

# WALK TO SCHOOL OUTREACH PROJECT

2012-2015

UNITED KINGDOM

LIVING STREETS AND DURHAM  
COUNTY COUNCIL



The nonprofit organization Living Streets designed the Walk to School campaign to make walking to school a natural choice for teachers, parents, and children, improving their health while also reducing congestion and emissions. The campaign currently reaches 13 million people, working with over 750,000 children in 2,000 schools. Every year, thousands more take part in national programs such as Walk once a Week (WoW) and Walk to School Week.

Walk to School aligns with the government's target to get 55% of children walking to primary school by 2025, following a generation-long decline in the number of children walking to school (from 70 to 47%).<sup>1</sup> The initiative also supports the Department of Transport's strategy to reduce traffic congestion and carbon emissions.

## PROJECT GOALS

- Increase the physical activity level of school children
- Reduce traffic congestion during peak hours
- Reduce CO<sub>2</sub> emissions

## OVERCOMING OBSTACLES

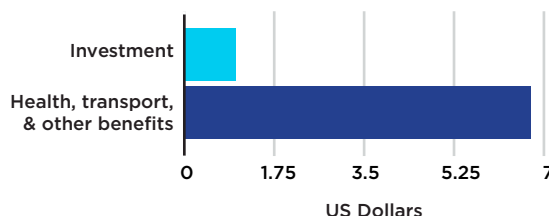
Through school route audits, Living Streets is able to identify the walk-to-school barriers that most concern students, parents, and staff. Project coordinators then work with local authorities, schools, and other partners to find solutions to those barriers, which include everything from road congestion to a lack of street lights.<sup>2</sup>

Living Streets works with local authorities to fund simple, cost-effective improvements for physical infrastructure challenges. They ensure the buy-in of everyone on issues such as land ownership, engineering, road works, council approvals, budgets, realistic time frames, and metrics.

By using a range of innovations to engage stakeholders and adapting their resources to the needs of those stakeholders,

Living Streets ensures project ownership. Additionally, regular monitoring and evaluation allows them to reflect on their performance and design for change based on evaluation results.

## RETURN ON INVESTMENT FROM WALK TO SCHOOL CAMPAIGNS<sup>3</sup>



## DURHAM WALK TO SCHOOL OUTREACH RESULTS<sup>4</sup>

A 2.5 year, \$6.8 million project to increase walking to school at more than 1,000 schools in Durham led to...



33% decrease in cars used for school travel



26% more children walking to school



## LEADERSHIP AND COLLABORATION

### GOVERNMENT

County Councils (A, C)  
Local Sustainable  
Transport Fund (F)  
Schools (I)

### SOCIAL MISSION

Living Streets (A, C, D, I)  
Modeshift (C, I)

A: Advocacy, C: Champion,  
D: Design, F: Funding,  
I: Implementation

The Durham County Council, Living Streets, and Modeshift led a partnership of 13 local governments to obtain funding from the Local Sustainable Transport Fund for a Walk to School Outreach project engaging 854 primary and 184 secondary schools.<sup>5</sup>

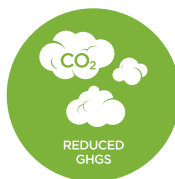
Living Streets helped ensure alignment with local authorities' priorities and coordinated a joint approach to decision making and behavior change. Modeshift provided badges as incentives for children walking to school.

## REPLICATION

Durham County Council is partnering with 15 local authorities to expand the project and incentivize walking rather than driving to businesses and communities in areas of high congestion.

## BENEFITS

### CLIMATE BENEFITS



REDUCED  
GHGS



CONSERVE  
ENERGY



ADAPTATION

### HEALTH BENEFITS



CLEANER  
AIR



ACTIVE  
LIFESTYLE



LESS NOISE



WELL-BEING



FEWER MEDICAL  
VISITS



LONGER LIVES

## OTHER BENEFITS



**JOBS & ASSETS**  
**HEALTH, WELL-  
BEING, & SAFETY**  
**CONNECTION**

**ENERGY & MOBILITY**  
**RESILIENCE**

## CONTACT INFORMATION

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