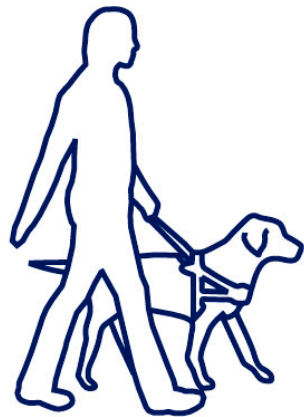


National Walking Action Plan 2004



Guide Dogs

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The Guide Dogs for the Blind Association
Hillfields
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Foreword

Those involved with The Guide Dogs for the Blind Association have more experience and knowledge of the street environment than most. The charity's vision impaired clients are unable to drive, so have little choice but to walk for most of their journeys. Teaching and supporting their clients, Guide Dogs' training teams are also pacing the nation's streets, in all weathers, every day.

The Government first showed real intent to improve the street environment in 1996 when the Walking Strategy Steering Group was set up under Ministerial leadership. After the 1997 General Election, the new Government continued the work. The Integrated Transport White Paper put the pedestrian environment at the top of the agenda along with cycling. Since then progress has been slow, due to the many other priorities in the transport sector. However, there is now increasing recognition of the link between transport, health and social progress and the fact that the external environment draws together diverse needs. This has resulted in an unprecedented level of interest in walking and the street environment.

Walking is healthy, contributes to social integration, and does not increase pollution. It can, and should be, an enjoyable experience. Indeed, it would make a substantial contribution to combating the increase in obesity if more people walked just 30 minutes every day.

To help the process along, Guide Dogs has commissioned a group of leading experts to prepare this National Walking Strategy and Action Plan. We hope the Government will act on all of the recommendations put forward in this paper and look forward to the support of MPs in turning our Walking Action Plan into reality for the benefit of all pedestrians.

Thomas M Pey
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The Guide Dogs for the Blind Association

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1. INTRODUCTION

1.1 The benefits of walking

People always have, and always will, walk. Many walk out of necessity but it is also a popular leisure choice and additionally it gets the vast majority of commuters to their buses and trains; children to school; shoppers to local stores and town centres; and supports many other routine journeys on a day to day basis.

Walking stimulates both personal health and the health of communities and local economies. It can be reliable, fast and effective for short distances and is equally attractive as a slow and pleasurable long distance activity. Walking is clean, lean and takes no machines.

Walking is central to making our communities more liveable, more inclusive, more sustainable and more secure. When walking, people are passing the world at a pace that encourages greater engagement with, and attachment to, the surrounds.

Walking is ideal transport for **short journeys**. More people choosing to walk short distances, to the local shops, schools or public transport, reduces the number of cars on the road, reducing air and noise pollution, reducing congestion for longer distance users, and reducing road danger for everyone.

Walking is ideal for **daily exercise**. Walking doesn't need specialist equipment or membership fees. A modest amount of regular moderate-intensity exercise, such as walking, can help to protect against developing such illnesses as Coronary Heart Disease (CHD), stroke, non-insulin dependent diabetes, osteoporosis and by improving strength and co-ordination, protect against falls, fractures and injuries.

Walking is ideal for **social interaction**. Great public spaces, designed for people, not vehicles, are best discovered by and lingered in on foot. Well-designed local streets that encourage walking not only link public spaces but can be a positive space for the local residents and somewhere for children to play. More people out and about in cleaner, safer public spaces and streets brings activity and vitality to urban environments, reinforcing community cohesion and increasing personal safety and security.

Walking is ideal for promoting **social equity**. Walking is a virtually cost free mode of transport available to almost everyone. For people with a disability and households without access to a car, providing a good walking environment is essential to ensure a safe and convenient way to get to jobs, education, public transport, health services and social events for all members of the community.

Walking is ideal for **recreation and tourism**. Exploring cities and the countryside by walking is an increasingly popular leisure pursuit. England's Public Right of Way (PROW) network is a national asset for locals and visitors that can facilitate both recreational and functional journeys. Attractive streets and public spaces encourage more tourists and visitors to towns and cities. Well-managed and marketed promoted routes improve opportunities for leisure walking and help spread the economic benefit to more remote villages and towns.

Every walk an individual takes, contributes to the full range of benefits, that are not mutually exclusive, that can be realised from walking. It is walking that makes our towns, cities and countryside liveable and many local authorities, government departments and other organisations are realising this.

More people walking will mean our towns, cities and countryside are more vibrant, healthier and our children safer however, despite the well-established benefits of walking, the number of people walking and the number of trips they make on foot is in decline due to a number of physical, social and institutional barriers. This Action Plan provides a practical framework for addressing and overcoming these barriers

1.2 Delivering government priorities

Physical environments and social actions that result in more people walking will deliver on a diversity of government objectives including - liveability, social inclusion, crime reduction, public health, better parks and open spaces, public transport, tourism, school travel, mobility for everyone, community regeneration, sustainable living and a cleaner environment.

The government continues to work on strategies, policies and action plans to address this range of objectives. Building walking into the relevant policies and programs will help to realise their specific objectives as well as the broader benefits of more walking generally. For example, the importance of walking and/or the quality of streets and footways is identified in:

- Transport White Paper (1998) A New Deal For Transport: Better for Everyone
- Living Places: cleaner, safer, greener
- Travelling to School: an action plan
- Making the Connections
- Rights of Way Improvement Plans
- Sustainable Communities: building for the future
- The Communities Plan
- Neighbourhood Renewal

(For further details see Appendix A)

However, expertise, experience and guidance is required to fully realise the walking component of these different strategies. It is essential to ensure that walking is given the appropriate focus and attention it warrants (in light of the benefits it delivers) and not to assume it will be automatically and appropriately addressed.

However there are actions and activities that can support more walking in communities that will not be identified and addressed through other strategies and therefore there remains an explicit need to focus on walking in its own right.

1.3 Why a National Walking Action Plan?

A National Plan provides a framework to support and increase walking in England.

By establishing specific targets and goals for walking in our communities, the Action Plan supports the many activities and programs already underway and provides direction and leadership for new initiatives and decision-making.

A National Action Plan is the framework for a co-ordinated and integrated approach to walking as a mode of transport, a community building block and key contributor to better health for all people in Britain. It provides a focus for the different agencies that impact on and benefit from 'more walking' to work collaboratively and productively together to maximise the effectiveness (including cost-effectiveness) of their programs. By articulating the links and synergies between different projects, it supports the development of partnerships between national and local government agencies, the community and business to harness the contribution each has to make.

The Plan identifies a number of key national initiatives that will support the work underway at a local level. For example, communication and dissemination of ideas and information, professional development and training packages, research and data analysis and promotion of walking will all benefit from coherent national action. These activities will also underpin the work underway across government programs such as Travelling to School, Making the Connections and Local Transport Plans.

1.4 Principles

This Action Plan is underpinned by the following set of principles:

- walking is an integral part of the transport system
- all walking needs to be catered for, both 'walk-only journeys' and those that link in with other modes, e.g. bus ride.
- Walking, for every journey purpose, should be safe, pleasurable and convenient.

- everyone should be able to access the street environment to reach their destination irrespective of gender, age or ability
- while focusing on functional, everyday walking in towns and cities, rural and recreational walking are also supported activities and recognised as potentially providing the stimulus to encourage more every day activity.
- addressing the mobility needs of particular groups in our communities, such as the young, the elderly and disabled people, will enhance social inclusion.

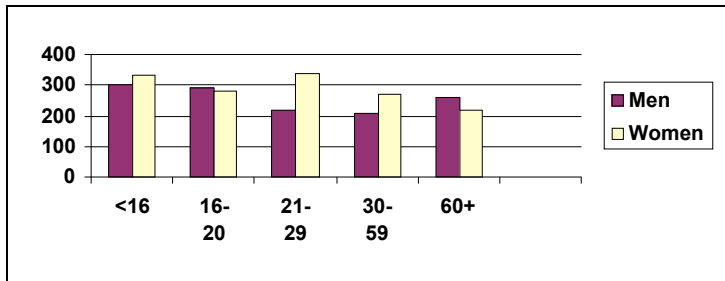
2. MARKET

Walking is the first and last step of every journey we make and accounts for 26% of all trips. Walking is ideal for short journeys with 81% of journeys under a mile made on foot. 95% of all walking journeys are under 2 miles with the average journey length being 0.6 miles.

2.1 Who walks?

88% of people walk for more than 10 minutes at least once a week.*

Women generally walk more than men, with women in their twenties undertaking the most trips. For men, the amount of walking they do drops significantly between 20 and 60 years of age. For women, walking rates remain fairly steady across the years until over 60 years old. Children and young adults walk more often than older members of the community.**



People living in cities and towns walk more than those in rural areas. Walking constitutes:

- 37% of all trips in inner London
- 26% of all trips in other urban areas
- 20% of all trips in rural areas.**

2.2 Why do people walk?

When walking is the main mode for a particular journey, the purpose of that journey is:**

- Shopping - 24% of all walking trips
- Personal business or to escort someone else (e.g. children to school) - 22%
- Leisure or social purpose - 20%
- Just a walk (i.e. the dog) - 14%
- Commuting or business - 7%
- Education - 11%

People also walk to catch public transport and link into longer journeys and people walk from their car park to their destination. These journeys are not measured in current surveys, as they constitute part of a journey for which they are not the dominant mode. Therefore, the level of walking in our communities will be higher (perhaps as much as 100% higher!) than the statistics present, giving even more impetus to the need to provide quality, people based environments in which to travel by foot.

Walking is the main way people reach buses, trains and trams. About 80% of travellers arrive at or leave stations on foot, walking on average 650 metres. 11% of journeys to work are made by walking. In addition, the 14% of journeys made by bus or rail incorporate walking as well.

Walking for leisure has increased since 1993. In 1996, walking was the most popular sporting or leisure activity in Great Britain. 45% of adults reported walks of two miles or more in a four-week period and 68% during the last year. **

Children walk to school. For school trips under a mile, 84% of trips were by walking for primary students and 92% by secondary students. 54% of primary school children and 43% of secondary school students travel to school by foot.

2.3 What stops people walking more?

62% of people think walking is an important form of transport but 33% of people report walking less often than they did 2 years ago.*

The barriers that are preventing people from walking are both real and perceived, involve physical conditions and infrastructure as well as the current social and cultural climate. Barriers also exist within the institutional and professional agencies, which shape our communities, inform our attitudes and prioritise the allocation of resources. Breaking down the barriers within these agencies is a necessary underpinning of the process to address the physical and social barriers.

2.4 Physical Barriers

Land-use planning patterns have resulted in an environment that is not conducive to walking. Low density housing developments, out-of-town shopping centres and business parks, coupled with poor public transport provision, have built car dependency into our communities. Commercial and leisure facilities are being designed on the assumption that customers will arrive by car. So even when destinations are within walking distance, it is often safer and more comfortable to drive there.

People identify a range of physical problems that makes walking an unattractive choice. These include:

- cracked and uneven pavements

- footway surface treatments
- dog fouling and uncleared litter or rubbish
- clutter and inappropriate street furniture
- lack of rest areas and seating
- too much traffic
- roads that are dangerous to cross
- vehicles and bicycles on the pavement.

65% of people with a disability are dissatisfied with pavement maintenance with this increasing to 73% for visually impaired people. [MORI] Poor walking conditions and access to bus stops and stations hinder people with a disability from going out and from accessing public transport.

2.5 Social Barriers

Crime, fear of crime and anti-social behaviour deter many people from walking, especially at night. While this affects everyone, feeling unsafe on the streets is of particular concern to vulnerable groups in society including women, children, old people and people with a disability. Unfortunately, this fear becomes self-fulfilling, as less people on the streets reduces public surveillance, thus making the streets less safe for those that still venture out.

Other cultural barriers contribute to a person's reluctance to walk including:

- lack of confidence
- lack of time
- lack of knowledge (fear of getting lost)
- perceptions that walking is low status.

2.6 Institutional Barriers

The attitudes, experience and expertise of the decision makers and professionals within our government agencies have a direct impact on the physical and social environment in which people walk. Established knowledge and practice centred on the motor vehicle prevents people from seeing and knowing how to deliver for walking.

As government priorities shift, there needs to be a concomitant shift amongst the agencies responsible for delivering those priorities. In particular there needs to be a cultural shift within institutions and local authorities to give greater priority to walking within planning, resource allocations and community development. This is hindered by:

- lack of commitment to the value of walking as a mode of transport
- low levels of awareness of benefits of walking
- insufficient priority given to walking in resource allocations
- lack of specialist expertise and knowledge within local authorities.

2.7 What will help people walk more?

Barriers can be overcome. The above lists indicate some straightforward improvements to the physical and social environment that can be implemented to make it more attractive to walkers. Different walkers do have different needs, but a well-designed and managed walking environment can cater for walkers of all ages and abilities. Attention to detail and commitment to quality will ensure cost-effective implementation that will benefit everyone.

Physical Needs

A good walking environment is one that is connected, conspicuous, comfortable, convenient and convivial. This means:

- walkable distances between key destinations such as shops, homes and schools
- quality routes linking these destinations
- priority and space given to pedestrians
- ease of crossing roads, including the location and type of crossing and waiting times
- maintained walkways including surface, obstructions, litter, dog fouling, graffiti and lighting
- quality links to public transport for longer trips
- attractive public spaces and facilities such as public toilets, benches and 'places to stop'

Social Needs

The social barriers can be addressed by both improvements on the ground and activities to change attitudes. This can include:

- providing information, including signs and maps
- enhancing personal security and feeling safe in relation to other people
- increasing safety and feeling safe in relation to traffic
- promoting walking by engaging with people's different motivations, i.e. health, transport, cost
- promoting new routes as they are developed
- involving the community in the planning, design and monitoring of walking routes and environments
- organising guided walks and community events that promote and encourage walking
- tailoring programmes for specific target audiences, such as school children, workers, ethnic groups, people with a disability and the elderly

Institutional Needs

Overcoming physical and social barriers also needs will, commitment, expertise, experience and knowledge on the part of the decision makers and professionals who design, build and manage our communities, towns and associated services.

To break down the barriers within the institutions and professions that influence our environment requires:

- strong policy direction and awareness raising about the benefits of walking
- training and skills development for professionals
- technical resources and information
- expert support networks and partnership building
- funding to support initiative and innovation.

Capacity for change

There is potential to increase walking and to create better walking environments within our communities. People want to walk more and recognise car-based habits that can be changed to realise both social and transport benefits.

Change is not just about more people walking, it is also about making walking more pleasant and facilitating a more positive social environment. For example, 50% of disabled people say they would go out more if the conditions for walking were better. [MORI]

For people who are currently driving motor vehicles, a quarter of all car journeys are less than 2 miles. *** With journeys under 2 miles being a viable walking distance, there is significant capacity for modal shift within our communities and traffic reduction.

In the October 2002 Omnibus survey*, 58% of respondents said that they currently use a car to make journeys within walking or cycling distance. To change this habit respondents agreed they would use their car less if:

- pavements were better maintained - 30%
- there were safer walking routes - 37%
- they had more time to walk - 42%.*

While this strategy cannot put time into a person's day, an attractive walking environment can make the time spent walking more enjoyable and potentially increase its appeal as time well spent.

25% of all journeys to work are under 2 miles, with only 11% currently walking these, there is a strong capacity for change in this area.

With 79% of primary school children and 54% of secondary students living within 2 miles of school there is capacity to increase the number of children walking to school from the current 54% and 43% respectively. A safer walking environment will give children confidence, and parent's the courage, to let them walk to school.

3. VISION

- Encourage as many journeys as possible to be walked - more short journeys by foot
- Maximise the quality of the experience - making walking for a purpose more enjoyable
- Create more inclusive and attractive places where people want to be and which they want to experience on foot.

Targets

- To halt the decline in walking as a mode of transport by 2010.
- To increase walking trips from 29% to 34% of all trips by 2021. A 5% increase.
- Increased satisfaction amongst local residents and community groups about their streets and footways and the overall walking environment.

4. ACTION

To support walking in England, strategic and practical action needs to be undertaken nationally and locally.

National actions will ensure cost-effective, consistent and co-ordinated outcomes. These actions will provide clear leadership on walking policy and programs, develop national resources to support local councils to deliver on-the-ground improvements for walking and enable implementation of the strategy to be effectively managed and measured.

Local actions will ensure all the elements of a good walking environment are being delivered on the ground. Most of the day-to-day decisions affecting walking are made locally and so these actions will guide local authorities on the best value measures to create and maintain a quality walking environment.

These actions build on the diversity of initiatives that is already achieving significant results for enhancing our communities. By addressing the particular physical, social and institutional barriers that impact on walking, these actions support the current momentum, whilst ensuring the specialist attention walking requires.

Objectives

Physical Objectives

- 1: Appropriate land use planning and location of facilities
- 2: Prioritised routes, space and road crossings
- 3: Reduced impact of traffic
- 4: Well maintained walkways and streets
- 5: Attractive and interesting public spaces

Social Objectives

- 6: Enhanced safety and personal security
- 7: Effective information and promotion

Institutional Objectives

- 8: Well co-ordinated national action and evaluation
- 9: Comprehensive resources and professional development

4.1 Objective 1: Appropriate land use planning and location of facilities

Land use planning plays a crucial role in supporting and encouraging walking. It does this by:

- controlling the location, character, mix and density of new development

- influencing the orientation of particular developments and their relation to surrounding land uses
- influencing the design of developments to prioritise walking access to, through and within them.

Walking can be a viable mode of transport when facilities such as shops, healthcare, learning and work opportunities are well located, either within walking distance or connected to a good public transport system.

Existing Policies, Programs and Resources

Local Transport Plans

Under the requirements of Local Transport Plans, Local Authorities are strongly encouraged to prepare a local walking strategy. Many Local Authorities have taken the initiative on this and produced their own strategies. Local Transport Plans are required to reflect the national commitments to integrated sustainable transport systems, including walking.

Traffic Advisory Leaflet - Preparing a Walking Strategy provides guidance to Local Authorities on the elements of a walking strategy and an appropriate process for developing one.

Rights of Way Improvement Plans will be linked to Local Transport Plans from 2005. These will stimulate implementation of practical measures to make Public Rights of Way more accessible, particularly for people with a disability. These plans will also seek to make the network not only a recreational option, but a daily, functional option for everyone.

The **Planning Policy Statements** that have the most impact on walking are:

- PPS1 – which sets out Government policy on strategic and local planning
- No.3 - Housing. Companion Guide: Better Places to Live (Sep 2001)
- No.6 - Town Centres. Companion guide: Going to Town: Improving Town Centre Access (2002)
- No.13 - Transport.

Actions	Lead/Partner Agency	Status/ Timing
1. Revise requirements of Local Transport Plans to require production of a local walking strategy	DfT	
2. Revise national planning guidelines to give greater emphasis and priority to walking	DfT	
3. Publish guidance on providing for walkers in land use planning	DfT	
4. Ensure priority given to walking access to, through and within new developments in Local Development Frameworks, Action Plans and planning decisions	DfT	
5. Ensure public service providers take account of local access by foot in operational decisions	DfT	
6. Ensure impact on walking taken into account in decisions by public agencies of location of key facilities, e.g. schools, hospitals, council offices, post offices, shops, parks and open spaces.	DfT	

4.2 Objective 2: Prioritised routes, space and road crossings

Direct, safe and comfortable pedestrian links between key destinations will make walking a more viable and more attractive option. This includes giving people priority over motor vehicles at road crossings and at entries to facilities and public transport stations. In addition, in areas of high pedestrian usage, or mixed priorities, e.g. high streets, the balance between space for footways and carriageways needs to be carefully assessed and allocated.

Pedestrian priority can be achieved by:

- full pedestrianisation
- partial exclusion of traffic, e.g. times of day
- wider pavements and road space reallocation
- traffic calming/speed reduction
- Home Zones
- redesign of junctions and more/better road crossings

To select the most appropriate approach for enhancing pedestrian priority, it is essential to consult with the community affected, to consider the needs and issues of local residents, business owners and visitors and agree a programme of change. Walking journeys to bus stops average around 300-350 metres. However, those with a disability or the elderly may not be able to manage this distance and it may be appropriate to respond to a local demand for more frequent stops. Integrating walking with public transport involves both improving the routes to bus stops and bus and train stations and the security and facility at stops and stations. Walking access to stations needs to be well signposted, safe and direct. Stops and stations need to be well lit, provide good shelter and adequate seating and waiting areas.

Existing Policies, Programs and Resources

Home Zones Challenge Fund

£30M over three years to 2004, supporting 61 schemes from 237 submitted bids.

“The Home Zone Challenge is intended to generate a rapid growth in the number of home zones. The Challenge experience should yield a substantial increase in information about how best to actively involve local community interests in developing home zones that suit their needs and aspirations. It will identify design processes that can lead to successful new ways of using residential streets. It will also help to identify and expand the range of solutions and constructional techniques available.” [DfT]

4.2.1 Routes and Space		
Actions	Lead/Partner Agency	Status/ Timing
1. Audit routes to key pedestrian attractors, e.g. schools, shops, public transport and develop a programme of priority improvements to these routes	HA	
2. Adopt new national and local Road User hierarchy that places the inclusive needs of pedestrians as the first priority	DfT and HA	
3. Update and expand Design Bulletin 32 on road design for residential areas to include guidelines for local roads and streets in town centres.	DfT	
4. Investigate and deliver opportunities to implement Quiet Lanes and Greenways.	HA	
5. Extend the Home Zones Challenge Fund for 3 more years to continue implementation and to realise the benefits of the lessons from the Challenge.	DfT	

6. Establish design requirements for Home Zones in all new residential developments 7. Implement Home Zones in all appropriate locations.	DfT HA	
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4.2.2 Road Crossings		
Actions	Lead/Partner Agency	Status/Timing
1. Publish revised guidelines on pedestrian-friendly crossings, giving priority to pedestrians. 2. Review location, design and status/timing of crossings on key pedestrian routes in relation to desire lines 3. Develop a programme of priority improvements to road crossings on key pedestrian routes	DfT HA HA	

4.3 Objective 3: Reduced impact of traffic

Traffic can impact on walkers in a number of ways and reduce the quality of the walking experience. Noise, pollution, high speeds and traffic volumes can make it not only unpleasant to walk, but dangerous or seem to be so. Fear of accidents and injury, especially for children, old people or people with a disability are a real deterrent to choosing to walk.

Traffic calming and other measures to reduce the volume and speed of traffic also provide opportunities to enhance the street environment and improve facilities for walkers. In addition teaching children road safety awareness and responsibility without instilling fear can give parents confidence to allow their children to walk.

Sharing space with other modes of transport will inevitably lead to conflict without the appropriate safety, priority and allocation of space. As a general rule, it is not desirable for walkers and cyclists to share the same facility. Narrow paths and different speeds of travel can cause discomfort and conflict for users. Reallocating road space for cycling is recommended, rather than reducing footway space. It can be comfortable and appropriate for walkers to share routes with cyclists (and horse riders) when the path is located and designed to accommodate all users, by providing sufficient space, surface material and information about pathway rights and responsibilities.

Existing Policies, Programs and Resources

- Tomorrow's Roads - Safer for Everyone (2000)
- Road Traffic Reduction Act
- Bringing children into the social contract of road use. Road Safety Research Report No. 33. DfT April 2003
- Think! Hedgehog Campaign re-launched in August 2003 and Slow Down Campaign also ran in June 2003.

4.3.1 Motor Vehicles		
Action	Lead/Partner Agency	Status/Timing
1. Review law on driver liability with regard to crashes involving pedestrians.	DfT	
2. Advocate and support fitting speed limiters in new vehicles.	DfT	
3. Pilot a 20mph default speed limit on busy mixed-use main roads, where they pass through areas of housing, local shops and schools.	DfT/HA	
4. Review road hierarchy and speed designations in local towns and rural roads across the network as part of speed management plans.	HA	
5. Implement traffic calming measures, including road space reallocation on identified priority routes to key destinations.	HA	

4.3.2 Bicycles		
Action	Lead/Partner Agency	Status/Timing
1. Produce policy and technical guidance for positive shared use of paths for walking and cycling where necessary or appropriate	DfT	
2. Work with cycling groups to identify opportunities on the road network to improve conditions for cycling to reduce conflicts with pedestrians.	DfT	
3. Review shared use paths and identify opportunities to segregate users within the corridor.	DfT	

4.4 Objective 4: Well maintained walkways and streets

The quality of the immediate environment is more important for pedestrians than people in vehicles. The slower speed of walking heightens an individual's awareness of and exposure to their surrounds. A well-maintained street environment is not only safer and more pleasant for walkers, it is also more aesthetically pleasing for people going past in vehicles.

Maintaining existing assets can be the most straightforward and relatively inexpensive means of encouraging more people to walk. Footways that are clean, free of dog fouling, litter and major defects make for a more comfortable and appealing walking experience. Footways that are even and have minimal changes in level are desirable for everyone, but particularly necessary for wheelchair users, the elderly and people with a visual impairment. Fear of falling can be a major deterrent and poor footway maintenance can make Local Authorities liable for personal injury claims for falls and accidents.

A run-down environment is not only unpleasant to use, it can undermine a person's sense of security when using a facility. Removing graffiti and maintaining the environs and street furniture will attract more walkers and increase their sense of security.

Pedestrians need clear passage along a street or through a public space, unhindered by clutter and obstructions which reduce the space available. Clutter can also be perceived as 'litter' and detract from the appeal of a street to walkers. Careful positioning of street furniture, bollards and temporary obstructions such as shop signs and cafe chairs and tables will enhance a public space without inhibiting the flow of people. While it may be easy for a single, able-bodied person to step around a shop sign, a mother with pram and toddler or a person in a wheelchair cannot manoeuvre so easily. For blind or partially sighted people, clutter and litter create real hazards and hindrances to their journey.

Utility excavations and construction sites can create hazards for walkers that need to be well managed. The impact of these hazards can be dissipated by providing clearly marked and safe alternative routes around the area.

Action	Lead/Partner Agency	Status/Timing
1. Adopt integrated street management programs to co-ordinate street cleaning, pavement renewal, street greening, anti-vandalism and parking enforcement schemes. 2. Audit priority routes to identify priority maintenance needs. 3. Identify quick-fix maintenance needs and undertake remedial works to make an immediate and significant improvement to the walking environment. 4. Publish a service standard for street maintenance with a reporting mechanism for local communities to identify and report obstacles and other difficulties encountered when walking.	HA HA HA HA	

4.5 Objective 5: Attractive and interesting public spaces

Walking is not only a means of transport. It can also be integral to social activities such as shopping, chatting, sitting, reading, eating and drinking. Walking is almost as much about stopping as it is about moving. Complement high quality walking routes with attractive and interesting public places and facilities for people to enjoy in comfort.

Many towns and cities are investing in improving public spaces or creating new ones. This is often part of wider town or city centre regeneration plans and can make a big difference to people when choosing to walk. Nearly always the best way to enjoy these improvements is on foot. Creating spaces and places where people like to spend time not only provides a great community asset, it can also have major benefits for local traders and the wider local economy.

Town and city centres are good places to start improvements, (see priority settings below), creating an identity and appeal for the whole town. It is also important for these improvements to flow outwards from the centre into streets and neighbourhoods throughout the town, creating local hubs of activity and interest.

People need places to stop when they are out and about on foot. For older people in particular, shoppers with heavy bags and people with disabilities, knowing they will have somewhere to sit can influence whether they will make the walking trip at all. And public seating benefits everyone, not just as a place to rest, but also to watch the passing crowd, catch the sun or feed the birds. Low walls, steps and planters can all be multi-functional places to sit.

Public art and activity makes a positive contribution to the street environment, creating points of interest, identity and entertainment. Functional art can also be a children’s play zone, bicycle parking or information boards. Fountains and water sculptures, greenery and trees can soften and transform public spaces and attract wildlife into urban zones. Street performers, displays (that don’t clutter), markets and community events all bring vitality into a public space.

Existing Policies, Programs and Resources

Action	Lead/Partner Agency	Status/ Timing
1. Review local strategies and plans to ensure high quality public space is an explicit goal	HA	
2. Ensure walking needs and links to public transport are accommodated within area regeneration schemes.	HA	
3. Audit public spaces and facilities for essentials such as toilets, rest areas, and lighting.	HA	
4. Develop a program of community events, arts and entertainment for the town centre.	HA	

4.6 Objective 6: Enhanced safety and personal security

Crime and more particularly, fear of crime, stops many people from walking more and using public transport, especially after dark. These problems are most common in towns and cities. Women, children and elderly people feel the most vulnerable, but many people share a fear of crime.

Personal security can be enhanced through a combination of improved design and lighting, policing and other uniformed officers. Increased numbers of people on the streets increases casual surveillance and deters criminal activity. Wider, straighter paths with good lighting and clear sight lines create safer environments.

Better environments = more people = more surveillance = greater safety = more people

Existing Policies, Programs and Resources

Neighbourhood Wardens

Neighbourhood wardens are helping residents to reclaim their streets and parks. They are the eyes and ears of the community. Their uniform presence reassures residents and acts as a deterrent to criminals. Wardens play a key role in cleaning up environmental eyesores, from graffiti to abandoned cars, and look out for society's most vulnerable members.

DETR report - Personal Security Issues in Pedestrian Journeys

Action	Lead/Partner Agency	Status/Timing
1. Issue guidelines on key elements of a safe pedestrian environment - revised draft of Secure by Design	DfT	
2. Ensure safety and security issues are a key component of street audits	HA	
3. Include urban design and street management in Crime and Disorder Reduction Strategies	HA	
4. Review the provision of street lighting and prepare a schedule of improvement and maintenance.	HA	

4.7 Objective 7: Effective information and promotion

High quality and accessible information is an essential part of travel. Like all travellers, whether in motor vehicles or buses, on bicycles or trains, walkers need good information about where they are, how to get to their destination and how long the journey is likely to take. There are well-established information systems for our communities and transport systems, but these systems are not always the most useful for walkers.

Good signs are essential for visitors to an area, and can also help residents discover their neighbourhoods on foot. Signs not only make a city more legible they can also be promotional opportunities for special routes, particular campaigns or local attractions. Information in a variety of mediums is important for different audiences, particularly for people with a disability. Maps, both printed and displayed at stations are particularly important sources of information

for people with a hearing impairment or learning disability. Providing maps and information at key locations and along the busiest pedestrian routes is a great first step.

Sometimes people need to be encouraged to walk and information and activities designed to introduce, incentivise and support people’s choice to walk. Guided walks and activities can be positive engaging ways to introduce people to the benefits of walking, to other members of their community and to sights and features of their local surrounds. There are already several, successful programs available from different agencies to promote walking. Engaging with and promoting these programs through local authorities, local schools and community centres can directly encourage more walking on a daily basis, as well as regular pleasure walks.

Existing Policies, Programs and Resources

- Walk in to Work Out - DfT and Health
- Walking the Way to Health - Countryside Agency and British Heart Foundation
- Walk to School and International Walk to School Day
- In town without my car!
- Individualised Marketing

4.7.1 Information		
Actions	Lead/Partner Agency	Status/ Timing
1. Produce local walking maps highlighting local facilities e.g. schools and shops and distribute to households.	HA	
2. Investigate opportunities for local businesses to sponsor map production and engage where appropriate.	HA	
3. Place public maps at exits of bus and train stations.	HA	
4. Develop standards for signposting walking routes including information about placement, visibility, legibility.	DfT	
5. Prepare a Traffic Advisory Leaflet on signing standards	DfT	
6. Develop a system of signs for priority walking routes that meet the standards.	DfT	
7. Sign priority walking routes	HA	

4.7.2 Promotion		
Action	Lead/Partner Agency	Status/Timing
1. Continue the Site Specific Advise Scheme, particularly for workplace travel planning	DfT	
2. Promote walking to priority settings through campaigns such as: 'In Town Without my Car', 'Walk to School Day', 'Walking the Way to Health' and 'Walk to Work day'	DfT	
3. Sponsor Individualised Marketing Programs in LA areas.	DfT	
4. Support Health initiatives to promote walking, e.g. active scripts	DfT	
5. Undertake community events on footways and public spaces to promote the facility and encourage walking.	DfT	

4.8 Objective 8: Well co-ordinated national action and evaluation

To ensure the strategy is well implemented and thus able to achieve real changes for walking, it is necessary to co-ordinate activities, facilitate networks and information flow, provide funds for implementation and collect data to measure progress.

Reliable data on walking, the walking environment and public attitudes is essential to assist:

- planning and providing walking routes
- prioritising investments and maintenance
- developing public information and promotion campaigns
- tracking trends, progress and change over time.

Existing Policies, Programs and Resources

Data on walking in England is currently available from a number of sources, including:

- The National Travel Survey

- DfT Omnibus Survey and Great Britain Walking: DfT Personal Travel Factsheet
- Labour Force Survey
- Traffic Advisory Leaflet: Monitoring Walking provides guidance to Local Authorities for measuring walking in their areas.

4.8.1 Co-ordinate		
Actions	Lead/Partner Agency	Status Timing
1. Establish a National Walking Delivery Team to oversee and progress implementation.	DfT	
2. Establish a Walking Regional Development Team to provide expert advice, training and support to local authorities and others, e.g. School Travel Advisors.	DfT	
3. Establish Local Walking Committees	DfT/HA	
4. Appoint a Local Walking Officer to manage walking within the HAs	HA	

4.8.2 Funding		
Actions	Lead/Partner Agency	Status/ Timing
1. Review current funding programs for opportunities to support actions from the strategy within existing budgets.	DfT/ HA	
2. Establish a special fund to address the shortfall and support innovative walking projects (Walking Projects Fund).	DfT	
3. Prioritise resource allocations to give greater priority to walking.	HA	

4.8.3 Networking and support		
Actions	Lead/Partner Agency	Status/ Timing
1. Support TfL Walking Matters regular newsletter about progress on strategic actions and good news stories. 2. Facilitate regional forums for networking and information exchange. 3. Support the annual National Walking Conference 4. Identify and publish potential sources of funding for pro walking projects that tackle the barriers. 5. Include Walkability Awards in LA Beacon Council Scheme.	DfT DfT/RDAs DfT DfT DfT	

4.8.4 Collect and disseminate national data		
Actions	Lead/Partner Agency	Status/ Timing
1. Review current LA actions against strategy objectives to establish baseline data for measuring progress 2. Develop national walking data guidelines, including a review of current sources to identify gaps. 3. Develop projects/programs to address gaps in data collection. 4. Review and update Traffic Advisory Leaflet 6/00 - Monitoring Walking. 5. Collate and present annual data on walking for a national overview, that also compares across Local Authorities.	DfT/ HA DfT DfT DfT DfT	

4.9 Objective 9: Comprehensive resources and professional development

Delivering real change on the ground needs professional backup. Expertise and shared experience are essential to develop a national body of knowledge that will make providing for walking a straightforward, integrated component every step of the way and ensure the needs of all walkers, especially those with a disability are met.

Existing Policies, Programs and Resources

- Learning Curve : Neighbourhood Renewal Skills and Training Initiative
- CABE
- Transport Planning Skills Initiative

“The Transport Planning Skills Initiative has been created to provide a clear focus for a programme of action to increase the number of transport planners, who will need the range and depth of skills essential for the effective delivery of the Government's Ten Year Transport Plan, and implementation locally through Local Transport Plans, regional strategies and individual modal agencies”

The Initiative addresses the training needs of those already in the profession as well as increasing awareness of transport planning as a career among sixth formers and undergraduates and facilitating professionals with other backgrounds to move into the transport field.
[<http://www.tps.org.uk/activities/tpsi/tpsi>]

Traffic Advisory Leaflets

4.9.1 Training		
Actions	Lead/Partner Agency	Status/ Timing
1. Engage with the Transport Planning Skills Initiative to ensure inclusive walking issues are being comprehensively addressed	DfT	
2. Develop a specialist awareness and training program via institutions, universities, for transport and urban planning and engineering professionals who influence or impact on the walking environment	DfT	
3. Increase awareness amongst health professionals of the benefits of walking, especially obesity in children, for the elderly and options, e.g. active scripts, walk to schools.	DfT/DoH	
4. Develop a general awareness package for professionals in education, police, community development and tourism.	DfT	

4.9.2 Information		
Actions	Lead/Partner Agency	Status/ Timing
1. Establish and maintain a national walking website.	DfT	
2. Review, update and reissue where appropriate the Traffic Advisory Leaflets directly related to walking and the identified barriers.	DfT	
3. Review Traffic Advisory Leaflets that address issues that may impact on walking to ensure the needs of walkers have been addressed, e.g. road design, road crossings.	DfT	
4. Develop and disseminate guidelines and technical information about providing for walking	DfT	

4.9.3 Research		
Actions	Lead/Partner Agency	Status/ Timing
1. Establish a strategic research plan for walking issues that identifies emerging issues and initiatives to increase walking and address existing barriers	DfT	
2. Support pilot projects to trial new initiatives.	DfT/HA	
3. Disseminate the results of research and trials.	DfT	

5. PRIORITIES

All these objectives will make a difference – but what should be done first and how can it be guaranteed to make a difference? Focussing on trips to public transport, workplaces, schools and within town centres offer some of the greatest opportunities to realise an increase in walking, because they are statistically the shortest and most frequent trips with the greatest potential to change. It is proposed that authorities focus efforts on these short journeys, increasing journeys where walking is already a strong mode and creating a positive image for walking in the community. Concurrently national and regional support needs should be given to the professionals charged with delivering more walking, and communities targeted, in partnership, to focus on people already walking and those most likely to respond to campaigns which encourage more and further walks.

Investing in these initiatives is relatively cheap compared to the amount of money that needs to be spent to gain similar benefits on other transport modes. With the right level of political commitment behind this document many of the proposals could be achieved relatively quickly, giving a much faster return on investment than many comparable schemes in other modes.

It is estimated that a budget of approximately £5m could get this programme underway and make an immediate impact on reducing congestion and improving public health across the country.

DfT need to ensure sufficient staff time is allocated to making this happen and should give serious consideration to training up a team of experts that could work regionally within government offices to establish centres of excellence and local advice.

5.1 Physical Priorities

- | | |
|--|--|
| 1. Appropriate land use planning and location of facilities | 1.1 Revise national planning guidelines to give greater emphasis and priority to walking |
| 2. Prioritised routes, space and road crossings | 2.1 Audit routes to key pedestrian attractors, e.g. schools, shops, public transport and develop a programme of priority improvements to these routes

2.2 Extend the Home Zones Challenge Fund for 3 more years to continue implementation and to realise the benefits of the lessons from the Challenge. |

3. Reduced impact of traffic	3.1 Pilot a 20mph default speed limit on busy mixed-use main roads, where they pass through areas of housing, local shops and schools.
4. Well maintained walkways and streets	4.1 Adopt integrated street management programs to co-ordinate street cleaning, pavement renewal, street greening, anti-vandalism and parking enforcement schemes.
5. Attractive and interesting public spaces	5.1 Audit public spaces and facilities for essentials such as toilets, rest areas, lighting.
5.2 Social Priorities	
6. Enhanced safety and personal security	6.1 Review the provision of street lighting and prepare a schedule of improvement and maintenance.
7. Effective information and promotion	7.1 Produce local walking maps highlighting local facilities e.g. schools and shops and distribute to households. 7.2 Continue the Site Specific Advise Scheme, particularly for workplace travel planning.
5.3 Institutional Priorities	
8. Well co-ordinated national action and evaluation	8.1 Establish a National Walking Delivery Team to oversee and progress implementation. 8.2 Establish a special fund to address the shortfall and support innovative walking projects (Walking Projects Fund).
9. Comprehensive resources and professional development	9.1 Develop a specialist awareness and training program via institutions, universities, for transport and urban planning and engineering professionals who influence or impact on the walking environment. 9.2 Establish and maintain a national walking website.

6. ROLES AND RESPONSIBILITIES

Successful implementation of this strategy rests on a collaborative and well-co-ordinated approach by all stakeholders. Government, business and community interests can all be realised through effective partnerships and well planned projects and implementation. Professionals from transport planning, health, sport and recreation, tourism, education, road management and community development will all be involved in making communities more walkable.

An essential component of implementing the strategy will be community engagement and consultation. Building high levels of ownership for the local environments will make a significant contribution to ongoing care, maintenance and monitoring of that environment.

Lead Agency

Lead Agencies will be responsible for taking the initiative to deliver their actions. They will co-ordinate with partner agencies, seek input from other groups as required and report back on progress of their activities.

Partner Agency

Partner Agencies will provide crucial support and input to projects and programs undertaken by the Lead Agency. This may include expertise, practical assistance, co-ordinated events and activities.

National Bodies have a responsibility to provide leadership, guidance, support and resource.

Local Bodies are responsible for making it happen on the ground.

The National Walking Delivery Team

Chair - Independent

Secretariat - DfT

Members will be representatives of the following agencies:

- Department for Transport
- Department of Health
- Office of the Deputy Prime Minister
- Department for Environment, Food and Rural Affairs
- Department for Education and Skills
- Home Office
- Department for Culture, Media and Sport
- Police
- Local Authorities

- Living Streets
- Transport 2000
- Ramblers Association
- CABE Commission for Architecture and the Built Environment
- The Countryside Agency
- Confederation of Passenger Transport
- Regional Bodies
- Local Authority Walking Officers Group/Walk21
- DPTAC

7. MONITORING

Indicators

In many ways monitoring the success of the walking action plan will be self evident in the streets which, to an extent, will be recorded automatically in the existing collection of transport statistics. These established systems however distort the true picture of how much walking activity currently exists by not recording short trips. It is proposed that DfT evolve a more robust system which records inputs and outputs that are both qualitative and quantitative with national and local criteria.

Suggestions for Inputs include measuring the amount of dedicated funding that is spent specifically and collectively on implementing walking schemes. This would take into account current investment on institutional, social and physical issues against the headings in this Plan and then, having established a base line, monitor changes in investment and service. Other inputs could also record to what extent the issues raised in the Action Plan have been acknowledged and addressed locally in highway authorities own documents.

Suggestions for Outputs include measuring the increase in walking activity; public satisfaction; decrease in crime, reduced doctor's surgery time allocated to preventable diseases; decrease in anti-social behaviour; and casualties (although caution is needed in the monitoring of casualty figures as the more walking there is generally the higher the casualty rate! – This needs more detailed consideration so that walking can be encouraged without the parallel rise in accidents).

Traffic Advisory Leaflet 6/00 - Monitoring Walking advises on methodologies for measuring walking and consideration should be given to data collected as part of the National Travel Survey, Population Census, Labour Force Survey and General Household Survey. Local Surveys, collected manually on site and other origin-destination type surveys have the potential to record how national trends are reflected locally.

The National Walking Delivery Team will report annually on progress of implementing the Action Plan. Annual reports will also be distributed to key stakeholders and made available on the national website and through the newsletter.

8. APPENDIX

8.1 Policy Context

From *On the move: by foot*

There have been a series of policy developments since March 2000 which are directly relevant to the promotion of walking:

- The Transport Act 2000 placed a statutory duty on local transport authorities in England to prepare Local Transport Plans (LTPs). London Boroughs have a duty to produce similar plans to support the Mayor's integrated transport strategy. The Act also gave local authorities the powers to introduce Home Zones and Quiet Lanes. Each authority is strongly encouraged to include a strategy to encourage walking in its plan;
- **Tomorrow's Roads -Safer or Everyone**, published in March 2000, set out to improve road safety over the next decade and set out casualty reduction targets;
- **Planning Policy Guidance note 3, Housing** (March 2000), advocates a sustainable approach to planning for housing which requires much more integration of planning, housing and transport on the ground. It requires local planning authorities to produce policies which seek to reduce car dependence, for example by facilitating more walking and cycling, and to promote quality design in new housing developments in order to create attractive residential environments. PPG3 is supported by Better Places to Live, a good practice guide published in September 2001;
- **Transport 2010 -the 10 Year Plan** (July 2000, DfT) recognised that poor facilities and an unsafe environment continued to inhibit any increase in the amount of walking;
- **Our Towns and Cities: The Future** (2000, ODPM) provided a new vision of urban living, focusing on improving the quality of public spaces and putting good design at the heart of urban planning. **Our Countryside: The Future** (2000, ODPM) addressed rural transport issues and maintaining basic services locally;

- In his speech on **Improving Your Local Environment** in April 2001, the Prime Minister said "Britain needs to feel proud of its public spaces, not ashamed. We need to make it safer for children to walk or cycle to school in safety. We need local parks which are well looked-after and easily reached with a pushchair. We need streets to be free of litter, dog mess and mindless vandalism. This will not only make life better for people. It is also good for business. Inward investment, whether to a town or a country, requires the creation of places and spaces where people want to live and work";
- The NHS has been reorganised under the **Shifting the Balance of Power** programme. This includes the establishment of community-focused Primary Care Trusts to lead and drive programmes to deliver significant improvements in health, prevent disease and reduce inequalities. The NHS faces a significant public health challenge, with obesity having an increasing influence on levels of disease and death. Rates of obesity have tripled among adults in the last 20 years due, in part, to declining levels of physical activity such as walking;
- The Environment, Transport and Regional Affairs Committee published its report on **Walking in Towns and Cities** in June 2001 and in November 2001 the Government published its response (www.local-transport.dft.gov.uk/etrac/walking/index.htm);
- In April 2002 the **Transport Planning Skills Initiative** was launched by DfT in partnership with a range of professional institutions, employers and training providers. This provides a clear focus to increase the number and depth of skills of transport planners who are needed to deliver the Government 's Ten Year Transport Plan and implement Local Transport Plans.
- In May 2002 the National Retail Planning Forum published **Going to Town: Improving Town Centre Access** -companion guide to PPG6 which looks at improving the pedestrian environment in town centres, particularly the links from car parks, trains, and buses to the main shopping areas.
- In July 2002 The Commission on Architecture and the Built Environment (CABE) published **Paving the Way** which identified changes in guidance and practice needed to create clean, safe and attractive streets;

- An interdepartmental review of all programmes and policies that affect public space was undertaken as part of Spending Review 2002. Two documents arising from that review were published in October 2002. **Living Places: Cleaner, Safer, Greener** sets out the Government's vision for public space and **Powers, Rights and Responsibilities** is a discussion paper which describes options for reforming the legislative framework as part of the Government's strategy for clarifying and improving statutory powers, rights and responsibilities associated with achieving cleaner and safer public spaces and local environments. More recently, these documents have been supported by the OPDM's **Sustainable Communities - Building for the Future** which put high quality and well-designed local environments at the heart of plans to create thriving, sustainable communities, announcing a package of £201m to enhance local liveability;
- In December 2002 DCMS published **Game Plan: a strategy for delivering government's sport and physical activity objectives**. This recognises the important contribution walking can make to increasing levels of physical activity and the resulting health benefits and recommends the formation of a cross government Sport and Physical Activity Board (SPAB) to increase levels of participation in sport and physical activity across the population; and
- From November this year, local authorities will have a duty to prepare **Rights of Way Improvement Plans** and in doing so should develop proposals to improve and manage their rights of way network in ways which benefit health, transport, recreation, tourism and other local needs. From 2005 Rights of Way Improvement Plans will be linked to Local Transport Plans..

Travelling to School: an action plan

Department for Education and Skills, Department for Transport
2003

“We want to bring about a step change in home to school travel patterns to cut congestion and pollution, but also to allow many more pupils to take regular exercise. Above all, we want every school, local authority and bus operator to work together to make it safe and cost effective for many more children to walk, cycle or take the bus to school.”

The plan provides funding for more school travel advisers to help schools put together travel plans, and work in partnership with road safety, highways engineering and local authority services, as well as funding for schools to provide secure cycle parking, lockers and bus bays.

There are already 2,000 schools that have adopted this agenda and provide good practice examples for others to learn from and follow.

Making the Connections

The strategy has two main pillars:

A new framework of 'accessibility planning'. This will ensure that there is clear responsibility and accountability for identifying accessibility problems and deciding how to tackle them.

National policy changes to enable improved public transport, better land-use planning, safer streets, and improved specialist support to help people get to work, learning, healthcare and food shops.

Living Places - cleaner, safer, greener

The quality of public spaces affects all of us, wherever we live and work. Safe, well-maintained and attractive public spaces have a critical role in creating pride in the places where we live which, in turn, is essential to building community cohesion and successful communities. That is why the Government is committed to action to make public spaces cleaner, safer, greener places that enhance the quality of life in our neighbourhoods, towns and cities.

Sustainable communities: building for the future (ODPM February 2003) includes a commitment to introduce a new Liveability Fund to support significant local authority projects to improve parks and public spaces. This is part of a £201 million package of complementary initiatives aimed at improving liveability/the quality of local environments.

The Liveability Fund is worth £89 million over three years (to March 2006) and will provide a mix of funding - revenue (£12 million) and capital (£77 million). This document describes how the Fund will operate.

It also invites local authorities in England to bring forward ideas and express interest in being considered as potential pilot authorities for delivering the Fund, or participating in the process more generally.

Further examples of good practice are illustrated in *Walking - The Way Ahead*, Report from the National Seminar Series. This publication provides an informative and inspiring list of good practice examples of walking initiatives from all over England. Transport 2000 Trust - Good Practice Unit supported by the Department for Transport (2003).

In addition, £50 million for neighbourhood wardens announced in 2001/2 will continue to help deter crime, tackle environmental nuisances and improve community spirit.

Mr Prescott said:

“People should feel safe in the public places that belong to them without the fear of crime. Neighbourhood wardens are helping residents to reclaim their streets and parks. They are the eyes and ears of the community. Their uniform presence reassures residents and acts as a deterrent to criminals. Wardens play a key role in cleaning up environmental eyesores, from graffiti to abandoned cars, and look out for society’s most vulnerable members... Our communities need safe, attractive places where people want to live and our green and public spaces have a huge part to play in this”