- Co-ordinators felt they had been successful in getting communities working together and this community involvement may have been more important than increasing walking.
- Communities were overwhelmingly positive about the social and community aspects of the FFW project and the impact in their local area. New members of the community were seen to get involved and the project brought together people with a common interest and goal.
- For most community members, success was measured in terms of the improvements in community cohesion and social interaction; rather than increases in walking.

Evaluation objective 3: Assessing changes in the number of walking trips made for local journeys following improvements to an identified walking route

- The primary aim of the FFW project was to increase the number of people walking for short journeys in their local neighbourhood by improving the local environment to make it safer and more attractive for walking.
- Community members perceived that there had been an increase in the number of people walking in their local area; however this perception may have been influenced by their positive experiences of participating in FFW project activities. Co-ordinators and LAs were less certain about the impact of the project on walking levels.
- Overall, route user data indicated there were increases in the number of people walking on the project routes following environmental improvements and promotional activities in most projects evaluated; however this increase was only evident after more than 12 months in most case studies (Table 4.1) suggesting it may take some time for environmental and social changes to have an impact on walking levels.
- The decline in the number of pedestrians using the routes at the 12 month follow-up in most projects may have been a result of a number of factors, for example the weather or memories of work being completed on the route which may have temporarily made the route less pleasant for walking.
- At the second follow-up (14-20 months after baseline), increases in the number of pedestrians using the project route were observed in five projects compared to baseline. However, these increases may also have been a result of differences in the weather during the survey period.
- There is, however, other evidence to suggest that route use did increase in the project areas with up to a quarter of route users perceiving they had used the project route more in the last 12-18 months. In three of the case studies more route users reported using the project route on a daily basis at follow-up compared to baseline.
- The project may also have had a wider impact on route use and walking levels. Over 60% of route users agreed that walking on the route enabled them to go straight to their destination; it was the best

transport option, it was the most convenient route; they could save money by using the route; and walking added to the exercise they get from other parts of their life.

- More route users were walking for a wider variety of journey purposes at follow-up, and the total mean minutes of walking for transport per week was higher at follow-up in route users in four projects, suggesting that the use of walking as a mode of transport may have become more widely recognised during the project. In projects where the total mean minutes of walking for transport per week decreased at follow-up, this could be because the project improvements created a shorter route for residents to get to their destination (improved connectivity).
- Residents also reported using the routes more often in the last 12-18 months for a variety of trip purposes. The greatest increases in use were for journeys to get to social activities, to get to public transport, for personal business/shopping and for recreation or fitness. Almost two thirds of residents reported having walked more in their local area in the last 18 months for a variety of reasons including: a change in income, to get healthier/fitter; because the cost of petrol or the cost of public transport fares had increased; and because knowledge of the area had improved.
- Around half of residents strongly agreed or agreed that in the last 18 months they had seen more people walking the neighbourhood; found new routes for walking; thought it was now more pleasant to walk around the neighbourhood; had discovered new places to walk to and thought it was safer to walk in their neighbourhood.

Evaluation objective 4: Assessing change in the health and well-being of route users and local residents following improvements to an identified walking route

- The increases in walking observed in this project are likely to lead to benefits for health and well-being in the longer-term; however it was not possible to measure changes in health and well-being as part of the evaluation.
- Residents' views on the benefits of using the project route varied, but the most frequently cited benefits included: visiting local shops more, feeling less stressed, feeling fitter, increasing their level of physical activity and feeling more satisfied with their neighbourhood which suggests residents perceived there to be some benefits for health and well-being.

Evaluation objective 5: Economic evaluation of Fitter for Walking

- An economic evaluation of Fitter for Walking was conducted using data from route user counts and route user surveys in Marks Gate, London; Byker Link, Newcastle; Taylor Street, Blackburn; Weddell Wynd, Wolverhampton and Cliff Hills, Rotherham.
- Benefit to cost ratios (BCRs) of improvements to the walking environment in these areas were estimated and it was found that the environmental improvements were generally likely to result in significant financial savings from decreased mortality as a result of an increased number of people walking.

- There are a large number of limitations presented by the methodological challenges of estimating cost-effectiveness for the Fitter for Walking (FFW) projects.
- The results and methodological limitations are presented in full elsewhere (Sinnott & Powell, 2012).

5.2 Evaluation strengths and limitations

- The evaluation of the FFW project was completed mostly as intended.
- A standard set of evaluation tools and interview and focus groups schedules were developed to evaluate the projects which were being delivered in different contexts and allowed for the different interventions and project activities taking place.

Route user counts and surveys

- Route user counts and surveys were conducted at baseline and follow-up in seven projects. These projects were selected on the basis of more substantial environmental improvements being made, the improvements being made within the timeframe of the evaluation and there being some clear potential for an increase in walking levels. In some cases, some of the environmental improvements or project activities may have taken place before the baseline measurement took place; however, this was unavoidable owing to the need to address the selection criteria outlined above.
- Counts and surveys were conducted by an external contractor. The surveyors had to make some judgement in categorising adults into age groups (16-59 and over 60) and there may have been errors in some cases.
- The response rate to the route user surveys varied and in some case studies was low, which may limit the interpretation of the data collected, and hence there is a strong possibility of selection bias. Many respondents declined to take part because they were in a hurry.
- The route user counts and surveys only took place over two days at each survey period (one week and one weekend day), therefore they only represent a snapshot of route use. There may be high variation in route use depending on a wide range of factors, in particular the weather, therefore the results should be interpreted with some caution.
- In future, evaluators involved in the assessment of route use may wish to consider conducting more frequent counts/surveys or continuous automated monitoring of route use where budget allows in order to obtain more robust data. In addition, using a shorter survey, or providing route users with a copy of the survey to complete at home, may help to increase the number of respondents.

Residents' surveys

- Residents' surveys were conducted in five of the seven projects where route user count/surveys took place.
- Only 200 surveys were distributed in each project, to a random selection of residents living within one mile of where environmental improvements had taken place on the project route.
- Co-ordinators assisted with the distribution of surveys and, despite instructions to distribute the survey to every other household to ensure a random selection of participants, may have approached residents

whom they knew were aware of the project, possibly leading to some bias in those who responded. The response rate to residents' surveys was extremely low, and the results should therefore be interpreted with caution.

- In future, an alternative method of surveying residents might be used (eg, telephone surveys) to increase response rates. Alternatively surveys could be posted to a random selection of households or distributed by persons independent from the project in order to ensure there is no selection bias.

Qualitative evaluation

- Interviews or focus groups were conducted with project co-ordinators on a regular basis throughout the project, providing an opportunity to learn from their early expectations, on-going experiences and later their reflections on actual practice and progress.
- Interviews were successfully conducted with the key representatives from 11 of the 12 LA partners, providing an opportunity to learn about the role and experiences of these partners in delivering this type of project.
- Focus groups and interviews were conducted with a large number of community groups and representatives, providing a broad perspective on working with communities in varying contexts to tackle a wide range of issues relating to the local environment and promotion of walking. Attendees at focus groups varied in their level of involvement in project activities; however, in many cases, they were more active members of the communities in which they lived or were people who had played a key role in the project, potentially leading to biased opinions on their experiences of the project.

Other issues related to the evaluation and interpretation of the Fitter for Walking evaluation

- It was only possible to evaluate a small sub-set of the FFW projects which took place and, given the wide variation in context, community engagement and project activities across the project, there may have been more variation in experiences of the project than can be reported here. There was however considerable variation in the projects that were evaluated, including in the way they were delivered and the project activities that took place, providing evidence from multiple different contexts.
- During the FFW project there was change in Government and growing economic crisis, which led to cuts in funding across LAs. This may have affected the ability of the LAs to complete their role in the project and may have prevented some of the requested environmental improvements from taking place.
- The evaluation did not include any control or comparison communities, and therefore the changes observed may or may not be solely attributable to FFW project activities. Other factors, eg, increases in petrol prices and public transport fares may also have impacted on the success of the projects.

5.3 Summary of key findings

Living Streets' co-ordinators worked with approximately 150 communities from twelve LA areas across five regions of England as part of the FFW project and successfully supported and delivered a wide range of

environmental improvements and awareness-raising activities to promote an increase in walking. LA contacts and community members also played a key role in delivering and supporting project activities.

Activities varied across projects according to the needs and interests of the community and LA funding and capacity. Examples of environmental improvements included clearance of litter, glass, dog mess, and graffiti (in some cases supported by changes to the LA cleaning regime), improved lighting, new dropped kerbs, new or improved signposting, removal of street clutter (eg, bollards and railings); removal of encroaching vegetation; resurfacing of footpaths; improvements to gateways and entrances, improvements to sight lines and the installation of new benches and litter bins. Promotional activities had an important role throughout the projects in supporting community engagement; helping the community to identify the barriers to walking in their area; maintaining momentum during the project; engaging additional community groups and members; and in promoting new routes and the environmental changes which had been made, to maximise the chances of sustained behaviour change. The street audit was an important tool for engaging the community; helping to focus the project on a specific route or area; helping to identify the barriers to walking and potential solutions on the identified route; and providing feedback to LAs as to the improvements that were needed. Pledge cards were also important for engaging the wider community in the project. Other examples of activities included: led walks; themed walks (eg, bat walks and nature walks); bulb planting; litter pick-ups; street parties and other community events; and development of walking maps (paper-based or large maps for display boards on walking routes).

The Fitter for Walking Award was successfully developed to recognise progress in communities towards making environmental changes, engaging community members, increasing walking levels and making a commitment to sustaining progress. This was awarded to both individuals and communities and was well received as recognition for what had been achieved.

Key findings are outlined below:

1. Fitter for Walking was almost universally welcomed by communities and local authorities. It appeared to fill a gap in current service provision for maintenance of, and improvements to, local community environments.
2. Environmental improvements and awareness-raising activities to promote walking were successfully delivered in a large number of communities through the Fitter for Walking project with support from co-ordinators, LA partners and community groups and residents.
3. The role of the co-ordinator was critical to the success of the Fitter for Walking projects and both LAs and communities reported very positive experiences of working with them. Co-ordinators were required to lead and co-ordinate and played a key role in engaging community groups, facilitating relationships between the community and LA partners and maintaining the focus of the project on walking. It was important for the co-ordinator to develop knowledge of the local area and to understand existing relationships between the LA and communities in order for the project to be successful.

4. LAs had a critical role in the project in reviewing and acting upon the recommendations made in street audits. They provided funding and resources to enable environmental improvements to be made. The Transport department was thought to be the most appropriate place for this project to be based owing to access to budgets and existing links to departments who would carry out the work. Regardless of location, senior management support from within the LA was essential for successful delivery of the project to ensure resources and funds were allocated to the project.
5. LA contacts sometimes found it difficult to undertake the tasks required for FFW owing to time pressures from their existing work, budget cuts, existing development plans for neighbourhoods or other work pressures within the LA. This sometimes led to long delays between submitting street audit reports and visible action in the community. It was important for co-ordinators to recognise these issues, to be patient and understanding when working with LAs and to manage the expectations of the community regarding timescales for the completion of environmental changes.
6. The relationship between the co-ordinator and the LA was crucial for the success of the FFW project particularly in making environmental changes with LAs providing resources, funding and commissioning the work to be completed through other LA departments. Understanding existing relationships within the LA and between the LA and the community was important for developing knowledge of local issues and understanding reasons why some environmental changes could not be made.
7. In some areas there were differences in opinion between the co-ordinators and LAs as to which communities should be targeted for the FFW project; this caused some tension between the two stakeholders. Agreement should take place at the start of the project on the approach that will be taken, taking into account the geographical area co-ordinators are expected to cover and the time available. In future it may be beneficial for co-ordinators to work with fewer LAs or in a more focussed area to ensure sufficient time can be allocated to each project and to allow co-ordinators to develop the local knowledge needed to successfully deliver the projects.
8. The community played a key role in the project both in identifying local issues and barriers to walking and participating in and supporting project activities. It was possible to work with many different types of community group during the project including: Tenants' and Residents' Associations (TARAs), community groups, 'Friends of...' groups, churches, schools, parent support advisors (through schools), scouts and other youth groups and community interest groups (such as gardening or allotments).
9. Multiple strategies were used to recruit community groups and engage them in the project. Community consultation took place using street audits and other community events, and this approach was seen to be a key factor in the success of the projects. It was seen to be important that the community are allowed to develop their interest in the local environment and walking, rather than an agenda being imposed upon them.
10. In many projects the time taken for community engagement and environmental improvements to be made was much longer than expected; the overall timescale for each project was therefore much greater than anticipated and co-ordinators were able to complete far fewer projects than they had originally planned. It is important for project planning to recognise the time required for these activities, particularly with regard to environmental improvements, so as not to raise the expectations

of the community. These longer timescales should also be taken into consideration when planning the number of communities to work with over a specific time period.

11. Co-ordinators were very involved and 'hands-on' in some community projects to the extent that community members felt they were now part of their local community. There was a perceived need for the co-ordinator's involvement and support in order for community activities to take place and continue, thus there were concerns that when the co-ordinators 'leave' at the end of the project there may be some loss of momentum. LAs also had concerns over the sustainability of activities at the end of the project once funding ceased and the co-ordinators were no longer in post. Building interest, capacity and skills in communities is important so that communities are not dependent on the co-ordinators for action to take place, and project activities can be self-sustaining in the longer-term.
12. Match funding for this project was provided by the participating LAs. During the project, cuts in local government funding meant that there was pressure on LAs and a reduction in the budgets available for use in the project which may have impacted on the project activities, particularly environmental changes, they were able to deliver.
13. Community members were very aware of the environmental, social and psychological barriers that prevented them and others in their community from walking. A large number of environmental barriers to walking were addressed and removed during the project and this was reflected in the findings from the evaluation. Across all projects evaluated, fewer environmental barriers to walking were reported at follow-up and many route users and residents were aware of the environmental improvements that had taken place even though they did not necessarily associate them with the FFW project.
14. FFW also addressed a number of social barriers through its awareness-raising and promotional activities. Route users, residents and communities all reported perceptions of improvements in community cohesion and social interaction in most of the projects and some community members reported an overwhelming impact of the project on the daily lives of people living in their local area. In many cases the social changes were seen to be more important for increasing the number of people who walk in the local area than the environmental changes, therefore improving the physical environment alone may not be sufficient to change behaviour and increase levels of walking.
15. At the end of the project, increases in the number of pedestrians using the project routes were observed in six of the seven community projects evaluated and up to 25% of route users perceived they had used the route more often in the last 12-18 months. Route users reported undertaking more transport-related walking overall and were walking for a wider variety of journey purposes. Community members and residents reported doing more walking in their local area, discovering new places to walk to as well as new routes to get to their destinations, and there was a general perception that more people were walking in the local area.

5.4 Conclusions

Living Streets' co-ordinators, Local Authorities and communities successfully worked together in the Fitter for Walking project to make improvements to the physical environment on specific local routes and deliver awareness-raising activities to promote use of the improved routes.

Community members were overwhelmingly positive about the impact of the project in their local areas and many felt the changes would not have happened without the project and specifically the leadership from the project co-ordinators. A wide range of environmental barriers to walking were removed through the Fitter for Walking project and an increase in the number of people walking was observed on most of the project routes evaluated. There was a perception amongst some route users that they had used the route more often in the last 12-18 months and findings suggest route users were doing more transport-related walking overall and for a wider variety of journey purposes. Similarly, some residents reported they were doing more walking, had discovered new routes for walking and new places to walk to, and that there were more people walking in their local area. Improvements in social interaction and community cohesion were also reported, which may be as, or even more, important than changing the physical environment to create safe and supportive environments for walking.

It is recommended that the FFW model is expanded to other communities in the UK as an approach to community engagement, increasing social interaction and improving the physical environment to promote walking as a mode of transport. However, further research and evaluation is also needed to assess the impact of changing the physical environment and improving community cohesion, either alone or in combination, on individual levels of walking for transport, overall physical activity, and health and well-being.

CHAPTER 6. Recommendations

Overall

- When funding becomes available the Fitter for Walking model should be refined and expanded across the UK as an approach to community engagement, increasing community interaction, improving the environment and promoting walking.
- Further evaluation is needed to assess the impact of this approach on individual levels of walking and overall physical activity in the longer-term.

For project delivery

- Project co-ordinators should be employed in deprived areas, with a small enough geographical patch to allow them to concentrate on specific projects, develop knowledge of the local area and issues and to establish strong community links.
- The project should continue to combine LA and community-led environmental improvements with promotional and awareness-raising activities.
- Additional outreach work may be required to expand into the wider community and engage more people in project activities.

For local authorities

- LAs should engage with this type of project to help develop relationships with the community and support the development of pedestrian-friendly environments.

For communities

- Communities should be persuaded that this is a walking project; social objectives are important but increasing walking is the primary objective.

For policy makers

- Increases in walking require long-term investment in infrastructure and highly labour-intensive community development methods; but this investment can reap long-term health and social rewards.

For researchers and evaluators

Future evaluations of this type should consider the following:

- repeating the approach of conducting regular qualitative interviews
- exploring different methods of quantitative data collection and using short questionnaires to boost response rate
- ensuring route counts are as representative as possible of regular walking/cycling flows along a path (consider using on-going automatic monitoring if possible)
- assessing individual level changes in walking and the impact on overall physical activity levels

- using a control or comparison area.

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APPENDICES

APPENDIX A Fitter for Walking Project Summaries

Fitter for Walking Project Summaries

The tables below provide a summary of the community projects that took place as part of the Fitter for Walking project. The information about each project was provided by project coordinators in a project log which was completed on a monthly basis during the project. Where information was not provided in the project log, this is noted as ND (no data). The tables below only include projects where project activities actually took place.

Each project is identified with a regional and local authority code (e.g. London: Barking and Dagenham is represented by LXBD) and a number starting at 01 within each local authority area. In addition to the project number, primary projects are labelled with an “A” and are denoted in blue. Secondary projects are labelled from B onwards and are denoted in black.

The notion of primary and secondary projects was utilised to distinguish between projects which involved a registered group from the community who took part in a street audit, provided a report to the local authority with recommendations, oversaw the environmental improvements that were made and started to promote walking in the community (primary group) from those who became involved or engaged at a later stage where the emphasis was more on promoting use of the improved route and delivering educational and awareness-raising activities such as themed walks and engaging local school children in the projects (secondary group).

The information below was up to date as of December 2011.

London: Barking and Dagenham

Registered group	Date of registration/completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
LXBD01A. Marks Gate Older People's Network	Start: 01/11/08 End: 20/06/10	A route through the subway linking to Chadwell Heath High Road, the station and St Chads park	<ul style="list-style-type: none"> - Cars parked inappropriately on the pavement - Lack of benches - Accessibility of subway 	12/01/09	<ul style="list-style-type: none"> - Display map of route to Chadwell Heath - Walking corridor created to Chadwell Heath - Resurfacing, dropped kerbs, clutter removal, pedestrian signage 	<ul style="list-style-type: none"> - Stalls at the school fete, summer festival and walking event to promote better parking and walking promotion. - Bulb and shrub planting - Nice gardens walk
LXBD01B. WellGate children's centre	Start: 01/04/09 End: 20/06/10	Route through the subway to Kids Kingdom and possibly Sainsbury in the future	<ul style="list-style-type: none"> - Residents perceptions of distances to be walked 	Not done	ND	<ul style="list-style-type: none"> - Organised walk to Kids Kingdom and to Sainsbury's
LXBD01C. Friends of Padnell Lake	Start: 01/10/09 End: 20/06/10	The route into the subway from Chadwell Heath	ND	Not done	ND	<ul style="list-style-type: none"> - Clean up and beautification near the subway
LXBD01D. Marks Gate Junior school	Start: 01/05/10 End: 27/05/10	Journeys to school, shops and Chadwell Heath	ND	Not done	<ul style="list-style-type: none"> - Map installed along the route 	<ul style="list-style-type: none"> - Art project to create map as a display board - Walk to school week Family Walking Challenge
LXBD01E. Marks Gate church	Start: ND End: 20/06/10	ND	<ul style="list-style-type: none"> - Lack area walking map 	Not done	<ul style="list-style-type: none"> - Map installed along the route 	<ul style="list-style-type: none"> - Art project to create map as display board - Walking pledges
LXBD01F. Marks Gate Agenda 21 group	Start: ND End: 20/06/10	A route through the subway to Chadwell Heath High Street	<ul style="list-style-type: none"> - Littering in the subway 	12/01/09	ND	<ul style="list-style-type: none"> - Marks Gate fun run and walk 2009 and 2010. - Consultation and awareness raising exercises.
LXBD01G. Marks Gate Infants school	Start: 14/10/10 End: 20/06/10	ND	<ul style="list-style-type: none"> - Congested car parking at school drop-off and pick-up times - Poor examples of walking behaviours as parents drive children to school 	Not done	ND	<ul style="list-style-type: none"> - Walk to school month walking challenge
LXBD02A. Resurrection Life Centre	Start: 01/02/09 End: ND	<ul style="list-style-type: none"> - The alleyway through to the RLC centre 	<ul style="list-style-type: none"> - Centre's unstructured "green travel plan" - Dark alleyways - Uneven path surface - Poor attitudes towards walking 	Not done	ND	<ul style="list-style-type: none"> - An active travel survey completed by centre/church users

London: Barking and Dagenham

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
LXBD03A. Thames View Residents Association	Start: 16/03/10 End: ND	<ul style="list-style-type: none"> - Bastable Avenue and route to the green ditch and river - Farr Ave shopping precinct - Route through subway - Barking town centre 	<ul style="list-style-type: none"> - Lack of nice community outdoor space with benches - Poor walking environment/green along ditch, - Low community cohesion in area - Excess litter and dog fouling - Poor environment by subway 	23/07/10	<ul style="list-style-type: none"> - Clearing routes and overgrowth through subway - Pedestrian signage installed. - Jet washing shopping parade - Way finding sculptures and signage to river 	<ul style="list-style-type: none"> - Easter event with a design agency (not led by FFW project) - Street party in Farr Ave shops to make space more family friendly with treasure hunt
LXBD03B. Thames View scouts group	Start: 02/03/10 End: ND	<ul style="list-style-type: none"> - Bastable Avenue and route to the green ditch 	<ul style="list-style-type: none"> - Excess rubbish - Poor walking environment 	23/07/10	ND	<ul style="list-style-type: none"> - Led walk to visit wildlife nature reserve and bird spotting, with the London wildlife trust
LXBD03C. Thames View infants school	Start: 01/06/11 End: ND	<ul style="list-style-type: none"> - Walk to the Thames and wildlife areas - Route to the local shops 	<ul style="list-style-type: none"> - Traffic speeds - Lack of area knowledge 	Not done	<ul style="list-style-type: none"> - Park and stride signs mounted - Reduce speed signs mounted. 	<ul style="list-style-type: none"> - London wildlife trust led walks with infant school to the nature reserve and river. - Family walking challenge
LXBD04A. Ripple Primary school	Start: 10/02/11 End: ND	<ul style="list-style-type: none"> - The pedestrian crossover for the schools and Barking town centre - Green space which links to the school gates. 	<ul style="list-style-type: none"> - The pedestrian crossover between school sites - Poor upkeep of green spaces 	October 2010.	<ul style="list-style-type: none"> - Pedestrian signage installed. 	

London: Redbridge

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
LXRE01A Orchard Estate Community Group	Start: 01/06/09 End: ND	<ul style="list-style-type: none"> – Route to Ray Lodge School especially crossing at Broadmead Road – Route along Finchingfield Avenue 	<ul style="list-style-type: none"> –Lack of safe pedestrian crossings on the route to school –Poor general walking safety and lack of confidence on the estate 	23/09/09	<ul style="list-style-type: none"> – Redbridge announce they have put new crossing into borough spending plans - later noted as unlikely to go ahead 	<ul style="list-style-type: none"> – Pledge cards used at Fun Day – Led walk – Petition about crossing
LXRE01B. Ray Lodge primary school	Start: 01/09/09 (initial meeting) End: ND	<ul style="list-style-type: none"> – Route to Ray Lodge School especially crossing at Broadmead Road – Route along Finchingfield Avenue 	<ul style="list-style-type: none"> – Inadequate safety in children's active travel plan to school 	23/09/09	ND	<ul style="list-style-type: none"> – Walk to school month launch
LXRE02A. Commonwealth gardeners	Start: 19/07/11 End: ND	<ul style="list-style-type: none"> – Route between Valentine park and Ilford town centre 	<ul style="list-style-type: none"> – Poor and un-kept walking environment – Unsuitable pavements over bridge – Traffic around school entrance 	20/09/11	ND	ND
LXRE03A. Take Action Seven Kings	Start: 08/01/10 End: ND	<ul style="list-style-type: none"> – Links between High Road and Meads Lane including Seven Kings tube station and two primary schools 	<ul style="list-style-type: none"> – Poor walking environment – Uninspiring and car dominated – Poor awareness to good quality green spaces in the locality 	20/02/10 (cancelled due to low turnout)	ND	ND
LXRE04A. Seven Kings and Newbury Park RA	Start: 01/03/10 End: 21/05/11	<ul style="list-style-type: none"> – Aldborough Road which provides links between the High Street and multiple Tube stations, William Torbit School, Downshall Primary School, local shops/businesses and park. 	<ul style="list-style-type: none"> – Poor quality walking environment – Heavy congestion 	06/03/10	<ul style="list-style-type: none"> – Front garden of St Johns church created as community green space – Bench and plant lockers installed 	<ul style="list-style-type: none"> – Street clean-up – Removal of waste from people's front gardens – Community events
LXRE04B. St Johns Church	Start: 01/07/10 End: 21/05/11	<ul style="list-style-type: none"> – Aldborough Road which provides links between the High Street and multiple Tube stations, William Torbit School, Downshall Primary School, local shops/businesses and local park. 	<ul style="list-style-type: none"> Lack of community space on Aldborough Road South 	06/03/10	<ul style="list-style-type: none"> – Front garden of St Johns church created as community green space - Bench and plant lockers installed 	<ul style="list-style-type: none"> – Art Trail map created between 4 local churches – A led walk of the map route.

London: Redbridge

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
LXRE04C. Downshall Primary School	Start: 01/03/11 End: 21/05/11	The roads directly outside the School, Aldborough Rd South in particular.	<ul style="list-style-type: none"> -Traffic on Aldborough Road South in front of school -Visually unappealing walking environment 	Not done	- Mural created on school wall	<ul style="list-style-type: none"> - School walking trips so to raise awareness to local facilities in particular Seven Kings Park - School walking challenge with pledge cards.
LXRE05A. Hainault Community Project	Start: 19/01/10 End: ND	Route behind Hyneholt pub and between Robina Close and Long Green	<ul style="list-style-type: none"> - Routes unsafe due to issues such poor lighting and high vegetation -General poor quality walking environments and attitudes towards walking 	Not done	ND	ND
LXRE06A. Hainault 1st Scouts	Start: 20/01/10 End: ND	Routes to and around the new scout community centre, particularly the adjacent alleyway	<ul style="list-style-type: none"> -Lack of healthy behaviour/walking knowledge amongst Children -Alleyways unsafe and unattractive places to walk 	04/02/10 and 05/02/10	Tree identified as causing problems in the alleyway removed	<ul style="list-style-type: none"> - Two walkabout events with Beavers and Scouts including mini audit and quiz. - Parents meeting to discuss concerns around the alleyway
LXRE07A. Goodmayes Safer Neighbourhood Team Panel	Start: 19/08/10 End: ND	Route from school, including crossing over Mayfield Road and Greenside	<ul style="list-style-type: none"> -Busy roads outside school 	10/03/11	ND	<ul style="list-style-type: none"> - School will be running a petition and spoke with students before street audit - Possibly take part in Free your Feet

North East: Gateshead

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NEGA01A. Kingsmeadow School	Start: 01/04/09 End: ND	– Routes to the school via local shopping parade and Dunston park	– Traffic – Perception of distances to school from residential areas being too far to walk	20/10/09	ND	– Led Walks: – Pledge cards to be used at event planned for the Spring to promote the routes identified during the led walks
NEGA01B. Dunston Hill Primary School	Start: 14/01/11 End: ND	– Routes to school, local shops, park and community centre	– Heavy traffic	Not done	ND	– Assembly – Led walks with Healthy Parenting Group
NEGA02A. Gateshead Jewish Nursery	Start: 26/05/09 End: 31/10/11	– Routes to schools/nursery, Matov Children's Centre, Jewish Community Centre (Bewick Centre), Coatsworth Road shopping area and Jewish colleges	– Narrow pavements – Poorly sited street furniture – No pedestrian crossing facilities – Heavy traffic	30/06/09	– New raised crossing area with traffic calming – Removal of street furniture – Widened pavements	– Talks and meetings are planned with parents and pupils to encourage walking to school using WOW tactics and FFW pledge cards. – Led walks in the new year with fathers and children via the Matov Children Centre are also planned. – Engagement / info sharing event organised for 11 Feb at the Jewish Community Centre (Bewick Centre). – 11/02 Bewick Centre Event: 65 people pledge to walk more often for short journeys especially to school and kinder. – Children took part in FFW craft activities, which were road safety and walking themed.
NEGA02B. Jewish Boys School	Start: 13/01/11 End: 31/10/11	– Route to school, local shops and community facilities	– Concerns about road safety	Not done	ND	– Assembly to promote walking and road safety
NEGA02C. Jewish Girls School	Start: 26/10/10 End: 31/10/11	– Routes to schools/nursery, Matov Children's Centre, Jewish Community Centre (Bewick Centre), Coatsworth Road shopping area and Jewish colleges	– Narrow pavements – Poorly sited street furniture – No pedestrian crossing facilities – Heavy traffic	Not done	ND	– Assembly and pledge cards to promote walking

North East: Gateshead

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NEGA03A. Local Felling Residents	Start: 04/09/09 End: 23/07/11	– Route to Metro Station, Community Centre, Sunderland Road shops and open space	– Poor surfacing – Problems with litter and graffiti – Reputation for anti-social behaviour	28/09/09	– Footpaths resurfaced – Lighting columns replaced in back lane – Guard rail alongside allotments either painted or removed – Vegetation alongside fence cut back and Japanese Knot weed in allotment treated – Allotment sites have been tidied up – On-going enforcement action by the council regarding derelict property on Mulberry Street	– Led walks – Enforcement action against the owners of untidy properties. – A resident has taken on the 'adopt a station' and so will report issues related to ASB, litter, graffiti etc.
NEGA03B. Brandling Primary School	Start: 11/01/11 End: 23/07/11	– Route to Metro Station, Community Centre, Sunderland Road shops and open space	– Poor visual appearance of area – Lack of area knowledge	Not done	ND	– Walking assemblies – Led walks – Planting activities
NEGA04A. Highfield Community Centre	Start: 21/10/09 End: 01/07/11	– Routes linking the residential areas to destinations such as the Community Centre, Children's Centre, Chopwell Woods and local schools	– Poor walking environment – Semi-rural and lacking pavements	Not done	– Signage has been altered on Whinfield Way outside the school to slow traffic from industrial estate	– A series of led walks as part of "Healthy Highfield Week" – Women's group at the centre are working to plan led family walks and street party over the spring and summer
NEGA04B. Parents of Highfield Schools	Start: 19/10/10 End: 13/07/11	– Route to schools and community centre and playing fields/MUGA and route to woodland walk.	– Traffic from industrial estate – Overgrowing vegetation – Poor signage – Traffic speed	11/11/10	– 20 mile and hour zone to be installed – Fence area which by pond – Demolish derelict garages	– Led walks – Family activities
NEGA04C. St Joseph's VA Catholic School.	Start: 12/01/11 End: 13/07/11	– Route to schools and community centre and playing fields/MUGA and route to woodland walk.	– The school has a large catchment area and most of the children are driven to school	Not done	ND	– Led walks with children – Provided route info for school to use again in the future
NEGA05A. Blaydon Sure Start, Grandparents group	Start: 22/10/10 End: ND	– Routes to the shops, Sure Start Centre, library and other local services in Blaydon Town Centre and in nearby Winlaton	– Very steep bank – Difficulties walking with young children – Travelling along way to access services	Not done	ND	– Bulb planting – Led walks in the new year
NEGA06A. Elgin Centre - Healthy parents group	Start: 21/01/11 End: ND	– Routes to Elgin Centre and school, local shops and services	– Area is on a steep hill – Perception that facilities are too far to walk to	Not done	ND	– Led walks with parents group to explore where they can reach with children in pushchairs

North East: Newcastle

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NENE01A. Friends of St Lawrence Park	Start: 10/11/08 End: 23/06/10	– The Byker Link - with trips to St Lawrence Park, the Quayside, Shields Road and leisure centre	– Poor reputation of the area – Lack of maintenance of the route – Dog fouling	16/12/08	ND	– Led various walks throughout the year – FSLP have organised nature walks along the Byker Link attracting 40+ local residents – Large scale community clean-up day
NENE01B. Byker Primary School	Start: 02/02/11 End: ND	– Route to school, Byker link, shopping area and metro	– Negative perception of walking environments – Excessive rubbish and graffiti	Not done	ND	– Assembly and family pledge cards
NENE01C. Byker YMCA	Start: 24/02/11 End: ND	– Byker link and route to Quayside, Ouseburn farm, local shops, school and metro	– Negative perfection of walking environments – Excessive rubbish and graffiti	Not done	ND	– Led walks during Feb
NENE02A. Nunsmoor Centre	Start: 01/02/10 End: ND	– Four local routes to key destinations: Morrisons Store, Fenham Library and Pool, Leaze Park and Exhibition Park	– An unwilling to walk, due to an unfamiliarity with the local area	Not done	ND	– Led walks – Pledge cards and maps to promote local walks that are approximately 15 minutes from Nunsmoor
NENE03A. Trinity Gosforth	Start: 15/10/09 End: 22/09/11	– Existing Gosforth High Street History Walks; routes to schools; access to the Trinity Centre from surrounding residential areas	– Reliance on the car for short journeys – Poor street environment (Gosforth High St)	Not done	– An interpretation board of the map installed in the park.	– Local walks – Engagement with primary schools to coincide with Walk 2 School Week – Local history walking map has been distributed to Northern Rock employees, the history group, local schools and residents.
NENE04A. Friends of St James Cemetery, Benwell	Start: 01/03/11 End: ND	– Routes to church, transport links and local services	– Steep location – Elderly population.	Not done	– A new hose and tap have been installed so that these can be maintained.	– Local walks on heritage trail – Planting sessions – Map produced to promote the trail

North East: Sunderland

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NESU01A. Walking With Wheels	Start: 22/12/08 End: 01/03/10	– Route connecting two communities including metro station, shops and schools	–Poor surfaces –No signage –Overgrown vegetation –Litter, broken glass and dog fouling	03/02/09	– Major resurfacing of a section of the route	– ND
NESU02A. Grange Park Primary School	Start: 19/02/09 End: 22/06/10	– Route connecting residential area and school to the Sunderland Aquatic Centre and the Stadium of Light	–Perceptions of distance –Traffic	19/05/09	– Pedestrian desire line formally resurfaced – Graffiti removed from the gable at end property – Untidy property cleared	– Community visit with pupils to Thompson Park Community Centre, – Walk to School launch event – School wide pedometer challenge
NESU03A. Sunderland Bangladeshi Community Centre	Start: 20/02/09 End: ND	– Local routes to Winter Gardens, Riverside Quarter and Leisure Centre	–Fear of anti-social behaviour –Lack of confidence in walking around local area	Not done	– ND	– Led Walks
NESU04A. Plains Farm and Humbledon Residents Association	Start: 12/05/09 End: 18/06/10	– Route from residential area to shops and leisure facilities	–Poor pedestrian access across the estate –A lack of dropped kerbs –Heavy traffic –Litter	28/08/09	– Instillation of dropped kerbs	– Led walks – Walk to School Week activities with Plains Farm Primary School who have also completed a walking themed poster competition and a week-long family walking challenge
NESU05A. High Downs Community Reference Group	Start: 02/11/10 (initial meeting) End: ND	– Routes to shops, library, sports centre and local services in Hetton and Houghton le Spring – Route to Nature Reserve and local shops	–Footpaths are very underfoot –Route to the nature reserve does not have a formal path from the estate –No signage –Poor distance perceptions to facilities	Not done	– ND	– ND

North West: Blackburn

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NWBL01A. Taylor St	Start: 10/09/08 End: ND	– Routes around school/children’s centre, church, shops and alternative routes to town	–Poor lighting under rail bridge –Walls heavily graffitied –Area subject to fly tipping –No/poor route signage	27/10/08	– New Lighting – Extra bollards to prevent traffic entering bridge illegally	– Community clean up with residents – School involvement in artwork at later date
NWBL01B. Cleaner Greener Griffin	Start: 10/09/08 End: 08/08/09	– Areas around Griffin that needed improving to make more appealing to the eye	–Streets create uninviting walking environment	27/10/08	– Clearing of weeds from raised planter beds and addition of herbaceous perennials.	– Community Clean up with residents – Planting of bedding plants and bulbs in Cavendish Place – Community/group involvement in SW neighbourhood board
NWBL02A. Daisyfield School	Start: 01/12/08 End: 01/03/09	– Routes around school/children centre to shops, canal walks and alternative routes to town	–Women did not feel comfortable walking off route –Little knowledge of area walking routes	Not done	– ND	– Group walking routes established – Council led walks
NWBL03A. Sunnybower Route to Roe Lee	Start: ND End: ND	– Route to park and school	–Poor quality of path surfaces –Lack of distance perception along routes –Need better signage and benches	10/04/10	– New path surface from Capita requested but not completed	– Working with school during Walk to School activities
NWBL04A. Empire Theatre	Start: 01/09/09 End: 01/08/10	– Civic walk surrounding history of Empire Theatre and its relationship with the neighbourhood	–No apparent knowledge/perception of distance to theatre or value to local area	01/12/09	– ND	– Production of self-led walking maps to schools, visitors and wider general public – Led walks over centenary celebrations
NWBL05A. Springbank Court Walking Group	Start: ND End: ND	– Route to Ewood Park football stadium and Theatre	–Insufficient pathways around sheltered housing estates –No dropped kerbs –Problems with pavement parking	Not done	– Installation of dropped kerbs	– Led walks – Provide maps to group of route to theatre
NWBL06A. Westbury Gardens	Start: 01/01/11 End: 1/11/11	– Circular route with options for rest and refreshments at each church or mosque	–Lack of perception/understanding of walking distances –Poor links between places of worship	30/10/09	– ND	– Production of local maps – Launch event

North West: Blackburn

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NWBL01C. St Lukes Walk to Witton	Start: ND End: ND	– Route from Church to Local park and amenities	–Not knowing how close the park was and did not feel safe as single people walking	NA	– NONE	– Weekly walks to highlight the routes
NWBL01D. Stansfeld Day Centre	Start: ND End: ND	– As above	–Centre for adults with disabilities	ND	– ND	– Joined in walks with St Lukes Group
NWBL0 Residents of Sunnyhurst	Start: 01/09/10 End: ND	– Area around Sunnyhurst Darwen	–Reluctance of neighbours to join in and get walking	ND	– NA	– Events held in streets in form of street parties and street theatre.
NWBL0 Salesbury School	Start: Sept 2011 End: Dec 2011	– Route from former orphanage to school	–Not knowing the route existed and awareness of how walk used to be done every day by children. –Heritage project	ND	– None	– Heritage walk and school assemblies
NWBL0 Beardwood to Lammack	Started 2010-To be completed early 2012	– Route through Lammack and Beardwood	–No centre for residents to meet.		– Maps, activity points and bird boxes to be installed.	– Walks to map out the route
NWBL0 Beardwood to Lammack	Start: ND End: ND	– ND	–ND	ND	– ND	– ND

North West: Bolton

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NWBO01A. Hallith Wood UCAN	Start: 01/01/09 End: 05/05/09	<ul style="list-style-type: none"> – Route around housing estate, manor house and woodland – Links with school and health centre 	<ul style="list-style-type: none"> – Unfamiliar with area and facilities 	Not done	<ul style="list-style-type: none"> – ND 	<ul style="list-style-type: none"> – Led walks – Map making session
NWBO01B. Greenway Path	Start: 01/01/09 End: 01/06/09	<ul style="list-style-type: none"> – Route to houses from bus stop and other amenities ,eg, health and community centres and schools 	<ul style="list-style-type: none"> – Incomplete path to household couldn't use path to their houses 	01/06/09	<ul style="list-style-type: none"> – Pathway renewal 	<ul style="list-style-type: none"> – ND
NWBO01C. Pixmore Paths Group	Start: 25/01/11 (initial meeting) End: ND	<ul style="list-style-type: none"> – Walking route to shops, public transport and schools 	<ul style="list-style-type: none"> – Street was derelict and unsuitable for walking 	Not done	<ul style="list-style-type: none"> – Pathway renewal – Greening of area – Street art 	<ul style="list-style-type: none"> – Fun Day- Hallith Wood in Bloom event 10th June 11
NWBO02A. Tonge Moor UCAN-Eldon Rd	Start: 25/06/10 End: ND	<ul style="list-style-type: none"> – Route to community centre, housing office, library and sheltered accommodation 	<ul style="list-style-type: none"> – Unfamiliar with area – Lack of signage – Low community cohesion 	16/07/10	<ul style="list-style-type: none"> – ND 	<ul style="list-style-type: none"> – Street party – Led walk in August 2010
NWBO03A. St Pauls Church	Start: 24/06/10 (initial meeting) End: ND	<ul style="list-style-type: none"> – Circular walk to/on the church grounds 	<ul style="list-style-type: none"> – ND 	Not done	<ul style="list-style-type: none"> – ND 	<ul style="list-style-type: none"> – Walk and planting event on 26th October
NWBO04A. Our Back Field	Start: 03/12/10 End: ND	<ul style="list-style-type: none"> – Field path way linking up two estates – Route to town and schools 	<ul style="list-style-type: none"> – Muddy routes – No indication/signage that path existed 	28/01/11	<ul style="list-style-type: none"> – Major gateway improvements 	<ul style="list-style-type: none"> – School artwork class – Fun day and litter pick-ups

North West: Bolton

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
NWBO0 Sarah Lodge	Start: 02/03/11 (initial meeting) End: ND	– Routes to schools, children centre and community centre	– Unfamiliar with area – Lack of confidence/desire to be physically active	ND	– ND	– Weekly walks planned – Street Party August
NWBO0 Cobden St Community	Start: 30/06/10 End: ND	– Woodland walk that gives access to main road for schools etc.	– Cultural barriers, ,eg,, Asian ladies not really permitted to walks as a group	ND	– ND	– Clean up planned for new year
NWBO0 Uthreach Gardens	Start: 24/06/10 End: ND	– Route to community centre and garden	– Lack of central location/green space to meet and start walking groups	ND	– Replace railings with an opening gate	– ND

West Midlands: Dudley

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMDU01A. Beacon Centre for the Blind (Dudley)	Start: 01/03/09 End: 03/11/09	<ul style="list-style-type: none"> – Walking to and from the Beacon Centre – Routes to open green spaces and the Sedgley town centre 	<ul style="list-style-type: none"> – Lack of guides or assistants to accompany walkers to the centre 	Not done	–	<ul style="list-style-type: none"> – Led 3 walks (24/07; 07/08; 21/08)
WMDU03A. Blowers Green Primary School	Start: 12/10/09 End: March 2012	<ul style="list-style-type: none"> – Route to school (path at the back of the school) – Route used by pupils when walking to Dudley Leisure Centre for their swimming sessions 	<ul style="list-style-type: none"> – Lack of personal and pedestrian safety – Unclean streets – Excessive traffic speeds 	26/01/10	<ul style="list-style-type: none"> – Cutting back of tree and scrub encroachment (July 10) – Path and hand rail repair (Oct 10) 	<ul style="list-style-type: none"> – CSA 26/01/10 – Assembly using Family Pledge cards (Mar 11) – School based activities with pupils - litter picks (Mar 11); wildlife walks (Apr 11) – Blowers Green Primary School - litter pick-ups 15 & 17 Mar 11; wildlife walks 5 & 7 Apr 11 – Blowers Green Nursery - bird walks 18 Mar 11; mini-beast walks 23 Mar 11 – Follow up school assembly highlighting the work and the school working towards the FFW Award (08/04/11) – Park and Stride scheme to start in Jan 12
WMDU04A. Halesowen Asian Elderly Group	Start: 12/10/09 End: Nov 11	<ul style="list-style-type: none"> – Walking route along Long Lane, which is the main street to Blackheath town centre and local day centres 	<ul style="list-style-type: none"> – Traffic speeds – Poor crossing facilities – Lack of personal and pedestrian safety – Unclean streets – Poor lighting on streets 	15/03/10	– None	<ul style="list-style-type: none"> – Ladies led walks 16 Mar & 13 May (2010) – Men's led walks 29 Mar, 19 & 26 Apr (2010) – CSA 15.03.10
WMDU05A. Tenterfields Children's Centre	Start: 28/10/09 End: 07/04/10	<ul style="list-style-type: none"> – Routes to Centre, local primary school and shops in Halesowen town centre 	<ul style="list-style-type: none"> – Lack of personal/ pedestrian safety, especially those with pushchairs – Poor signage to town centre and other points of interest 	Not done	<ul style="list-style-type: none"> – Project never got started due to lack of community involvement 	– none

West Midlands: Dudley

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMDU06A. Bowling Green TARA	Start: 19/05/10 End: March 12	<ul style="list-style-type: none"> – Route linking main residential area to shops, schools and public transport facilities 	<ul style="list-style-type: none"> – Lack of personal and pedestrian safety – Poor condition of alleys – Congestion around Netherbrook Primary School 	14/07/10	<ul style="list-style-type: none"> – DMBC have undertaken some physical improvements following the CSA which includes narrowing two junctions – Council are in consultation with residents regarding some Traffic Road Orders proposals that are looking at tackling parking issues. These improvements will play a part in the Safer Routes to Schools. Works are approx. £10000 	<ul style="list-style-type: none"> – Four walks planned for 27 Oct 3, 10 17 Nov 10 – Litter pick event 26/02/11 (cancelled due to poor weather conditions) – The community have cleared two alleys (one audited) as part of clean up days
WMDU06B. Netherbrook Primary School	Start: 10/02/11 End: March 12	<ul style="list-style-type: none"> – Route linking main residential area to shops and public transport – Route to Dudley Canal No 2 and Bumblehole Nature Reserve 	<ul style="list-style-type: none"> – Lack of confidence to initiate walks to Canal – Lack of initial support – Unclean streets 	Not done	–	<ul style="list-style-type: none"> – School assembly using the family pledge cards (28/03/11)
WMDU07A. Whittingham Road residents	Start: 07/06/10 End: March 12	<ul style="list-style-type: none"> – Route from residents area, school and college to Halesowen Town Centre 	<ul style="list-style-type: none"> – Lack of personal and pedestrian safety, especially for those with pushchairs – Poor condition of walking routes – Congestion around primary school and college 	23/11/10	<ul style="list-style-type: none"> – Relocation of road name (July 11) – Side alley resurfaced with tarmac (June/July 11) – Removal of graffiti (July 11) – New dropped kerbs (July 11) 	<ul style="list-style-type: none"> – Led walk (incorporating audited route) 15/09/11 and 04.10.11 – Bulb planting by residents 06.12.11

West Midlands: Sandwell

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMSA01A. Haywood's Farm residents	Start: 23/03/09 End: 21/08/10	– Alley behind residential area which leads through the Windmill Farm open space to Bustleholme Lane/local shops	– Lack of personal safety – Anti-social behaviour – Issues with fly tipping and litter	01/08/09	– None	– Led wildlife walks and activities: 19 June (Mini beast Walk); 17 July (Butterfly Walk); 21 August
WMSA02A. Millersdale Residents	Start: 18/02/10 End: Group withdrew 21/01/10	– Alley behind residential area which leads through the Windmill Farm open space to Bustleholme Lane/local shops	– Issues with litter – Vegetation encroachment	Not done	– None	– Led wildlife walks and activities: 19 June (Mini beast Walk); 17 July (Butterfly Walk); 21 August
WMSA03A. Burnt Tree Children's Centre	Start: 16/03/09 End: 03/08/10	– Routes to and around Tipton town centre including leisure centre, library, supermarket, train station and local park	– Lack of personal safety – Poor reputation held by Tipton residents	Not done	– Installation of dropped kerbs along the walking route	– Led two walks on 29.05 & 06.06
WMSA04A. Friends of Thimblemill Brook	Start: 28/10/09 End: 27/05/11	– Path along section two (Norman Road) of the Brook which links to local green space, library, swimming centre, shops and schools	– Access to the brook from the streets – Local knowledge and awareness of the brook and it's features	23/01/10	<ul style="list-style-type: none"> – New dog waste bins have been installed and the unsafe positioned bin has been removed and repositioned – Path/pavement have been repaired (04/04/11) – Information panel installed (15/07/11) – Dropped kerbs on Bowling Green Drive installed as a result of CSA (July 11) – A new second information panel to be installed along section 3 of the Brook, Jan 12 	<ul style="list-style-type: none"> – Community Litter Pick 27.03.10 – Monthly health walks set up with Sandwell Strides – Thimblemill Library Fun Day (promoted the new walk and work of the FO group) – Community bulb planting/pledge cards events 23.02.11 (bulbs donated by local business) – Attended Uplands Manor Primary School Summer Fayre (09.07.11), Thimblemill Brook Library's Fun Day (16.07.11), Picnic in the Park (17.07.11) and Bearwood Primary's Summer Fayre (19.07.11) to promote walking along the Brook, used walking pledge cards – Four monthly led walks (Jan-Apr10) – Bearwood Sure Start group 26/01/11: presentation, bulb planting and pledge cards – Wildlife Spotter Sheet devised for use at the Brook; 5000 printed, available via Thimblemill Library and given to every school involved and FFW registered with the Brook work

West Midlands: Sandwell

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMSA04B. Uplands Manor Primary School	Start: 07/02/11 End: 20/07/11	– Section 3 of Thimblemill Brook	– Lack of confidence to initiate walks to Brook – No initial support to help with encourage and improving brook walks	Not done	– None	– School assembly using the family pledge cards (04.03.11) – Four after school activities with the Eco Buddies to take place on site at Section 3 of the Brook (Mar 11) – Walking challenge for the school during May 11 – Wildlife walks scheduled for 17, 18, 20, 23, 25 May and 6 & 10 June (for years 1 to 6, totalling 19 classes) – Attended school's summer fayre, used walking pledge cards to engage with parents/families 09.07.11 – Wildflower planting 17.10.11 (with one year 4 class). The pupils wrote a letter to local residents informing them of the planting and their work with LS and why they didn't want the grass cut in order to allow the native flowers to grow.
WMSA04C. Bearwood Primary School	Start: 05/04/11 End: ND	– Section 2 and 3 of Thimblemill Brook	– Lack of confidence to initiate walks to Brook – No initial support to help with improving brook walks	Not done	– None	– School assembly using the family pledge cards (17/05/11) – Wildlife walks May/June 11 – Wildflower planting May/June 11 – Attended school's summer fayre, used walking pledge cards to engage with parents/families 19/07/11
WMSA04D. St Gregorys Catholic Primary School	Start: 15/06/11 End: ND	– Section 2 of Thimblemill Brook	– Lack of confidence and information to initiate walks to Brook – No initial support to help improve brook walks	Not done	– None	– School assembly using the family pledge cards (01/07/11) – 3 wildlife led walks July 11 – 4 wildflower planting sessions Oct 11
WMSA05A. Abbey Junior School	Start: 08/02/10 End: 19/07/11	– Routes along Abbey Road and Katherine Road to Thimblemill Swimming Centre	– Excessive dog fouling – Lack of pedestrian crossing facilities	22/05/10	– None	– Bulb planting 26.11.10 – Four bird walks as part of National Nest Box Week down to Thimblemill Brook (in partnership with Black Country Living Landscapes) 14/02/11 – Follow up bird walks were undertaken with the 4 classes, showing them their class bird boxes that had been mounted (25/03/11) – Follow up school assembly highlighting the work and efforts towards the FFW Award (19/05/11)

West Midlands: Sandwell

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMSA06A. Highfields Primary School	Start: 23/03/10 End: March 12	– Green space opposite the school with links to Haden Hill Leisure Centre	– Anti-social behaviour – Excessive dog fouling – Overgrown foliage – Poorly maintained local green space	22/07/10	– Cut back of encroachment on the green space – Cutting back trees and clearing the alley leading from the open space to Highfield Road – Replacement of missing dog bin	– Walk to School with family pledge cards re-launch assembly 11/05/11 – Community consultation and walking pledge cards undertaken at school summer fayre 25.06.11
WMSA07A. Great Bridge Traders Association	Start: 20/10/10 End: March 12	– Routes from Great Bridge Town Centre to local residential areas and Sheepwash Country Park	– Overgrown foliage – Anti-social behaviour as area used a place where adults gather to drink alcohol – Poorly advocated/used as a local walking route	01/01/11	– New vehicle barrier installed (Sept/Oct 11) – Repairs to metal bridge (Oct/Nov 11) – Street cleaned and over hedge edges cleared – Path edging cleared of encroachment	– CSA 05/05/11
WMWO04B. Wednesbury Oak Primary School (in Sandwell but linked to WMWO04A.)	Start: 04/03/10 End: 01/06/11	– Weddell Wynd Linear path including local walking routes	– Unclean walking environment – Lack of walking promotions/support for local routes	Not done	– ND	– Six after school walks/activities (Apr/May 10) – Follow up school assembly highlighting the work and the school working towards the FFW Award and used the family pledge cards (24/03/11)
WMWO04C. RSA Academy (in Sandwell but linked to WMWO04A.)	Start: 26/05/11 End: March 12	– Weddell Wynd Linear path	– Unclean walking environment – Poorly maintained footpaths – Residents unaware of biodiversity site – Poor signage to site	Not done	– Instillation of new information panel in Jan/Feb 12	– Various activities to include led walk; tree identification; worm survey; building wildlife habitats (Sept-Dec 11) – Academy have committed to undertaking monthly litter picks, LS will fund the equipment for this activity

West Midlands: Wolverhampton

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMWO01A. Lanesfield Tenants & Residents Association	Start: 28/01/2009 End: 01/07/10	– Route to Taylor Road Open Space including Nature Reserve and Hilton Hall Recreation Fields	– Poor access to local wildlife area to go walking – No seating facilities – Excessive dog fouling	17/09/09	– ND	– Led walk 19 Jan & 2&9 Feb 2010 (12th Jan was cancelled due to snow) –
WMWO01B. Hilton Hall Management Association	Start: 19.06.09 End: 15.12.10	– Route to Taylor Road Open Space including Nature Reserve and Hilton Hall Recreation Fields	– Insufficient access to Hilton Hall Recreation field – Poor condition of the walking routes	17/09/09	– Clearance of encroaching scrub along path – Installation of two benches (Oct 10) – Relocation of access point from the recreation field to Taylor Road open space	– Community planters and green wood workshop day 01.07.10 – Community planting day 15.07.10
WMWO01C. Lanesfield Primary School	Start: 08/07/10 End: 22/03/11	– Route to Taylor Road Open Space including Nature Reserve and Hilton Hall Recreation Fields	– Lack of knowledge regarding the Taylor Road Open Space – Poor community involvement in maintaining the green space	Not done	– ND	– Wild flower planting with Year 5 pupils 15.07.10 – Five week after school Environmental Club - 4, 11, 18 25 Nov & 2 Dec – Lantern walks with Years 1 & 2 to celebrate Chinese New Year 02/02/11 – Three classes participated in litter picks following a final school assembly on 22/03/11 linking to Climate Week
WMWO02A. Bilston Nursery School Early Excellence Centre	Start: 16/03/09 End: Group withdrew 04/12/09	– Streets in and around the Centre and Hickman Park	– Lack of knowledge and support to set up walks	Not done	– Installation of dropped kerbs (before end of Mar 12)	– Led three walks 2nd, 9th & 16th April
WMWO03A. Fab Queen & Lunt Homewatch	Start: 16/03/09 End: Mar 12	– Two alleys connecting residential area, schools, community centre, Bilston Town Centre and wider areas – Black County Sculpture Route	– Anti-social behaviour – Dog fouling – Excessive litter and graffiti – Unsuitable paving for walking – No crossing facilities	30/04/09	– The pub which was attracting ASB was fenced off, providing a safer walking route	– Led three walks 13th, 20th, 27th October 09 –
WMWO03B. Holy Trinity Roman Catholic Primary School	Start: 22/09/09 End: Mar 12	– Streets around the school – Black Country Sculpture Route	– Anti-social behaviour – Dog fouling – Excessive litter and graffiti – Unsuitable paving for walking – No crossing facilities – Traffic speeds	30/04/09	– Council to implement some speed calming measure around the school (by end of Mar 12)	– Assembly presentation about better streets for pedestrians and launching a poster competition – Launch Walk to School Month 1st Oct – Led three walks 13th, 20th, 27th October

West Midlands: Wolverhampton

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
WMWO04A. Weddell Wynd Residents (Also see projects WMWO04AB & WMWO04C in Sandwell)	Start: 20/02/09 End: 16/05/11	– Weddell Wynd Linear Path which leads to shops, sports academy, metro (tram) station, youth centre, fishing pools, canals and an open green space	<ul style="list-style-type: none"> – Poor condition of linear path – Excessive dog fouling and litter – Water pooling on the path 	25/09/09	<ul style="list-style-type: none"> – Footway maintenance to linear path – Installation of litter bin – Removal of high dropped curb and replaced with flat tarmac – Installation of two benches 	<ul style="list-style-type: none"> – Bulb planting 08/12/09 –
WMWO05A. Bilston CofE Primary School	Start: 05/02/10 End: Mar 12	– Streets near to/around the school	<ul style="list-style-type: none"> – Poor condition of streets near to the school – Parking issues around school 	11/05/10	<ul style="list-style-type: none"> – Installation of 4 sets of dropped kerbs (by Mar 12) – Narrowing of Hickman Road/Mill Street junction, to improve crossing provision and reducing vehicle speed 	<ul style="list-style-type: none"> – Assembly with school council informing the school about better streets for pedestrians – CSA May 10 – Activities leading up to Walk to School Week – Piggybacked onto the Council's Health & Wellbeing event hosted at the school – Two set school walks – School assembly with family pledge cards given on 28/02/11 – Two litter pick sessions with the Eco Buddies (11 pupils) 15 & 29 Mar 11

Yorkshire: Doncaster

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHDO01A Bentley Community Kids	Start: 30/03/09 End: Group withdrew	– Route to allotments	– Culture of apathy among residents and particularly these kids' parents.	Not done	– ND	– NA
YHDO02A Bentley Heritage Society	Start: 01/05/09 End: Group withdrew	– The route takes in approx. 12 sites/places of historic interest, all within the town centre area, and passes by shops and local services	– Two unsuitable short lengths of public footpath that stopped the trail being accessed by all.	01/05/09	– NA	– NA
YHDO03A Bentley Day Service	Start: 04/03/09 End: 10/06/09	– Different routes to a local park in Bentley and the Pavilion Tea Room	– Abilities of target group – Unsuitable routes for wheelchair users	Not done	– ND	– A series of led walks took place between March and June 09. – First S. Yorks group to be recognised with a Community Award.
YHDO04A Friends of Hexthorpe Flatts Park group	Start: 03/03/09 End: 01/05/11	– Routes in park with many features and facilities – Route to local school	– Perceptions of anti-social behaviour in the park – Apathy of local residents	Not done	– Noticeboard is installed at the entrance to the park and looks really good.	– Planting of spring bulbs has taken place in the park with some of the neighbourhood team and pupils from Hexthorpe Primary School – Led walks around park starting at the local school involving parents and local residents – A family fun day with a stall that had FFW literature, pledge cards etc. – Regular walking group established with 2 newly trained (Nov '11) Walk Leaders.
YHDO05A Latin Gardens/ Emley Drive Area TARA	Start: 10/09/08 End: 01/07/10	– Route along the Roman Ridge which leads to a local primary school, some shops and the post office	– Poor access to Roman Ridge (a local footpath linking the estates to local amenities) – Overgrown hedges blocking lighting around the green space	10/09/09	– Improved access path to Roman Ridge – New street signs have been installed and hedges have been cut down around play area – Installing new junior goal posts – Re-siting of a street sign	– Inviting the Doncaster Belles to lead a training session there – Repainting of a street sign – Cutting down of bushes around school entrance and around playing field.
YHDO05B Scawsby Rosedale School	Start: 23/10/09 End: 01/05/10	– A small patch of land outside the school entrance which leads to two housing estates	– Untidy space outside school entrance	Not done	– Knee rail to be installed around the perimeter of this land – A plaque installed to celebrate the planting	– A series of walks involving the school - planned for Spring 2010 – Led walk involving the whole school on May 21st in WTS week – Planting of winning design on garden in May 19th

Yorkshire: Doncaster

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHDO06A. Friends of Martinwells Lake	Start: 26/09/09 End: 01/07/10	– A lake surrounded by some woodland and grassland bordered by a housing estate	– Recent problems with anti-social behaviour – Unused/untidy parcel of land	Not done	– Installation of new benches – Boardwalks repaired and painted – Completion of lake path – New entranceways, gates and signage on site	– Monthly community clean-ups – Planting of spring bulbs by primary school – Led walk as part of Walking Festival – Lantern walk in November – Project film and submitted to Walk 21 conference in Vancouver
YHDO07A. Edlington Royal TARA	Start: 25/02/10 End: Nov '11.	– Small area of grass land which is a route from housing to local shops and services.	– Excessive litter – Area is unlit	01/04/10	– Lighting upgrade/improvements	– Planting and litter picking day – Lantern walk x 2. Both walks were attended by 50+ people.
YHDO08A. Hexthorpe NDC Streets	Start: 03/11/09 End: ND	– Residential housing area with leads to local shops, services and business area	– Vandalism – Untidy bits of land and features due to lack of ownership – Apathy from (some) residents	Not done	– ND	– Removal of unwanted, badly damaged planters – Repair and planting in kept planters
YHDO09A. Hexthorpe School	Start: 16/10/09 End: ND	– The park opposite the school.	–	Not done	– ND	– Spring and winter planting session with school – Developed a walking group for parents – Community Street Audit with the kids to look at crossing issues at Urban Road – Led walks and Walk To School Week
YHDO10A Armthorpe 'CALM' TARA	Start: 01/05/10 End: Dec '11.	– Routes to community centre in the middle of the estate	– Apathy of local residents	09/06/10	– New section of path has been installed (Jan 2011) – Notice board installed (Mar 2011)	– Winter and spring bulb planting sessions (Oct/Nov 2010) – Led walks in March 2011 and July 2011 – Planting session with kids - Nov '11. – Neighbourhood award presented Dec 7 th 2011.

Yorkshire: Doncaster

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHDO11A Radburn Road TARA - Rossington	Start: 01/05/10 End: ND	– ND	– Uninviting area	02/06/10	– The group would like to see the council tackle the backs of 5 cul-de-sacs which were not upgraded when several others were a few years ago.	– NA
YHDO012A. Friends of Hyde Park Cemetery	Start: 01/03/10 End: 01/06/11	– Circular path around historic graves of interest within the cemetery	– Anti-social behaviour – Lack of focus – Unfamiliar with historic interest of area – General uninviting for walking	Not done. Site visit Feb 2010.	– Re-surfacing of some paths by DMBC (Oct/Nov 10) – New gates at the entrance (May 2011) – Three new benches (May 2011) – Some signage for the wildlife area (May 2011).	– Produce maps that will accompany markers placed at around 15-20 historic grave sites. – Posts markers for graves of interest – Launch of heritage circuit in May to coincide with LS's National Walking month – Led walks and clean ups on site – Neighbourhood Award presented June '11
YHDO013A. Mexborough Community Partnership	Start: 17/01/11 End: ND	– Routes connecting two primary schools, an infant school and the High Street in Mexborough	– Speed of traffic	22/07/11	– Instillation of 20 mph signs in one estate – Two streetlights repaired. – Area litter picked – Bushes and vegetation cut back.	– Art project planned – Litter pick and tidy-up of Hall Gate Centre – Art project completed which got great press. – On-site planting with local infant school planned for Jan 2012 – Neighbourhood Award pending in Jan/Feb 2012.
YHDO014A. Mexborough Highwoods Centre	Start: New (Sept 11) End: ND	– ND	– ND	Not done	– ND	– ND
YHDO015A. Nether Hall CIC	Start: 01/07/11 End: 01/02/12	– A path between two streets that has green space to either side that is a natural walkway to shops, services and local schools	– Fear of intimidation and anti-social behaviour – Poorly maintained local green space	Not done	– Neighbourhood Team have cleaned up the area and have removed huge amounts of untidy bushes and hedges that ran along one side of the area. – £5,000 has been donated by LS to this project to create a community garden (Oct '11).	– Planting session with local families completed in Nov '11.
YHDO016A. Warmsworth Community Partnership	Start: 01/02/11 End: ND	– Route to local park, walks down to river and to local shops/services	– General unsuitable walking environment	02/07/11	– Improvements and clean-up to the back alley of a couple of streets affected by litter/fly tipping and nuisance behaviour – New sign in park – Improved path down through woods to river and canal.	– Lantern walks around local park and school walk to river – Planting in park by local school children – Halloween lantern walk (Oct 2011) - 164 people attended

Yorkshire: Rotherham

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHRO01A Cliff Hills Community Action Group	Start: 01/10/08 End: Expected Nov 2011	– This is the main route to the local shops and bus stop for many residents	– Pedestrian safety issues – Difficult road crossings – Incomplete walking path to shops	19/11/08	– Installation of at least one dropped kerb crossing point x 3 drop kerbs. – Extension of a path around a small green space in front of the shops to save people walking in the road - Completed June 2011	– School assembly booked for September at Redwood Primary School to raise awareness of improvements and promote local walking – Spring Bulb planting with local school and day centre in planned Oct/Nov 2011 – Neighbourhood Award presented in Nov '11 by the Mayor and Mayoress of Rotherham at the planting event. This got some good press
YHRO02A Wickerley Church group	Start: 01/10/08 End: ND	– This footpath connects a large housing estate to the church, a junior school, secondary school, church hall, community centre, and numerous shops and other services	– Poor walking condition along footpath – Unlit for most of length	29/01/09	– Path to be lit using 3-4 low-level lights - March 2010 – Improvements never materialised.	– Organised walks - could include walk to Winthrop Gardens. – Cutting back of encroaching vegetation
YHRO03A Thurcroft Walking Group in conjunction with the Area Assembly	Start: 17/10/08 End: Group withdrew	– A scenic walking/cycling route connecting Thurcroft to neighbouring towns	– Lack of signage denoting path – Residents unfamiliar with local scenic route	Not done Site visit 17/10/08	– Installed improved signage, including vandalised bits (March 09)	– NA
YHRO04A Herringthorpe Crematorium Group	Start: 25/04/09 End: 01/07/11	– The Crematorium itself, which has just had major landscaping done in the grounds, and a bus stop just above the entrance	– Lack of good crossing points – Paths not joining up and uneven	25/04/09	– Eight new pairs of dropped kerb crossings installed (June 2011) – New section of path created (June 2011) – Installation of new bus shelter and bins (Dec 2010) – Holes repaired and bits of path resurfaced (June 2011)	– 9,000 bulbs were planted on the 2nd Nov 2010 with help from High Greave junior school pupils – A photo-call was organised with the school back in May whilst all the bulbs were in full bloom – Possibly Spring walk
YHRO05A Scholes and Thorpe Hesley Community Forum	Start: 14/04/09 End: Group withdrew	– Routes to connect 3 villages, Wentworth Garden Centre and local churches	– Roadside paths do not exist between these three villages – The only walking links are rural public footpaths that are not accessible to many – Paths unsuitable in wet conditions	06/05/09	– Plans to create footpaths/walkways along the road connecting three villages unfeasible – Possibility to improve public footpaths may be possible in the future	– Nothing happened as a result of the audit.

Yorkshire: Rotherham

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHRO06A Wath Heritage Walk group	Start: 14/10/08 End: 13/05/11	<ul style="list-style-type: none"> - A figure-of-eight route, 1 mile in length taking in the town centre streets and encompassing around 14/15 buildings of historic interest - Route also encompasses local shop and services, the library, churches and the town hall 	<ul style="list-style-type: none"> - Residents unaware of town's history and the importance of some of its architecture/ buildings - Slow business in the town centre as people use Tesco instead 	Not done	<ul style="list-style-type: none"> - Dec 10 - FFW has donated £3,000 this month to fully fund the community noticeboard which will be placed in the town centre. - New noticeboard is on site. 	<ul style="list-style-type: none"> - Developed a safe route around the town centre (done at back end of 2008) - Design and publish a leaflet that guides people round the route - done by June 09 - Have a launch event to publicise the route - done in July 09. - Two lead walks (Jan and May 2010) - School walk was also organised.
YHRO07A Friends of Wath Parks	Start: 29/09/09 End: Group withdrew	<ul style="list-style-type: none"> - Entrance to Strathmore Park - a small park due to have major refurbishment next year 	<ul style="list-style-type: none"> - Run down park - Lack of disabled access to new amenities in Strathmore Park 	29/09/09	<ul style="list-style-type: none"> - Planned - a new sloping entranceway accessible to wheelchair and mobility scooter users at the top entrance to the park 	<ul style="list-style-type: none"> - NA
YHRO08A Chinatown TARA	Start: 24/07/09 End: Expected June '11	<ul style="list-style-type: none"> - Routes to shops, bus stops and to a green space that may have a children's play area with funding from Groundwork Dearne Valley 	<ul style="list-style-type: none"> - Litter strewn backyards and alleyways - Poor walking conditions to local green space 	24/07/09	<ul style="list-style-type: none"> - Community manual has also been presented to group. - The 3 planters are gone and it is planned to put some boulders across some of these spaces to stop cars short-cutting through 	<ul style="list-style-type: none"> - Pledge cards presented to residents and families using the nearby Children's Centre - Multiple walking and bulb planting events held between Oct 2010 and June 2011 - Community clean-up day and street clean ups in Sept and Oct 2011 - Neighbourhood Award was presented to the group in June 2011.
YHRO09A Wingfield School footpath	Start: 01/07/10 End: Group withdrew	<ul style="list-style-type: none"> - This is a Walk To School route for Wingfield Comprehensive School and a main route connecting two estates together 	<ul style="list-style-type: none"> - Path is very muddy in the wetter months - Very dark in the winter time which puts many people off walking to school 	01/11/10	<ul style="list-style-type: none"> - Planned - resurfacing of approx. 115 m of path to bring it up to the same spec as the rest of the path. Eventual widening of the whole path to allow for walking and cycling on the path. 	<ul style="list-style-type: none"> - Litter pick organised along the path for Dec 15 2010 - Path audit carried out by local school children
YHRO10A Stanley Terrace Neighbourhood watch	Start: 11/03/10 End: 01/05/11	<ul style="list-style-type: none"> - Route connecting new play area/green space with neighbouring streets including short cut to main roads and bus stops 	<ul style="list-style-type: none"> - Unauthorised vehicles on green space - Current play space is unsecure/unsafe for children 	31/03/10	<ul style="list-style-type: none"> - Removable bollards x3 to be placed to stop unlawful vehicular access. (Sept 2010) - Two permanent bollards for above reasons. (Dec 2010) - Two concrete dangerous steps replaced - Lighting upgraded - Improvements at the back of the ambulance station including new windows and frames, and painting and graffiti removal (April 2011) - Six wall troughs were also installed at the back of the newly-refurbished ambulance station 	<ul style="list-style-type: none"> - Planting and tidying up of back of Ambulance station by Lilly Hall junior school (Nov/Dec 2010) - Cherry Trees were planted in the park by pupils from Lilly hall Juniors back (May 2011) - Official opening day for play area - Neighbourhood Award was presented to the group by local councillor in July '11.

Yorkshire: Rotherham

Project no. / Registered group	Date of registration/ completion	Project area/route	Barriers to walking identified by group	Date of street audit	Key project activities	
					Environmental improvements	Awareness-raising activities
YHRO11A Flanderwell Art Project	Start: 01/02/11 End: ND	– Route to connect shops and primary school	– Disenfranchised youth in area – Estate unkempt and an eyesore	Not done	– Old tarmac has been removed ready for timber raised beds to be installed. This will be done and planted up in Jan-Feb 2012. – Art Wall completed April 2011	– Art project on bare wall (to involve the local school) that was once a bin store (April 2011) – Some raised bed planting underneath (to involve the local TARA)
YHRO012A Rother Valley South Area Housing Panel	Start: 01/02/11 End: ND	– Route to scout hut off main road in Dinnington	– Lack of involvement in community spaces	Not done	– New lighting has been installed around the Scout Hut which is used by many community groups.	– ND
YHRO013A Harthill Walks/Maps	Start: 01/02/11 End: ND	– The route incorporates three lakes linked by footpaths on the edge of the village	– Harthill residents unaware of walking opportunities and resources close by	Not done	– Improvements such as a picnic area and pond-dipping platform are planned for 2012.	– Seven maps are planned as part of a series of local walks – A lantern walk is planned for later in the year involving local families walking around the largest lake

APPENDIX B Data Collection Tools

APPENDIX B.1

Local Authority Interview Sample Protocol Schedule

A.	BACKGROUND and CONTEXT	
1.	Can you briefly outline your role in the Fitter for Walking project and when you became involved in the project?	
2.	How does this role fit with your activities in your normal daily work?	
3.	Do you know why the Local Authority decided to get involved in the FFW project - were there any particular drivers?	
4.	Which department/section within the LA is the FFW project based? Is that the right place for it? Is it linked to other departments/sections? Should it be?	
5.	Have there been any internal agendas or pressures which may have affected the project?	
6.	Have there been any external agendas or pressures which may have affected the project?	

B.	PROJECT PURPOSE AND GOALS	
1.	What do you think the main purpose of the Fitter for Walking project is?	
2.	Are there any specific local agendas, policies or issues that you are aware of which the Fitter for Walking project is addressing or might contribute to? How do you think the FFW project does this?	

C.	LEADERSHIP	
1.	Overall, who do you think is leading or driving the Fitter for Walking project forward?	•
2.	Do you think this is where the leadership should come from?	• If no, who should be leading

D. ROLES AND RESPONSIBILITIES		
<i>Role of the Local Authority</i>		
1.	<p>What do you see as the main roles for the local authority in the project?</p> <ul style="list-style-type: none"> - Can you tell me a bit more about the process of receiving and acting on street audit reports? - How do you decide which projects/parts of projects to fund - any criteria? Priority areas? - What happens to audit reports? Who reviews? Agrees? - Once proceeding, what happens then? - What are the challenges of acting on audit reports - how long does it take? - What might cause delays in action being taken? 	<ul style="list-style-type: none"> • Receiving street audit report / acting on audit reports • Member of project board
2.	<p>What have been the main challenges for the local authority in completing this role? How have these been overcome?</p>	
3.	<p>What have been the main successes for the local authority?</p>	
<i>Role of the project board</i>		
1.	<p>What is the role of the project board?</p>	
2.	<p>How often do you meet? Is this often enough?</p>	
<i>Role of the project co-ordinator</i>		
1.	<p>How do you see Living Streets project co-ordinator's role in the project?</p>	
2.	<p>How important has it been to have a project co-ordinator from Living Streets?</p>	
3.	<p>Would this type of work happen without Living Streets support / co-ordinator?</p>	
<i>Role of the registered groups</i>		
1.	<p>How do you see the role of the registered groups in this project?</p>	
2.	<p>Do you think it is important to engage with community groups to undertake this type of work? Is their involvement needed for success?</p>	<p>If yes - why?</p> <p>If no - why not?</p>
<i>Other groups</i>		
1.	<p>Was anyone else involved? Should anyone else be involved in this work?</p>	<p>If yes, who?</p>

E.	COMMUNICATION	
1.	How easy has it been to find out about the project and what's been going on?	
2.	Overall, do you think there has there been sufficient communication with the local authority from Living Streets?	Websites / newsletter, e-mail bulletins, timetables, poster boards
3.	What are the best ways for communicating information about the projects to the Local Authorities? What might have been a better way?	Well advertised / publicised? Provision of up to date information
4.	Has the local authority had direct communication with community groups / residents about this project? If yes - can you tell me more about this?	
5.	Who else is it important for you/the Local Authority to communicate with about this project?	

F.	PROJECT IMPLEMENTATION	
1.	Do you have any other comments on how the project has been implemented?	e.g. recruitment of community groups; identifying a focus for each group; completing the audit report; delivering initiatives; completing infrastructural changes; working with the local authority;
2.	What has worked well? What hasn't worked so well?	
3.	What do you think could be done differently?	
4.	How could the project be improved?	
5.	If the project were to be run in other areas, what advice would you give to other local authorities who might be interested in being involved in the project?	

G. IMPACT OF THE PROJECT		
1.	What impact do you think the FFW project activities and improvements have had so far on local communities/ the local area?	<i>Increase walking? Health? Reduction in car use? Empowered communities?</i>
2.	Do you think there have been any negative effects of the Fitter for Walking project?	•
3.	Have there been any unexpected effects of the project?	•

H. SUSTAINABILITY/FUTURE OF FFW		
1.	Do you think the changes and improvements that have been made as part of the project will be sustainable?	
2.	What do you think will be needed to ensure this happens?	
3.	Who do you think should take responsibility for sustaining the impact of the project?	
4.	What might the local authorities' role be in sustaining the impact of the project?	
5.	Do you think Living Streets / a co-ordinator is needed to ensure the projects are sustainable?	
6.	Do you think Living Streets / a co-ordinator have a role in the future for working with local communities in this way?	<i>If no, who might do it, or why is it not needed?</i>

H. ADDITIONAL COMMENTS		
1.	Do you have anything other comments you would like to add about Fitter for Walking, or do you have any questions for me?	

THANK YOU FOR YOUR TIME

APPENDIX B.2

Community Focus Group Sample Protocol Schedule

A. BACKGROUND and CONTEXT		
1.	Can you tell me about the [registered group]?	Who you are, how were you set up, how often you meet and what you do/what your priorities are?
2.	Can you tell me a bit more about local area, in particular the walking routes and the area of interest for the Fitter for Walking project?	Who uses it? How do people use it? Where does it go to? How important is the area in the local community?

B. PROJECT PURPOSE AND GOALS		
1.	What do you think the main purpose of the Fitter for Walking project is?	
2.	How did you find out about/get involved with the Fitter for Walking project?	
3.	What were the main reasons you wanted to get involved in the Fitter for Walking project? / What are the main barriers to walking in your community?	
4.	How do you think the FFW project has or might address these issues/barriers?	

C. PROJECT ACTIVITIES		
1.	Did you take part in a street audit? Where did you do the street audit? What did you think of doing the street audit? Likes/dislikes about street audit?	<ul style="list-style-type: none"> Any changes made as a result of street audit?
2.	What activities have taken place / what changes have been made as part of the Fitter for Walking project? How well attended were project activities?	
3.	Is there anything else that you think should have been done?	<ul style="list-style-type: none"> If yes, what?
4.	What could have been done differently?	
5.	What has been good about the FFW project / improvements to the walking routes in your community?	
6.	What problems or challenges have there been with the FFW project?	

D. ROLES AND RESPONSIBILITIES	
Leadership	
1.	Overall, who do you think has led or driven the Fitter for Walking activities forward?
Role of the registered group	
2.	What has the group's role been in the project?
3.	How important has it been for you to be involved in this project?
4.	Has the project involved members of the group in planning and implementation of the programme events and activities? If yes - why? If no - why not?
Role of the community	
5.	Did other members of the community / local residents get involved in the project? How did they get involved? What were the challenges in engaging other members of the community? How might these be overcome? - if yes, how - if no, why not? What were the challenges? How might these be overcome?
6.	How important has it been to get members of the community involved?
Role of the project co-ordinator	
7.	How do you see the project co-ordinator's role in the project?
8.	How important has it been to have a project co-ordinator from Living Streets?
Role of the Local Authority	
9.	Has the local authority been involved in the project? How? - if yes, how - if no, why not?
10.	How important has it been to have the LA involved?
Other groups	
11.	Was anyone else involved? Should anyone else have been involved in this work? - if yes, who?

E. COMMUNICATION		
1.	How easy has it been to find out about the project and what's been going on? How has this been communicated?	Websites / newsletter, e-mail bulletins, timetables, poster boards
2.	Overall, has there been sufficient communication/notices/promotion of the events and activities?	Well advertised / publicised? Provision of up to date information
3.	What have been best ways for communicating information about the events and activities? What might have been a better way?	
4.	How was information about the project / activities communicated to the local community?	

F. IMPACT OF THE PROJECT		
1.	To what extent do you think local residents have walked more along the route as a result of FFW?	- increased walking / cycling - improved health
2.	What impact has the Fitter for Walking project had more generally? Changed the community in anyway?	
3.	Have there been any negative effects of the Fitter for Walking project?	
4.	Has anything unexpected happened as a result of the project activities?	
6.	How important is the Fitter for Walking Award for your group / the community?	
7.	Overall, has the Fitter for Walking project met your expectations?	

G. LESSONS LEARNT		
1.	What are the key things you have learnt about this type of project?	
2.	What advice would you give to another group starting this type of project?	

H. SUSTAINABILITY	
1.	Do you think your group / or the community have developed any ownership of the project activities/walking routes?
2.	Do you think the changes and improvements that have been made to the will be maintained in the foreseeable future?
3.	What do you think will be needed to ensure this happens?
4.	Who do you think should take responsibility for maintaining the walking routes in the area?
5.	What will your group's role / level of interest be in maintaining the walking routes in the area?

I. ADDITIONAL COMMENTS	
1.	Do you have anything other comments you would like to add about Fitter for Walking or do you have any questions for me?

THANK YOU FOR YOUR TIME

APPENDIX B.3

Project Co-ordinator Focus Group/Interview Schedule Sample Protocol Schedule

A. PROJECT CO-ORDINATOR ROLE	
1. How would you describe your main role and responsibilities in the project?	
2. What are the key skills, knowledge and attributes that you think you need to be a FFW co-ordinator and why? [personal skills or knowledge of area]	
3. Is working for Living Streets an important factor within your role?	
B. DELIVERY PARTNERS	
Local Authority 1. What type of people are your key contacts in the local authorities? [planners, transport etc.] 2. What strategies have you used to engage them in the project? How successful have these been? What were the challenges of engaging the LA? 3. What are the challenges of with working local authorities? 4. What challenges might they face? 5. How have you sustained your relationship with the LA? / their involvement in the project?	
Examples of other partners involved in delivery e.g. PCTs, Residents' groups, Neighbourhood Managers 6. Who else do you need to engage with for this project? 7. What is their role? How important are they? 8. What strategies have you used to engage them in the project? 9. How successful have they been? 10. What are the challenges of with working with these groups? 11. What challenges might they face in undertaking this role?	
C. LEADERSHIP	
12. Where do you think the direction and leadership for this project <u>is</u> coming from?	
13. Where do you think <u>it should come</u> from?	

D. IMPLEMENTATION ACTIVITIES	
PROMOTION & RECRUITMENT 1. What have been the main challenges in recruiting groups to the project? 2. Do you think the method of recruitment has an impact on how successful the project is?	<ul style="list-style-type: none"> • What are the key drivers for engaging groups in the project?
COMMUNITY ENGAGEMENT 3. What have been the challenges so far in engaging communities? 4. Are there any groups that are particularly easy or difficult to work with? 5. How much of a role are the communities taking on in programme planning and implementation? 6. What evidence have you seen of changes in community cohesion/capacity building? Examples?	<ul style="list-style-type: none"> • What is your role in engaging the community / local residents?
PROJECT ACTIVITIES 7. What are the main factors which influence what activities happen within a project? 8. What are the most important factors in determining whether any larger infrastructural changes are made and what? 9. What do you think are the easiest types of activity to deliver? 10. Which are the hardest? 11. Which have been most successful in terms of engaging communities?	<ul style="list-style-type: none"> • RESOURCES - Pledge cards • Which have been the most successful initiatives in terms of engaging the community
FITTER FOR WALKING AWARD 12. How important do you think the award is in this project? 13. Would groups register without having the standard to work towards?	
DURATION OF INVOLVEMENT / Sustainability 14. What brings your involvement to an end? 15. Do you have an “exit strategy”? 16. Do you think the projects will have sustainable impacts? 17. How might the impact of the projects be sustained once your involvement ends? Any evidence of this?	

E. PROJECT CO-ORDINATOR EXPERIENCES (10 minutes)	
1. How would you define success for the project? 2. What would you consider to be some indicators of this? 3. What do you think might affect how successful the project is? 4. Have there been any unexpected consequences either positive or negative?	<ul style="list-style-type: none"> • Increase awareness of walking • Increase walking • Improve the environment • Improve health and well-being • Promote community cohesion
5. What are the main challenges you have faced so far in implementing the project? 6. What are the key things you have learnt from this project so far? 7. If you repeated the project, what would you do differently in the project and why? 8. What advice would you give to a new project co-ordinator trying to set up a new FFW project?	
9. What do you hope to achieve for the remainder of the project?	
F. ANY OTHER COMMENTS (5 minutes)	
1. Do you have anything other comments you would like to add about the project or do you have any questions for me?	

THANK YOU FOR YOUR TIME

APPENDIX B.4

Route User Count Sample Survey Sheet

APPENDIX B.5

Route User Survey Sample Survey

FITTER FOR WALKING ROUTE USER SURVEY

Q9 Did you or will you use any other mode of transport for part of this journey today?
(select one choice only – main type)

- Car / van..... Taxi.....
- Train..... Jogging.....
- Bus..... Horse riding.....
- JUST cycle or walk

Q10 How often do you make this journey?
(select one choice only)

- Daily..... Monthly.....
- 2-5 times per week Yearly.....
- Weekly..... Less frequently.....
- Fortnightly.....

Other:

Q11 To what extent have the following factors influenced your decision to walk, cycle or use a wheelchair today? (Tick one box on each row)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I can go straight to my destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's the best transport option	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This the most convenient route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I save money by using this route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the surroundings on this route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This route feels safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This is the only exercise I get	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This adds to the exercise I get from other parts of my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have environmental concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT WALKING FOR TRAVEL

Q12 In the past week, on how many days have you walked to travel from place to place?

- Days 0 1 2 3 4 5 6 7
-

Q13 How much time IN TOTAL have you spent walking to travel from place to place in the past week?

Hours.....

Minutes.....

Q14 What type of journeys do you usually walk for?
(Tick all that apply)

- Journey to/from work
- Journey to school/college
- Employer's business
- Shopping
- Leisure (e.g. to sports facilities)
- To visit friends/family
- For personal business (e.g. doctors, bank etc)

Q15 To what extent do you agree or disagree with the following statements?
(Tick one box on each row).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I intend to walk more in the next 12 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is likely that I will walk more in the next 12 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FITTER FOR WALKING ROUTE USER COUNT

ABOUT THE ROUTE/AREA

Q16 In the past week, on how many days have you used this route?

	0	1	2	3	4	5	6	7
Days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 How often do you use this route in the.....
(select one choice in each column only)

		DAY time	NIGHT time
More than once a day.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Several times per week.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a week.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once or twice per month.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Less frequently.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17a In the last 12 months have you used this route more, about the same or less than before:
 More About the same Less

Q18 How safe do you think this route through the subway is in terms of the following?
(Tick one box on each row).

	Very safe	Fairly safe	Fairly unsafe	Very unsafe	Don't know
Surface quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposure to traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposure to other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q19 Are you aware of any improvements that have been made on this route/area recently?
DO NOT PROMPT THE RESPONDENT
(Tick all that apply)

- Clearance of rubbish / glass*.....
- Clearance of dog mess*.....
- Clearance of graffiti*.....
- Clearer information / signage*.....
- Improved lighting*.....
- Resurfacing of path*.....
- Wider path or pavement*.....
- Removal of overgrown hedges*.....
- Improved crossings*.....
- Dropped kerbs installed*.....
- Traffic calming: speed humps/cushions*.....
- 20 miles per hour speed limit*.....
- Planting of new bulbs*.....

Other (write in)

Q20 What improvements to this route/area would encourage you to use it more often?
DO NOT PROMPT THE RESPONDENT

(Tick all that apply)

- Clearance of rubbish / glass*.....
- Clearance of dog mess*.....
- Clearance of graffiti*.....
- Clearer information / signage*.....
- Improved lighting*.....
- Wider path or pavement*.....
- Removal of overgrown hedges*.....
- Improved crossings*.....
- Dropped kerbs installed*.....
- Traffic calming: speed humps/cushions*.....
- 20 miles per hour speed limit*.....
- Planting of new bulbs*.....

Other (write in)

Q21 Have you heard of either of the following?
(Tick one box on each line)

	Yes	No
<i>Living Streets</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Fitter for Walking project</i>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT WHERE YOU LIVE

Q22 To what extent do you agree or disagree with the following statements about your neighbourhood?
(Tick one box on each row).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is a sense of community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People are willing to help each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People get along with each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People share the same values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People are willing to work together to improve the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 Are you a member of a local resident or community action group? (Tick one box) Yes No

If yes, please specify below:

FITTER FOR WALKING ROUTE USER SURVEY

ABOUT YOU

Q24 Are you?
 Male..... Female.....

Q25 Which age group do you fit into?
(select one choice only)
 16-24..... 45-54.....
 25-34..... 55-64.....
 35-44..... 65+.....

Q26 Which of the following best describes your working status? *(select one choice only)*
 Employed full-time (30+ hours).....
 Employed part-time.....
 Looking after home/family.....
 Unemployed/sick leave.....
 Retired.....
 Studying.....
 Voluntary worker.....
 Other (write in)

Q27 Which of the following groups do you consider you belong to?
(select one choice only)
 White..... Caribbean.....
 Mixed..... African.....
 Indian..... Other Black.....
 Pakistani..... Chinese.....
 Bangladeshi..... Other ethnic group...
 Other Asian..... Prefer not to say.....

Q28 Overall, how would you rate your general health over the last four weeks?
(select one choice only)
 Excellent..... Fair.....
 Very good..... Poor.....
 Good..... Very poor.....

Q29 In the past week, on how many days completed 30 minutes or more physical activity that was enough to raise your breathing rate? *(This may include sport, exercise and brisk walking or cycling for recreation)*

	0	1	2	3	4	5	6	7
Days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q30 What is your postcode?

If not UK, write in country.....

I hereby consent to the information provided on this questionnaire to be processed by Loughborough University for the purpose of evaluating the impact of their projects.
I agree with this statement.....

A sample of these surveys will be followed up as part of our quality control procedures and so we would be grateful if you could ask for the respondents name, e-mail address and house number. It is also possible that we may need this information if we are to do a household survey. Please inform the respondent that this information will not be used for any other purpose or given to anyone else. If the respondent is happy to give this information but does not wish to be followed up, please put a cross in the "DO NOT CONTACT" box.

Name

E-mail address

House number.....

Do not contact.....

- End of Survey -

**Adapted from Sustrans Route User Survey*

APPENDIX B.6

Residents' Survey Sample Survey

Neighbourhood Travel Survey

Dear Resident

Tell us what you think about your neighbourhood and win a £10 gift voucher!

We'd like to invite a member of your household who is over 16 years of age to take part in a short survey about where you live and how you travel around your local area. This survey is part of a national project that is taking part in five areas of England. Your answers will help us to understand how changes to your neighbourhood can improve local travel options.

Taking part is easy and will only take 10 minutes of your time.

Just fill in the consent form (located on the back of this letter) and the survey and return them using the freepost envelope provided. You will then be entered into a prize draw to win a £10 gift voucher. Please complete and return this survey by **Friday 7th October 2011**.

If you'd prefer to complete the survey on-line, please use the link below to access the survey on your computer: www.surveymonkey.com/s/NTS2011MarksGate

How to complete the questionnaire

Please use a **black or blue pen** to complete the questionnaire.

No question is compulsory. However, to make our study a success, we need you to answer as many questions as you can. Remember, there are no right or wrong answers.

Some questions ask you to **tick** a box. Please tick the box that applies to you.

Example Are you male or female? *Tick one only* Male Female

Other questions ask you to **write numbers** in a box.

Example What is your age? years

Don't worry if you make a **mistake** – just cross out the mistake and put in the correct answer.

Example Are you able to walk continuously on level ground for at least 5 minutes? Yes No

YOUR ANSWERS WILL BE TREATED AS STRICTLY

Questions?

You will find further information on the enclosed information sheet if you need it. If you have any questions, we'd be pleased to help you. Just e-mail Emma at E.J.Adams@lboro.ac.uk. Thank you for considering this invitation.

CONSENT FORM

Please read the following statements, tick the boxes if you agree with the statements and then sign and print your name below.

- I have read and understood the information sheet and this consent form.
- I have had an opportunity to ask questions about my participation.
- I understand that all the information I provide will be treated in strict confidence.
- I agree to participate in this survey.

Please complete this section

Your name

Your signature

Date

PRIZE DRAW

If you would like to be entered into the prize draw please complete the information below:

Address

Town

Postcode

NOTE: This page will be used only for the purposes of obtaining your consent to participate in the project and to contact you if you are a winner in the prize draw. The information will be stored in accordance with Data Protection Act 1998 in a secure location and separately from the remainder of the questionnaire.

SECTION A – ABOUT TRAVEL IN YOUR NEIGHBOURHOOD

These questions ask about **travelling in your neighbourhood**. By neighbourhood we mean the area within 10-15 minutes from your home.

1. In general, how do you **usually** travel for a short journey, say less than 2 miles, in your neighbourhood? *Tick all that apply*

I usually....

- | | |
|--|---|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Get a taxi |
| <input type="checkbox"/> Cycle | <input type="checkbox"/> Get the bus |
| <input type="checkbox"/> Drive a car or van (as driver) | <input type="checkbox"/> Get the train |
| <input type="checkbox"/> Get a lift in a car or van as a passenger | <input type="checkbox"/> Other (specify): |

2. **Thinking about the last 18 months.....**

To what extent do you agree or disagree with the following statements about **travelling in your neighbourhood**? *Tick one box per row*

		STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
Compared to 18 months ago.....						
a. I have made no changes to the way I travel around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I now walk more often around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I now cycle more often around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I now use the car more often to travel around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I now use the bus more often to travel around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I now use the train more often to travel around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What are the main reasons for changing how you travel around your neighbourhood in the last 18 months? *Tick all that apply*

- | | |
|--|--|
| <input type="checkbox"/> I haven't changed the way I travel (go to Question 4) | |
| <input type="checkbox"/> Cost of petrol has gone up | <input type="checkbox"/> Bought a new car |
| <input type="checkbox"/> Cost of public transport has gone up | <input type="checkbox"/> No longer have a car |
| <input type="checkbox"/> Cost of public transport has gone down | <input type="checkbox"/> My knowledge of the area has improved |
| <input type="checkbox"/> Change of job | <input type="checkbox"/> I know more people in the area |
| <input type="checkbox"/> Change of income | <input type="checkbox"/> It feels safer |
| <input type="checkbox"/> Moved house | <input type="checkbox"/> The local environment has improved |
| <input type="checkbox"/> Had children | <input type="checkbox"/> To get fitter and healthier |

Other (please specify):

SECTION A – ABOUT TRAVEL IN YOUR NEIGHBOURHOOD

4. Thinking about the last 18 months.....

To what extent do you agree or disagree with the following statements about **walking** in your neighbourhood? *Tick one box per row*

In the last 18 months....		STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
a.	I have seen more people walking in my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	I have found new routes for walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	I have discovered new places to walk to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	It now feels safer to walk around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	It is now more pleasant to walk around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Thinking about the last 18 months.....

To what extent do you agree or disagree with the following statements about your neighbourhood? *Tick one box per row*

In the last 18 months....		STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
a.	I have been involved in local community activities to make my neighbourhood a safer and more attractive place to walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Other residents have helped to make my neighbourhood a safer and more attractive place to walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	There has been an increased sense of community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Residents are more willing to help each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	More residents stop to chat to each other in the streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Residents are more willing to work together to look after and improve my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION B – ABOUT YOUR LOCAL ROUTES

We are interested in finding about walking along a specific route in your local area. Think about the walking route from Marks Gate to the East Road subway under the A12 then to Chadwell Heath...

6. How many times per week do you walk along **any** part of the route between Marks Gate and Chadwell Heath? (include the times you walk along the route even if you do not go through the East Road subway)

TIMES PER WEEK

IF ZERO (0) TICK HERE

7. Think about your **current use** of the route between Marks Gate, the subway and Chadwell Heath...

Please tell us if you use the route **less than, the same as, or more than** 18 months ago for each of the following journeys...? *Tick one box per row*

	LESS OFTEN THAN 18 MONTHS AGO	ABOUT THE SAME AS 18 MONTHS AGO	MORE OFTEN THAN 18 MONTHS AGO	I DON'T USE THE ROUTE FOR THIS PURPOSE
a. To get to or from work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. For business-related trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. To or from a place of study (e.g. college/university)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. To get to the shops or for personal business (e.g. visiting a doctor, bank, solicitor or estate agents)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. To get to public transport (e.g. bus or train station)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. To visit friends and relatives or do other social activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. For recreation, health or fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Since starting to **walk** along the route between Marks Gate, the subway and Chadwell Heath, which of the following statements apply to you? *Tick all that apply*

- | | |
|--|--|
| <input type="checkbox"/> I don't walk along the route (go to Question 9) | <input type="checkbox"/> I use my car less |
| <input type="checkbox"/> My overall level of physical activity has increased | <input type="checkbox"/> I have saved money on transport |
| <input type="checkbox"/> I feel healthier | <input type="checkbox"/> I feel more satisfied with where I live |
| <input type="checkbox"/> I feel fitter | <input type="checkbox"/> I visit local shops more |
| <input type="checkbox"/> I feel less stressed | |
| <input type="checkbox"/> None of the above | |

SECTION B – ABOUT YOUR LOCAL ROUTES

9. Are you aware of any changes that have been made along the route between Marks Gate and Chadwell Heath in the last 18 months? *Tick all that apply*

- | | |
|--|--|
| <input type="checkbox"/> I'm not aware of any changes | <input type="checkbox"/> New street furniture e.g. bollards |
| <input type="checkbox"/> Clearance of rubbish / glass | <input type="checkbox"/> Removal of street furniture e.g. railings |
| <input type="checkbox"/> Clearance of dog mess | <input type="checkbox"/> Removal of overgrown hedges |
| <input type="checkbox"/> Clearance of graffiti | <input type="checkbox"/> Improved crossings |
| <input type="checkbox"/> New signage | <input type="checkbox"/> Dropped kerbs installed |
| <input type="checkbox"/> New information boards / maps | <input type="checkbox"/> New speed humps/cushions |
| <input type="checkbox"/> Improved lighting | <input type="checkbox"/> 20 miles per hour speed limit |
| <input type="checkbox"/> Resurfacing of path | <input type="checkbox"/> Planting of new bulbs |
| <input type="checkbox"/> Wider path or pavement | |

Other (please specify):

10. Are you aware of any of the following? *Tick one box per row*

	YES	NO
Living Streets	<input type="checkbox"/>	<input type="checkbox"/>
The Fitter for Walking project	<input type="checkbox"/>	<input type="checkbox"/>
The award presented to Marks Gate by Living Streets for efforts to improve the walking environment and get more people walking	<input type="checkbox"/>	<input type="checkbox"/>

11. As part of the Fitter for Walking project, a number of community activities may have taken place in your neighbourhood over the last 18 months. Have you taken part in any of the following activities in your neighbourhood? *Tick all that apply*

- | | |
|--|--|
| <input type="checkbox"/> Street audit | <input type="checkbox"/> Bulb planting |
| <input type="checkbox"/> Led walks | <input type="checkbox"/> Litter pick / street clean up |
| <input type="checkbox"/> Making a walking pledge | <input type="checkbox"/> Street party |
| <input type="checkbox"/> Pledging to park more considerately | |

Other (please specify):

12. Would you be willing to donate your time or money to make sure improvements and activities similar to those mentioned above take place on streets or walking environments near you? Yes No (go to Question 13)

If yes, please answer the following questions:

a How much might you be willing to pay?

b How much time would you be willing to give?

SECTION B – ABOUT YOUR LOCAL ROUTES

13. Please add any comments you have about the walking route from Marks Gate to Chadwell Heath, or the Fitter for Walking project.

SECTION C – ABOUT YOUR HEALTH and PHYSICAL ACTIVITY

14. How much do you weigh in light indoor clothes?

stones

lbs

OR

kg

15. How tall are you without shoes on?

feet

inches

OR

cm

16. Would you say that for someone of your age your own health in general is... *Tick one only*

Excellent

Good

Fair

Poor

17. In the **past week**, on how many **days** have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?

This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that may be part of your job.

Number of days:

0

1

2

3

4

5

6

7

SECTION D – ABOUT YOU

18. Are you male or female? *Tick one only* Male Female

19. How old are you? YEARS

20. Which of the following groups do you consider you belong to? *Tick one only*

- White Asian or Asian British
 Mixed ethnic group Black or Black British
 Other (please specify):

21. What is your highest educational qualification? *Tick one only*

- Degree, NVQ4, NVQ5 or equivalent
 BTEC (Higher), BEC (Higher), TEC (Higher), HNC, HND or equivalent
 GCE A' Level, NVQ3, Scottish Higher or equivalent
 BTEC (National), BEC (National), TEC (National), ONC, OND or equivalent
 GSE Grades A to C, GCSE O' Level, CSE Grade 1, NV2 or equivalent
 Other qualifications
 No formal qualifications

22. How many cars or vans are normally available for use by you or any members of your household? Include any provided by employers if normally available for private use by you or other members of your household. NUMBER OF CARS OR VANS

23. How long have you lived in your current home? YEARS MONTHS

24. What is your postcode?
Note: this will only be used for the purposes of looking at walking routes around where you live

25. Please enter the date on which you are completing this survey DAY MONTH YEAR
 / /

CONGRATULATIONS YOU'VE COMPLETED THE QUESTIONNAIRE - THANK YOU!!

PLEASE RETURN YOUR COMPLETED SURVEY IN THE FREEPOST ENVELOPE PROVIDED AS SOON AS POSSIBLE

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