

Walking Supplementary Strategy Document



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1. Introduction

This Walking Strategy Supplementary Document describes in detail Slough Borough Council's (SBC) strategy for walking. It is one of a family of documents which describe the plans for specific modes and activities. This document has been compiled in accordance with Department for Transport (DfT) guidance for Local Transport Plans, and will be used to inform the SBC's Third Local Transport Plan (LTP3)

The context for the development of this Strategy is considered in Chapter 2 and includes a review of the main achievements of Slough's First and Second Local Transport Plan (LTP1 & LTP2) Walking Strategies, a review of the Policy Framework and progress towards targets. Chapter 3 investigates the main challenges and options. The proposed new Strategy is set out in Chapter 4. This Walking Strategy sets out the Council's intentions to facilitate an increase in walking in the Borough.

2. Context

2.1 Introduction

This chapter explores the issues that have influenced the development of the new Strategy, by first reviewing the Policy framework and then reflecting on Slough's existing Walking Strategy and the achievements made since 2001 and progress towards achieving the walking targets.

2.1.1 Policy Framework

There is a wealth of documentation available to local authorities providing guidance and examples of best practice that can be used in the development of a walking strategy. Although it is accepted that much of this guidance is over a decade old, with the majority reflecting the policy of a previous Government, it is still considered relevant. The Council has therefore taken note of these guiding frameworks in devising this Walking Strategy.

2.1.2 A New Deal for Transport: Better for Everyone¹

A Government White Paper setting out the framework for transport policy in the UK stressed the need for the integration of transport together with land-use and improving the environment. It also included policies for education, health, the economy and social inclusion.

Walking was seen as a key means of travel both in its own right and as a feeder for journeys by public transport, having a vital role to play to provide sustainable alternatives to the private car within an integrated transport system. Measures were identified to give people greater opportunity and choice to walk through improved conditions, thus discouraging car use, particularly for short journeys.

2.1.3 Encouraging Walking: Advice to Local Authorities²

Produced as a working guide to assist local authorities when putting their transport policies together, it recommended actions to make walking easier, more pleasant and safer, providing useful checklists for planners on the development of a strategic approach to walking and the local walking environment. Broadly speaking, it split the potential for practical solutions to encouraging walking into two main areas; strategic and tactical.

Recommended strategic actions included locating new developments in existing centres to make it easy to walk from residential areas to shops and other services, provisions of clear connected walking route networks to public transport interchanges and other key destinations and either the separation of walking and cycle routes or improvements to existing shared-use schemes to make them safer for pedestrians.

Simple tactical actions such as the installation of improved lighting, provision of clear signs, reduced waiting times at signal controlled crossings, inclusion of pedestrian phasing, tackling illegal cycling on pavements and the removal of obstructions were also suggested as requiring relatively low investment to improve existing routes.

¹<http://webarchive.nationalarchives.gov.uk/http://www.dft.gov.uk/about/strategy/whitepapers/previous/anealdealfortransportbetterfo5695>

²<http://webarchive.nationalarchives.gov.uk/http://www.dft.gov.uk/pgr/sustainable/walking/uragingwalkingadvice.pdf>

2.1.4 Guidelines for Providing Journeys on Foot³

This technical document advised on how to plan, implement, and monitor walking measures as part of a wider, integrated transport strategy. These guidelines were primarily intended as comprehensive guidance for both the private and public sector for planning and providing for pedestrians, maintaining the pedestrian infrastructure and promoting walking.

2.1.5 Walking and Cycling: an action plan⁴

The plan suggested that a combination of environmental improvements and facilities together with carefully targeted information about travel choices, health benefits and recreational opportunities was the most effective approach to increase walking and cycling. It stressed that it was important that effects of the actions proposed and their outcomes were measured both nationally and locally. However, it recognised that measurement of these modes was not an exact science and acknowledged the difficulties in creating meaningful indicators for walking.

2.1.6 Manual for Streets⁵

Manual for Streets (MfS) published in March 2007 superseded Design Bulletin 32 (DB32) and its companion guide Places, Streets and Movement, provided guidance for practitioners involved in the planning, design, provision and approval of new streets, and modifications to existing ones and aimed to increase the quality of life through good design to create more people-oriented streets. It introduced a user hierarchy in which pedestrians were considered first in the design process with the underlying theme when designing street networks, as opposed to designing individual streets which cater for movement. to provide for everyone regardless of age or ability – the concept of ‘inclusive design’.

2.1.7 Government Transport Goals

At the time of writing, the Government has yet to establish detailed policies on transport. However, the coalition has set out a number of transport commitments which reflect the twin priorities of supporting economic growth and making transport more sustainable although the emphasis is on national rather than local transport issues.

2.1.8 Active Travel Strategy⁶

The Active Travel Strategy supported jointly by the Departments for Transport and Health, aimed to promote better public health by increasing accessibility and physical activity, reducing congestion and carbon emissions and improving air quality by making key destinations more accessible by active modes of travel. By encouraging the greater take-up of active travel it was hoped to contribute to wider road safety outcomes, reducing the risks to cyclists and walkers in road traffic accidents.

2.1.9 Slough’s LTP2 Walking Strategy (2006-2011)

SBC’s current walking strategy entitled ‘A Walking Strategy for Slough 2001 – 2011’ was initially produced as part of the Council’s first LTP in 2001. It co-ordinated all policies and programmes of action to assist in promoting walking in Slough as an attractive, safe and sustainable way of accessing jobs, education, health care and other services.

In 2005, as part of the LTP2, it was updated to reflect specific changes in National Policy and Guidance in relation to walking; progress in delivering the walking strategy in the first LTP period; LTP2 guidance and Slough’s new transport vision and strategy; work on developing a Rights of

³ <http://www.ciht.org.uk/en/publications/index.cfm/providing-for-journeys-on-foot-2000>

⁴ <http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/sustainable/walking/actionplan/walkinandcyclinganactionplan>

⁵ <http://www.dft.gov.uk/pgr/sustainable/manforstreets/>

⁶ <http://www.dft.gov.uk/pgr/sustainable/cycling/activetravelstrategy/>

Way Improvement Plan and an updated programme of work to improve the pedestrian network (including work with neighbouring authorities).

In line with recommendations included in *Encouraging walking: advice to local authorities* published by the DETR in 2000, the strategy used the 'The Five Cs' – Connected, Convenient, Comfortable, Convivial and Conspicuous, as a checklist to assess the overall quality of the Boroughs existing walking environment.

2.2 2001-2011 Walking Strategy Achievements

The main achievements of the walking strategies for LTP1 and LTP2 was to develop an enhanced route network across the Borough and substantial strides have been made towards this goal as described below.

2.2.1 Network Development

The strategy recognised that one of the key elements of an environment that encouraged walking was a network of routes maintained to a high standard consisting of footways and Public Rights of Way that were appropriately lit and signed, connecting areas and facilities between which people wished to travel.

As part of the LTP1 a strategic walking network for Slough was developed comprising of 26 routes named routes A to Z. A plan showing all of the routes on the network is attached in Appendix A. Following a review of the routes in 2006 each of these routes were assessed against the five C's (see Table 2.1) and were designed to cater for the needs of commuters, shoppers, journeys to school and walking for pleasure. Prioritisation was given to routes where usage was expected to be highest and where improvements were needed the most, leading to a focus on routes serving the town centre.

Progress on implementation of the network during the LTP1 period was largely piecemeal due to limited resources, with delivery largely met through other strategies such as Road Safety, Safer Routes to School (SRtS) schemes and the Rights of Way Improvement Plan (ROWIP). To address this failing a programme of route enhancements has been taken forward as part of LTP2, and supported through developer funding.

Implementation of A to Z Route Programme

By the end of March 2011 the following route improvements will have been completed:

- **Route J (Britwell to Farnham Road)** – introduction of a shared foot / cycle path in connection with a Safer Routes to School scheme along Long Readings Lane benefiting Beechwood Secondary School and Claycots Primary School; the route has been designed to reduce casualties and ultimately give the confidence to parents that there is provision for children to safely get to school whether by foot or by cycle. The route includes raised entry tables, upgraded crossing points new parking bays to discourage footway parking, a new variable 20 mph speed limit, new signage and a zebra crossing on a connecting road.
- **Route M (Slough town centre to Baylis Park via the Cinder track)** – This route commences very close to the borough boundary and utilises the existing Cinder Track. The path has been resurfaced using Fibredec surfacing which continues in and through various parks. The route includes an upgrade to the subway including new Murals developed with Godolphin Junior school. New litter and dog foul bins together with new planting has been implemented to raise the image of the path. The path then continues to Slough station where the new station forecourt scheme will cater for cyclists and pedestrians.
- **Route Q (Wexham Park Hospital to Wexham Court)** – a 1.5km shared foot/cycle path linking the Hospital to nearby housing areas and four local schools (Wexham Secondary, Wexham Court Primary, Khalsa Primary and St Ethelbert's Primary). This route was developed due to the congestion on Wexham Road caused by the four schools. There is also a considerable amount of congestion in and around the hospital so the route aims to

provide a suitable alternative to the car in allowing a safe and walkable distance to the hospital.

- **Route W (Upton to Slough town centre)** – This was the first walking route to be implemented incorporating a separate path for pedestrians on the north side of Upton Court Road and a shared-use path on the south side. This route starts at the junction of the A4 and Upton Court Road and continues through to the Yew Tree Road before connecting up with the High Street. The route due to its location also connects up with Route 61 and ultimately with the Jubilee River.
- **Route Y (Slough town centre to Langley)** – This is a continuation of Route M that starts at the train station before continuing along the A4 upgraded dropped crossings and a new toucan/puffin crossing have been installed at the junction of the A4 and Upton Court Road. The route connects with Castlevie school and then continues to connect with Route 61 of the NCN before ending at the Jubilee River.

Minor Works

The improvement of route networks has also been supported by a continuation of a programme of borough wide provision of dropped kerbs and tactile paving at road crossing points; this is being supported by the implementation of prohibition of waiting restrictions at junctions to protect crossing points from parked vehicles.

2.2.2 Public Realm

A number of high profile public realm and regeneration schemes have been implemented or are in the process of implementation. The programme of schemes was initiated with the rebuilding and enlargement of the Tesco, Wellington Street superstore, which has been designed to provide a large street frontage along A4 Wellington Street. Following the success of this scheme, other major schemes are taking place designed to regenerate the town centre.

Art at the Centre

Art at the Centre is a major physical upgrade of Slough High Street and has recently been completed in September 2009 at a cost of £6 million. The project marks an important first step in Slough's major regeneration programme for the town centre. The scheme includes attractive paving, lighting and seating as well as better use of the open spaces along the High Street. The scheme also includes a number of artworks which inject colour, style and uniqueness to the contemporary scheme design. Photographs of the finished scheme can be found in Figure 2.1.

Figure 2.1 - Art at the Centre – Slough High Street



Heart of Slough

Further upgrades centring on Slough centre and the economic core are planned which include the major redevelopment of the land quadrants on the edge of the Brunel Roundabout on the A4 Wellington Street know as "Heart of Slough".

Figure 2.2 - Artist's Impressions of the Heart of Slough Redevelopment



Slough Railway Station Forecourt

The station forecourt scheme will significantly improve the quality of the connection between the town and this vital public transport facility. The Council envisages that the scheme will create an excellent arrival square for residents, workers and visitors to Slough. The space will help to create a 'transport interchange' between rail and bus facilities.

Figure 2.3 - Artist's impressions of the Slough Railway Station Forecourt Improvements



2.2.3 Revitalisation of Parks and Open Spaces

We are currently drawing up park management plans for all of Slough's main parks. This is to make sure the parks we manage are:

- safe;
- welcoming;
- kept and maintained;
- reflect the parks individuality and unique assets;
- catered for the people of Slough and what they want; and

- are fully used

We want to ensure that our open spaces are pleasant places to relax or take part in recreation or sport. We will make sure the natural habitats of all plants and animals in the park can still exist.

2.2.4 Subway Removal Programme

On the back of new development schemes, the pedestrian environment in Slough is being significantly enhanced through the removal of pedestrian subways and implementation of replacements surface level crossings. This programme is helping to transform the pedestrian landscape and remove some of the barriers to walking that had scarred Slough since the 1960s. Two subways have been removed adjacent to the new Sainsbury's store at the Former Co-op site, five subways are to be removed as part of the Heart of Slough works which will begin in January 2011 and a further subway is to be removed at the A355 Copthorne Roundabout programmed for spring 2011.

2.2.5 20mph Zones

Since 2005 three 20mph zones have been implemented in Langley (2005), Manor Park (2007) and Cippenham East (2009). The zones benefit the local residents by reducing the speed of traffic which in turn reduces the likelihood and severity of accidents and reduces vehicle noise. Pedestrians and cyclists feel safer in these conditions and in turn this should lead to greater walking/cycling activity.

2.2.6 Safer Routes to School (SRtS) Programme

A programme of school safety reviews within the LTP2 period has been undertaken, which investigate safety, accidents and access to the borough's schools. As a result two schemes have been taken forward:

- **Streamside Path** – a 600m walking route giving access to Montem School, which was part funded by Sustrans (20 percent) and involved partnership working with the Environment Agency to construct a path, cut back vegetation and provide lighting to improve visibility and security; and
- **Beechwood School** – a pedestrian focused scheme to enhance walking routes to this busy secondary school, incorporating a number of additional crossing points, widened footways, route signing.

A third scheme is being designed up to cover the Cippenham Schools.

2.2.7 Rights Of Way Improvement Plan (ROWIP)

Good progress has been made with developing the Rights of Way Network in Slough and local stakeholders have been closely involved in its development through the Local Access Forum. In 2008 91 percent of the network was defined as 'easy to use' by the Best Value Indicator BVI 178. Capital investment in the network has been funded from LTP2 and developer contributions. Other key achievements of the five year period are:

- The introduction of a programme of cleansing for paths on a regular basis is progressing with work still ongoing to negotiate acceptable levels of frequency by street scene contractors;
- Draft gating order protocol awaiting approval by delegated officers;
- Cippenham bridleway link to Jubilee River is open;
- Intercity House (new bridleway link from Railway Terrace to Grays Place) creation of a useful walking and cycling route for commuters using Slough Railway Station. Work on this site is due to commence in early 2011;
- New Cippenham Phase 3 – Bridleway across housing site;

- F33 Chalvey path improvements approved including route widening and signs to Jubilee River and Eton. These works by the developer are almost complete. An Action Plan for additional works to improve the route further south is underway with the collaboration on the mural design from local schools and artist progressing.
- The Interactive walking and cycling map was published on the Slough Borough Council website in July 2010. Work on Phase 2 to allow internal content management, data upload and additional map production is progressing.

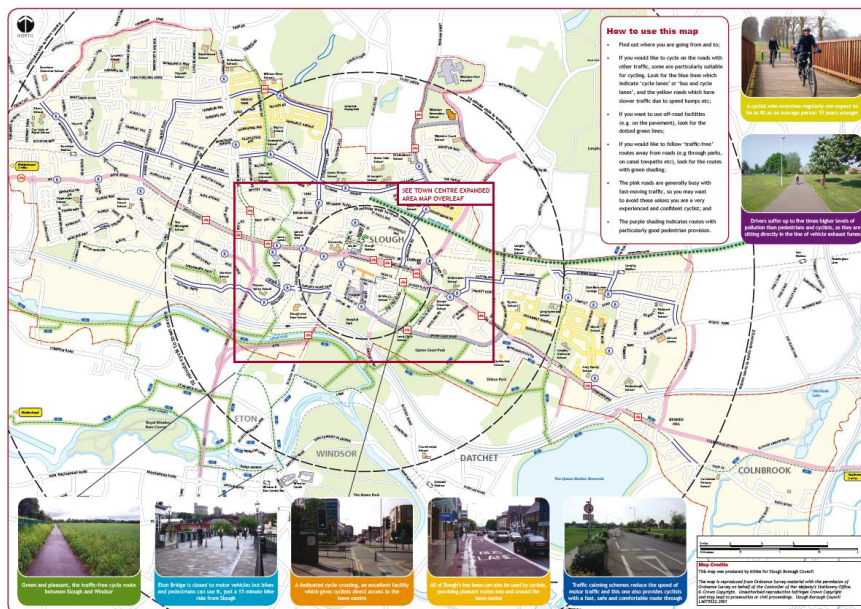
2.2.8 Walking Promotion and Information

The focus of the Walking Strategy has largely been towards infrastructure improvements, but there have been some elements of the Strategy that have focused on the promotional side including a walking map, a walking incentive scheme for school children, events and promotional walks.

Walking Map

In October 2008 a combined cycle and walking map was published. The Slough Walking Map has been well received, anecdotally. Copies have been distributed through libraries, council buildings, cycle shops, large employers and on request to members of the public. A copy of the map is illustrated in Figure 2.4.

Figure 2.4 - Slough Walking and Cycling Map



School Travel Reward Scheme

The School Travel Reward Scheme (STaRS) is aimed at children of primary school age, and rewards pupils for walking or cycling to school rather than travelling by car. Every time a pupil walks or cycles an agreed minimum distance to school (around 400m), they get a star stamp in their STaRS logbook. Repeated walking and cycling is rewarded with bronze, silver and gold stickers in return for 10, 20 and 40 stars. In addition, collecting 30 and 50 stars entitles pupils to a

free activity. This currently includes roller disco, swimming, judo, karate, multi activity day. The scheme is designed to encourage walking and cycling to school and increases pupil health and fitness levels; therefore supports the Healthy Schools programme. The scheme has been running for 3 years in Slough and a number of primary schools have participated.

Slough Borough Council's Road Safety Officer distributes Hi-visibility vests to all Slough's Reception, Year 1 and Year 2 children as part of the 'Be Bright Be Seen' campaign. This is supported by road safety school assemblies to raise awareness of the importance of crossing the road safely and being seen by traffic.

Walking to Work Events

Walking is promoted to large employers through workplace travel plans. Over LTP2 we have organised a number of campaigns to tie in with national campaigns.

Slough Healthy Walks

A number of Health Walks are run by Slough Borough Council's Community and Wellbeing Department throughout the borough. Slough currently has a good turn out for these walks and in the summer months can have up to 20 people attend. In addition to a number of routes Slough organises special events and additional walks which take place at Burnham Beaches and Windsor. On these special event walks we can have up to 30 people attend. There are currently 160 healthy walk members registered on our database. Recently Slough has trained up some additional walkers who also work within the Primary Care Trust as health activists.

Figure 2.5 - A Healthy Walk in Slough



Similar themed walks have been organised including 'buggy walks' which take place in Britwell and Chalvey Grove; nature walks and scavenger hunts are available for the children. A GP walk with funding from Natural England, 'Walk for Health' has recently been launched and is led by Health Activists who provide information about healthy living. It is planned to extend this walk to five other GP surgeries. This venture is relatively new, so no data or statistics are yet available.

Figure 2.6 - Slough Healthy Walks Publicity Leaflets 2010

SLOUGH HEALTHY WALKS Programme for Led Walks: 2010

Just 30 minutes a day of brisk walking is all it takes to start making a positive difference to your health. Simply put on a pair of comfortable shoes and join us for a walk!

Day	Week	Time	Meeting Place
1st and 3rd Mondays of the month	Salt Hill Park	10.00am	Salt Hill Park (car park by Indoor Tennis Centre)
2nd and 4th Mondays of the month	Upton Court Park and the Jubilee River	10.00am	Upton Court Park (Main car park)
5th Mondays of the month	Salt Hill Park	10.00am	Salt Hill Park (car park by Indoor Tennis Centre)
1st and 3rd Tuesdays of the month	Black Park	10.00am	Entrance to lake by pay machine (car park through entry)
Wednesdays	Grand Union Canal	10.00am	Red Lion Car Park (opposite St. Mary's Church, St. Mary's Road, Langley)
	Kennedy Park and Britwell	10.00am	Family Welfare Association (next to King Drive, Britwell)
Thursdays	Salt Hill and Baylis Parks	10.00am	Salt Hill Park (car park by Indoor Tennis Centre)
1st and 3rd Thursday evenings (April to September)	River Thames Walk	6.45pm	Eton Wick Village Hall Car Park (Byward Wood, (see map)) For details call David on 01753 863710.
1st Saturday of the month	Jubilee River, Dorney	10.00am	Walled garden centre car park entrance
3rd Saturday of the month	Jubilee River, Dorney	10.00am	Marsh Lane car park
2nd and 4th Saturday of the month	Upton Court Park and the Jubilee River	10.00am	Upton Court Park (Main car park)
5th Saturday of the month	Brywick Nature Reserve, Maidenhead	10.00am	Hibbert Road (car park for Centre) For details of Saturday walks call David on 01753 863710.

Please note: there are no scheduled walks on Bank Holidays

Slough Healthy Walks is a volunteer-based walking group helping you to enjoy walking and the benefits of a healthier lifestyle. All the walks are free thanks to the time and commitment of our volunteer walk leaders. Walking is a fun way to keep fit and make new friends. Everyone welcome! Simply come along or, if you wish to become a walk leader or start your own walking group, please call Aimee Menzies in the Active Slough Team for more details on 01753 477176.

Slough Borough Council



2.3 Current Walking Trends

2.3.1 Census Data

There is limited information available on walking trends. The most detailed information available (although out of date) is from the 2001 National Census. A review of this data shows that walking to work is declining and single occupancy vehicle use increasing between 1991 and 2001.

Table 2.1 - National Census Results for 1991 and 2001 – Travel to Work

	Slough		South East Average		England Average	
	1991	2001	1991	2001	1991	2001
Driving a car/van	58.4%	61.0%	53.6%	59.2%	58.8%	54.9%
Passenger in a car/ van	8.4%	6.8%	7.3%	5.7%	6.8%	6.1%
On foot	12.5%	10.3%	11.5%	9.9%	10.9%	10.0%

2.3.2 LTP Targets

During the LTP2 period, Local Indicator (SL6) sought to increase the number of walking trips taking place in the borough by 15 percent between the period 2005/6 and 2010/11. The increase was calculated using a rolling average over four years, compared against the 2002-05 average as the baseline. Monitoring took the form of pedestrian counts on a number of established routes, including those to and from the town centre, to provide a snapshot of observed pedestrian activity. Video surveys were undertaken between 7am and 7pm over a three day period during the summer months. Disappointingly pedestrian flows have fallen below the projected annual LTP2 targets as illustrated in Table 2.2.

Table 2.2 - Monitored Pedestrian Flows 2002 - 2009

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Recorded Trips	20,822	19,522	20,499	24,451	19,872	19,259	16,229	21,050	
4 Year Rolling Average (Actual)				21,319	21,081	21,008	19,953	19,103	

4 Year Rolling Average (LTP Interim Target)					21,958	22,617	23,295	23,994	25,455
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The reasons behind this fall in trips are not fully clear, although the decline in the number of students based at the Thames Valley University campus together with the relocation of several offices from the town centre to the Trading Estate are likely to be amongst the factors.

2.3.2.1 School Pupil Mode of Travel Data

School census results are collected each January/February time, which determine pupil mode of travel to school and is used to inform National Indicator (NI)198 (Children Travelling to School mode of transport normally used). It is a useful indicator as it helps to illustrate the success of School Travel Planning initiatives on mode of travel. Tables 2.3 and 2.4 compare the percentages of primary and secondary school pupils over the three year period 2008 to 2010.

Table 2.3 - Mode of travel to school – primary school pupils

	Car	Car share	Cycle	Walk	Bus	Other	Unknown
2008	35%	3%	1%	49%	0%	2%	10%
2009	37%	1%	1%	53%	0%	4%	4%
2010	39%	3%	1%	55%	1%	1%	0%

Table 2.4 - Mode of travel to school – secondary school pupils

	Car	Car share	Cycle	Walk	Bus	Other	Unknown
2008	34%	6%	4%	38%	10%	6%	2%
2009	32%	5%	3%	36%	11%	11%	2%
2010	29%	7%	3%	50%	8%	3%	0%

The results show that there has been an increase in walking over the three year period, possibly prompted by a comprehensive road safety education programme and associated travel planning initiatives, but this has unfortunately coincided with an increase in the proportion of primary school pupils travelling by car. This is an interesting result and illustrates the difficulty that travel planners face in changing attitudes – it is not enough to increase one mode unless car travel is reduced overall.

2.4 What Slough People Think

A survey was conducted in June 2010 of town centre users to gather information from a variety of users and residents on their travel habits, experiences and issues within the Borough.

Responses were received from 750 people at three locations: the town centre, Brunel bus station and a number of SBC operated town centre car parks. The main findings of the survey were:

- Less than 10 percent of those surveyed had walked from home to the town centre with those in the 20-29 age groups most likely to currently walk;
- Walking was more popular for healthcare journeys than leisure/shopping and education with just over 6 percent getting to and from their place of work on foot;
- When asked about their most common journey, the majority who walked walk said they did so due cost, convenience and the resulting health benefits. For those respondents who usually travelled by car, cycle or public transport most said that the journey was too far to walk and would take too long on foot;

- Willingness to try more environmentally friendly travel options such as walking was most popular with respondents in the 18-19 age groups;
- Increased safety/security, more pedestrian walkways and improved pedestrian crossings, particularly surface crossings rather than the existing subways considered a 'mugger's paradise' were suggested as encouragements to walking.
- Over 96% of respondents said that nothing could encourage them to walk more.

Web and email surveys were distributed to Slough Borough Council employees and workplace travel contacts at major employers⁷; a total of 33 responses were received. Interesting results from the survey included:

- Directness of route and safety were the most frequent reasons for choosing a particular walking route. Scenery, surroundings and less busy routes did not appear to greatly affect individuals' route choice;
- When deciding on their route most respondents relied on their knowledge of the local area and advice from friends and family. No one reported using Slough's cycling and walking map;
- When asked if their level of walking had changed in the last three years most said they walked more than they used to, especially in the summer months and would walk in all weather conditions other than heavy rain and snow;
- Reasons for walking more included health reasons, to save money, lack of public transport and increased awareness of the needs to look after the environment;
- Few respondents had been involved in an accident whilst out walking in Slough; and
- Areas within the borough identified as particularly unsafe for pedestrians included subways and the limited pedestrian crossing facility serving the desire line between Queensmere shopping centre and Tesco on Wellington Street.

Representatives from a range of local disability groups⁸ were asked to identify issues where access for them as pedestrians was problematical and, if possible, put forward solutions in connection with the LTP3 Accessibility Strategy. Issues regarding independent travel on footways include:

- Parked cars restricting access to public transport (even low floor buses) and dropped kerbs;
- Dropped kerbs often not aligned;
- Cyclists cause considerable problems on shared-paths for those with visual impairments as they are not aware cyclists are approaching;
- Footway parking leading to insufficient pavement width; and
- Poor lighting and cluttered pedestrian pathways due to street furniture.

⁷ Slough Borough Council, O2, Big Yellow Storage, ICI, Wexham Park Hospital, SEGRO and Yell

⁸ Feedback from Physical Disability and Sensory Needs Project Development Group

3. Challenges and Options

3.1 Introduction

Walking is a convenient, freely available, healthy and sustainable form of transport that is readily available to most people. It is a particularly appropriate form of travel for short journeys, typically less than a mile, and can have significant beneficial impacts on people's health. Increasing the mode share of sustainable modes such as walking and cycling will not only improve health but will also help reduce congestion in urban areas, potentially improving air quality, and the quality of the environment. Creating such a mode shift way from cars to walking will also help to achieve reduction in per capita CO2 emissions, therefore making a contribution to reducing the effects of climate change.

Increasing walking is a vital component of LTP3 in Slough, but achieving an increase in the past has proved harder than perhaps expected. Significant capital investment has been directed towards pedestrian infrastructure in the Borough, and these improvements will continue as the major town centre regeneration schemes come to fruition. But this alone has not been enough to lead to an increase in walking and therefore it is important to understand the barriers to increasing walking trips in Slough.

3.2 Challenges to Increasing Walking Trips

In the development of this Strategy a number of barriers to walking have been identified and these are discussed below, but perhaps the biggest challenge is actually engaging with residents in such a way that we can begin to change attitudes to car use in the Borough.

3.2.1 Institutional Barriers

Stakeholders

One of the key barriers to increasing walking trips has been the inability of the key stakeholders to work closely together to maximise the resources that are targeted towards increasing activity levels in the general population. The two key stakeholders are:

- Local Highway Authorities with objectives to increase walking to reduce traffic congestion; and
- Primary Care Trusts with objectives to increase physical activity to reduce obesity and other health conditions.

However following the government's recent White Paper on Equity and Excellence – Liberating the NHS, local authorities will take over PCT health improvement functions the role and responsibilities for public health from primary care trusts. Local Directors of Public Health will be jointly appointed by local authorities and the Public Health Service and will also have statutory duties in respect of the Public Health Service. Whilst the details of this pronouncement are not currently known this is a major change to policy implementation and should lead to a more focused approach towards the tackling issues around physical activity, which are integral to achieving greater levels of walking.

Land-Use Patterns Creating a Car Dependent Culture in Slough

Employment patterns in the Borough⁹ have resulted in a dependence on private car use exacerbated by the location of the trading estate beyond walking distance from the town centre's train and bus stations, and the east of the Borough being poorly connected to public transport.

⁹ The reliance on the private car in Slough has been in part a side effect of its location on the M4 corridor close to London, Heathrow and the M25. This has enabled a highly skilled and relatively wealthy workforce to commute into Slough (notably

This means when arriving in Slough it is difficult to miss the prominence that the motor vehicle has in the Borough, and with much of the A4 still having a speed limit of 40 mph there is a clear separation of space between pedestrians and motorists. This is underlined by the dual carriageway sections of the A4 running through the heart of the town which has guard-railing along the central reservation stretching the length of the town centre, restricting pedestrians, albeit by design, to crossing at signalled crossing points. Public realm improvements in other towns have seen road space re-allocated to public transport pedestrians and cyclists, but this has not happened in Slough to date therefore providing a large amount of capacity for travel by private car which might otherwise disperse to alternative routes or travel at speeds less isolating for pedestrians and cyclists. The Heart of Slough scheme is however going to address a number of these issues, including the severance issues which the A4 creates in the town centre.

In addition much of the housing stock is built at suburban densities with many properties having off-street parking, or located in streets designed with front lawns, wider footways and once tree-lined grass verges. In the absence of alternatives these spaces have become overwhelmed with parked vehicles and there is an unwelcome amount of footway and compromised on-road parking, which can impact on amenity and cause tension as household car ownership increases over time.

The layout of the residential areas, and cultural diversity and varying mobility of their communities mean that few choose or feel able to walk or cycle, even over relatively short distances.

Changing the infrastructure or re-allocating road space in Slough is not going to be enough. There needs to be a cultural shift to grasp the benefits of less car dominated society to turn back the trend of increasing car use and lower physical activity levels.

With this backdrop it is perhaps no surprise that walking and cycling levels are relatively low for travel to work and school trips, but taking into account the flat topography of the Borough there is great potential for changing the status quo.

As had been shown, in the past land-use policies in the Borough have tended to encourage the use of the private car instead of more sustainable modes. Slough's new Local Development Framework attempts to re-dress this imbalance and contains policies which ensure that all new developments in Slough are sustainable and in particular help to facilitate an increase in walking.

3.2.2 Engaging with Slough Residents

Slough has always been an area that has welcomed new communities. With a diverse population of almost 130,000, 40 percent of its residents come from a black or minority ethnic background. There are a significant proportion of homes within these groups where English is not spoken and given this language barrier, communicating with these groups can be a real challenge.

Traditional means of communication, such as holding meetings for parents about travel issues to school have in some instances received a no-show by parents. Thus it is appropriate to question whether our current engagement techniques are appropriate and effective.

3.2.3 Severance

Walking routes in Slough do suffer from severance caused by the limited number of crossings of the Great Western mainline railway, the Slough branch of the Grand Union Canal and the A4. Each of these transport corridors are east to west in origin and have influenced the linear pattern of development. Severance has been caused by each of these corridors and this has stymied the development of quality walking routes between key destinations for example the town centre and residential areas, the station and the trading estate. Reducing the severance issues is a major challenge to overcome.

Slough Trading Estate), It's historically less qualified, less well off residents commute out to access lower paid manual and shift work. Employment land at the East of the Borough exploits its road connections to Heathrow and the M25.

3.2.4 Noise Pollution

Noise has an influence on walking. Walking along pavements adjacent to busy roads can be unpleasant due to the higher noise levels, making it an un-enjoyable experience for the pedestrian. On heavily trafficked roads the further pedestrians walk from the carriageway the better, even if the footway is set back only a few metres through verges and tree planting, there is a noticeable benefit to pedestrian comfort.

3.2.5 Air Quality

Air Quality is becoming a significant problem in the Borough, with Air Quality Management Areas¹⁰ (AQMA) being declared in the town centre, in Brands Hill and in two locations close to the M4 motorway. Nitrogen Oxides are currently the greatest concern to human health in the AQMAs. Of key concern is the air quality along the A4 in the town centre as this forms a key walking route.

3.2.6 Safety

Over the 5 year period 2005 to 2009 there were 332 accidents involving pedestrians resulting in an overall total of 358 casualties (Table 3.1). Year on year the total number of pedestrian casualties have remained fairly static¹¹.

Table 3.1 - Casualties by severity (all pedestrians) 2005-2009

	2005	2006	2007	2008	2009	Total
Fatal	0	1	3	1	0	5
Serious	10	12	17	11	16	66
Slight	62	60	53	59	54	287
Total	72	73	73	71	70	358

A number of headline conclusions can be drawn from the analysis of accident data:

- There were a total of 358 pedestrian casualties during the study period; 1 percent were fatal, 23 percent were serious and 80 percent were slight;
- Pedestrian casualties formed 12 percent of the total road users and 31 percent of all user groups; and the largest percentage of KSIs of all user groups. Furthermore, in comparison to the adjusted 1994-1998 baseline average, the average number of pedestrian KSIs during 2005 – 2009 increased by almost 4%, rising from an average of 11 to 14 KSIs;
- Pedestrian casualties in Slough were the third worst ranking of all 16 districts in the Thames Valley;
- Child pedestrians formed the largest percentage of pedestrian casualties during 2005 to 2009; with 31 percent child pedestrians, of which the largest majority of casualties; 13 percent being were aged between 11 and 15 years; and
- The hourly profile of pedestrian accidents peaked at 08:00 and again at 15:00, which coincides with peak morning commuter traffic flow and school travel patterns. This information provides a focus for road safety activity in the form of education for both drivers and pedestrians during these times, which potentially could be tackled through education, enforcement or engineering measures if appropriate.

¹⁰ Action Plans to address the AQMAs are set out in xxxx (tbc).

¹¹ More detail about pedestrian casualties is provided in the Road Safety Strategy Supplementary Document

Considerable capital investment has been targeted at local safety schemes over LTP1/2 to try and address pedestrian safety issues, but there is a clear need to continue this investment during LTP3 as other local districts are performing better than Slough in this regard. It is not always clear to what extent safety is a barrier to walking and perhaps more information from residents is needed in identifying specific trips (i.e. walk to school) where the fear of accidents prevents walking trips being made.

3.2.7 Security

People are discouraged from walking because of the fear of crime and threatened personal security. Different sections of the community have different concerns about personal security, which can lead to various forms of social exclusion. Age and sex are strongly related to concerns about crime and feelings of safety. The British Crime Survey has found that:

- Women were more likely to feel unsafe when walking alone at night and older people were more anxious than younger people; and
- Although reported crime is declining, there are substantial variations in the risks to different ethnic groups. The risk of being mugged is around three times higher for minority ethnic groups than for white groups.

Some public perceptions on safety have shown improvement, albeit from a low base as 41 percent of Slough residents in 2007 said they felt safe outside in Slough after dark – compared to 29 per cent in 2006. This in part may be a result of the Council and other stakeholders tackling crime and anti-social behaviour as part of its Community Safety Strategy. Secondly efforts have been made to design out crime in perceived danger spots and optimising street lighting to reduce the opportunities for crime and fear of crime, encouraging more people onto the streets. The presence of other road users, particularly other walkers, can help pedestrians to feel safe and lead to a virtuous circle where walking increases walking.

3.2.8 The Walking Environment

Poorly maintained footways can contribute to a significant number of pedestrian injuries through trips and falls and thus street maintenance has a major role to play in the walking experience. Blocked drains and uneven surfaces lead to puddles that cause problems for pedestrians in wet weather. Other factors that discourage walking by creating a threatening or confusing environment for pedestrians include: poorly maintained street lighting, overgrown foliage, street clutter, pavement hawkers, fly-posting, unauthorised signs and graffiti. In contrast, a clean, quality streetscape helps to encourage responsible behaviour by street users and engenders a sense of stewardship. However, this can be difficult to achieve without clear design, maintenance and enforcement strategies which co-ordinate the responsibilities of different organisations and departments.

The Council's Neighbourhood Enforcement Team has been patrolling the town centre and local neighbourhoods and issues Fixed Penalty Notices (FPNs) for littering, dog fouling and some car related issues since July 2008. Local residents agree that the Council is taking a positive approach to tackling litter through enforcement and clean up campaigns and acknowledge that they regularly see the wardens on patrol.

3.2.9 Information and Signing

Research by TfL has found that pedestrians often say that a lack of information puts them off when considering walking. The public's knowledge of walking routes to and from destinations is often limited. Before the emergence of google maps which can now be viewed on smart phones, pedestrians had little idea on where to seek information of walking routes to key destinations unless they found signposts on-street. Progress has been made in Slough in providing better on-street information, although research has not been conducted with users to determine whether the new signing is useful.

There are a number of potential ways of improving information for walkers:

- On-street signing - a clear, consistent and well maintained system of street signing designed specifically for pedestrians. For example, London's Legible City project and finger post signs;
- Access to journey planning information – this may be a web based product that allows people to assess the full range of available modes (including walking) prior to making their trip, for example, Transport Direct's Journey Planner; and
- Walking Maps – a product which users can carry around with them.

Pedestrian signing has improved in Slough recently due to the investment in walking routes, but in the past signing has been implemented to aid vehicular traffic rather than provided specifically for pedestrians.

3.2.10 Mobility and Access

The term 'disability' is a broad one. It includes people with physical, sensory or mental impairment. The Disability Discrimination Act (DDA) 1995 defines a person as having, 'a disability...if they have a physical or mental impairment which has a substantial and long term adverse effect on their ability to carry out normal day-to-day activities'. (DfT 2002)

Many, but not all people with a disability face barriers to movement in the environment. There are others who are not normally considered to have a disability also encounter barriers to movement. People with small children, carrying heavy shopping or luggage, with temporary injuries and older people can all benefit from a better design of the pedestrian environment. Without a barrier free environment, many of these people can be considered to be mobility impaired. Greater consideration needs to be given to all users of the pedestrian environment and the provision of access for all is fundamental to the development of a pedestrian friendly town.

Improvements to the public realm are not always welcomed by all groups, with 91 percent of blind and partially sighted people interviewed as part of the TNS BMRB¹² study had concerns about using shared surface streets. Most respondents were able to provide specific explanations as to how shared surface streets affected their independence and mobility. These areas were seen by many as stressful and dangerous. The difficulty of orientation, lack of boundaries such as kerbs or crossings and tactile signage in these shared surface streets were commonly given as reasons behind reduced levels of confidence and higher levels of anxiety. Being unaware of approaching traffic and difficulty crossing the street were also highlighted as problems.

There is limited consistency in the application of tactile paving and it is unnecessarily complicated. Tactile paving is applied in circumstances which may be dangerous to someone who is visually impaired (i.e. uncontrolled crossings).

3.2.11 Health

Slough's residents are not as healthy as people in other areas. There are more deaths from coronary heart disease, stroke and cancer than elsewhere. Childhood asthma is a worry, as is obesity and a lack of physical activity by children and adults. Air quality and noise issues mentioned above also have an impact on the health of the population

3.2.12 Carbon Dioxide (CO₂) Emissions

Given the high level of car ownership and mode use in Slough, per capita emissions of CO₂ for transport are higher in the Thames Valley than elsewhere in the UK. Increasing the uptake of walking in slough will not only help to improve personal health and reduce congestion, but it will also help the Council to address wider reduction in CO₂ targets.

¹² The impact of shared surface streets and shared use pedestrian/cycle paths on the mobility and independence of blind and partially sighted people, TMS BMRB, March 2010 - www.guidedogs.org.uk/sharedstreets

3.3 Funding and Management

During the last ten years, walking schemes have been funded from both LTP capital funding and Section 106 contributions. Maintenance of the adopted highway has been funded from LTP revenue funding.

Funding sources in the coming years will be more restricted and therefore the Council will need to be more innovative in where it seeks its funding for walking schemes and promotional campaigns. However the main funding sources are expected to be:

- Department for Transport Sustainable Transport fund;
- Section 106 contributions and section 278 works around new developments;
- External funding sources (e.g. Sustrans);
- Local Education Authority;
- Local Healthy Authority / Primary Care Trust until these responsibilities are passed over; and
- Local traders.

3.4 Options

Before considering the contribution that walking can make to Slough’s objectives and outcomes, it may be worth just considering what principles constitute and facilitate the uptake of walking in its own terms. It is hoped that this will aid interpretation of the assessment against Slough’s objectives and outcomes by highlighting the efforts that need to be made to bridge the gap between current performance and the performance characterised by an excellent walking environment. Table 3.2 below therefore demonstrates the links between the challenges and the principles which create the right climate to facilitate an increase in walking, and the proposed Walking Strategy Themes.

Table 3.2 – Walking Strategy Options

Challenges identified in Chapter 3	Guiding Principles which would facilitate the uptake of walking	Proposed Walking Strategy Options
Institutional Barriers (stakeholders and car dependent culture) CO ₂	We need to improve the co-ordination between stakeholders involved in the promotion of walking in Slough. We also need to ensure we continue to have the right development control policies in place in our LDF, which ensure that new developments make it easy to walk from residential areas to key services; thus reducing reliance on the car.	Theme 1: Removing Institutional Barriers
Car dependent culture Engaging with Slough residents Information and signing CO ₂	Having the right infrastructure to facilitate walking is one thing, but overcoming the barriers to walking in the first place is another. A comprehensive programme of promotion and education is required to send the right messages across to people living and working in Slough. The messages would relate to all the associated benefits: <ul style="list-style-type: none"> • Walking helps to improve the overall fitness of the population, and can address obesity and other health related illnesses such as heart disease, diabetes and asthma • Walking is the most environmentally friendly mode of transport for getting from A to B. • Slough residents and workers also need to right 	Theme 2: Promotion and Education

Challenges identified in Chapter 3	Guiding Principles which would facilitate the uptake of walking	Proposed Walking Strategy Options
	<p>information at hand to help them plan their trips by foot. This can include providing the right maps (building on the current Slough walking map), and using the latest technologies (such as mobile phones, internet etc)</p> <p>Our related Smarter Choices Strategy homes in on these idea of comprehensively marketing these concepts</p>	
<p>Car dependent culture Severance Noise pollution Air quality Safety Security Walking environment Mobility and access CO₂</p>	<p>These challenges all relate to the walking environment itself, and we can improve this in a number of ways:</p> <ul style="list-style-type: none"> • We will develop a strategy to enhance pedestrian links to key services and attractions in Slough. • We can ensure that the walking environment is accessible to all including those who have disabilities, mobility issues or learning difficulties • We should ensure that the walking environment has good legibility to assist residents and visitors. This would include the provision of clear connected walking route networks to public transport interchanges and other key destinations and the provision of clear signs. • We should ensure that the passenger feels safe and secure at every point on their journey. Simple measures to facilitate this would include the installation of improved lighting, and safe crossing points. We should also to continue to work with our safer Slough partnership. • We will follow the ‘five C’s principle when designing schemes. • Wherever possible we will rationalise the amount of street furniture and remove obstructions. • Ensure that streets are cleaned and well maintained. 	<p>Theme 3: Improving the Walking Environment</p>

4. Walking Strategy

The evidence base (Chapter 2 and Chapter 3) of this report has been invaluable in informing the issues to be addressed through the Walking Strategy. This Strategy builds upon the work of the first and second LTP and relates the individual strategy areas to the emerging wider issues. Increasing walking throughout Slough requires a number of different initiatives and implementation plans, collectively working together. The consultation found that existing walkers admitted that they walked more than they used to, specifically for health and increased awareness of the need to look after the environment. The majority of journeys made on foot were estimated to take no more than 20 minutes, covering a maximum distance of approximately one mile.

4.1 Vision

Our Vision for Walking in Slough is:

‘to make Slough a more walking friendly town where people make walking their first choice for short journeys and appreciate walking as an enjoyable and healthy activity’.

Our aim for walking is to increase walking in Slough for journeys to school, to work, for recreation and for utility journeys, with an underlying aim to improve public health by increasing activity levels.

4.2 Strategy Themes

As set out in Chapter 3, the walking strategy will be framed around the following themes:

Theme 1: Removing Institutional Barriers

This part of the strategy has the dual purpose; firstly to address the way in which we improve coordination between the Council and other stakeholders involved in the promotion of walking (such as the Health sector), and secondly to ensure that development control policies help to facilitate a culture of walking in Slough, rather than stepping back into the past where land-use planning favoured the private car.

Theme 2: Promotion and Education

Although a significant factor, building new and better walking infrastructure is not enough in itself to increase the take up of walking. This element of the strategy therefore sets out the promotional and educational programmes we envisage taking place during LTP3 to overcome the car dependent culture in Slough.

Theme 3: Improving the Walking Environment

This element of the strategy looks at the physical measures we can put in place to improve the walking environment. It also sets out a strategic approach to enhancing pedestrian links between residents and key services.

4.3 The Strategy

Table 4.1 sets out Slough’s proposed walking strategy, and will be used to inform the over-arching Third Local Transport Plan for Slough.

The strategy sets out the key principles that are required to address the challenges outlined in chapter 3, and shapes particular policies around this, before formulating a series of specific actions the Council should adopt. Finally, to demonstrate the linkage with LTP, each action sets out which LTP objectives are addressed.

An Implementation Plan will be developed at a later date which will set out particular interventions that will be delivered during 2011/12 to 2013/14.

Table 4.2 sets out the principles of the five C’s which the council will use in devising schemes.

Table 4.3 demonstrates the linkage between the proposed strategy components and the LTP3 objectives.

Table 4.1 - Walking Principles, Policies and Actions

Walking Principles	Policy	Action
Theme 1: Removing Institutional Barriers		
<p>Stakeholders</p> <p>We need to improve the co-ordination between stakeholders involved in the promotion of walking in Slough</p>	<p>The Council will support and assist stakeholders where possible and explore opportunities for innovative partnerships tailored to addressing the issues affecting walking.</p>	<p>Organise stakeholder meetings to support the implementation of the Strategy focusing on issues around engineering, planning, health, crime, social exclusion, tourism and the environment.</p> <p>Opportunities will be identified in maintenance and management plans to integrate maintenance and improvement work.</p> <p>Where appropriate work should be incorporated into area treatments or other programmes to deliver co-ordinated improvements to the streetscape.</p> <p>Community and stakeholder involvement is essential in making the Walking Strategy a success. Transport users' priorities must be the prime focus for transport service providers, so the need to involve pedestrians and understand their needs is critical.</p>
<p>Land-Use Planning</p> <p>We need to ensure that any new developments in Slough help to facilitate a culture which relies less on driving a car and more on encouraging sustainable modes such as walking</p>	<p>Local Development Framework (LDF) policy:</p> <p>Development proposals will, either individually or collectively, have to make appropriate provisions for;</p> <ul style="list-style-type: none"> Reducing the need to travel; Widening travel choices and making travel by sustainable means of transport more attractive than the private car; Improving road safety; and Improving air quality and reducing the impact of travel upon the environment, in particular climate change. 	<p>We will ensure regular liaison between Slough's Transport and Planning teams.</p>
Theme 2: Promotion and Education		
<p>Promoting Health Benefits</p> <p>The Health and Physical Activity angle should be used to drive forward the pro-walking agenda</p>	<p>The Council will work with the Berkshire Primary Care Trust to develop its capability in promotion of healthy lifestyles and physical activity</p> <p>We will promote physical</p>	<p>Continue to organise Healthy Walks which are currently operational in Slough.</p> <p>We will investigate the potential for other specific health related initiatives such as "Park and Stride" and Running to Work</p>

<p>Walking helps to improve the overall fitness of the population, and can address obesity and other health related illnesses such as heart disease, diabetes and asthma</p> <p>Physical activity needs to be promoted as an integral part of the daily commute</p>	<p>exercise as an important element of commuting to work</p>	
<p>Targeting Schools and Workplaces</p> <p>We need to develop a marketing strategy to target the key walking trips that we can influence</p>	<p>The Council will work with stakeholders to develop a marketing strategy to influence journeys to school, work, utility, shopping and recreation</p> <p>The Council will continue to work with stakeholders to incentivise walking to school</p> <p>The Council will work with large employers through its travel planning function to encourage walking to work</p>	<p>A set of thematic interventions of medium intensity will be devised to target the key walking trips. These interventions will include participation in nationally recognised campaigns to encourage travel by foot in the borough such as 'Walk to School Week' and 'Walk to Work Week'. Feedback will be sought from participants to understand how we encourage a greater number of walking trip.</p> <p>Other specific marketing campaigns will be promoted by the School Safety Team.</p> <p>The Council will continue to support the implementation of <i>effective</i> school and workplace travel plans (i.e. plans which implement measures to generate a mode shift rather than just a written statement)</p>
<p>Targeting residents</p> <p>We need to engage more effectively with local residents to overcome social and cultural barriers to walking</p>	<p>The Council will investigate appropriate ways of engaging with its culturally diverse residents in this rapidly evolving communication world</p>	<p>One approach is to use the Experian Mosaic socio-demographic database, a household-based consumer classification system, which uses 61 'Mosaic Types' to summarise the sorts of people who live in an area. Each individual class contains a portrait to highlight key features which make these categories distinctive and recommends communications or treatment strategies that should be devised when targeting them.</p> <p>Other approaches will involve learning from best practice and beacon authorities across the country on how to overcome social and cultural barriers to walking amongst diverse communities</p>
<p>Developing Innovative ways to promote walking</p>	<p>The Council will work with stakeholders to develop a range of innovative travel campaigns to promote walking, including direct</p>	<p>Walking incentive schemes, based on the existing STaRS (School Travel Reward Scheme) will be extended borough wide and offer a range of incentives to children and their parents to encourage primary school</p>

<p>We need to develop innovative ways to promote walking</p>	<p>marketing</p>	<p>children to walk, scoot or cycle to school rather than travel by car.</p> <p>The current rewards offered provide free swimming lessons, and other physical activity classes and thus is consistent with the wider agenda to improve physical activity levels in children. Schemes focused at pre-school children and secondary school children will also be developed.</p> <p>Large Employers will be encouraged to offer employees to travel to their site by non-car means and where possible considering offering financial inducements that would make walking more attractive</p> <p>Semi-personalised campaigns will be focused on travel to schools and workplaces e.g. ‘Bob Thomson¹³ – Your Journey to work’, which could simply be adapted for school based journeys.</p> <p>As an example of low level awareness raising can be found in the campaign “<i>If you’re not going far, forget the car</i>” was developed in rural North Yorkshire and then sold on to 26 other authorities from Aberdeen to Cornwall. This will not create instant change but is an important part of the preparatory work necessary to increase the chances of acceptance.</p>
<p>Promoting walking as a recreational activity</p> <p>We need to encourage walking as a form of recreation</p>	<p>We will work with community groups to encourage recreational walking</p>	<p>Make recreational walking packs available e.g. of the Jubilee River and Slough canal. See Appendix B for example of a walking pack</p> <p>Organise a Slough 5km walk / run</p> <p>The Council will continue to engage with the Local Access Forum which looks after the Rights of Way Improvement Plan and engages with the local community.</p>
<p>Theme 3: Improving the Walking Environment</p>		
<p>Improving Pedestrian Links (Connectivity)</p> <p>We need to provide suitable pedestrian links in Slough which connect up residential areas</p>	<p>The council will develop a walking network which maximises the permeability of the Borough by connecting residential areas and transport hubs with areas of employment, shopping, the natural environment and other</p>	<p>The Council will adopt a strategic approach to improving pedestrian links in the Borough,</p> <p>Slough’s Accessibility Strategy (which is a sister document to this Walking Strategy) has identified the following key services and other attractions in the borough, namely:</p> <p>Slough Town Centre (incl bus and rail station)</p> <p>Slough Trading Estate</p>

¹³ See appendix

<p>and transport hubs to key areas of employment, shopping and other services.</p>	<p>services</p>	<p>Primary and Secondary Schools Higher Education establishments Wexham Park hospital GP surgeries Community Centres Leisure Centres Parks and open spaces Food shopping (Langley and Burnham rail stations¹⁴).</p> <p>Improving connectivity to and from these places will be a core element of this walking strategy. LTP budget cuts will have an impact on the ambition to enhance all these links and so any programme of improvement will need to be prioritised into high, medium and low priority, based on a 'needs-based' assessment.</p> <p>Initial focus should therefore be to build on the success of the Slough High Street scheme with the wider Heart of Slough scheme. This will see improved links between the rail station and the new bus station, and the removal of the Brunel roundabout (including the replacement of subways with surface-level crossings)</p> <p>Remaining LTP3 budgets should then be invested into improving the other links, starting with the highest priority. Annual programmes will be devised once full budget are known.</p> <p>The level of 'need' will be determined through walking audits.. The Council will use the principles of the '5 Cs approach in developing particular schemes (See Table 4.2 below), which. This will help to assess quality of the walking environment, existing pedestrian crossing facilities, desirability of walking route and pedestrian accidents.</p>
<p>Accessibility for all We need to ensure that the pedestrian environment is accessible to all including those who have permanent or temporary mobility issues</p>	<p>The Council will ensure that new schemes are designed to include the needs of people with mobility issues</p> <p>The Council will engage with residents and accessibility groups to understand where the key issues are</p>	<p>Slough Borough Council will seek to provide safe and convenient access for disabled people.</p> <p>The provision of dropped kerbs, tactile paving or raised crossings will help improve accessibility for all. Schemes will be developed in consultation with local residents.</p> <p>Everyone at some point experiences temporary mobility issues, whether that be from carrying children or carrying suitcases, and so measures used to improve access for people with disabilities will also bring benefits to the wider community.</p>

¹⁴ Not included in Accessibility Strategy, but will also be included in the Walking strategy

<p>Improving Road Safety</p> <p>We need to reduce the potential for accidents involving pedestrians.</p>	<p>To reduce the number of road accidents</p>	<p>Surface level controlled pedestrian crossings and other facilities which aid pedestrians will be provided where there is demand or where the road safety record demonstrates a need.</p> <p>Where facilities at signalled crossings are detrimental to accessibility or safety, the introduction of pedestrian phases and/or complementary facilities will be programmed wherever possible. Work will be prioritised by intensity of use and pedestrian casualty rates. The Council will also investigate opportunities to modify its traffic signal maintenance and renewal programme to improve facilities for pedestrians</p> <p>There is general support for the introduction of Home Zones and 20mph areas. We will consider the implementation of these where budget allows and where support is felt from the local community.</p> <p>The Safe Routes to School programme will continue to be implemented with the aim of increasing walking trips to school. This will encourage physical activity from an early age and help teach 'roadcraft'</p> <p>Specific campaigns to address road safety issues have been set out in our Road Safety Strategy.</p>
<p>Improving Personal Security</p> <p>We need to create a pedestrian environment which feels secure to give people confidence to walk in Slough</p>	<p>The Council will minimise the opportunity for crime, anti-social behaviour and terrorism in Slough.</p>	<p>Slough will continue to be involved in the Safer Slough Partnership. This is a crime and disorder reduction partnership which seeks to reduce crime, anti-social behaviour and fear of crime.</p> <p>We are committed to taking account of the community safety dimension in all of our work. All policies, strategies, plans and budgets are considered from the standpoint of their potential contribution to the reduction of crime and disorder.</p> <p>CCTV cameras are installed in the Town Centre, Farnham Road and other smaller shopping parades. The Town Hall together with some housing estates and leisure sites and are linked to the council's CCTV monitoring centre. CCTV also operate 3 mobile CCTV cameras, one of which has a built in digital recorder which can be installed across the borough when required. This service works in close cooperation with Thames Valley Police.</p> <p>Good street lighting often makes pedestrians feel more secure than CCTV. Management and maintenance plans will therefore need to consider street lighting. We will ensure that new schemes help to design-out the potential for crime through the provision of good street-lighting.</p>

		<p>SBC will continue in its programme to remove footbridges and subways wherever possible. These environments need to be addressed as they are often secluded and hidden away making them potential hotspots for assault and other inappropriate behaviour, such as aggressive begging, graffiti and urination.</p> <p>The Heart of Slough project will see the removal of subways on the Brunel roundabout.</p>
<p>Good Legibility The walking environment requires good legibility, to assist residents and visitors get from A to B.</p>	<p>The Council will make it easier for people to find their way around the Borough</p>	<p>In the development of new, or the enhancement of existing walking links, the Council will develop a consistent way-finding approach for the Borough. Lessons learned from successful schemes around the country, such as the ‘Legible London’ initiative will be considered.</p> <p>The Council will also develop a second iteration of Slough’s walking and cycling map and online tools.</p>
<p>Improving Appearance The appearance of the pedestrian environment in Slough can be greatly enhanced through having good maintenance regimes, removing obstructions and rationalising the street furniture</p>	<p>The Council will improve the appearance of the pedestrian environment wherever possible.</p>	<p>The appearance of Slough’s pedestrian environment can be greatly enhanced with a good layout and design. We will therefore use up to date design guidelines to ensure that new schemes best serve the pedestrian.</p> <p>To reduce the amount of street clutter we will look at rationalising the amount of street furniture, bins, and signage etc to enable pedestrians to follow the best possible ‘desire line’.</p> <p>Similarly we want to ensure that the pedestrian environment is free from other obstructions such as inappropriately located equipment and advertising boards. The council will work with stakeholders to enforce this policy.</p> <p>Building sites can also cause inconvenience to the pedestrian so the Council will work with relevant stakeholders to ensure that temporary paths are created to ensure accessibility for all, including those with limited mobility.</p> <p>Regular cleaning and maintenance will help ensure the longevity and appeal of the pedestrian environment. Each zone in Slough has a cleanliness standard that must be maintained.</p> <p>We will work closely with our ITS team to investigate the potential for reduced wait time at signalised crossings.</p>

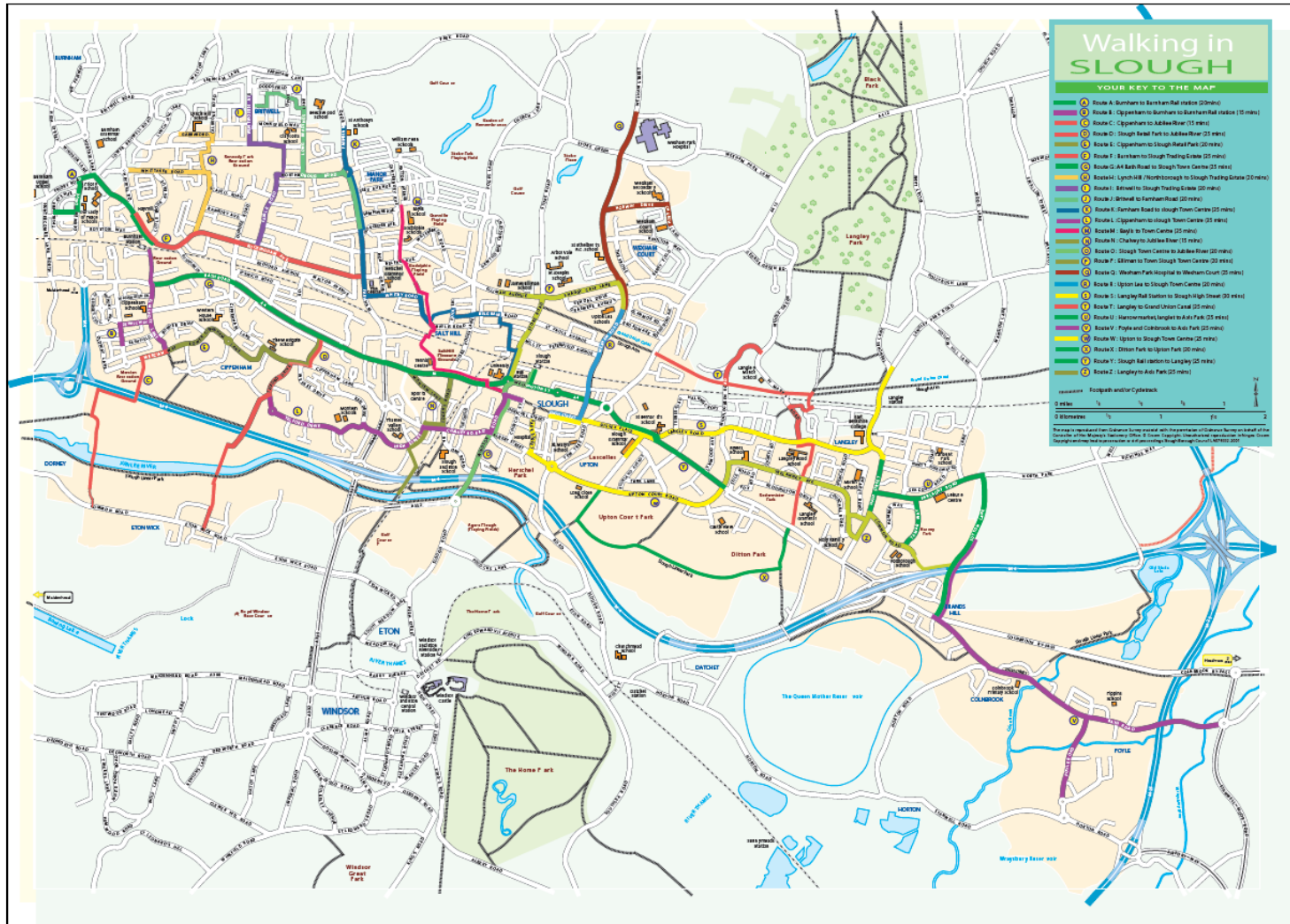
Table 4.2 – The 5 C’s Principles of Developing Walking Schemes

The Five Cs	Details
Connected	Comprehensive network avoiding heavily trafficked roads but providing high quality crossing facilities where this is not possible.
Convenient	Direct routes with few detours, close to desire lines while avoiding subways and footbridges and that is without barriers to those with impaired mobility.
Comfortable	Smooth, well lit surfaces of adequate width with few obstructions and avoiding steep gradients and steps. Routes should give a sense of safety and security with separation from vehicles and provision of traffic calming where possible.
Convivial	Routes should be attractive with good landscaping and adequate seating. Surfaces should be free from litter and other waste.
Conspicuous	Routes should be easily followed with clear signing for pedestrians, streets and public transport stops

Table 4.3 – Linking the Walking Strategy with LTP3 Objectives

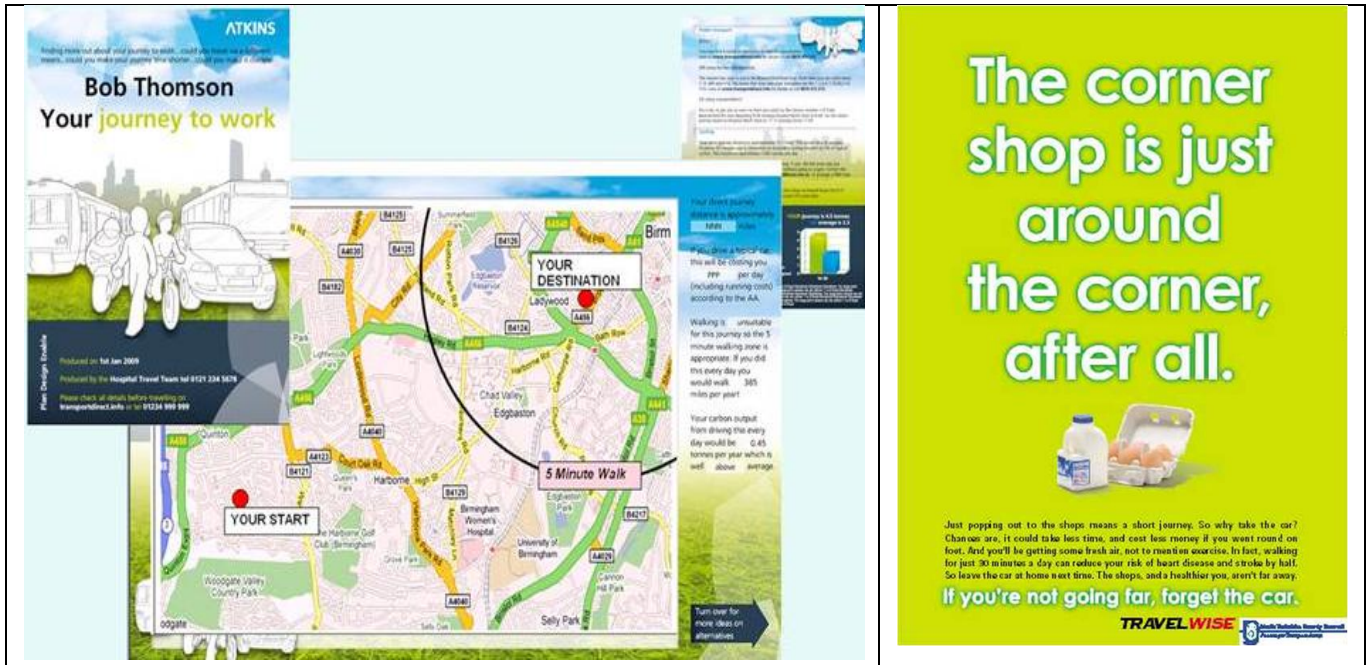
LTP3 objective ✓ - Linkage ✓✓ - Strong Linkage	Elements of Walking Strategy												
	Theme 1: Institutional Barriers		Theme 2: Promotion and Education					Theme 3 – Improving Walking Environment					
	Stakeholders	Land-Use Planning	Promoting Health Benefits	Targeting schools and workplaces	Targeting residents	Innovative promotion	Walking for recreation	Improving Pedestrian Links	Accessibility for all	Improving Road Safety	Improving personal security	Good legibility	Improving appearance
Make sustainable transport accessible to all	✓	✓✓						✓✓	✓✓			✓✓	✓✓
Enhance social inclusion and regeneration	✓	✓✓	✓✓					✓✓	✓✓			✓	✓
Protect and improve personal health	✓	✓		✓✓	✓✓	✓✓	✓✓	✓✓	✓			✓	✓
Minimise noise								✓					
Better links between neighbourhoods and nature		✓						✓✓	✓✓			✓	✓
Improve journey experience		✓		✓	✓		✓✓	✓✓	✓✓	✓✓	✓✓	✓	✓✓
Reduce the number of traffic accidents	✓	✓		✓✓	✓✓	✓✓		✓✓	✓✓	✓✓			
Minimise opportunity for crime		✓						✓✓			✓✓		✓
Reduce CO2 emissions/ climate change resilient	✓	✓		✓✓	✓✓	✓✓	✓✓	✓✓	✓			✓	✓
Mitigate negative effects of travel				✓	✓			✓✓	✓	✓✓	✓✓	✓	✓
Ensure Economic competitiveness				✓	✓			✓✓				✓	✓
Facilitate development of new housing		✓✓						✓✓					

Appendix A – A to Z Walking Routes in Slough



Appendix B – Examples of Marketing Campaigns

Semi Personalised Travel Planning Tool



An example of a Walking Pack¹⁵



¹⁵<http://www.getwalking.org/get-walking-pack/>

