



Making Walking Count in 2011 in London



Transport for London

Making Walking Count 2011 Defined:

“Make walking in London as attractive and enjoyable as possible”.



In partnership it will:

1. **Deliver streets** that are safer, easier to navigate and more comfortable and attractive to walk on.
2. **Promote walking** as the first choice for health, leisure and everyday short trips
3. **Enable London** to be a more liveable city.



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Make Walking Count 2011 Target Audience

The 28% of Londoners (1.5 million people) who are known to be willing to increase their current level of walking

Focus:

- Short distance private car trips in outer London (80% of mode shift)
- Short distance bus and tube trips in Inner London (20% of mode shift)
- Onward trips from key transport interchanges



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Short Car Trips to Walking Target Market

→ The 68,000 Outer London educated and well off couples who are positive about walking but often have more than one car and tend to use it more than walk



← The 102,000 outer London families with children and middle incomes who agree London is a city for Walking but use their car well above average and have are slightly negative about walking more.



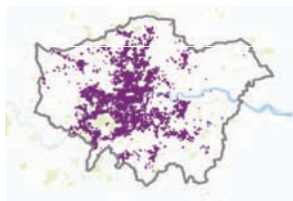
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Public transport to Walking Target Market

→ The 143,000 young adults in city and town centres who are well educated, reasonably well off, don't have a car and use public transport more than average and are positive about walking more.



← The 100,000 young families in inner and outer London who are affluent professionals with below average car use, above average public transport use and are positive about walking more.



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Making Walking Count 2011 Activities

In collaboration with partners Making Walking Count 2011 will focus on:

1. **Infrastructure** improvements to make walking easier safer and nicer
2. **Information** provision to encourage walking journeys
3. **Promotion** of the benefits of walking and of London as one of the world's great walking cities



Transport for London

Infrastructure programme



1. Key Walking Routes
2. Olympic Walking and Cycling Routes
3. Corridors and Neighbourhoods Programme and TLRN schemes
4. The Strategic Walk Network



Information Programme



1. Coordinated Online Activity
2. Legible London Local map production and roll out
3. Events and activities programme
4. A Make Walking Count Community Toolkit



Promotion Programme



1. 2012 Active Travel Programme
2. Legible London
3. Challenge events with schools, businesses and other organisations
4. National Day of Walking



Making Walking Count 2011 Key Media Messages

Celebrate London as a great walking city:

1. Walking is an easy and free way to get from A to B
2. Walking is the best choice for short journeys instead of taking the car or using public transport
3. Walking allows London's attractions, diversity, space and views to be enjoyed
4. Walking has a health benefit.



Making Walking Count 2011 Measures of Success

- 20 new walking routes launched
- 1 million miles walked by Londoners
- 200,000 new people introduced to walking activities
- 5,000 walking events offered to the public
- 250,000 participants engaged.



How did we get to here?



What will the future look like?



What is stopping us?

