



Walk to school with Living Streets!

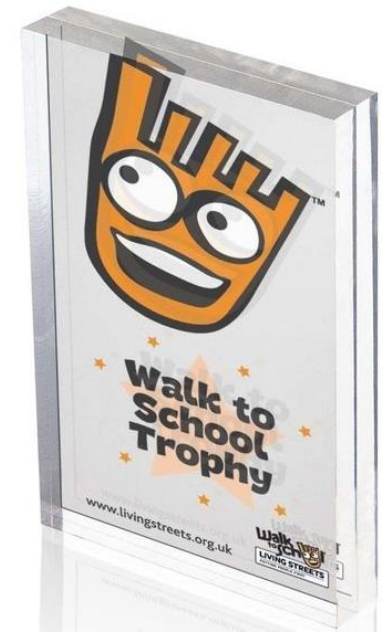
Primary Schools



Whole school assembly – the
benefits of walking



Walk Once a Week
Incentives



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Secondary Schools

Free your Feet

Awareness of walking

Incentives

Surveys

Report



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Intensive Support



Campaign in a Box
School Route Audits
Capital Improvements
Classroom sessions
Events



May 2014 Living Streets' National Walking Month

Every May, national charity Living Streets encourages people to take to their feet and feel the benefits of walking during National Walking Month.



Sign up now

National Walking Month

A full month of walking-related activities, incorporating **Walk to Work Week** and **Walk to School Week**

A great way to engage staff, local employers, schools and their communities

Focussed around six key benefits of walking

Clearer head



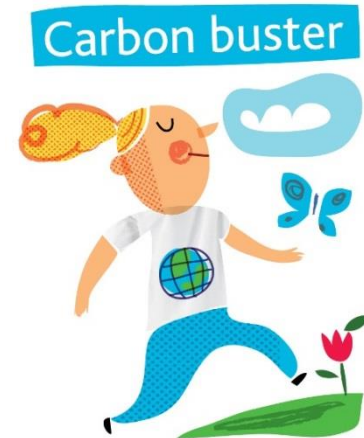
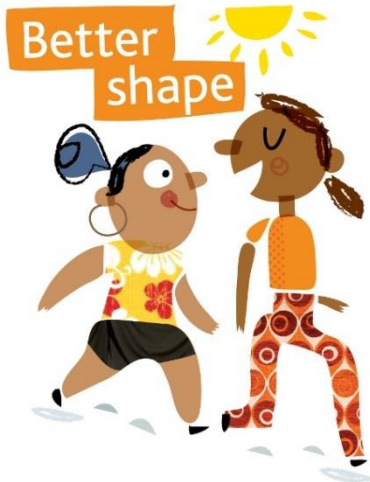
Some highlights from 2013:

- Participants logged more than 80,000 walking miles and 32,000 journeys
- Half a million school children and more than 1,500 schools took part
- National Walking Month was referenced in over 450 items of media coverage

Tips, news and activities available from
www.livingstreets.org.uk/nationalwalkingmonth

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Discover where walking can take you



Sign up for tips, news and activities to keep you walking:
www.livingstreets.org.uk/nationalwalkingmonth

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Walk to Work Week, 12-16 May

Get some healthy competition going and feel the benefits

Feel the benefits with our free workplace walking challenge:



Log walks to see how they add up to burn calories and save CO₂

View live totalisers and leaderboards to spur you on

Count all walking, whether it's to work, at lunch or for a meeting

Get competitive with colleagues and take part in activities



Raise money for your favourite charity



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Walk to School Week 19-23 May

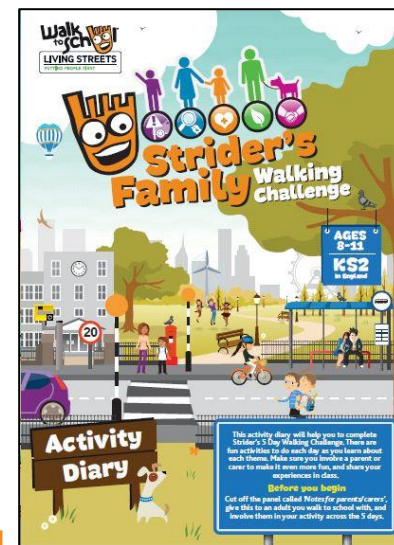
Over 500,000 pupils walking to school in the same week

Free learning resources extend the buzz into the classroom and teach children about the benefits

Exploring ways to break down the barriers so that everyone can walk at least the last 10 minutes. Examples include park and stride, walking maps and walking zones

Call to government to make walking to school easier and safer

Materials to support fundraising during the week to be trialled this year



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Case study: Wirral Council

National Walking Month

Main regional event in Blackpool



Walk to Work Week was promoted to all council staff and a few external partners such as the NHS

Walk to School Week

- 34 schools took part funded by Mersey Travel
- 20mph competition

2014

- Dance walk events for WTSW
- In partnership with Eco schools, minority and ethnic achievement service, New Brighton Light Cinema
- Fundraising



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