



# OLDER PEOPLE'S PROJECTS

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# LIVING STREETS

87 years of history



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We are a charity on a mission to encourage walking and make all our streets and communities fit for walking.

Our ambition is to reverse the decline in walking and to transform lives, because a walking society is a happier, healthier, and more sociable place to live.

We believe that a walking nation means progress for everyone.

# A HISTORY OF BIG DIFFERENCES

## 1929: THE PEDESTRIANS' ASSOCIATION IS BORN

A concerned group gather in a hall in London, worried about the spiraling numbers of pedestrians being killed or seriously hurt on Britain's roads by unchecked rise of motorcars.



## 1951: THE FIRST ZEBRA CROSSING

As a result of successful campaigning by Living Streets (then the Pedestrians' Association) the first zebra crossing was installed in Slough, Berkshire.



## 1956: 30MPH SPEED LIMIT

The 30mph speed limit for built-up areas becomes permanent under a new Road Traffic Act.



## 1991: 20MPH SPEED LIMIT

The first 20mph speed limits for some residential areas are introduced.



## 1996: THE FIRST WALK TO SCHOOL WEEK

The first Walk to School Week starts nationally. Today we have over 1 million children and their families taking part.



# WHY ARE STREETS IMPORTANT?

- Older people are disproportionately affected by poor streets
- 81% of older people say health and wellbeing is most important to them
- Going for walks is the second most popular activity that gives older people the most pleasure in life

# BETTER STREETS FOR ALL



Older people are a vital part of community life across the UK



# STREETS APART

Working with older people in South Yorkshire



# PROJECT AIMS

- Improving walking routes
- Promoting short utility journeys
- Supporting older people to be more active
- Reducing social isolation



# LIVING STREETS WILL...

Understand

- Poor access
- Mobility issues
- Loss of confidence
- Social isolation





# COMMUNITY STREET AUDITS

Identify the issues

Small groups of older residents take part with a facilitator

Important walking routes assessed:

- High Streets
- Precincts
- Services & Amenities



# WHAT TO CONSIDER?

- Layout and space allocation
- Crossing points and desire lines
- Facilities and signage
- Footway surfaces & obstructions
- Maintenance & enforcement
- Personal security/perceptions
- Aesthetics
- Accessibility
- Traffic



# LIVING STREETS WILL...

Improve



# LIVING STREETS WILL...

Encourage

More walking



Volunteering:

- Leaf clearing
- Snow clearing and gritting
- Litter picking



# LIVING STREETS WILL...

Inspire

- Workshops
- Alzheimer's Society Memory Cafes
- AgeUK Support Groups
- Benefits of Walking



# LIVING STREETS WILL...

Promote

- Wider campaigning
- Awareness-raising activities
- Develop partnerships

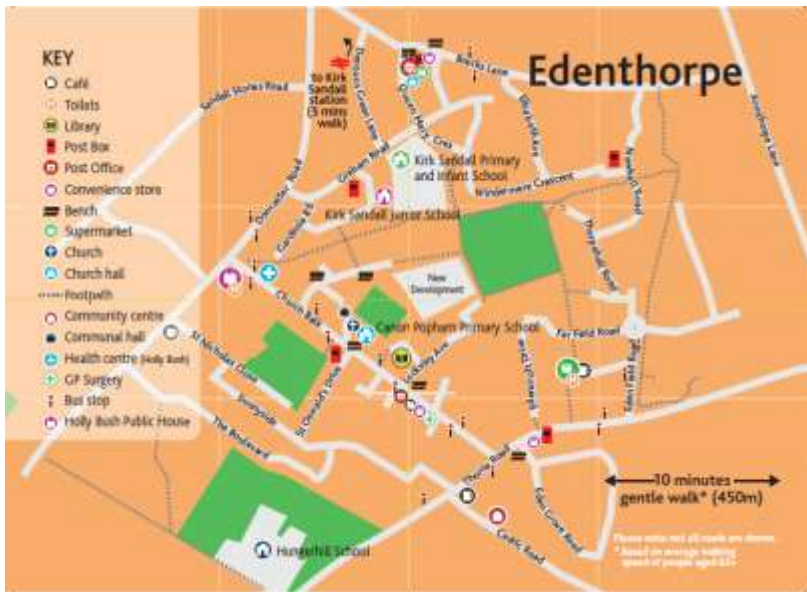


# LIVING STREETS WILL...

Innovate

Improvements and actions where older people need them

Walking promotion and support delivered hand-in-hand



# LIVING STREETS WILL...

Provide sustainability

Walking pledges  
(followed up by phone,  
post & email)



Capacity building  
(workshops/resources)

Environmental  
improvements



Support Dementia-  
friendly neighbourhoods



# PROVEN IMPACT

Through the Streets Apart project, as a result of increased walking:

- 80% felt less stressed or anxious
- 79% felt fitter or healthier
- 71% felt less lonely and isolated
- 55% felt more connected and involved with their communities



# LEARNINGS

- Older people want to have their say in how their streets are managed
- Safe and accessible utility journeys are key to helping maintain independence
- Small improvements can make a huge difference to older people
- Volunteering can have so many benefits

# CONCLUSIONS

- Partnerships were critical to the success of the project
- Walking is a very important part of people's lives
- A focus on walking is a powerful way of improving older people's lives
- Barriers to walking are complex and require flexible solutions.