



Hampshire County Council Walking Strategy

January 2016

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1. Introduction

1.1. The purpose of this strategy

This strategy has been prepared by Hampshire County Council in response to increasing interest in walking at both a national level and specifically within the county. The strategy has been developed to reflect four key aims:

1. To provide a clear statement on Hampshire County Council's overall aspiration to support walking in the short, medium and long term;
2. To provide a framework to support the development of local walking strategies;
3. To provide a means to prioritise the County Council's funding to the best value for money investments for walking; and
4. To support the County Council in realising additional funding opportunities for walking measures.

The strategy is intended to complement the wider transport policies presented within the County Council's [Local Transport Plan](#).

1.2. Background

Giving consideration to walking is one of the most important components of planning for any journey – particularly in terms of planning for the first and last stages of a trip. A key part of encouraging more people to use more sustainable modes of travel means thinking about how the walking component, be it the whole or part of a journey, can be provided to offer a level of convenience comparable to travel by car.

Nationally, around a fifth (22%) of all trips are undertaken by walking, making this the most popular means of travel after the car. But the annual number of walking trips has been declining year-on-year for a long period of time – nationally 30% fewer walking trips were made in 2013 compared to 1995.

There are many benefits to getting more people walking that include:

- helping to address worsening congestion by encouraging and enabling people to travel without a car;
- increasing levels of physical activity to help reduce the prevalence of the health challenges associated with more sedentary lifestyles, such as the risk of many preventable diseases, maintaining good mental health and staying independent later in life;
- increasing the viability of urban areas by improving footfall for local businesses;
- increasing the vitality of urban areas by generating social contacts and making places feel safer, and
- helping people to reconnect with nature and enjoy walking as a recreational activity.

Hampshire offers a wealth of walking opportunities, both for travel and for pleasure. The County Council invests significantly in servicing an extensive network of footways and a 2,800 mile rights of way network, comprising footpaths, bridleways, byways & longer distance trails. It is important that these networks can be managed sustainably into the future within current and foreseeable funding priorities. Taken together these networks provide access for walkers, horse riders, runners, cyclists, people with disabilities and

other leisure users, enabling a range of associated activities. Enhancing these routes has been a key focus of recent initiatives to promote sustainable access.

Use of the footway and right of way networks in Hampshire has economic benefits for tourism. During 2012-13, in an average week 41% of adults in England visited the natural environment; in over a quarter of these visits people spent money during their visit; in Hampshire this equated to £580 million p.a. (from Natural England’s ‘Monitor of Engagement with the Natural Environment’ Survey).

1.3. The policy context

The Hampshire [Local Transport Plan](#) (LTP) highlights the need for investment in walking, particularly within urban areas, in order to encourage sustainable travel to work, local services or schools and to promote health and well-being (LTP Policy Objective 12). The LTP further seeks to deliver a better balance between traffic and community life within towns and residential areas through less vehicle focused street design (LTP Policy Objective 9) and to ensure that development within major growth areas is sustainable (Policy Objective 14).

Increasing walking can directly, or indirectly help the County Council to achieve multiple and varied outcomes which complement many of the wider priorities presented within the County Council’s [Corporate Plan](#) (see table 1-1) as well as other core County Council documents, including the [Healthy Weight Strategy](#).

This walking strategy also complements and supports the Hampshire [Countryside Access Plan](#) which describes how rights of ways and access to the countryside will be managed over the coming years.

Increased interest in walking also follows the lead set by Government. The National Planning Policy Framework (2012) states that, “the transport system needs to be balanced in favour of sustainable transport modes”, such as walking. Moreover, the Infrastructure Act (2015) commits the Government to producing a Cycling and Walking Investment Strategy for England. It is hoped that this will provide a framework to guide future government investment in locally delivered walking initiatives and infrastructure.

Table 1-1 Hampshire County Council’s corporate priorities and their implications for walking

Theme	Priority	Strategy implications
Health and well-being	Ensure children and young people thrive and achieve their full potential	<ul style="list-style-type: none"> Promote walking as a lifestyle choice for families and young people as a means to increase physical activity for children and young people
	Promote and support healthy choices for all, reducing the difference between those with the best and worst health	<ul style="list-style-type: none"> Promote walking as part of a healthy lifestyle for all (in particular people with currently low activity levels)
	Help people to manage their health conditions, giving them choice and maintaining their independence	<ul style="list-style-type: none"> Improve awareness and understanding amongst health professionals and individuals of how

Theme	Priority	Strategy implications
		<p>walking as a physical activity can, for example, support management of preventable diseases and independence later in life.</p>
Economy	<p>Develop the infrastructure and services required for economic, and housing growth; and promote a globally competitive environment for investment in Hampshire</p>	<ul style="list-style-type: none"> • Ensure new developments have easy access to local services and facilities by walking and protect and enhance existing rights of way within development areas • Support tourism in urban & rural areas by improving walking access
	<p>Provide opportunities for all to develop the skills needed to play a full part in Hampshire’s economic success.</p>	<ul style="list-style-type: none"> • Make it easier for people to reach education and training opportunities by walking
	<p>Conserve and use natural resources more efficiently, protecting Hampshire’s environment and quality of life.</p>	<ul style="list-style-type: none"> • Promote walking as healthy, and as the most environmentally friendly form of travel
Communities	<p>Ensure that community and customer feedback, together with information about levels of need are used to plan and deliver services.</p>	<ul style="list-style-type: none"> • Ensure funding and improvements are prioritised based on need and that customer feedback is reflected in this strategy and in planning and delivery processes
	<p>Work with communities to find the local solutions that work best, giving more control over local services to communities where appropriate.</p>	<ul style="list-style-type: none"> • Provide a framework within which to engage communities and involve local partners in planning for walking improvements and in promoting walking
	<p>Improve access to all County Council services</p>	<ul style="list-style-type: none"> • Provide residents with access to County Council materials and resources to support walking
	<p>Continue to provide high quality open spaces, libraries, museums and arts services.</p>	<ul style="list-style-type: none"> • Ensure that these places provide a walker friendly and accessible environment and a quality of place
	<p>Help residents to feel safe and be safe by working with partners to reduce crime and anti-social behaviour</p>	<ul style="list-style-type: none"> • Improve the actual and perceived safety of walking and examine how to make pedestrians feel more secure

Theme	Priority	Strategy implications
Efficiency	Redesign and implement new models of service delivery, ensuring that resources are targeted to where they are needed most	<ul style="list-style-type: none"> • Identify and target those groups who are most likely to walk more regularly or would benefit most from increased physical activity • Review the effectiveness of walking interventions / initiatives on walking take up
	Generate more income from selling and sharing services with other public sector organisations, becoming more business-like in the process.	<ul style="list-style-type: none"> • Identify other funding streams to support walking • Work with partners and interested parties (including the private sector) to develop viable walking related initiatives
	Equip the County Council's staff with the right skills to manage change and deliver priorities	<ul style="list-style-type: none"> • Ensure walking improvements and services are informed by up-to-date best practice.

2. The vision for walking in Hampshire

2.1. The vision

Our vision for walking in Hampshire is that:

By 2025, walking will be the travel mode of choice for short trips and the most popular and accessible means of recreation

2.2. Challenges, objectives and opportunities

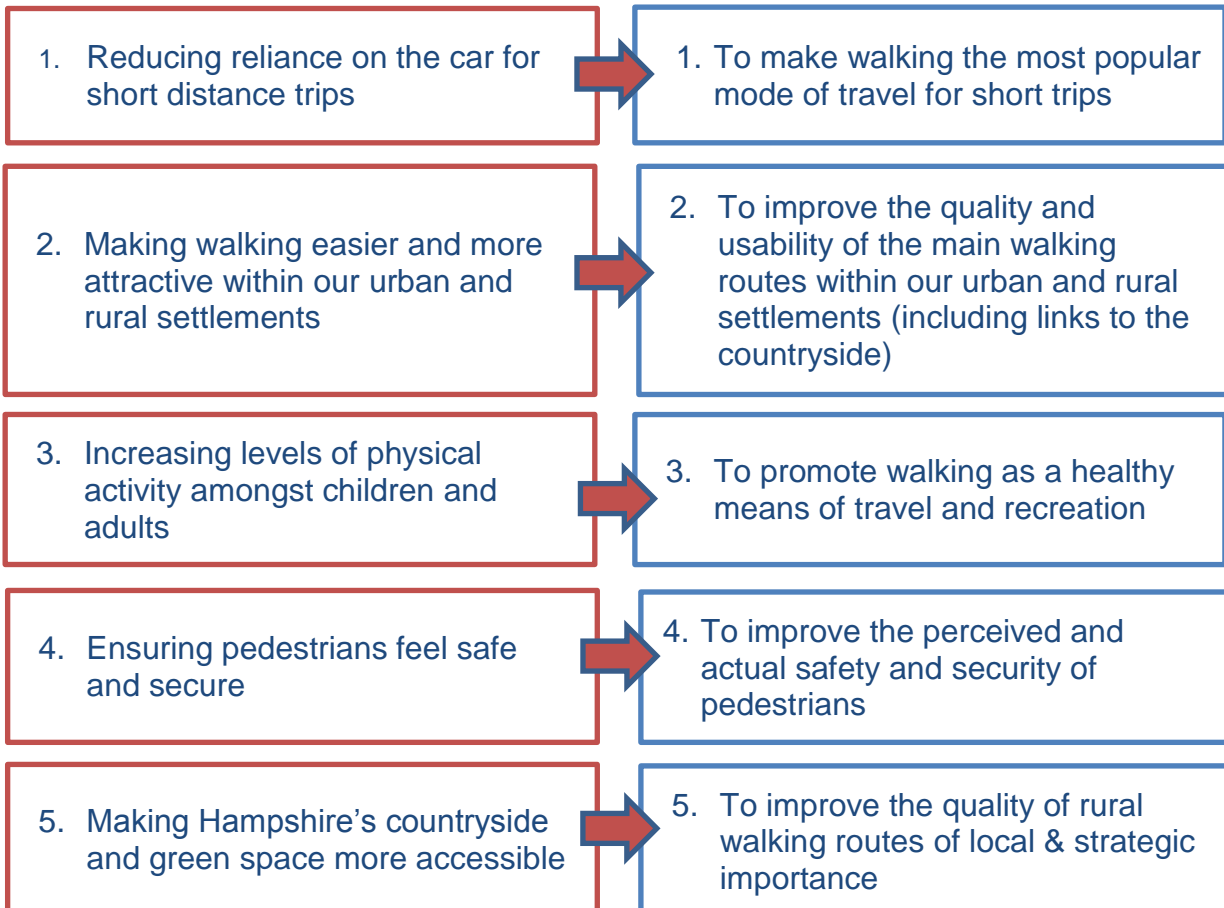
In support of this vision we have identified five strategic objectives for walking, which are shown below. These objectives reflect those of the [Local Transport Plan](#), the County Council's wider priorities as set out in the [Corporate Strategy](#) and correspond to what are considered to be the key challenges for walking in the county. The challenges and the opportunities they present are considered in greater detail in the subsequent discussion.

The Hampshire Walking Strategy also takes account of and is consistent with other policies and strategies of the County Council. The Healthy Weight Strategy and Countryside Access Plan have already been mentioned and there is particular relevance to other strategies such as the Hampshire Sustainable Modes of Travel for Children and Young People Strategy, and the Highway Asset Management Strategy. Moreover, the Hampshire Walking Strategy is fully integrated with the Hampshire Cycling Strategy adopted in 2015.

In addition to the five walking objectives, there is an over-arching objective **to ensure that investment in walking offers the best value for money to the County Council.**

Challenge

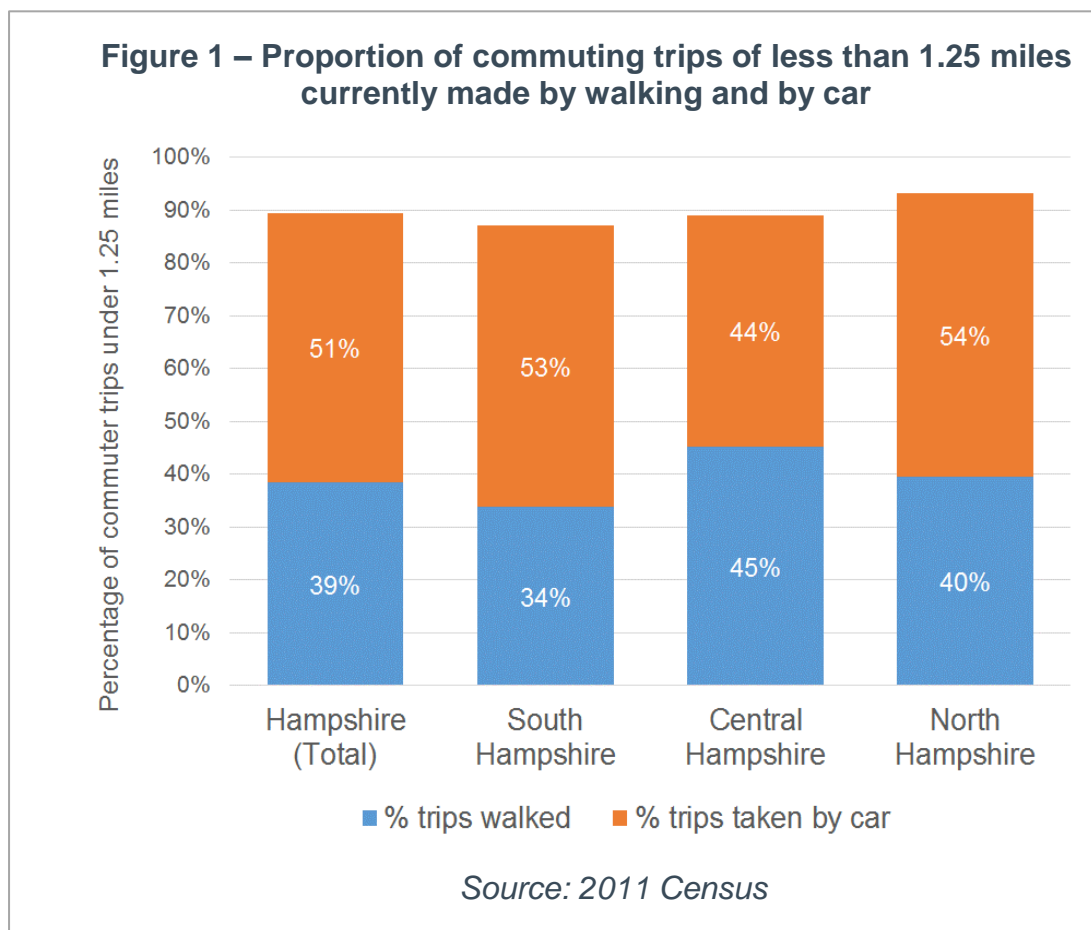
Objective



Challenge 1 – Reducing reliance on the car for short distance trips

The challenge

Within Hampshire as a whole, the 2011 Census shows that more than 1 in 6 commuting trips are less than 1.25 miles in length. Assuming a direct route is available at an average walking speed of around 2.5-3.5 miles per hour, a trip of this distance should take most people less than 30 minutes to walk.



Current census data however suggests, that across Hampshire, half (51%) of these trips are made by car (as a driver or passenger), compared to 39% by walking (Figure 1). Differences across Hampshire are likely to reflect the availability of other modes such as public transport services and cycle facilities available for such journeys but the findings suggest that in many areas driving to work is often considered safer, more attractive & more convenient than walking. Winchester is the only district where more commuters travelling less than 1.25 miles walk rather than drive (56% compared to 33%).

Trips to schools, shops, local services and facilities present further walking opportunities.

The opportunities:

- Identifying major trip attractors and making walking to them easier and more direct;

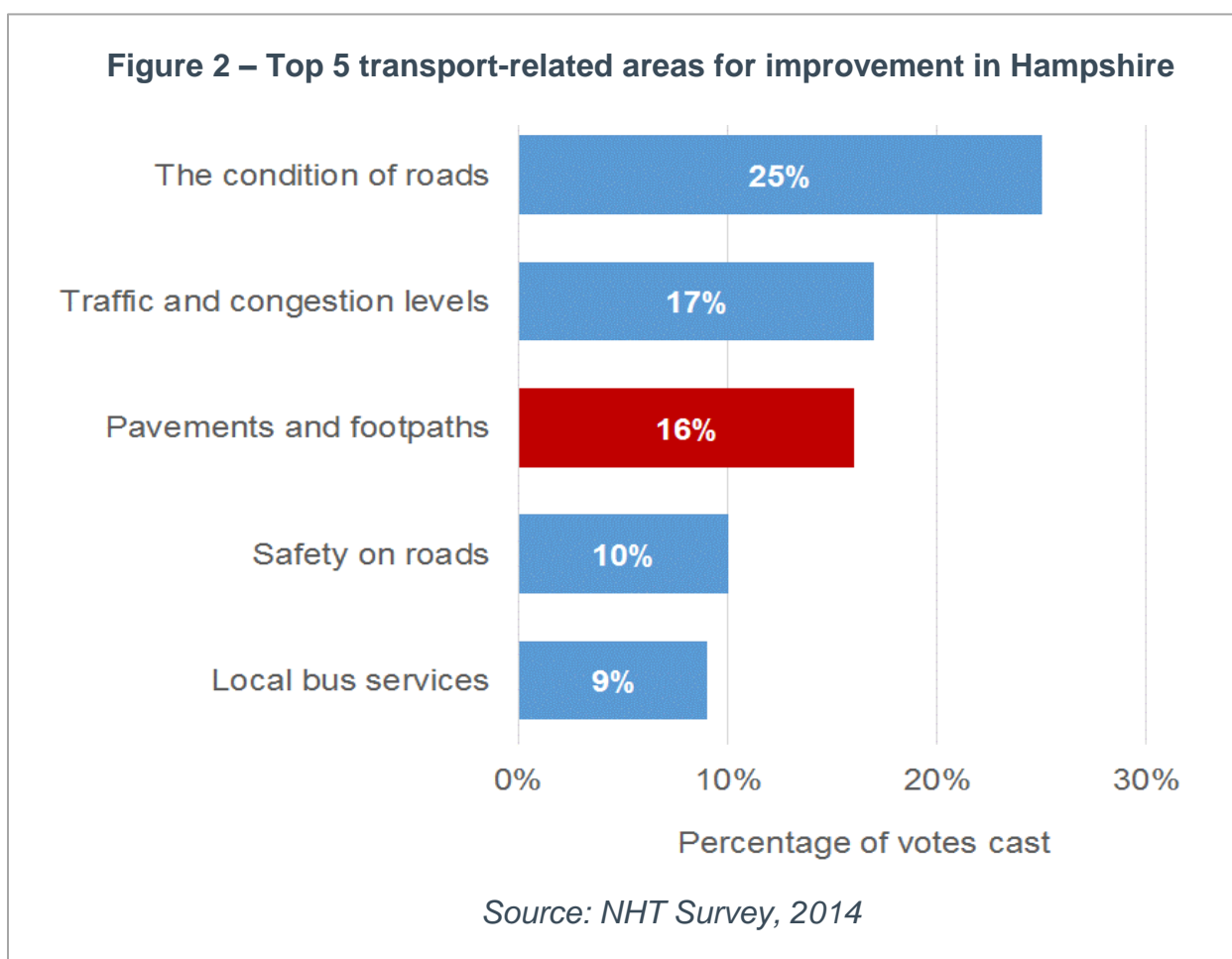
- Planning new developments around the access needs of pedestrians and where appropriate the use of greenways within development areas
- Raising awareness of walking as an ‘everyday activity’ with a theme being swapping short car journeys for walking trips.

Challenge 2 – Making walking easier and more attractive within our urban and rural settlements

The challenge

The street environment can be a key component in the attractiveness and vibrancy of a place. Striking the right balance between providing capacity for motorised vehicles and creating safe, accessible and enjoyable pedestrian routes and places for people is a key challenge, whether in a rural village or a large urban area.

A recent survey of Hampshire residents found that improving the quality of pavements and footpaths was identified as the third most important transport-related improvement for their area (Figure 2).¹ Whilst overall, the County Council performs very well against its peers in terms of satisfaction with walking, 46% of those asked in the same survey were dissatisfied with the extent to which pavements were being kept clear of obstruction. A third of respondents also suggested that pavements were not easy to use.



¹Findings from the 2014 National Highways and Transportation Survey

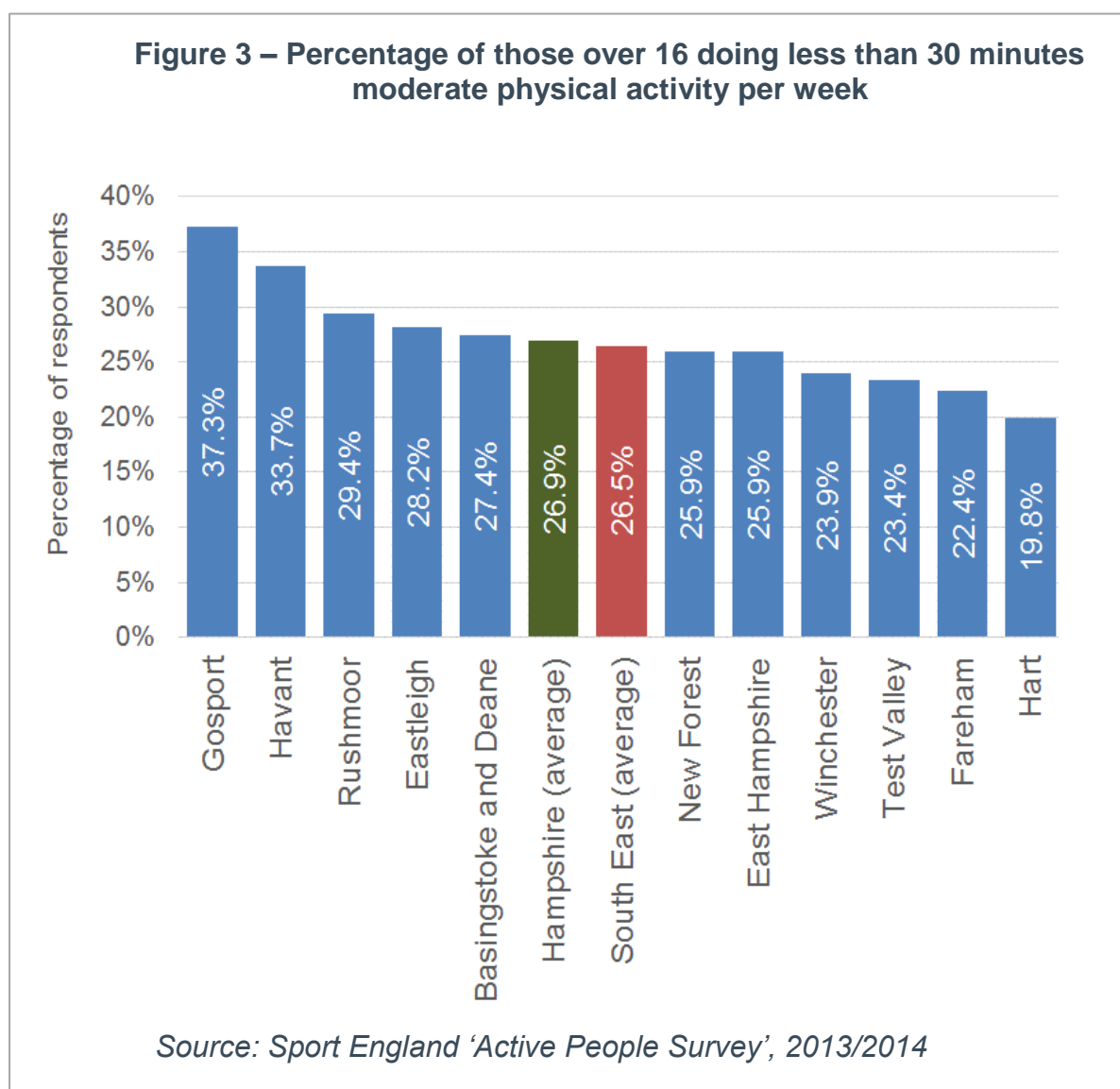
The opportunities:

- Working with local communities and businesses to better manage space and provide for pedestrians, particularly very young and elderly people
- Better understanding the role of our streets whether in villages, central or suburban areas and how they need to perform in the future, including where appropriate drawing upon best practice from elsewhere
- Achieve increased walking activity, interaction and footfall in local centres and high streets

Challenge 3 – Increasing levels of physical activity amongst children and adults

The challenge

Increasingly inactive lifestyles and rising levels of obesity amongst both adults and children are issues of national concern. It is estimated that of Hampshire’s residents, nearly two-thirds of adults are overweight or obese, along with a quarter of 10-11 year-olds and around a fifth of 4-5 year olds.



Public Health Outcomes Framework (PHOF) Indicators (using data from the Active People Survey 2013) suggest that a large proportion of adults in Hampshire do not do enough physical activity to benefit their health, with around one in four adults getting less than 30 minutes moderate exercise per week (though as Figure 3 illustrates this varies considerably between the Hampshire districts). Under the 2012 Health and Social Care Act the County Council is active in improving health and well-being outcomes for Hampshire residents.

The wide ranging benefits of being active at all ages are well evidenced. Regular physical activity reduces the risk of many chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, and musculoskeletal conditions. Even relatively small increases in physical activity are associated with some protection against chronic disease and can improve quality of life. Physical activity is also an important part of preventing and treating mental health problems, including depression.

The opportunities:

- Helping to make walking an everyday activity within more people's lives through targeted initiatives for instance working with schools, communities and employers to build physical activity into everyday journeys to school, work and for local trips;
- Working with schools to help exercise become a part of daily travel from a young age;
- Maximising opportunities to reduce barriers and to promote innovative ways to engage, support and enable people to walk such as 'Beat the Street,' walking champions and walking for health; and
- Working with health and social care professionals and the voluntary sector (as part of the Healthy Weight Strategy) to promote regular walking to all patients with a focus on those most at risk of developing chronic conditions.

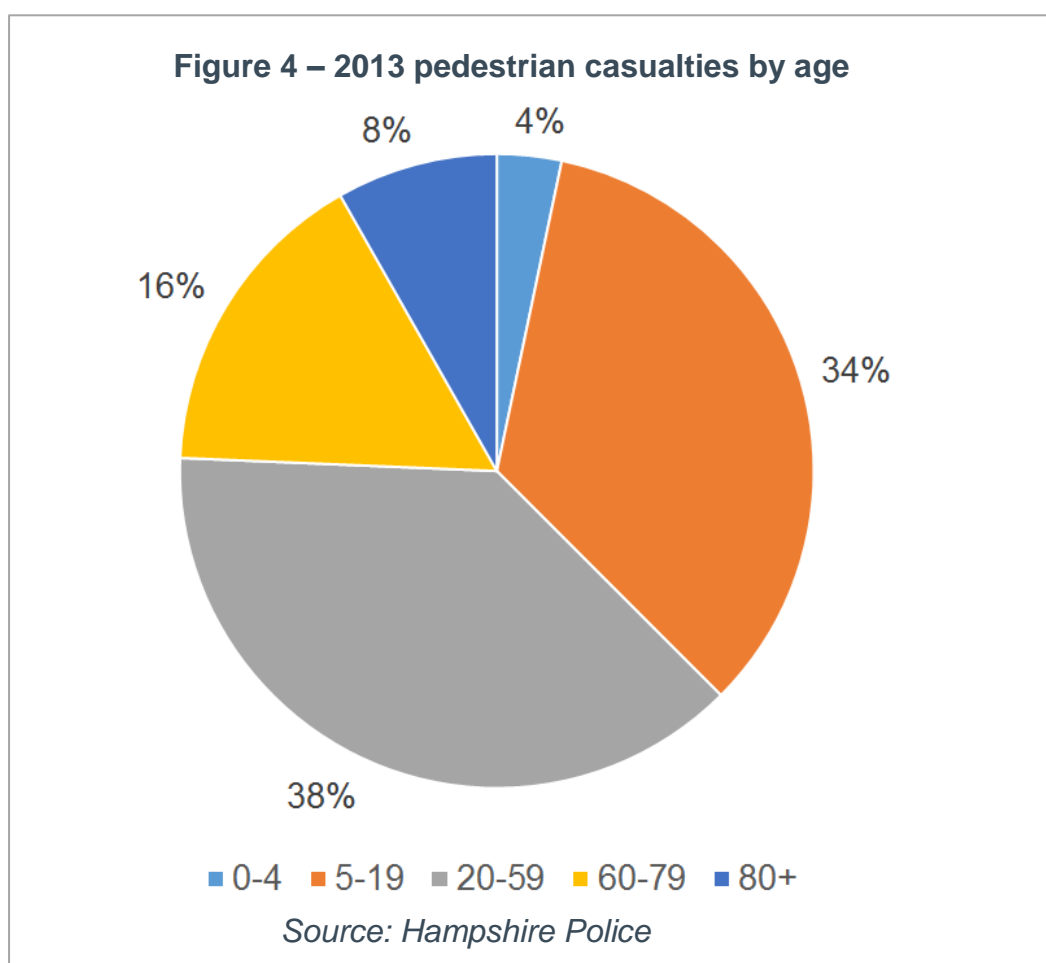
Challenge 4 – Ensuring pedestrians feel safe and secure

The challenge

Overall, pedestrians account for around 10% of road accident casualties (of all severities) recorded by Hampshire Police in 2013. Young and older people are typically more vulnerable. As can be seen in Figure 4, those aged between 5 and 19 account for over a third of recorded casualties (despite representing around 17% of the Hampshire population), whilst those over 80 years of age account for 8% of casualties (representing around 6% of the population).²

Personal security is also an issue, particularly for lone pedestrians in isolated locations where there may be a heightened sense of vulnerability. In a survey completed for the Older People's Well-Being Strategy, for which there were 1862 responses, feeling safe when out and about was the most commonly stated concern by older residents.

² Population figures taken from 2013 Office for National Statistics estimates for Hampshire



The opportunities:

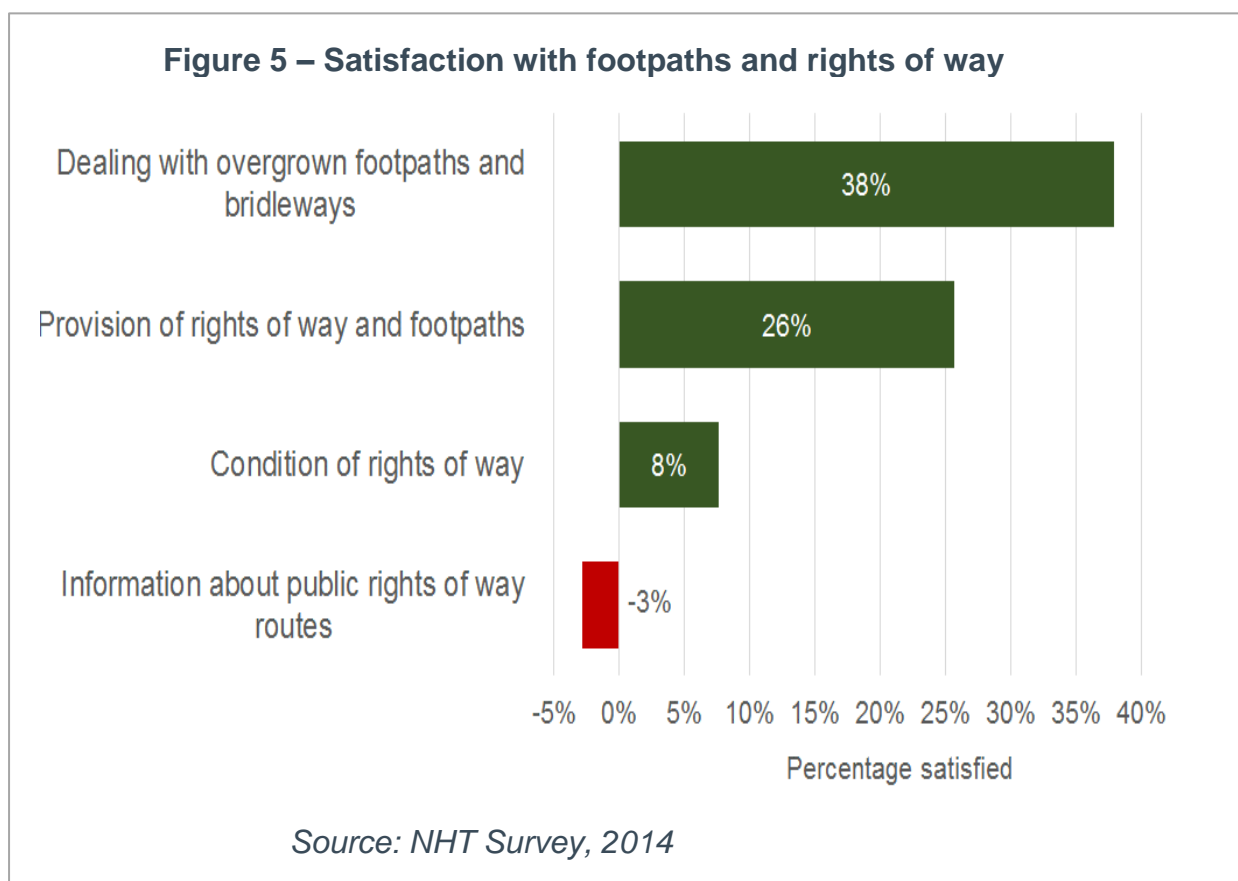
- Routinely analyse road traffic accident data to identify casualty reduction priorities linked to patterns and groupings of accidents.
- Implementing a range of remedial engineering measures and initiatives as resources allow, with particular attention being given to vulnerable road users.
- Promoting greater awareness and where appropriate training of the risks and safe behaviour among all users of roads, footways and shared use paths;
- Incorporating good street design into new and upgraded transport schemes to allow safer interaction between people and vehicles
- Incorporate design features which lead to a sense of personal security, for example by increasing the level of natural street surveillance

Challenge 5 – Making Hampshire’s countryside and green space more accessible

The challenge

Around 85% of Hampshire’s area is rural, accommodating a fifth of the county’s population. Rights of way and local paths provide important access between rural communities and enable opportunities for recreation and increased tourism.

The Hampshire [Countryside Access Plan](#) highlights a number of key concerns relating to the condition of the network, the need for routes to support all users (including walkers, horse riders and cyclists, and those of limited mobility), and the need to improve access to green space from urban areas. This is reflected in the net resident satisfaction with footpaths and rights of way of respondents to the 2014 NHT survey, with wayfinding information being another key area of concern.



The opportunities:

- Building on the improvements made for access to the countryside from train stations, for example as part of the recent 'Two national parks' project;
- Building on existing partnerships to manage and help enhance the quality of rural routes, including links from urban areas;
- Build on the actions identified in the Hampshire Countryside Access Plan to improve access to the Hampshire countryside via the rights of way and permissive path networks.

3. Our strategy

3.1. Our approach

3.1.1. Strategy themes

The objectives are intended to direct the County Council's approach to delivery across three '**strategy themes**' (with the linkages shown in the table below) which reflect the different services provided by the County Council in relation to walking. We recognise that to be effective, the strategy will have to focus on all three themes. These are:

- **Walking routes** – including the definition of a Hampshire walking network and prioritisation of routes for investment;
- **Planning for pedestrians (including as part of a multimodal trip)** – covering street design, accessibility, safety and security and pedestrian facilities; and
- **Promoting walking** – including marketing initiatives, maps and information, journey planning and raising awareness of the benefits of becoming active;

Some of the objectives cover more than one theme and this is reflected within the approach (as illustrated below).

Objective	Strategy theme		
	Walking routes	Planning for pedestrians	Promoting walking
1. To make walking the most popular mode of travel for short trips	✓	✓	✓
2. To improve the quality and usability of the main walking routes within our urban and rural settlements (including links to the countryside)	✓		
3. To promote walking as a healthy means of travel and recreation	✓	✓	✓
4. To improve the perceived and actual safety and security of pedestrians	✓	✓	
5. To improve the quality of rural walking routes of local & strategic importance	✓		

3.2. Strategy summary

Walking routes

By defining a Hampshire walking network, the County Council will be able to better target its resources to enhancing and maintaining the most important routes to delivering improved walking connectivity across the county.

Particular attention will be given to making these routes more direct, more consistent in quality, easier to follow and more attractive to people of all ages and mobility levels, whilst recognising the diversity of environments through which walking routes pass.

Planning for walking

In those places where it is the place itself and not the movement of motorised vehicles that is most important, the County Council will seek to create spaces which encourage people to walk safely and more freely and to interact.

Through good design, the County Council will seek to reduce the barriers to walking, at all levels of mobility (for example wheelchair users) including as part of a multi-modal trip for all people, provide environments where people feel safe and look to make sure the facilities are in place to make for a pleasant, inclusive and enjoyable experience.

Promoting walking

The quality and availability of information on walking within Hampshire will be improved to make it easier to understand more about walking routes and the best routes for people to follow.

Through working with partners the County Council will look to promote the wide benefits of increased walking, including its potential as a free and non-polluting means of daily travel, its importance in preventing poor health and the enjoyment it can offer in experiencing Hampshire's countryside.

3.3. Walking routes

3.3.1. Defining a walking network

A Hampshire walking network will be defined, comprising routes of local and strategic importance separated by type, function and level of demand.

In order to get more people walking and to create a more pleasant and accessible walking environment, it will be important to better understand where it is that people most wish to walk between and why, and which routes are most appropriate. This will help to better direct resources and attention and also ensure that an appropriate amount of space and priority is given to non-motorised methods of travel depending on role and location.

An approach will be adopted which categorises walking routes on their local and strategic importance. The purpose of this will be to define a Hampshire walking network which will identify where and how walking connectivity should be improved. Those routes which are of the greatest local and strategic importance are likely to be those which:

- link higher density residential neighbourhoods with nearby popular destinations (including employment, education, retail and essential services) and public transport;
- link businesses to each other and to public transport;
- linking different modes of transport;
- link nearby neighbourhoods; or
- are part of long distance trails that attract tourism

Other routes are likely to have an important supporting role, for instance in linking local residential areas to major walking routes.

This will include all routes within the county and not be confined only to urban areas. This will build on work already underway, as set out in the Hampshire Countryside Access Plan, to identify strategically important public rights of way and permissive paths in order to prioritise resources and County Council funding (where appropriate with landowners and other interested parties).

Key actions

1. Work with partners to define suitable route categories for routes of local and strategic importance and agree the criteria routes within each category should meet;
2. Identify and categorise a framework of routes of local and strategic importance in conjunction with local partners (building particularly on the work already undertaken by the Countryside Access Plan in rural areas), using mapping and supporting data.

3.3.2. Route enhancements

Resources will be directed to those walking routes which are of local and strategic importance.

The adoption of an approach which considers the local and strategic importance of routes will benefit significantly from the prioritisation of available County Council resources for walking infrastructure including maintenance work and ensure that funding obtained through partners is directed to where it is most needed.

Priority walking routes should, wherever possible, follow the most direct route available, be consistent in quality and be safe and accessible for all. Cost-effective improvements will be identified to ensure priority routes offer a greater consistency in terms of their quality and user experience. These may relate to:

- providing more space for pedestrians (and where appropriate cyclists or other non-motorised modes of transport), relative to motorised vehicle traffic;
- reconsidering the location of controlled crossing points and the type of crossing used;
- removing or relocating items within the street (including signs, bins, barriers, or benches) that obstruct people's movement (particularly for the less mobile);
- improving the ease of wayfinding, through better signs, maps or markings;
- reviewing the provision of street lighting;
- making changes to the current maintenance regime and types of materials used; or
- reviewing surface configuration and drainage.

Local partners will have an essential role in improving this understanding and engaging with those who use routes regularly (for instance through a street audit), to help determine what matters most. It will be important to work with the Hampshire districts / boroughs to ensure that improvement needs for priority routes are reflected within local [Transport Statements](#) and Town Centre Access Plans.

Key actions

1. Work with local partners to establish the improvement and maintenance needs of routes of local and strategic importance (potentially using street audits).
2. Work with local partners to identify appropriate and cost-effective walking interventions (on a whole life cost basis), drawing on best practice.
3. Identify how required improvements to walking routes can add value to planned maintenance works.
4. Ensure that borough and district Transport Statements are updated to include prioritised improvements.

3.3.3. Wayfinding

Enhanced signage and navigational support will be provided to improve wayfinding within areas that attract large numbers of people.

“Wayfinding” involves using signs, maps, landmarks, markers and other visual means to help people navigate and/or explore. For example the County Council has recently expanded the provision of wayfinding signs and ‘totem’ style maps within the county’s main urban and rural settlements to make these areas more ‘legible’ to people living or working there or visiting. Building on the lessons learned through the ‘Legible London’ initiative and other examples around the country, these maps provide information on the local area: destinations (and other places in relation to them), estimated walk times and route accessibility (including steps, ramps and gradients). With greater definition of the walking routes in Hampshire and their role, it will be important to consider with partners how wayfinding is incorporated across different environments, and particularly through route planning and design.

Clear wayfinding has also been shown to encourage more people to walk for recreation and enjoyment. Better signing from railway stations to walking and cycling routes, for instance, is an important part of current work being undertaken in partnership with the New Forest and South Downs National Park Authorities to encourage sustainable travel and tourism. Where funding opportunities can be identified, the County Council will seek to extend better wayfinding facilities to other popular visitor destinations. A recent example has been the extension of the Southampton Legible Cities project into Hampshire.

Key actions

1. Identify additional wayfinding needs for popular urban routes (particularly for high priority walking routes and new developments) and explore with partners how these can be met through a combination of better design, signage and other supporting visual aids.
2. Work with local partners to identify how wayfinding can be enhanced to enable more people to walk for recreation, access green space and enjoy the countryside.
3. Work with local partners to consider how the visitor experience and benefit to the local economy could be achieved through better wayfinding around other popular attractions.

3.3.4. Maintenance and cleansing

Resources for maintaining paths, footways and rights of way will be allocated to reflect the local and strategic importance of routes.

Keeping paths, footways and rights of way in a good state of repair and clear of vegetation, litter or fly-tipped waste, is important in providing an environment that is both attractive and accessible.

Maintaining all routes to the same standard would not be achievable with the resources currently available to the County Council. It will be important to prioritise those routes which will benefit the most people and particularly vulnerable people, such as school children, the frail elderly, and those with mobility difficulties including those in wheelchairs, and blind and partially sighted people.

In all areas but especially in the extensive rural areas of the county, local partners and volunteers play an essential role in keeping clear and maintaining paths and rights of way. The County Council will engage with these groups to establish local need and clarify responsibilities. The definition of local and strategically important routes will help to focus resources more effectively and efficiently. A local example is the New Forest National Park volunteer framework partnership.

Key actions

1. Review planned highway maintenance works and identify opportunities to combine with walking route enhancements.
2. Identify cost-effective options for monitoring the condition of priority routes and determining maintenance needs.
3. Work with local partners to ensure prioritised routes are kept clean and clear of vegetation, rubbish and other obstacles particularly for people with mobility difficulties.

3.4. Planning for walking

3.4.1. Street design

Streets will be designed to encourage the uninhibited movement and interaction of people in new and existing locations where the emphasis is on place and function over access for vehicle traffic.

A well designed place provides the right balance between space for people and space for vehicles, reflecting the environment and function. Streets can serve as much more than a means to move vehicles; they play a key role in local economic and cultural success and the way in which a place is perceived. Greater footfall in an area, for instance, can bring real benefit to local businesses and make for a more enjoyable visiting experience. Equally the value of new and existing pedestrian routes can help to define the place-making context within new development or existing urban and rural settlements. However care must be taken to avoid perceived or actual pedestrian safety concerns through the removal of traditional definition of pedestrian areas.

A number of approaches have been developed to help to better match the space which is given to pedestrians or to cars with the way in which a street is used, building on whether it serves as a “link”, or whether it is the “place” that is more important. The County Council has developed its own bespoke resource in this field through its ‘Companion to the Department for Transport’s “Manual for Streets”’. This presents the characteristics of different types of street within Hampshire and describes their characteristics and typical role. This is important in both designing new streets and in reviewing how existing streets are used. Evidence of good practice in this area from across the UK and beyond is growing, and the County Council will keep abreast with these developments and update and refine the guidance materials accordingly.

There is a range of ways in which streets can be rebalanced to give greater priority to walking. These can be major design changes such as the pedestrianisation of an area with traffic access restrictions. Lighter touch changes could mean increasing the width of footways and reducing the space for vehicles, or simply de-cluttering a ‘messy’ street. All of these would serve to improve accessibility for the mobility impaired. In recent years, interest has grown in how to create streets which promote a more considerate interaction between drivers, pedestrians and cyclists, based on the hierarchy of transport users. The ‘shared space’ philosophy looks, in particular, at how conventional road markings, traffic lights, pavements or crossings can be removed to break down the physical and perceptual division between pedestrians and vehicles. Redesigned streets then encourage slower driving speeds and place greater responsibility on different road users to interact considerately and more safely.

Key actions
<ol style="list-style-type: none">1. Provide and maintain guidance on street design within new development to ensure these provide appropriate priority for walking and active modes of travel.2. Work with partners to identify opportunities for giving greater space for pedestrians within areas where vehicular capacity is less important.3. Examine how and where traffic speed and volume can be reduced to create more attractive environments for walking, to boost the local economy and community vitality.4. Work with the local planning authorities to ensure that development allocations are provided with adequate pedestrian links to local services and facilities.

3.4.2. Accessibility

Where it is practical, cost-effective and safe to do so, obstacles to walking (including unnecessary street clutter) will be removed to ensure walking routes are accessible for all.

The County Council wants to ensure that walking routes can be used by everyone. Planning for those with sensory or mobility impairment ensures that this can be achieved and the County Council works with disability groups to understand what these needs are. By catering for the least mobile, such as wheelchair users, access is improved for all. Traditional solutions have included providing tactile paving, dropped kerbs, other support at crossings and removing unnecessary items within the main walking space which could provide an undetected obstacle. Catering for those people who rely upon wheelchair access or are partial sighted or blind also has wider benefits for instance parents with young children in buggies or less mobile elderly people.

Technological advances are also presenting new ways to give those with impairments greater opportunities for independent mobility. For instance, the Government-backed Future Cities Catapult, is currently working with Microsoft, the Guide Dogs for the Blind Association and others to develop '3D soundscape' technology that will enable those with visual impairments to navigate using sound (including warning of upcoming obstacles). The potential of such technology is of great interest to the County Council and its progress will be followed.

For those of all levels of mobility, inconsiderate behaviour by others can seriously compromise accessibility. Vehicles obstructing footways, for instance, can be a particular hazard and force people to make an unsafe diversion onto the carriageway. Similarly, pavement cycling can be both a nuisance and potential danger to pedestrians. The County Council will therefore work closely with the Police and Hampshire borough and district councils to address this, and other impediments to access, such as hedges overhanging the footway.

Walking is also a key element of most journeys by other modes for example, to and from bus stops and train and coach stations, and to and from car and cycle parks. Therefore, walking routes which link these locations to residential areas and key destinations such as employment areas and community, leisure & shopping facilities are likely to achieve a high priority.

Key actions
<ol style="list-style-type: none">1. Work with local partners to identify opportunities to safely remove unnecessary fixed obstructions in both rural and urban environments, particularly along busy walking routes (including signs, bollards, or safety railing).2. Explore options and funding opportunities to introduce new technology solutions to improve mobility for all.3. Identify how the County Council can support the Police and Hampshire borough and district councils in reducing the incidence of vehicles blocking routes.4. Work with representatives of people with mobility impairments to ensure that infrastructure provision is cost effective, practical, safe and accessible.5. Identify key walking routes which form part of multimodal journeys and work with local partners to deliver improvements.

3.4.3. Pedestrian safety

The County Council will work with Hampshire Police and local partners to improve pedestrian road safety and reduce personal safety concerns.

Pedestrians can be the most vulnerable of road users and concerns over personal safety and security can be a key deterrent to encouraging more walking. People are less likely to walk even a short distance, if they are forced to cross a busy road without protection or do not have sufficient space to feel safe from traffic. Similarly, the design of an area can have a significant impact on how safe people feel.

There are a range of measures that can be incorporated into place making to change the perceptions of drivers as well as pedestrians and create genuinely safer environments for walking. Such measures could include the management of traffic speed and volume commensurate with the level of activity by other road users in specific locations, for instance by ensuring safety around school entrances, or by allowing people to walk more freely in town centres.

More generally, good design can help to significantly reduce safety risks and fears in both urban and rural locations. For instance, providing defined or controlled road crossings at places where people want to cross will reduce the likelihood of people risking their safety by crossing lanes of moving traffic, while ensuring footways are of an appropriate width to accommodate likely levels of pedestrian activity.

An example of working with local partners to reduce concerns over personal safety is the ‘follow me home’ initiative by Rushmoor Borough Council that tracks a user through an urban CCTV system following a call to the control room.

With a high proportion of pedestrian casualties among younger members of the population, education is also a significant aspect in making people safer, particularly in teaching children safe behaviours while crossing roads and around traffic.

Key actions

1. Develop measures in conjunction with the Police and local partners to support safe movement by pedestrians in urban and rural locations, in accordance with the County Council’s current policies on highway network management.
2. Raise awareness amongst car drivers of safe driving techniques to protect vulnerable road users.
3. Work with local partners to identify key safety concerns for pedestrians (particularly along high priority walking routes) and develop cost-effective solutions aimed at casualty reduction.
4. Work with schools to ensure young people are aware of the risks of traffic and are protected through safe walking routes to school.

3.4.4. Supporting facilities and street furniture

The provision and location of facilities for pedestrians (including benches, rest areas, shelter and toilets) will be reviewed with the Hampshire district councils to ensure these support a comfortable walking environment within busy pedestrian areas.

An important part of making an area more walking friendly is to make sure that people have the facilities they need to enjoy a comfortable walking experience. The provision of facilities to make walking more pleasant is not only important to making walking more practical, it can also add to the use of a space and encourage greater interaction.

Seating at regular intervals is an important component, particularly for those who are less mobile, whilst other key features for consideration will include bins and shelters. Undertaking a street audit, for example, can be an effective means of reviewing how this provision actually reflects the needs of pedestrians and also whether facilities are located appropriately (so as to avoid providing an unnecessary obstacle, including to vehicle movement). Particular consideration should therefore be given to the choice of street furniture and where along popular walking routes and within public spaces such facilities should be sited.

Key actions

1. Work with local partners to identify the facilities needed by pedestrians, particularly within town centres and along priority routes, whilst at the same time reducing the prevalence of street clutter.
2. Work with local partners to improve the range of facilities (including private facilities such as toilets within local businesses) available within and adjacent to walking routes and pedestrian areas.

3.5. Promoting walking

3.5.1. Travel planning

The County Council will work with schools, major employers and developers within the county to support and promote travel by walking.

Travel planning has been proven to be one of the most effective means of encouraging more people to reconsider the way they travel.

The County Council's School Travel Planning team works with schools across Hampshire and, in combination with infrastructure improvement schemes, have helped to deliver significant increases in pedestrian access to schools. This includes a 12% increase in walking since 2003, which is approximately 20,000 fewer car journeys on the road every week day morning during term time. The County Council is currently participating in the national Modeshift STARS (School Travel Accreditation and Recognition Scheme) which recognises and celebrates the steps that schools take towards increasing active, safer and more sustainable ways of travel. All schools currently have access to an online information and enrolment system.

For large new residential or commercial developments, travel plans are required to be implemented as part of planning permission. These aim to ensure a range of travel options are provided in order to limit dependence on the private car. Travel plans will typically include measures to encourage walking or running (including lockers and showers and maps). The County Council, with its delivery partners, such as Living Streets and Sustrans also works with major employers within the county, encouraging them to develop and manage their own plans tailored to their employees' needs. Taken together, these measures can provide a very cost-effective method of increasing walking.

Railway station travel plans have been developed in conjunction with South West Trains, Network Rail and the Hampshire district councils for a number of the main stations in the county as part of the 'Hampshire Sustainable Transport Towns' Local Sustainable Transport Fund (LSTF) project and the 'Two National Parks LSTF programme'. These have included the identification of specific measures to improve access to stations by walking and the lessons learned through delivery will be considered for other stations in future.

Key actions

1. Continuing to engage with schools to monitor and update school travel plans and encourage participation in programmes such as STARS.
2. Continue to require and monitor measures to support access by walking to residential and commercial developments through travel plans in line with the latest good practice guidelines.
3. Working with delivery partners and as funding will allow, continue to engage with major employers currently without a travel plan (or up-to-date travel plan), to explore with them opportunities to encourage more employees to walk to work.

4. Working with partners, continue to seek opportunities, to improve walking access to railway stations as funding will allow.

3.5.2. Maps and information

The County Council will work with partners to improve access to high quality walking maps and other supporting information, in digital and printed form.

There are a wide variety of maps and information on walking routes within Hampshire, provided by a broad range of organisations. These range from maps of routes within Town Centres to those for rural paths, trails and rights of way.

The My Journey website is a joint initiative between the County Council, Southampton City Council, Portsmouth City Council and other local partners that to date has hosted 460,000 sessions for nearly 360,000 visitors. It provides important information on the benefits of walking and practical guidance on walking within the county. This includes a journey planning tool which shows and explains the most suitable walking routes, along with information on the distance, likely time, carbon emissions saved and estimated number of calories that will be burned. The site also includes material relating to recreational walking opportunities.

An example of work by partners to inform pedestrians is the New Forest National Park Authority's current initiative to upgrade its website, maps and guides to support access to the Park.

Moreover, the use of fitness and wayfinding apps using mobile technology provides increased opportunity for use of the footway and rights of way networks across Hampshire as part of a healthy and active lifestyle.

Key actions

1. Work with local partners to make it easier to identify how and where to obtain easy to use maps and information on walking routes and subject to future funding, provide more extensive links on the My Journey pages.

3.5.3. Marketing, awareness and encouraging behaviour change

The County Council will develop a marketing plan to promote walking as a healthy lifestyle choice focusing on key user groups with targeted activities to raise awareness of the walking opportunities within Hampshire.

Walking is a free and highly inclusive means of travel and leisure activity which can appeal to a wide variety of people for many types of short-distance trips and recreational purposes. Campaigns will be used to promote walking as an everyday means of low-carbon and healthy travel. The County Council will also support local partners in the promotion of walking opportunities to boost local tourism.

A targeted approach will help to ensure that our attention is prioritised foremost to increasing the number of people who are most likely to change part or all of their daily activity to include walking, or who are most likely to achieve significant health benefits through increases in their physical activity levels. This will involve coordinated marketing and promotional activities across a range of service areas, including those relating to tackling obesity (linked to the County Council's [Healthy Weight Strategy](#)).

Techniques such as 'market segmentation' will be examined to help determine the priority groups. Marketing approaches and campaigns can then be developed as funds will allow (building in particular from those being undertaken at a national level) to reach these groups through the most appropriate media.

Key actions

1. Identify those groups who are most likely to achieve significant health benefits through a switch of some of their trips to walking.
2. Developing promotional campaigns which are targeted at best reaching those groups using segmentation and social marketing, including tailoring national campaigns for local use e.g. Change4Life and innovative ways to engage, support and enable people to walk.
3. Coordinating marketing and promotional activities with the programming of walking route improvements to raise awareness and publicise the opportunities these provide for a better walking experience.
4. Maximise opportunities to promote innovative ways to engage, support and enable people to walk, such as health walks implemented by some local authorities.

4. Implementation

4.1. Making it happen

The implementation of this strategy will require a joined up approach across the County Council, bringing together responsibilities such as planning and maintaining walking infrastructure, travel planning, public health, countryside services, local tourism communications, marketing and educational activities. Whilst arrangements have yet to be finalised it is likely that the delivery of this strategy will be managed through a cross-departmental County Council working group to include appropriate representation by delivery and funding partners.

In addition, there are a range of partners who have an important role if the strategy objectives are to be met, including those shown in the table below:

Partner	Key roles and responsibilities
M3 and Solent Local Enterprise Partnerships	Both the Enterprise M3 and Solent Local Enterprise Partnerships (LEPs) have a prominent role in determining priorities for transport investment in the county and in the allocation of funding to local sustainable transport measures. The LEPs will be particularly important in determining how investment in walking infrastructure can be used to support sustainable economic growth.
District and Borough Councils	Hampshire's eleven district / borough councils have responsibility for local planning and housing growth, which includes a key role in developing local walking routes, providing the facilities that can help make walking more attractive and developing spaces which encourage more walking and social interaction.
New Forest and South Downs National Park authorities	The two National Parks authorities are strong advocates in improving and promoting walking in support of the local tourism economy and have been working in partnership with the County Council as part of the recent 'Two National Parks LSTF programme' which has included a strong component relating to walking.
Healthcare providers	Walking is one of the simplest ways of increasing physical activity and healthcare providers can take a direct role in promoting walking for health and raising awareness of information and walking opportunities.
Private sector organisations	Developers and local employers have a highly important role in making walking a realistic and attractive option for daily travel, particularly by designing 'human' and walkable environments.
National Active Travel Charities	National charities such as Sustrans and Living Streets are key partners in the delivery of many active travel campaigns and initiatives with whom the County Council has a strong working relationship. In addition the Ramblers Association continues to represent the interest of walkers at a local and national level.
Local Access Forums	Local Access Forums (LAFs) advise Hampshire County Council and the two National Park Authorities about making improvements to public access for outdoor recreation and sustainable travel.

Partner	Key roles and responsibilities
<p>Local communities and volunteers</p>	<p>Local communities and volunteers, including parish and town councils, are important partners in identifying local needs for walking (for instance through undertaking walking audits) and in taking an active role in making sure that local paths can be kept serviceable throughout the year.</p>
<p>Local walking groups</p>	<p>There are a range of groups who meet throughout the year for walks throughout Hampshire. These encourage more people to actively explore Hampshire’s walking routes.</p>

4.2. Funding the strategy

Funding the Walking Strategy will require drawing together resources and identifying alternative sources of funding which could be applied to walking investments. In many instances the measures set out in this document will complement wider initiatives or investments by the County Council, so it will be important to look at opportunities to add value to these by incorporating walking improvements.

The development of the Hampshire Walking Strategy is a statement of intent to support the case for future investment in walking infrastructure and supporting measures by our funding partners and for the County Council to respond to new funding opportunities as they arise. It is recognised that funding levels may change over the lifetime of the strategy.

As with all transport measures, funding for walking projects will need to be considered against the relative value for money and importance of other transport investments. We must therefore be realistic about the level of County Council funding and staff resources available to support the strategy (especially for new infrastructure) and look to draw on wider funding opportunities.

4.2.1. Existing sources of funding

Local Transport Plan

Whilst the level of funding that the County Council receives directly from the Department for Transport has diminished in recent years, the County Council continues to receive Integrated Transport Block funding as part of the Government’s annual settlement for local authorities.

Local Sustainable Transport Fund

The Local Sustainable Transport Fund was created by the Government in 2010 to support local economic growth through improved transport links and help tackle the urgent challenges of climate change. The fund has supported both staff resources and capital investments.

The Government has recently announced an Access Fund to secure the legacy of the Local Sustainable Transport Fund that will end in April 2016. Bidding arrangements for the Access Fund have yet to be announced. The County Council has also been successful in its application for funding for 2015/16 for the ‘Supporting the economy by transforming travel connectivity in Rural Hampshire’ project. This includes improving walking access to stations.

Local Growth Fund

Government funding for transport is also provided as part of the Local Growth Fund which is administered through the two Local Enterprise Partnerships (LEPs). The Local Growth Fund brings together funding for housing, infrastructure and other areas into a single pot. The County Council’s allocation for local transport will be determined within the context of the overall priorities of each LEP and required investment in other infrastructure projects. Both LEPs have prioritised improving infrastructure for sustainable travel choices.

Other Government funding

The broad benefits of walking to public health, air quality improvement and local economic activity presents opportunities to work closely and coordinate activities with a range of Government-supported services, including the possibility of drawing on funding, for example from health funding streams, for measures which support the aims of the Walking Strategy. A further example is the North Hampshire LEADER project to support rural community growth that includes improvements to walking as part of measures to boost local tourism.

Funding linked to new Development

Developer contributions through the Community Infrastructure Levy (CIL) collected by the district and borough councils and through planning agreements can provide important funding for measures to enable and promote walkable developments.

Other funding opportunities

Whilst it is likely that most of the funding for the strategy will need to be provided through conventional sources or future grants from Government, a number of other opportunities including from the private sector which will be explored and may emerge to be more significant. A number of these are shown in the table below.

Table 4-1 Potential other funding sources for walking

Source	Description	Importance to funding strategy
European Union	There is a range of European funding streams which relate to sustainable travel and sustainable development. The County Council has previously been highly successful in a range of transport-related funding applications, including those for INTERREG.	Low
Private sector participation	The County Council will seek funding opportunities and work in partnership with private sector organisations such as Network Rail, rail and bus operators & town centre management companies to enhance walking access.	Moderate

4.3 Measuring and Reviewing Progress

Monitoring progress will be an important part of ensuring that the objectives of the strategy are being met. There are a range of publically available data sources and data routinely collected by the County Council which will be used to provide a measure of our progress. These indicators are set out in the table below.

Objective	Indicator	Source	Measuring frequency
1. To make walking the most popular mode of travel for short trips	Journey to work data	Census	Decadal (2021)
	Proportion of school children walking to school	HCC	Annual
	Monitoring of walking interventions will be done on a scheme specific basis	HCC	When appropriate
	Monitor the impact of Development Travel Plans	HCC	Annual
2. To improve the quality and usability of the main walking routes within our urban and rural settlements	Community street audit data to be collected in conjunction with the districts/boroughs	Districts/ boroughs	When appropriate
3. To promote walking as a healthy means of travel and recreation	Local Area Walking and Cycling Statistics (based on Sport England Active People Survey)	Sport England/ DfT	Annual
	Percentage of people physically inactive	Public Health Outcomes Framework	Annual
4. To improve the perceived and actual safety and security of pedestrians	Number of recorded pedestrian casualties, differentiated by severity	Hampshire Police	Annual
	Satisfaction of Hampshire residents with the safety of walking	NHT Survey	Annual
	Satisfaction of Hampshire residents with the safety of children walking to school	NHT Survey	Annual
5. To improve the quality of rural walking routes of local & strategic importance	This objective will be monitored through the Hampshire Countryside Access Plan to which it is closely linked	HCC	When appropriate