

**LEICESTERSHIRE LOCAL ACCESS FORUM – 25<sup>TH</sup> MAY 2011**

**REPORT OF THE DIRECTOR OF ENVIRONMENT & TRANSPORT**

**LEICESTERSHIRE WALKING WEEK**

**Purpose of Report**

1. To update members on Leicestershire Walking Week 2011.

**The Background**

1. Walking Week forms part of Leicestershire County Council's 'Choose How You Move' campaign and aims to promote walking as:
  - a fun, free and sociable leisure activity
  - an easy way to get fit and boost physical and mental well-being
  - a chance to leave the car behind and help reduce pollution
  - a good way to explore your local area and learn about nature and history.
2. In 2010 Walking Week was a programme of 75 guided walks over nine days with an average attendance of 13 people per walk. All of the participants and leaders were invited to provide feedback through a survey and then invited to discuss the results at an evening celebration event. It was recognised that the one-off nature of many events was relatively ineffective unless it led to people walking on an on-going basis with longer-term benefits. The most successful events were in conjunction with providers who offer walk programmes all the year round.

**This Year's Programme**

3. In contrast to last year, Walking Week 2011 aims to signpost participants to existing programmes and providers of organised walks. This is to encourage people to walk more regularly and as part of an established group. This is being delivered through a selection of 'flagship' walks during the week aimed to allow people to sample what kinds of walks suit them, and to highlight different reasons to go walking. The event also gives a chance to give a platform for media promotion of the benefits of regular walking.
4. Walking Week is being held between the 4th and 12th of June, with a choice of 14 diverse events arranged over the nine days at locations spread widely around the City and County. Peter Osborne, the Chairman of the County Council, launched this year's programme at Watermead Country Park on the 16<sup>th</sup> May. Local celebrity, Rosemary Conley, supported the event alongside the main partner bodies.
5. The printed programme (appended) includes details of events and outlines walking groups and other regular walk providers. Further copies of the leaflets are available to Forum members. The leaflet is supported by more detailed information on the web. This includes a calendar of notable local charity and challenge walks. The full programme is available on the web at:  
[www.leics.gov.uk/walkingweek](http://www.leics.gov.uk/walkingweek)

6. The event and programme is actively supported by the public, private and voluntary sectors. This includes most District Councils, Leicester City Council, Leicester-Shire & Rutland Sport, Natural England, Leicestershire Local Access Forum, Leicestershire Footpath Association, Leicestershire Orienteering Club, Colin Crosby Heritage Tours, the County Council's Bosworth Battlefield Heritage Centre, the Country Parks Service and Travel Choice & Access Teams.

### **Monitoring and Evaluation**

7. This year's programme will be evaluated and marketing data will be collected to help promote future events. The programme leaflet includes a response form with a prize draw and all walk participants will get a feedback form. Walk leaders will be collecting participation data and providing feedback. Using these sources, an evaluation report will be produced for internal review and as the basis of discussions with partners about future plans.

### **Recommendation**

8. That members note the content of this report.

### **Officers to Contact**

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### **Appendices**

Appendix – 'Walking Week Leaflet'



“Leicestershire's **Choose how you move** campaign helps people to get fit, save money, have fun and help the environment - by leaving their cars at home.”

“**Choose how you move** by walking, cycling, using public transport or car sharing for everyday journeys.”