



Doncaster Council

Report

Date: 19 June 2018

To the Chair and Members of Cabinet

Get Doncaster Walking Strategy

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Cllr Nigel Ball- Portfolio Holder for Public Health, Leisure and Culture Cllr Bill Mordue- Portfolio Holder for Business, Skills and Economic Development	All	Yes

EXECUTIVE SUMMARY

1. This report has been developed to endorse the Get Doncaster Walking Strategy and commit to supporting the development of the recommendations.
2. Walking is a key mode of transport and along with cycling is the most sustainable and healthy means of travel. Walking requires only a fraction of the space needed for using a car, is more economical both for individual and in terms of investment in 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 transport modes. It is also one of the simplest and easily accessible forms of physical activity.
3. The Get Doncaster Walking Strategy sets out our ambitions for increasing walking within our Borough. The strategy is supported by a technical document which is structured in three sections:
 - First section contains an evidence review, considers the benefits of walking and looks at a range of policy and frameworks that influence walking.

- Section two examines Doncaster current position in terms of walking; considering transport and physical activity data and a range of consultation findings.
- Third section presents national, regional and local policy context.

EXEMPT REPORT

4. Not exempt

RECOMMENDATIONS

5. The recommendations for this report are to:
 - a. Endorse the Get Doncaster Walking Strategy.
 - b. Commit to supporting the development of the recommendations within the Strategy

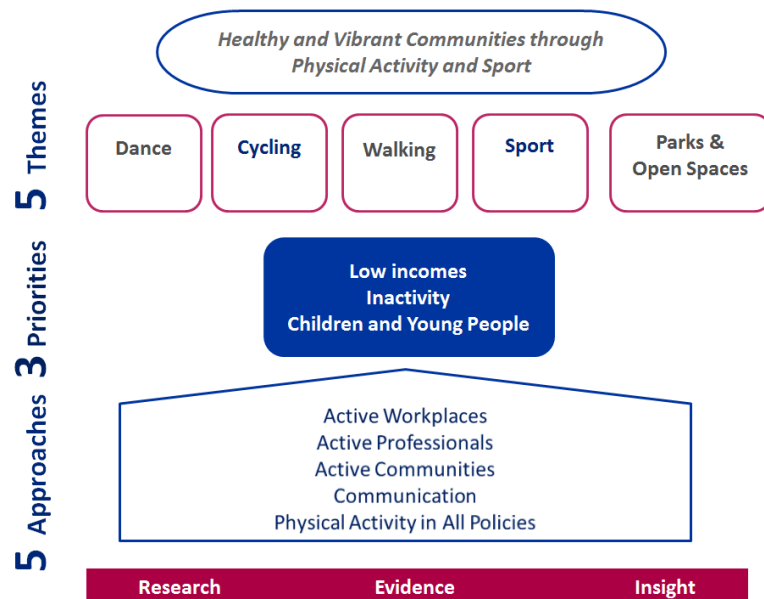
WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

6. An adopted Get Doncaster Walking Strategy will establish a coordinated approach to improving the whole walking offer available to Doncaster citizens. This Walking Strategy is an opportunity to bring together the complex strands of what makes the best pedestrian environment and tackle the barriers that can make walking less attractive for some.
7. For Doncaster residents we want walking to be easy, safe, pleasant and provide opportunities for interaction with other people in an attractive environment. Our network should be well maintained to designated standards, to keep it free from obstacles and improve safety. People should feel able to exercise their right to walk around the borough in the best possible environment.
8. The benefits to everyday lives for Doncaster residents include; improved health and wellbeing, safety, access to services and social contact, including a sense of community. People are more likely to remain healthy if we can support the walking assets they and their community possess.

BACKGROUND

9. At present the Council do not have an adopted Walking Strategy. The Get Doncaster Walking Strategy will ensure a coordinated approach.
10. Encouraging more walking can ease traffic congestion which enables the borough to grow, has positive health and wellbeing benefits that improves people's quality of life and helps to reduce air and noise pollution. More walking will help to create a better environment for all residents, businesses and visitors. It is also better for businesses with healthier and happier staff, and a better retail and leisure environment.
11. The endorsement and implementation of the Get Doncaster Walking Strategy is linked to the success of the 'Get Doncaster Moving' (GDM) programme. Physical Activity and Sport is one of nine transformational programmes within Doncaster Growing Together and will accelerate the progress of Doncaster's 10yr Physical Activity and Sport strategy.

12. Walking is one of five themes of GDM (see diagram below) and assurance on the progress of the Get Doncaster Walking Strategy will be provided by the Walking and Cycling Project Board and overseen by the Get Doncaster Moving Board.



13. The review of evidence of the current position of walking in Doncaster is shown below:

Physical Activity and Sport in Doncaster
<ul style="list-style-type: none"> Despite an increase of 3.2% in physically activity adults, when compared to our nearest neighbours, Doncaster still has the lowest percentage of physically active adults. Compared to neighbouring authorities, Doncaster also has the highest level of inactivity. However, levels of inactivity decreased from 35.7% in 2015/16 to 33.3% in 2016/17.
Walking Trends in Doncaster
<ul style="list-style-type: none"> The proportion of adults who have undertaken any amount of regular walking is lower than national and regional averages. Almost 65% of residents who travel to work by foot in Doncaster work less than 2km from their home, almost 80% work with 5km of home. This equates to approximately 12000 Doncaster residents who live within less than 20 mins walk to work but don't. Over 68% of people who walk to work are women. Younger adults are also more likely to work to work. Almost 40% of those who walk to work are below the age of 25. The proportion of adults walking for leisure purposes In Doncaster is lower than national and regional averages. Although the total number of accidents involving pedestrians has reduced, this is due to a decrease in the number slight injuries; the number of pedestrian seriously injured in 2017 was at the highest level since 2013. The percentage of people using outdoor space for exercise and/or health reasons, including walking, in Doncaster is higher than the those in the Yorkshire and the Humber region and for England as a whole.

Consultation

- A range of consultation methods were used to explore public perceptions to walking in the Borough, and to identify perceived barriers and facilitators to walking in Doncaster.

Communication and Marketing

- Respondents felt they knew very little or felt they did not know enough about walking or walking opportunities in Doncaster
- Respondents felt information could be more user friendly and available in more formats.

Enforcement

- Many respondents raised issues with enforcement: Dog fouling and parking cars on footpaths were identified as facilitators to people walking more, along with emptying litter bins and reducing litter.

Safety

- Safety and the perceptions of safety were highlighted as key barriers to walking in some places and settings.

Infrastructure

- Intermittent pavement areas, uneven surfaces and some paths being in poor condition were regular occurrences in consultation feedback

Behaviour Change

- Participant's responses indicated that many barriers to walking in Doncaster included factors such as perceived lack of time, lack of motivation and laziness along with frequent bad weather.

'Get Doncaster Walking' Offer

- Consultation revealed demand for targeted promotion and activities, as well as more variety in terms of walk times and better communication.

14. The vision for the Get Doncaster Walking Strategy is:

Doncaster is a place where walking is an integral part of everyday life.

This is supported by the aims of the strategy:

- More Doncaster people walking for leisure, travel and wellbeing
- Make walking in Doncaster easier, safer and more enjoyable for everyone

Our ambitions are:-

- To improve the quality of where people walk
- People feel safer walking
- Walking is an enjoyable way to discover Doncaster
- Walking is the first choice for short journeys

15. The Get Doncaster Walking Strategy makes a number of recommendations that will support the delivery of the vision, aims and its ambitions:

Ambition 1:

To improve the quality of where people walk

- 1. Carry out Community Street Audits to assess key walking routes**
To help design communities for people, we will work with local stakeholders to carry out Community Street Audits to identify key walking route networks within local communities, determine challenges and barriers, and identify areas for future improvement.
- 2. New development design maximises opportunities for walking**
Through the planning process, ensure the needs of pedestrians are provided for in relation to new developments, public realm improvements and in the design of highways and traffic management schemes, with provision of improved and/or new infrastructure where necessary.
- 3. Ensure new pedestrian infrastructure is high quality, legible and integrated into the wider network and considers inclusivity and pedestrian safety**
Ensure all new routes and footways are designed in line with planning policy and relevant supplementary planning documents (SPD) including Doncaster Council Development Guidance and Requirements SPD and South Yorkshire Residential Design Guide SPD.
- 4. Support targeted improvement and repair works to footways, focusing on key priority areas**
Using planned highway and footway maintenance programmes and public realm enhancement schemes, carry out targeted improvement and repair works to footways, focusing on key priority areas based on outcomes of community street audits and findings of the Public Rights of Ways Improvement Plan. Work with partners and stakeholders to ensure consideration of ease of use and inclusivity of footways. This includes looking at the use of street furniture to improve walking routes and support fluid movement and access.
- 5. Aspire to have clean attractive and accessible streets that people want to use.**
Work with partners to explore enforcement solutions and information campaign opportunities to reduce instances of anti-social practices on public footways, such as dog fouling, littering, fly tipping, obstructions and pavement parking especially for the school journey.
- 6. Continue to deliver the Doncaster Air Quality Action Plan**
Work with partners to improve air quality in the Borough, with a focus on key hotspots and affected pedestrian routes.

Ambition 2:

People feel safer walking

- 1. Continue to review pedestrian accident data to identify hotspots**
Work with South Yorkshire Safer Roads Partnership to review pedestrian accident data, identify potential accident hotspots and explore measures to improve safety for pedestrians in these areas.
- 2. Review how we design and deliver places where people feel safe to walk.**
Work with planning and community safety colleagues to use design principles to reduce the fear of crime to encourage more journeys on foot including the role of street lighting and improving natural surveillance.

3. Promote walking safety on recreational routes

Publish information and advice for recreational walkers through Doncaster Council communication channels, including information on route suitability and advice on walking safety.

4. Ensure all primary school aged children are offered road safety training

Work with South Yorkshire Safer Roads Partnership to ensure Road Safety Training is offered to all primary schools in the Borough.

5. Investigate opportunities to promote road safety in secondary schools and colleges

Work with South Yorkshire Safer Roads Partnership to explore how road safety training and promotional opportunities could be delivered through existing engagement and training opportunities.

6. Explore opportunities to promote and extend Independent Travel Training scheme

Investigate opportunities to enhance Independent Travel Training scheme supporting young people with a disability/learning difficulty to develop the skills needed to make the journey between home and school or college independently either on foot, bus or train.

Ambition 3:

Walking is an enjoyable way to discover Doncaster

1. Develop and enhance recreational walking opportunities in Borough

In line with the Doncaster Rights of Way Improvement Plan, explore opportunities to develop and improve recreational walking routes and the Rights of Way network by improving existing routes and creating new routes where appropriate and where the opportunities arise.

2. Explore opportunities to increase access to the Trans Pennine Trail (TPT)

Work with partners to investigate and pursue opportunities to develop new links to the TPT in Doncaster and increase accessibility. This includes opportunities to link Thorne to the TPT.

3. Ensure appropriate signage and wayfinding along key walking routes

Review signage provision along and to key walking routes in Borough such as the Trans Pennine Trail.

4. Develop and promote walking routes related to tourist attractions

Work with partners to develop and promote series of walking routes related to key sites and tourist attractions in the Borough including routes to and from the "Y".

5. Increase promotion of recreational walking opportunities, utilising a variety of communication methods

Ensure a range of market and promotional methods are used to advertise walking opportunities, including digital methods as well as physical information such as leaflets. Also ensure information is provided in tourist information points and community facilities across the Borough.

6. Support and enhance ongoing schemes and campaigns promoting walking for health purposes

Explore opportunities to further Walking for Health schemes to increase their reach to wider audiences, such as the Move More Minutes campaign and the Health Walks programme.

Ambition 4:

Make walking the first choice for short journeys

1. Ensure walking as a means of travel to work is given appropriate consideration in travel plans

Work with developers and businesses through the planning process to ensure walking as a means of travelling to work is adequately considered through travel plans and that sufficient provision and support is provided to ensure increases in modal split.

2. Support the use of Health Impact Assessments (HIA) for new developments

Work with developers to support the effective use of HIA during the planning process of pedestrian routes to amenities and links to the wider area.

3. Review signage around transport interchanges, town centres and key community facilities

Ensure adequate wayfinding signage aimed at pedestrians to promote walking as a form of active travel.

4. Deliver wider promotion of walking as means of active travel

Develop current marketing and information campaign to actively target a wider audience, using a variety of online and physical promotion methods, to promote opportunities and benefits of walking.

5. Support and enhance work of Active Travel Officers in school

Work with school Active Travel Officers to ensure the scheme engages widely across the Borough, and look to increase the proportion of walking related activities delivered in schools.

6. Explore opportunities for new schemes to increase walking as part of journeys

Investigate and pursue opportunities to promote walking as part of journeys, such as a Park and Stride scheme for commuting, leisure trips or walking buses for school travel.

16. The Doncaster Active Travel Alliance (DATA) Steering Group will be principally responsible for the implementation, the governance and monitoring of the recommendations of the strategy.

17. An action plan will be developed through the DATA group to set out clear priorities, and timescales of which the relevant portfolio holder will approve.

18. Annual reviews of walking activity levels will be carried out alongside yearly walking consultations to assess changes in the numbers of people walking and in perceptions of walking.

19. Below are the initial recommended measures for ongoing monitoring. However, it should be noted that they are intended as a baseline for monitoring activity:

Pedestrian Safety		
Measure	Baseline	Suggested Target
Pedestrian all injuries (killed, serious and slight)	147 (2010-2014 average)	4% year on year reduction target

Walking for travel		
Measure	Baseline	Suggested Target
Pedestrians numbers (cordon counts)	19867 recorded in 2017 (cordon count)	7.5% increase

Walking for leisure		
Measure	Baseline	Suggested Target
Get Doncaster Walking festival attendance	1123 attendances in 2017	25% in Get Doncaster Walking festival attendance
Walk leaders training	438 trained since 2010	60 x new walking volunteers trained
Daily Mile Scheme	11 school in 2017	110 x primary schools doing the Daily Mile
Active Travel in Schools	61.1% of pupils travelling to school actively at schools engaged in programme	5% increase of pupils travelling to school actively

OPTIONS CONSIDERED

20. Two options have been considered;

- Do something- To develop and implement the Doncaster Walking Strategy
- Do nothing- The absence of an adopted Walking Strategy restricts the ability of the stakeholders to working a coordinated and cohesive way ensuing best value for the resources that we have.

REASONS FOR RECOMMENDED OPTION

21. The Strategy will enable Doncaster to develop and grow our walking aspirations enabling communities and residents to not only improve their health and wellbeing but provide wider benefits to the borough's environment, economy and communities. It provides focus on the priorities and recommendations that the strategy has identified from the comprehensive consultation and existing evidence base.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

	Outcomes	Implications
	<p>Doncaster Working: Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <ul style="list-style-type: none"> • Better access to good fulfilling work • Doncaster businesses are supported to flourish • Inward Investment 	<p>The Get Doncaster Walking Strategy has the potential to assist in providing improved access to employment. The health benefits to businesses of employees walking to work including reduced absenteeism and improved productivity.</p>
	<p>Doncaster Living: Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <ul style="list-style-type: none"> • The town centres are the beating heart of Doncaster • More people can live in a good quality, affordable home • Healthy and Vibrant Communities through Physical Activity and Sport • Everyone takes responsibility for keeping Doncaster Clean • Building on our cultural, artistic and sporting heritage 	<p>Providing coordinated action to develop opportunities and an environment that supports walking will contribute to a healthy and vibrant Doncaster.</p> <p>People will feel safe in their communities and enjoy exploring Doncaster's cultural heritage.</p> <p>Our town centres will benefit from less congestion and will benefit from increased footfall if more short journeys are made by foot.</p>
	<p>Doncaster Learning: Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <ul style="list-style-type: none"> • Every child has life-changing learning experiences within and beyond school • Many more great teachers work in Doncaster Schools that are good or better • Learning in Doncaster prepares young people for the world of work 	<p>Walking to school enables children to be sociable with their friends; it improves their concentration, making it easier to focus in school and promotes independence and freedom.</p>

	<p>Doncaster Caring: Our vision is for a borough that cares together for its most vulnerable residents;</p> <ul style="list-style-type: none"> • Children have the best start in life • Vulnerable families and individuals have support from someone they trust • Older people can live well and independently in their own homes 	<p>Walking provides opportunities for residents to explore their local area, be active in the outdoors and stay healthy in mind as well as body, helping to boost mood and self-esteem.</p> <p>It helps maintain social interaction and improve community cohesion.</p> <p>Walking in older adults has been shown to improve strength, balance and coordination reducing the risk of falling.</p>
	<p>Connected Council:</p> <ul style="list-style-type: none"> • A modern, efficient and flexible workforce • Modern, accessible customer interactions • Operating within our resources and delivering value for money • A co-ordinated, whole person, whole life focus on the needs and aspirations of residents • Building community resilience and self-reliance by connecting community assets and strengths • Working with our partners and residents to provide effective leadership and governance 	<p>The Get Doncaster Walking Strategy will provide a coordinated approach to addressing the barriers and challenges that residents may experience.</p> <p>We will work together to promote the assets that Doncaster has not only to residents but visitors too.</p>

RISKS AND ASSUMPTIONS

22. The main risk is the Get Doncaster Walking Strategy is not endorsed this will cause significant impact on the Councils ability to see an increase in walking and achieve its ambition to be a more active Borough.

LEGAL IMPLICATIONS [Officer Initials HMP Date 03.05.18]

23. Under the Health and Social Care Act 2012 Local Authorities are responsible for improving the health of their local population and this strategy supports that duty.

FINANCIAL IMPLICATIONS [Officer Initials HJW Date 3rd May 2018]

24. There are no financial implications arising as a direct result of this report. Revenue funding totalling £224,950 has been secured within the wider Get Doncaster Moving Programme specifically to support the implementation of

the Walking Strategy. The strategy identifies the key priority areas and Finance input will be required as these develop and support will be provided to deliver these through the duration of the strategy. Appropriate governance arrangements will need to be followed in order to draw down the necessary funding.

HUMAN RESOURCES IMPLICATIONS [Officer Initials BT Date...9th May 2018]

25. HR can support the approval and endorsement of the Get Doncaster Walking Strategy as a function in our own right, we embrace the Council's Key Outcomes as outlined above

There are no apparent HR implications owing to this as it doesn't involve any staffing implications in respect of the DMBC Workforce.

TECHNOLOGY IMPLICATIONS [Officer Initials...PW Date...04/05/18]

26. There are no specific technology implications arising from this report. However, any technology requirements to support the delivery of the Get Doncaster Walking Strategy would need to be considered by the ICT Governance Board (IGB).

HEALTH IMPLICATIONS [Officer Initials CEH Date 02.05.18]

27. Creating safe, attractive and convenient environments can encourage residents to walk to school, their place of work or shops as well as interact thereby improving physical, social and mental wellbeing.

Encouraging shorter journeys by foot can help reduce high levels of road traffic that have negative impact on air and noise pollution and can isolate communities due to perceived road safety.

The Get Doncaster Walking Strategy will support the Director of Public Health's priorities in particular on increasing the levels of physical activity and reducing the number of residents that do no or little physical activity.

EQUALITY IMPLICATIONS [KP Date 26/04/18]

28. Decision makers must consider the Council's duties under the Public Sector Equality Duty at s149 of the Equality Act 2010. The duty requires the Council, when exercising its functions, to have "due regard" to the need to eliminate discrimination, harassment and victimisation and other conduct prohibited under the act, and to advance equality of opportunity and foster good relations between those who share a "protected characteristic" and those who do not share that protected characteristic

An Equality, Diversity and Inclusion Due Regard Statement has been prepared and appended to support this report.

CONSULTATION

29 The Get Doncaster Walking Strategy has been developed in consultation with key internal and external stakeholders. To develop this strategy a multi-modal consultation approach was adopted.



- **Stakeholder workshop** – this included key stakeholders from the voluntary sector, local walking groups, Natural England, Yorkshire Sport Foundation and a range of Doncaster Council teams including Public Health, Transport, Highways, Public Rights of Way, Leisure and Strategy and Performance.
- **Incident room** – The Steering Group utilised an ‘incident room’ methodology in order to translate the findings from the workshop to inform the purpose of the strategy.
- **Focus groups** – a total of 6 focus groups were carried out with members of the public of a range of ages, gender, ethnicity and disability, including Partially sighted and mental health support group members
- **Online consultation** – this involved an online survey that was promoted via Doncaster Council webpages, email distribution lists and social media. A total of 225 responses were received.
- **‘Get Doncaster Walking’ festival workshop** – this involved group discussions and SWOT analysis of the current walking offer in Doncaster including the ‘Get Doncaster walking’ festival leaflets, walking for health walks and existing local walking maps. This consisted of key stakeholders from Doncaster Council, Club Doncaster, DCST and local walking groups.

- **Doncaster Active Travel Alliance Workshop** - This workshop was attended by internal colleagues from planning, air quality, transport, public rights of way and public health. Draft objectives were agreed and the group discussed the current situation with regard to walking in Doncaster, the challenges faced and the opportunities available. This enabled the group to begin to develop the actions required.
- **Individual meetings with key stakeholders**- Colleagues from Highways, Communities and Enforcement have been individually consulted on the recommendations that have emerged.

BACKGROUND PAPERS

30 Get Doncaster Walking Strategy, June 2018

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