



## Strategies that Make People Want to Walk in Cities

Rodney S Tolley

*Centre for Alternative and Sustainable Transport, School of Sciences, Staffordshire University*

---

### Abstract

There is much current interest amongst transport and health practitioners in joining forces to encourage healthy living. One of the areas of common focus is that of walking and there are obvious commonalities between traffic reduction, health promotion and liveable city strategies which may usefully be employed to encourage walking.

However, in order to meet the needs of different consumer groups it is important to integrate transport and health policies and strategies in a holistic manner. To assist this process the paper sets out a broad blueprint for developing integrated schemes to encourage both recreational and utilitarian walking in urban areas.

The second part of the paper attempts to operationalise this blueprint by discussing how we might develop a framework which would enable any city to identify the local motivations and needs of walkers. The framework would provide:

- an understanding of motivations of walkers in each city
- identification of target population groups for pro-walking communication strategies
- a template for a city walking strategy which brings together individual sectoral objectives, targets resources efficiently for best value and provides a methodology for measuring and monitoring the successful encouragement of people to choose to walk.
- a city wide strategic walking network
- an insight which will enable walking which will enable walking to be more readily incorporated into policy frameworks.

---

### Rodney Tolley

Director, CAST - The Centre for Alternative and Sustainable Transport,  
School of Sciences, Staffordshire University,  
College Road,  
Stoke on Trent, ST4 2DE, UK

Phone +44 (0)1782 294111

Fax +44(0)1782 747167

e-mail: R.S.Tolley@staffs.ac.uk