





# Foreword

**T**his year provides us with an unparalleled opportunity to increase the number of Scots who are physically active. Earlier this year the Scottish Government launched the first ever National Physical Activity Implementation Plan which provides the framework for delivering the active legacy ambitions for the Commonwealth Games. This National Walking Strategy is a key element in delivering this ten year plan. Legacy 2014 is our chance to ensure that all of Scotland benefits from the Commonwealth Games and everyone is inspired to be more active. We want to capitalise on this golden opportunity for Scotland to achieve lasting change and make Scotland a world leader as a walking-friendly country.

Scotland has outstanding opportunities for walking both in urban and rural areas. Our spectacular scenery, our range of green spaces (including parks), our walkable urban centres and world-class cities, our community routes, our long distance route networks and our world-class access rights all combine to give Scotland a unique set of 'walking-friendly' factors. Walking can contribute positively to areas such as planning, regeneration, economic development, mental and physical health and wellbeing, transport, climate change and education.

There are many benefits from getting Scotland walking, including: more people will use active travel more often and will walk more for pleasure and for recreation; children will have safer routes to school and local facilities; older people will feel more connected with their communities; employers will have a healthier and more productive workforce; Scotland will reduce its use of carbon; and local economies will benefit from increased footfall.

Walking is highly cost-effective and demonstrates that prevention really is better than cure. The health risks of inactivity are stark - 7 Scots die every day due to inactivity, often long before they have to.

Our challenge is to put this into practice by embedding it into the implementation of existing and new policy, strategy and guidance. The potential benefits are massive and we are committed to seeing them achieved. Thanks to members of the working group and the many stakeholders who have helped develop this strategy. Let's Get Scotland Walking!



*Shona Robison*

**Shona Robison**

Cabinet Secretary for the Commonwealth Games, Sport, Equalities and Pensioners' Rights



*Pete Johnston*

**Pete Johnston**

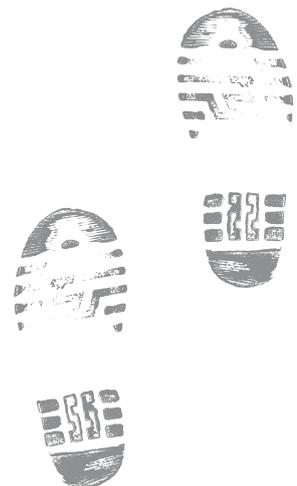
CoSLA Spokesperson for Health and Well-being

# Our Vision

A Scotland where everyone benefits from walking as part of their everyday journeys, enjoys walking in the outdoors and where places are well designed to encourage walking.

Our 3 Strategic Aims are:

- ▶ Create a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being
- ▶ Better quality walking environments with attractive, well designed and managed built and natural spaces for everyone
- ▶ Enable easy, convenient and safe independent mobility for everyone



# 1. Introduction

**F**or many centuries we all walked everywhere. As in most parts of the world, technology, urbanisation and increasingly sedentary work environments and lifestyles, alongside ever increasing car use (allied to dispersed jobs, homes, goods and services) has meant opportunities for physical activity in our daily lives have declined in Scotland. It has also meant that places have been designed for cars, industry and services and less for people.

Physical inactivity contributes to over 2,500 premature deaths in Scotland each year (that is around 7 a day) and costs the NHS in Scotland around £94.1 million annually (within a sensitivity range estimated at £91.8 million to £96.4 million<sup>1</sup>. Research illustrates that physical inactivity is the second biggest cause of global mortality (joint with smoking, after high blood pressure<sup>2 3</sup>. Furthermore it is estimated that getting Scotland active would increase life expectancy by more than a year given our current inactivity levels. Walking, given its accessibility, has been highlighted as the most likely way all adults can achieve the recommended levels of physical activity<sup>4</sup>.

There are many and varied potential gains from Let's Get Scotland Walking – feeling healthier – physically and mentally; getting fitter; employers having a more productive workforce; more welcoming environments; feeling part of the community and less isolated; saving money on fuel and helping achieve Scotland's low carbon targets; and local economies benefiting from increased footfall. Walking can also operate as an effective self-management tool for people with long-term health conditions such as arthritis. There are many examples of good work already being done in Scotland to promote walking (See Appendix 1) but much more can be done.

There are three main reasons for walking although not mutually exclusive:

- ▶ Functional (transport) – getting to school, work, the shops etc.
- ▶ Recreational – walking for pleasure, sport and active recreation and
- ▶ Health and wellbeing – walking to feel better (physically and mentally).

1 NHS Health Scotland (2013) Costing the burden of ill health related to Physical Inactivity for Scotland. Edinburgh: NHS Health Scotland.  
2 Blair S.N. (2009) Physical inactivity: the biggest public health problem of the 21st century. *British Journal of Sports Medicine*; 43:1-2.  
3 Khan K.M, Tunajji H.A.(2011) As different as Venus from Mars. *British Journal of Sports Medicine*;45:759-60.  
4 National Institute for Health & Care Excellence (2012;2013) Walking and Cycling: Local measures to promote walking and cycling as forms of travel or recreation. London: NICE.

Walking is three times more popular (57%) as a recreational activity among Scottish adults, than the next most popular activity, swimming (18%) and football (7%)<sup>5</sup>. It is also the most popular activity for UK visitors to Scotland, with 88% enjoying long walks/hikes and 69% short walks/strolls<sup>6</sup>, and is an activity that is more accessible to all ages and social groups, religions and cultures. Walking in this context includes the use of wheelchairs, buggies and similar mobility aids with the aim of ensuring easy and convenient independent mobility for all.

Walking along with cycling is the most sustainable means of daily travel. Walking requires only a fraction of the space needed for using a car, is more economical – both for the individual and in terms of investment in public infrastructure – and causes no noise or air pollution. For longer journeys, it is the most carbon-friendly link to and from public transport. It is affordable for everyone and therefore is the most equitable of all transport modes.

### **Walking is fun and free!**



<sup>5</sup> Scottish Government (2012) [Scottish Household Survey, 2012, Edinburgh: Scottish Government](#)  
<sup>6</sup> VisitScotland (2013) UK Segmentation Research 2013. Edinburgh: Visit Scotland

## 2. The Policy Context

**S**cotland was one of the first countries to introduce a national physical activity strategy in 2003, *Let's Make Scotland More Active (LMSMA)*<sup>7</sup>. We are again leading the way with the publication of this National Walking Strategy.

Since LMSMA was published, the global Toronto Charter for Physical Activity (2010)<sup>8</sup> has been produced, outlining the direct health benefits and co-benefits of investing in policies and programmes to increase levels of physical activity. The Charter identifies the best investments that work for promoting physical activity including: transport policies and systems that prioritise walking, cycling and public transport; urban design that provides for equitable and safe access for recreational physical activity; and community-wide programs that mobilise and integrate community engagement and resources.

Our first ever National Physical Activity Implementation Plan (NPAIP)<sup>9</sup>, published in February 2014, seeks to adapt the key elements of the Charter to the Scottish setting and link it directly to the Government's active legacy ambitions for the Commonwealth Games. The creation and implementation of a National Walking Strategy is a crucial step in achieving the outcomes detailed in the five delivery themes of the NPAIP. In addition, increasing physical activity has been identified as a priority in the Single Outcome Agreements with local authorities. This strategy can help guide actions to deliver on this.

A working group was established to inform this National Walking Strategy (see Annex A for membership). Stakeholder engagement on content was conducted at two national conferences, policy and evidence appraisals of walking were undertaken, and a public opinion survey was carried out in early 2014 (follow-up from 2009)<sup>10</sup>. In addition an ISM workshop (Individual, Social and Material tool)<sup>11</sup> was held and a targeted stakeholder consultation carried out. The supporting evidence (including case studies) and public opinion survey are published alongside this strategy<sup>12</sup>.

7 Scottish Executive (2003) [Let's Make Scotland More Active](#) Edinburgh: Scottish Executive

8 Global Advocacy Council for Physical Activity (2010) [Toronto Charter for Physical Activity](#). Toronto: GACPA

9 Scottish Government (2014) [National Physical Activity Implementation Plan](#). Edinburgh: Scottish Government

10 Ipsos Mori (2014) Public Attitudes to Walking in Scotland 2014. Edinburgh: Ipsos Mori

11 Scottish Government (2013) Low carbon behaviours Framework: Influencing Behaviours - Individual, Social and Material (ISM)Tool. Edinburgh: Scottish Government.

12 The Equality Impact Assessment will also be published on the Scottish Government website.

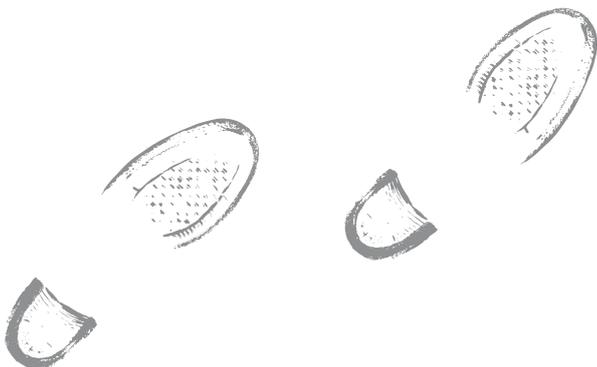
## 3. Our Aims

**W**e aspire to achieve levels of walking on a par with the best performing countries such as the Netherlands, Norway and Switzerland. In the latter, well over 30% of journeys are walked. We want people to walk more on a daily basis - from their early years across their life course into active ageing. This strategy covers different types of walking, e.g. walking for health including managing long-term conditions, walking to work and school and walking for recreation and sport. It seeks to identify the barriers to walking which need to be addressed and makes clear the benefits that walking provides. To realise our vision of a Scotland where places are well designed for walking, an increased number of people enjoy the outdoors and more people walk as part of their everyday journeys, we have three strategic aims:

**Create a culture of walking:** A walking culture where Scotland's communities are empowered to develop community-based approaches to walking development and the value of social capital (e.g. through volunteering) can be harnessed;

**Better walking environments throughout Scotland:** By developing and managing attractive, well designed places and signed routes close to where people live and work, we will encourage people to use them on a regular basis for health, recreation, sport and active travel. Our modern access rights and range of paths, parks and reserves assets also need to be effectively promoted if more people are to be encouraged to use them on visits to enjoy the outdoors.

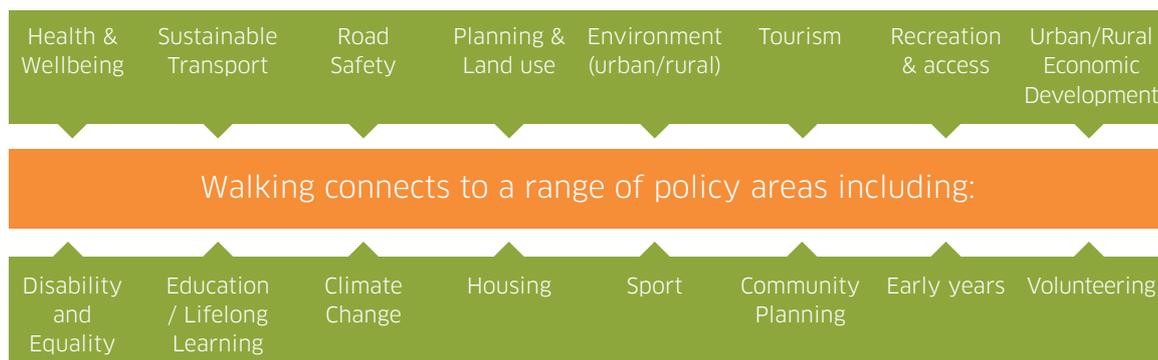
**Ensure easy, convenient independent mobility for all:** By promoting conditions that make it easier and more attractive for people of all ages and abilities to walk, rather than a situation where people do not have the opportunity to walk or walk only if there is no alternative.



# 4. Cross-Sector Delivery

**W**e know that the biggest health and economic gains come from getting inactive people to become active, and the easiest way for most will be increased walking. Walking should be as pleasant, safe and convenient as possible. Improving conditions for walking can bring a range of benefits to everyday lives; to health, safety, access to services and social contact, including a sense of community. People are more likely to remain healthy if we can support the assets they and their community possess.

There is no simple solution to changing a culture of inactivity. The challenge is to achieve a combined and sustained effort by ensuring support is provided across a range of policy areas at national, regional and local levels. (Figure 1)



**Figure 1: Walking – The Cross-Policy Links**

Realising our vision relies on a variety of delivery partners including: Scottish Government and its agencies, Regional Transport Partnerships, Safety Partnerships, local authorities (transport, urban and land use planners and those in development management, health improvement, education and town centre renewal, sports development and access), Health and social care sector, national and local politicians, third sector organisations, private developers, employers, business, estate and greenspace managers, community groups and trusts, grant funding bodies, those involved in carbon reduction and sustainability planning including those responsible for workplace travel, carbon reduction and sustainability plans. Community Planning Partnerships have a particularly important role to play in joining up the planning and delivery of services to support delivery of this strategy.

Evidence suggests that interventions tailored to **individual** people's needs and aimed at the most sedentary groups can encourage people to walk more. **Community-wide** activities should include local infrastructure improvements and community involvement in planning. Recommended **population level** activities include policies to support change in health-related behaviours and should be consistent with community and individual approaches.

## 5. Recognising the Benefits of Walking

**T**he huge benefits and contribution of walking require much more recognition and promotion than they currently receive. Increased walking opportunities contribute to each of the five objectives in the Scottish Government's National Performance Framework<sup>13</sup>; Wealthier and Fairer, Healthier, Safer and Stronger, Smarter and Greener, helping to achieve at least ten of the Scottish Government's fifteen National Outcomes and a large number of the National Indicators.

Walking as a regular activity, improvement of the walking environment and the use of walking for mental and physical health improvement, transport and community empowerment can help to realise the four pillars of public sector reform; partnership, person-centred, prevention, performance – set out in the Christie Commission Report, *Commission on the Future Delivery of Public Services* (2011)<sup>14</sup>. The Commission recognised that a focus on reactive spending is resource intensive and represents lost opportunities to have a more transformative impact. Christie highlighted that the adoption of preventative spending will contribute to making best use of money, eliminating duplication and waste.

**W**ealthier and Fairer  
**Walking is good for the economy.** An improved walking environment can assist in providing access to jobs, to local facilities and to public transport for longer trips; and town centres and shopping areas can become more attractive places which will often assist the local economy by encouraging more visitors and tourism. At an individual level, walking is also financially beneficial as it is a low-cost alternative to motorised transport and especially to car use. There are proven economic effects of pedestrian-friendly urban areas due to increased walking leading to increased retail activity. Research suggests that making places better for walking can boost footfall and trading by up to 40%<sup>15</sup>.

<sup>13</sup> Scottish Government (2011) National Performance Framework. Edinburgh: Scottish Government

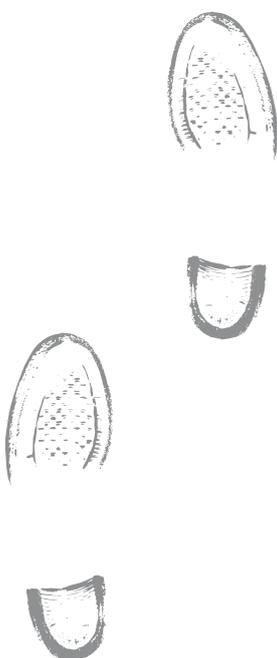
<sup>14</sup> Christie Commission (2011) Commission on the Future Delivery of Public Services. Edinburgh: Public Services Commission

<sup>15</sup> Living Streets (2013) [The pedestrian pound](#): the business case for better streets and places London: Living streets

Regeneration projects which incorporate new routes for walking, such as the Helix Project in Falkirk, and the Woodlands In and Around Towns initiative, also bring a range of health, economic and social benefits. They link communities, encourage visitors from outwith the area, regenerate derelict land and provide new access to work – both in terms of active travel and new jobs. By using the principles within Good Places, Better Health<sup>16</sup> regeneration professionals can examine their role and the role of others by working back from an outcomes-focused approach. It will enable them to view their actions through the prism of health by offering an analytical approach which recognises that better health and reduced health inequalities are central to sustainable economic growth and that the physical environment has a key role to play in achieving health outcomes that align with regeneration outcomes.

Within the workplace research has shown that the financial impact of poor mental health at work is significant. Presenteeism or lower productivity alone costs Scotland's employers £1.24 billion per year. However, mental health problems need not have such a dramatic impact if employers invest in promotion and wellbeing programmes, particularly those that encourage their staff to be more physically active during the working day<sup>17 18</sup>.

Recent research shows that in Scotland there were 12,752,000 domestic trips in 2012 with 43,218,000 overnight stays and a total spend of £2,891 million. 52% of overseas visitors to Scotland went for a walk in the countryside and 29% walked by the coast. The most popular activity by far is walking. Numbers are broken down into 2.2 million short walks (up to two miles or up to one hour) and 1.8 million long walks (more than two miles or more than one hour). This is a higher proportion than shown in other parts of the UK<sup>19</sup> and is indicative of the popularity of walking among visitors to Scotland and the significant economic value of this sector. The visitor economy supports many jobs across Scotland, including supporting many businesses in rural communities such as village shops, accommodation providers, caravan parks. We need to play to our strengths, by turning our natural and cultural assets into visitor experiences that can maximise their economic contribution<sup>20</sup> (e.g. the contribution of Scotland's National Forest Estate, National Parks, Nature Reserves, Scotland's Great Trails or historic properties).



16 Scottish Government (2008) [Good Places Better Health](#), Edinburgh: Scottish Government  
17 Scottish Government (2010) [Steps for Stress Programme](#), Edinburgh: Scottish Government  
18 Scottish Association for Mental Health (2011) [What's it Worth Now. Glasgow: SAMH](#)  
19 VisitEngland (2012) Great Britain Tourism Survey (GBTS), London: VisitEngland  
20 VisitScotland (2013) [Tourism Development Framework for Scotland](#), Edinburgh: VisitScotland

**Walking offers a huge preventative spend opportunity.** There are numerous economic benefits associated with walking including reduced costs to the NHS through reduced chronic ill health, and improved productivity due to reduced sickness absence and reduced mortality and morbidity among people who are currently irregularly active. Analysis conducted in 2013 show a range of estimated primary and secondary care costs for five disease areas associated with physical inactivity. At a national level the costs to the NHS have been calculated at around £94.1 million annually (within a sensitivity range estimated at £91.8 million to £96.4 million). This equates to a mean cost of physical inactivity of approximately £18 per Scottish resident per year<sup>21</sup>.

This is based upon five conditions specifically linked to inactivity, namely coronary heart disease, stroke, diabetes, colorectal cancer and breast cancer. This figure represents a conservative estimate, since it excludes the costs of other diseases and health problems, such as osteoporosis and falls, which affect many older people. The National Institute for Health and Care Excellence (NICE) calculated the quality-adjusted life year (QALY)<sup>22</sup> for a physical activity brief intervention to be £20-£440 which represents outstanding value for money<sup>23</sup>.

The economic benefits associated with increased physical activity levels far outweigh any initial costs. Cost Benefit Ratios for walking developments show significant value for money. Social Return On Investment (SROI) evidence shows a return of approximately £8 for every £1 invested in health walk and path development projects<sup>24</sup>. A report in 2006 estimated that the Fife Coastal Path generated £24-£29 million expenditure in local businesses each year, and supported 800-900 FTE jobs<sup>25</sup>. In addition, significant job creation opportunities arise from path construction, especially for small civil engineering contractors and small farmers who can benefit from spending on maintenance of existing paths in remote areas<sup>26</sup>.

21 NHS Health Scotland (2013) Costing the burden of ill health related to Physical Inactivity for Scotland. Edinburgh: NHS Health Scotland.

22 A [QALY](#) gives an idea of how many extra months or years of life of a reasonable quality a person might gain as a result of treatment (particularly important when considering treatments for chronic conditions).

23 Department of Health (2011) [Start Active, Stay Active - A report on physical activity from the four home counties' Chief Medical Officers, London: Department of Health](#)

24 Paths for All (2013) [SROI - Glasgow Health Walks](#). Social Return on Investment Analysis. Alloa: Paths for All

25 TNS (2007) Fife Coast and Countryside Trust Usage and Impact Study - Fife Coastal Path Final Report.

26 Sustrans Scotland (2013) Sustrans Scotland: Walking and Cycling Outcomes. Edinburgh: Sustrans Scotland.

These benefits can deliver cost savings for health and social care services. However, the benefits of physical activity extend further to improved productivity in the workplace, reduced congestion and pollution through active travel, and healthy development of children and young people. Remaining active and being able to access outdoor spaces is a vital part of maintaining quality of life in later years. Society (and public expenditure) will benefit greatly from a more active and healthy ageing population.

Crucially, with regard to tackling inequalities, walking acts as an important leveller in variations in participation. We know that participation in sport varies by age, gender, area deprivation and household income, but when we include walking for recreation, these participation gaps narrow<sup>27</sup>.

**H** healthier  
**Walking can prevent illness, improve and save lives.** Physical activity is both a prevention and a treatment e.g. it reduces the relative risk of disease progression/mortality for coronary heart disease, breast, prostate, colorectal and lung cancers and reduces the recurrence for breast and colorectal cancers. Evidence shows that physical activity can reduce the risk of depression, dementia and Alzheimer's. It also shows that walking can enhance psychological wellbeing, by improving self-perception and self-esteem, mood and sleep quality, and by reducing levels of anxiety and fatigue<sup>28</sup>. Many of these benefits are enhanced by doing exercise outdoors in the natural environment.

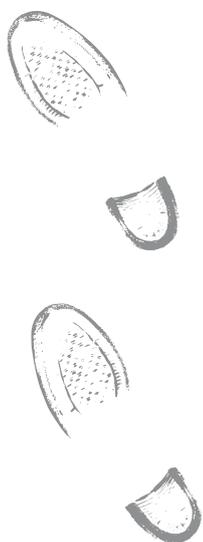


27 Scottish Government (2014) An evaluation of the Commonwealth Games 2014 Legacy: Pre-Games Report. Edinburgh: Scottish Government

28 Department of Health (2011) *ibid.*

Walking has been described as near perfect exercise<sup>29</sup>. It can be incorporated into everyday life, can be done almost everywhere, usually requires very little equipment and can be sustained into old age. Indeed, physical activity can help maintain autonomy and independence in later life<sup>30</sup>. Importantly, it is also an ideal start up activity for those who are sedentary or very overweight, and has the potential to sustain wellbeing and independent living in vulnerable populations, hence health walks and programmes promoting walking are particularly aimed at people who need or want to improve their health and wellbeing by becoming more active<sup>31</sup>. The better promotion of existing walking opportunities is very important through improved signage and associated information to raise awareness of what is available close to home, work or in more distant locations. The promotion of short walks is especially important to encourage inactive people to adjust their lifestyle.

Walking is an important sport and recreation activity. Hillwalking, rambling and long distance walking are hugely popular activities in Scotland with a wide range of opportunities to participate. It is also integral to sporting activities in themselves, such as a round of golf. This strategy is relevant to walking for sport and recreation and aims to engage with and promote such activity through clubs and club development, Community Sports Hubs, schools, training, leadership and skills development, information provision, facility and infrastructure development, events and festivals and facilitating people to become involved.



29 Hardman, A.E & Morris, J.N. (1997) Walking to Health. *British Journal of Sports Medicine*, 32.2

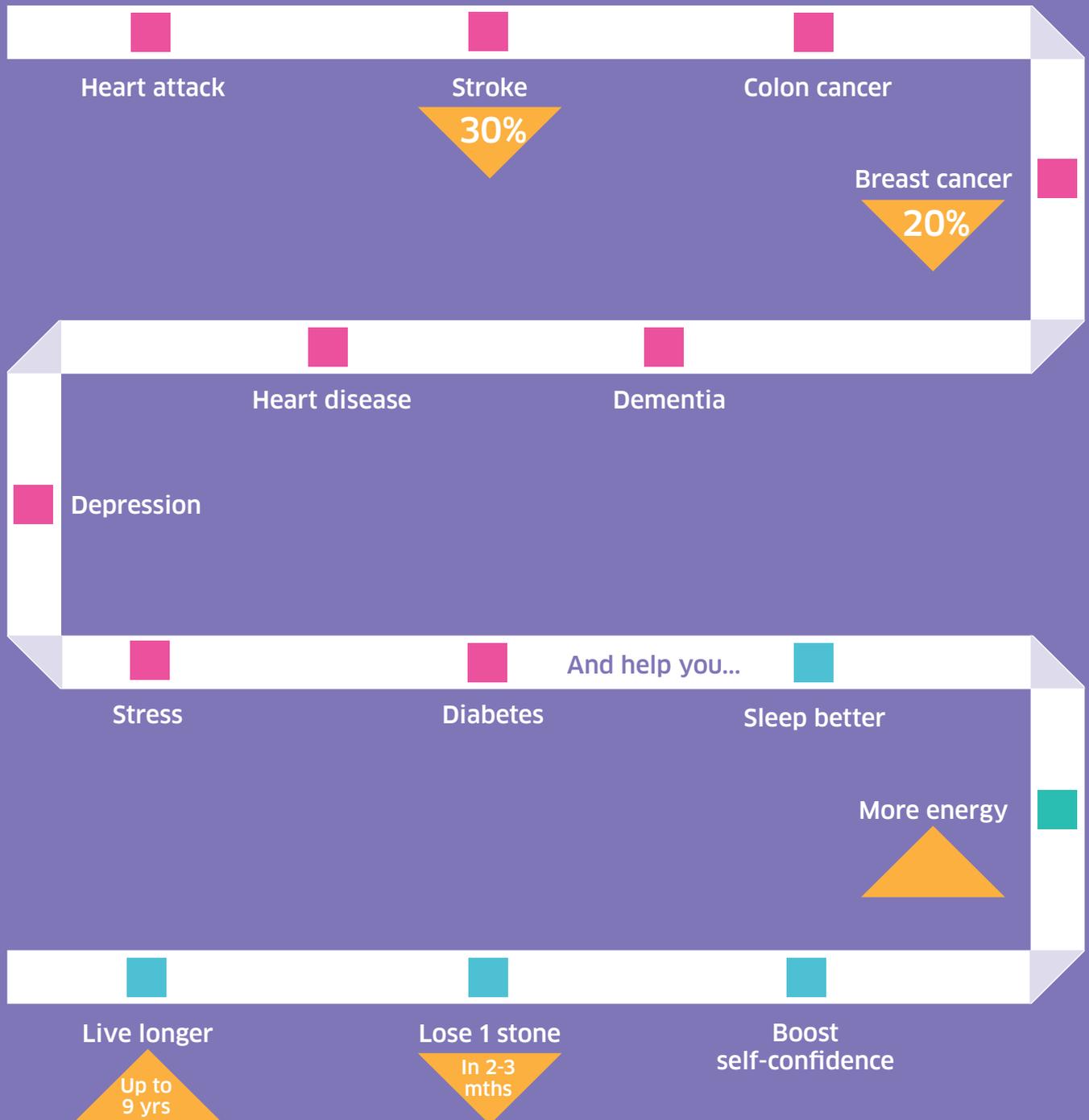
30 Scottish Government (2014) Somewhere to go and something to do – Active and Healthy Ageing: An action plan for Scotland 2014-16. Edinburgh: Scottish Government

31 [Health Walks](#) are short, safe, social, fun, accessible, low level walks led by trained volunteers.

Figure 2: 30 minutes x 5 days per week

Image provided by STV<sup>32</sup>

If you walk for 30 minutes x 5 days per week, you can reduce the risk of...



## Safer and Stronger

**Walking can help promote a sense of community.** Well-connected and attractive public places, routes and streets encourage more people to walk and make active travel choices in their daily routines (e.g. shopping, banking, exercising, meeting people). People and places should be at the heart of the planning and design of town centres, urban areas and rural communities. With a better environment for walking, residential areas will be better places for everybody, enhancing community pride through an increased 'sense of place'.

The social and individual capital of volunteering cannot be underestimated. Volunteers play a key role in promoting and developing individual and community participation in physical activity in turn leading to improved self-confidence and community empowerment.

The ability to make independent visits to the shops or to visit friends can contribute to a sense of belonging to the community and to personal esteem. It can reduce feelings of social exclusion, isolation and reliance on others, thus creating a more inclusive community. Improving the walking environment can help to foster a sense of community and concern for others. An increase in the attractiveness of walking as an option for local journeys can benefit all in society. Safe and convenient pedestrian facilities can provide an increased sense of community identity, feelings of 'belonging' and can lead to expansion of social networks, as areas can become hubs for social walking which can be empowering. In particular older people, people with mobility difficulties and those who do not have access to a car may be able to play a greater role in community life. Improved standards of surfacing on paths and pavements; the provision of seating at suitable stages and at bus stops; the long-term management and maintenance of existing (and the provision of new or shorter) links within the urban area or between towns and villages; all may enable new journeys to be made, especially by people with impaired mobility.

## Greener

**Scotland can be perfect for walking.** Scotland has outstanding opportunities for walking both in urban and rural areas. Our spectacular scenery, our range of green spaces (including parks), our walkable urban centres and world-class cities, our community routes, our long distance route networks and our world-class access rights all combine to give Scotland a unique set of 'walking-friendly' factors. Whether walking for pleasure, recreation or for a more functional reason, there should be opportunities for everyone close to where they live. By increasing opportunities to walk within and around communities, the paths, pavements and greenspaces can become a place to meet as well as a place to walk.

Research has shown that greenspace and people-centred places deliver a wide range of quality of life and quality of place benefits relating to health and wellbeing, economic development, biodiversity, climate change, mitigation and adaptation. Investment in local greenspaces and paths within and around communities can realise more of these benefits, particularly when targeted at areas of disadvantage.

Walking also contributes to the improvement of air quality and the reduction of congestion and noise pollution – achieved by all or part of a commuter journey being made on foot. Replacing car trips with walking, cycling or public transport will also help address climate change (Greener Scotland) issues by reducing greenhouse gases. Land use decisions can be considered in terms of their contribution towards the promotion of health and the mitigation of poor health. Design of facilities to support walking in urban and rural areas should be inclusive, providing for all people regardless of age or ability.

Scotland's world-class access rights<sup>33</sup> and a range of outstanding recreational assets for walking, including National and Regional Parks, Nature Reserves, Scotland's Great Trails, the National Cycle Network, Core Paths, canal towpaths and the wood and forests of the National Forest Estate. These assets need to be effectively managed and promoted if more people are to be encouraged to use them. Awareness and use of the Scottish Outdoor Access Code by land managers and walkers also needs to be developed, especially among young people.

**S**arter The promotion of walking for children can take place during school, as well as part of travel (walking and cycling) to and from school – 50% of pupils were recorded as walking to school in 2013<sup>34</sup>. Evidence shows that walking to school can improve performance, concentration and learning<sup>35</sup>. Learning can take place in the outdoor environment and in the community. Regular visits for outdoor learning to local woodlands, beaches or other greenspaces incorporating opportunities for walking help young children learn healthy and active habits and make connections across all curriculum areas. Establishing walking groups within schools helps to provide alternatives to formal sports activities and encourages all pupils to adopt active lifestyles.

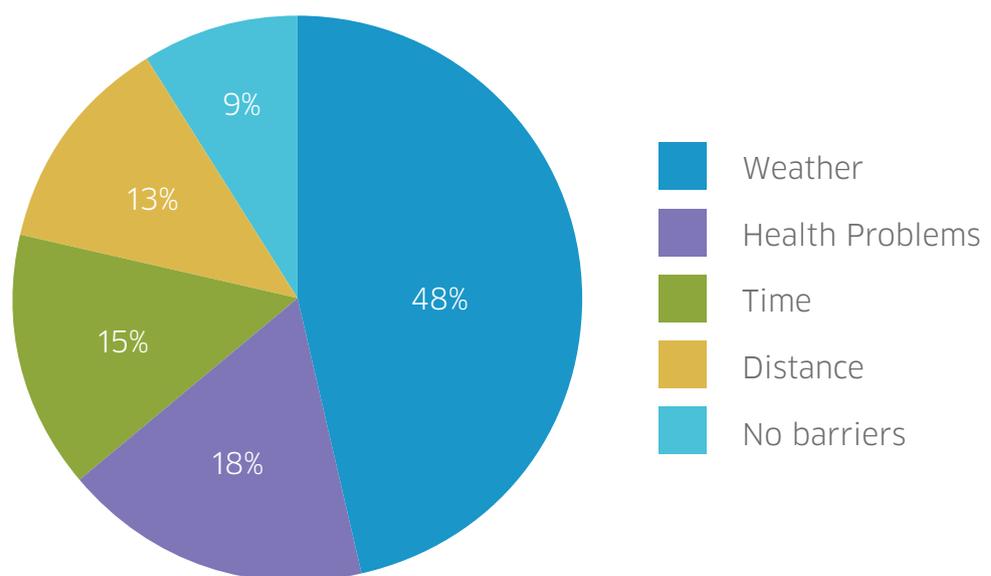
33 See Land Reform Act (Scotland) 2003 and Scottish Natural Heritage (2005) Scottish Outdoor Access Code (2005). Edinburgh: SNH  
34 Sustrans Scotland (2013) [Hands Up Scotland Survey \(2013\)](#). Edinburgh: Sustrans Scotland. (n= 467,000 children from 2,017 schools and 540 nurseries surveyed)  
35 Chillon, P. et al. (2011) Active Commuting and Physical Activity in Adolescents from Europe. Results from the HELENA Study. *Pediatric Exercise Science*, 23, 207-217.

## 6. Making Change Happen

Infrastructure alone will not be enough to transform people's habits and change their behaviour. That is why this strategy aims to marshal all the opportunities available to help change the way people make everyday journeys and walk more in their daily lives. Initiatives such as Smarter Choices Smarter Places (designed to increase active travel and public transport use and tackle transport emissions) have shown that public attitudes changed in the pilot areas over the course of the programme with upwards of 19% increases in walking in two of the seven towns in the study<sup>36</sup>. Measures are needed to tackle both the **behavioural** and **wider determinant issues** that influence walking, whether for travel or recreation. Walking for recreation is associated with access to facilities, aesthetics, parks and open spaces. On the other hand, walking for travel is associated with connected street and path networks, public transport, and higher residential densities.

An understanding of the barriers that influence people's decision or ability to walk is the first step for individuals, organisations, and communities to make the changes that will effectively reduce or eliminate such barriers. Current evidence indicates that the key barriers to people walking are as shown in Figure 3.

**Figure 3: Perceived barriers to walking more often**



From: Public attitudes to walking in Scotland: Ipsos MORI Summary Report, 2014; based on all respondents (n=1001)

Weather in Scotland can, at times, discourage people from walking, as is shown opposite. We are not alone in this and there are solutions that can help address this perceived barrier, for example more sheltered walks by using hedging, walls, etc., better clearing of pavements/paths in icy and snowy weather, advice on appropriate clothing and footwear – even providing umbrellas in workplaces.

Evidence also shows that other factors not cited in this survey can act as barriers to people walking and these include:

**Physical Barriers** which can be influenced include, availability and accessibility of paths, poor quality walking surfaces, nonexistent or inappropriate crossing arrangements that give little time to cross, high speed traffic, gates and stiles etc.

**Practical Barriers** refer to the physical, medical and economic obstacles to physical activity that individuals encounter in their daily lives. Issues such as cost, safety, access, time pressures and health issues are significant for each social group (although different groups are impacted in different ways). Physical distance to destinations is a barrier in many places. It is also known that people tend to overestimate walking time and distance, often being misled by inaccurate perceptions of local walking geography and inadequate information.

**Knowledge Barriers** such as lack of information, signage, websites etc. appear to be linked with socio-cultural factors, self-perceptions and the perceptions of others.

**Socio-cultural Barriers** refer to specific social and cultural practices, beliefs and traditions within a community or society and how these impact on self-perceptions and the perceptions of others.

People are central to achieving our vision. For example, staff support in local authority areas is essential for the delivery of an integrated walking network. Most access authorities (32 local authorities and two national parks) have an Access Officer(s) who work to provide, manage and maintain routes within their areas by working with land managers. Where there are Ranger Services they work closely with them. There are other staff in local authorities who will have a critical role and responsibility over infrastructure or policy delivery that will impact on walking e.g. parks and greenspace teams, transport and urban planners, cycling officers, safe routes to school planners. The voluntary sector, community planning, health and education professionals, community organisations and Local Access Fora are amongst those who can help achieve our aspirations.

## Next Steps

To make change happen, to realise the benefits of walking, create good places for better health and to overcome barriers, the NWS working group members have made key recommendations that will be required to significantly increase the number of people walking on a daily basis. These are set out in Annex B.

To translate the vision in this strategy into action Scottish Government have tasked Paths for All, the national partnership organisation that promotes walking, with establishing a new delivery forum for the NWS. The forum should include representation from relevant stakeholders across the public, private and third sectors. This forum will work in partnership with the Cycling Action Plan for Scotland (CAPS) Delivery Forum. It should also draw on the work of the National Access Forum.

A first task of this forum will be to consider how best to respond to the working group's recommendations, and to develop a detailed action plan which sets out clear priorities, and timescales for delivery for Scottish Ministers and CoSLA to approve early in 2015. Thereafter its role will be to keep the action plan under review and consider further action that may be required to deliver the vision and strategic aims of the strategy.



## 7. Measuring Change

We will measure walking related changes within the National Indicators through national survey data as well as through the use of continuous improvement and the tools and techniques available through the Quality Framework:

**Create a culture of walking:** Scottish Health Survey; Scottish Household Survey; Travel Diaries and Sustrans Scotland's Hands Up Scotland Survey

**Better quality walking environments throughout Scotland:** Scottish People and Nature Survey; Greenspace Map; Scottish Government Access Authority Monitoring Progress Report (annual); Cycling Action Plan; Opinion Surveys and Transport statistics

**Ensure easy, convenient and safe independent mobility for all:** Neighbourhood Statistics; Scottish Household Survey; Scottish Transport Statistics: Reported Road Casualties

The implementation of this strategy will be evaluated as part of the evaluation of the National Physical Activity Implementation Plan and hence as part of the Games legacy. The delivery of this strategy will require a review of the current data sets to ensure that they are 'fit for purpose' in measuring walking. The review will also look for any gaps and potential additional sets that can be used. The strategy itself will be subject to review by the delivery forum.

A Programme Board of senior leaders will oversee delivery of the Physical Activity Implementation Plan including this strategy, monitoring progress and acting to deliver improvements. The Board will report to the new National Strategic Group on Sport and Physical Activity chaired by the Cabinet Secretary for the Commonwealth Games, Sport, Equalities and Pensioners' Rights.

### **Celebrating Success**

Effective policy, planning and practice that contributes to the successful delivery of this plan should be celebrated. The Physical Activity Health Alliance is one that recognises this and will continue to highlight walking achievements as a key strand of future awards. To broaden this approach further we will encourage other organisations to consider the inclusion of criteria within their award systems that encourages the successful delivery of this strategy through new and innovative practice.

# Annex A

## Membership of the Working Group

Kim Atkinson	Scottish Sports Association
Alan Crow	Education Scotland
Ian Findlay	Paths for All
James Fowlie	COSLA
Campbell Gerrard	Sportscotland
Riddell Graham	VisitScotland
Rona Gibb	Scottish Government
John Howie	NHS Health Scotland
Jane Horsburgh	Mobility Access Committee of Scotland
Keith Irving	Living Streets Scotland
Kevin Lafferty	Forestry Commission Scotland
John Lauder	Sustrans Scotland
Dr Donna MacKinnon (Chair)	Scottish Government
Dr Niamh Martin	NHS Health Scotland
Tracey McKen	Transport Scotland
Annette Monaghan	Mobility Access Committee of Scotland
Dave Morris	Ramblers Scotland
Professor Nanette Mutrie	University of Edinburgh
Julie Proctor	Greenspace Scotland
Peter Rawcliffe	Scottish Natural Heritage
Professor Catharine Ward Thompson	University of Edinburgh

# Annex B

## NWS Working Group – Initial Recommendations for Action

### General

1. A NWS Delivery Forum made up of key partners and delivery bodies should be established to translate the strategic vision into implementation.
2. The new NWS Delivery Forum should oversee the production of a detailed action plan to deliver this strategy in consultation with stakeholders, including local authorities.
3. An assessment of current resources and future coordination of funding and delivery to promote walking should be carried out at the earliest opportunity.
4. An assessment should be undertaken of whether or not current legislative frameworks are working and if future legislation could advance our vision.
5. Ensure there is full implementation of current policies and guidance that support walking at local, regional and national level (e.g. the Tourism Development Framework 2020, National Planning Framework 3, Road Safety Framework, Low Carbon Behaviour Framework, Place Standards, Scottish Rural Development Programme).
6. Community Planning Partnerships should consider how the ambitions of this strategy are reflected in local policy, plans (including Single Outcome Agreements) and interventions.
7. The new NWS Delivery Forum should work in partnership with the Cycling Action Plan for Scotland (CAPS) Delivery Forum. It should also draw on the work of the National Access Forum.
8. Good practice should be identified, shared and celebrated through improvement and award systems.

**To deliver on creating a culture of walking where everyone walks more often as part of their everyday travel and for recreation and well-being:**

9. Community Walking Programmes should be developed and available in every village, town and city in Scotland
10. Smarter Measure initiatives should be running in every local authority area
11. Health and Care Service providers should proactively facilitate walking opportunities within their delivery programmes e.g. GP referral
12. Workplaces should be supported to encourage staff to walk more on a daily basis.
13. Explore opportunities for Community Sports Hubs to support walking and to link to local walking groups in the area

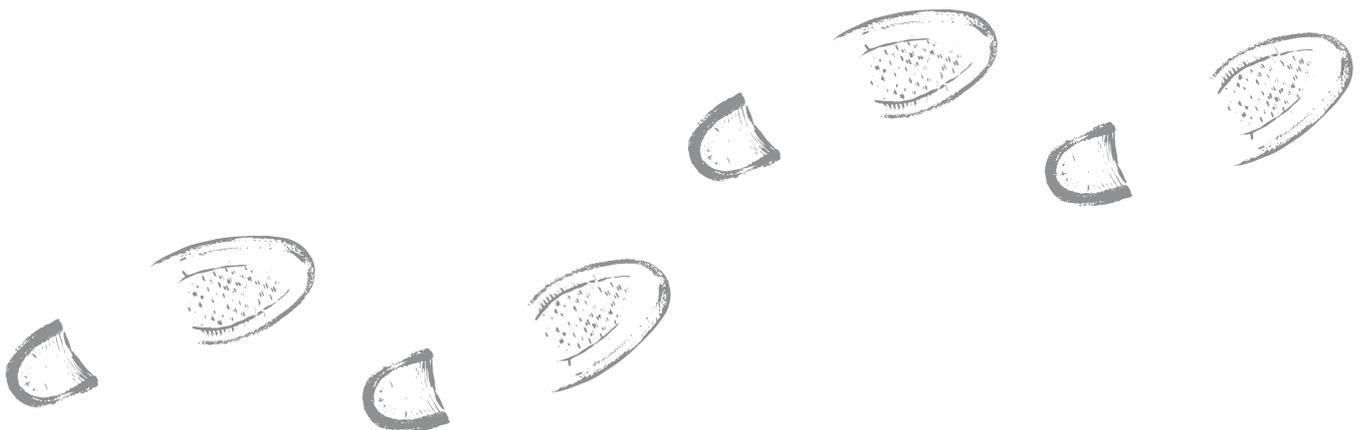
**To achieve better quality walking environments with attractive, well designed and managed built and natural spaces for everyone**

14. The *Town Centre Action Plan* should be monitored for delivery opportunities linked to walking.
15. Review progress and consider further action required to ensure that all households in Scotland's urban areas are no more than 5 minutes walk from publically accessible and attractive greenspace or local path network
16. The provision of easy grade paths across the public estates should be increased (urban and rural)
17. High-quality walking (and cycling) networks across local authority area should be created (on a par with roads development, repair and maintenance) and existing routes promoted effectively

18. Examine opportunities to assist land managers to provide better public access through improvements to agriculture and forestry grant aid schemes.
19. More students and staff (nursery, primary, secondary, college and university) should be enabled to walk to, from and during their learning day with more access to outdoor learning spaces
20. Reduce greenhouse gas emissions from everyday short journeys through promotion and facilitation of everyday walking for short journeys

**To enable easy, convenient and safe independent mobility for everyone:**

21. Make Scotland's roads safer for pedestrians and other users.
22. Strengthen training and other resources for practitioners in paths and greenspace design, construction, maintenance and management
23. Strengthen training and support for walkers, with a particular focus on young people and under represented groups (e.g. map reading, leader training, mountain safety, and Scottish Outdoor Access Code awareness).
24. Increase the perception of security for walking environments (e.g. via landscape/public realm design and maintenance)
25. Explore developing and implementing a footway condition survey to complement the Scottish Road Condition Maintenance Survey





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