

walk 4 life miles

Walk4Life Mile project update

The project is really moving on now – this update tells you how we are progressing, and how you can now get involved.

A clarifying note of support from the Department for Health

We were delighted to receive a letter from the Director of Health and Wellbeing today clarifying the government's position on walking, this project and the way Walk England is working.

'We recognise that walking is an extremely popular activity and can provide valuable health benefits and a cost-effective intervention for people.'

'You have our ongoing support for this work, which seeks to generate a momentum for walking in the wider community....We hope that Walk4Life Miles will enable individuals and communities to take responsibility for improving their own health.'

'I am aware of the important partnerships that Walk England has created and is continuing to create with both the public and private sector... I look forward to hearing more as this project progresses.'

Elizabeth Woodeson Director of Health and Wellbeing

We are still here!

Despite some rumours to the contrary this project is very much alive and active. It is true that we have had the promotional budget reduced but our request for that funding was made before we agreed to align closely with Change4Life. The support we have since secured from Change4Life partners, now that we are Walk4Life Miles not Active Challenge Routes, means we benefit from the publicity and excellent public awareness of that brand. We are therefore more confident than ever that despite the cut in cash, we will not only be delivering on time but our reach and success of the new www.walk4life.info site will be even greater than our original plan.

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walk 4 life

The website

The new website, www.walk4life.info is well into its development. The project is running on schedule and will be ready in September.

Routes

Walk England have already been working locally to identify more than 2,000 routes across the country to ensure that when the website is launched it has a good selection of walks – but we now need your help to find even more.

The kind of routes we hope to have on the site are described in the toolkit. There are 2 main types of routes; 1 mile long Walk4Life Miles, and short walks which people can fit into their everyday lives.

We hope that as soon as the site is live in September delivery partners and the public will start adding routes to it – but there are 2 ways you can ensure your routes are on there before then:

1. We can accept digital data in the form of .KML files. If you already have digital records of routes you can export them as .KML files and send them to us. KML is a standard format and can use created from most GIS, or from Google Earth.

If you want to send us existing data as KML we will need each route as a separate file, and some additional data about each route in an excel spreadsheet. The spreadsheet will be automatically taken into the website with the KML files – so it is vital that it is filled out correctly. The spreadsheet and an advice note on using it will be sent to you separately, and will be available on the Walk England website.

2. During August delivery partners will be granted access to the website before it goes live to add routes, or add information about routes. We will send you a password so that you can plot routes, or add to routes we have already imported or plotted.

Waymarkers

Walk England is producing more than 40,000 waymarkers which project supporters will be able to use to identify Walk4Life Miles on the ground.

There are 4 types : Walk4Life Mile start and finish waymarkers, 'turn round' arrows for half-mile routes, and plain arrows to help with navigation. We will provide an order form so that you can identify which style you need.



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Update 3 - 1st July 2010

Waymarkers will be either standard PVC (80% recycled!) or stickers that can be stuck onto smooth surfaces, such as metal signs or posts.

We'll happily send out either kind on request – drop us an email if you want some. They will be available from mid-August.

Guidance on waymarking will be produced in the first week of July and will be sent out with the waymarker order form.

Events

We are hoping that partners will make the most of the media campaign around Walk4Life in September, and will run events on their routes.

Walk England is creating an internet site where all Walk4Life events can be promoted. The site will be ready by the end of July – delivery partners will be given access to this site to allow them to add details of any events they are planning.

When www.Walk4Life.info goes live there will be a clear link to the events site to allow the public to search for events in their area. Please be ready to tell us about your walk events as soon as the site goes live at the end of the month.

Frequently asked questions (FAQs)

We know you all have questions to ask – so we've created a FAQ page on our website at:

<http://www.walkengland.org.uk/content/update.aspx>

We will be added new questions to this page as they arise, if you have a question that isn't covered drop us a line and we'll send you a direct response.

To register as a partner, to find out more, or talk to us at Walk England about this project contact caroline.markham@walkengland.org.uk Telephone 07920 198605.

Walk4life partner update 3 v1

1st July 2010

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