

Encouraging walking in an age of austerity

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Abstract:

When money is tight, people often choose to walk more. But is this argument enough to ensure that walking continues to receive the appropriate level of priority and resources? What other arguments and evidence are needed to support continued investment in improving the quality of the experience of walking in towns and cities? How will structures, processes and relationships need to change to adapt to meet these changing times? Who else can be persuaded to provide financial and other support to walking? How do those involved in delivering walking improvements turn the challenge of reduced funding into an opportunity to do things differently?