

Cycling & Walking Promotion

At Love to Ride we specialise in getting more people cycling, more often, and for transport trips. Cycling is a unique behaviour, with specific barriers and motivators. To be most effective at getting people – especially new riders – to ride, efforts must be laser-focussed on that behaviour. Naturally, at other times, you can focus on other important active travel behaviours, such as walking. Experience tells us that combined walking & cycling initiatives do not achieve the best possible outcomes or results for either active mode.

We have had a number of requests from our Access Fund partners to suggest walking initiatives that could be included in their Access Fund bid, to compliment the Love to Ride programme. We have identified two high quality UK walking initiatives, delivered by *Living Streets* and *World of Walking*. We're working with both organisations to deliver a complete and joined-up approach, designed specifically to meet the Access Fund criteria for both cycling & walking promotion – whilst achieving the best possible set of results for both.

Living Streets - Walking to School Programme



'WOW' has achieved some impressive results, reaching more than 1m children in 4,000 schools last year. Whether you are looking for a schools' programme, or you are already running WOW in you area at some level, this programme that can be scoped to your goals and budget. Love to Ride are working with Living Streets to support their schools' walking programmes.



World Walking - Team Walking Challenge



Teams compete over a 1-2 month period to walk a combined distance to various epic locations. Virtual walks include India and the Taj Majal, the Croatia Coast, and California. There are 80 great walks to choose from.

Depending on project aims and budget, a Walking Challenge can be tailored for your area. Supported by an app that records walking trips, this is a fun, engaging and rewarding option to promote walking in commuities and the workplace.



The Best of Both Worlds!

You can now have the best cycling & walking programmes as part of your Access Fund and local programme. Whatever your budget, we are here to support you and your Access Fund bid.

With the Access Fund having a core focus on access to employment, education and training, and also on walking & cycling promotion, we've got you covered.

Want to find out more? Drop Sam an email – sam@lovetoride.org

