

Partner briefing note

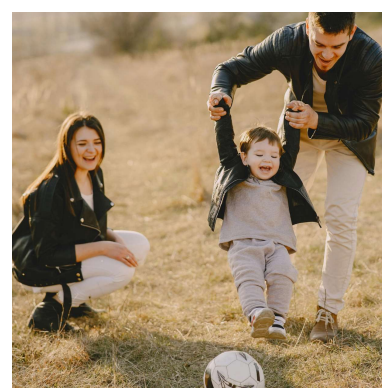
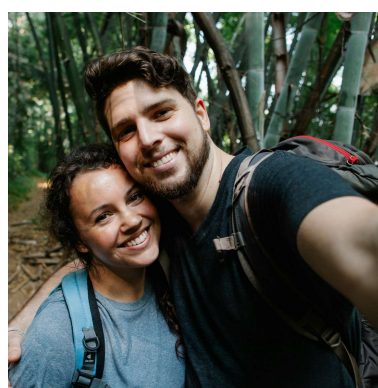
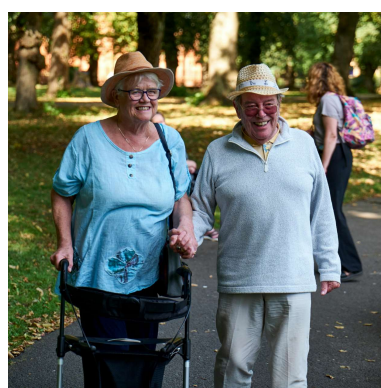


One Mile Walks through local activity, collaboration, a national campaign, and innovation for access to walking.



<https://onemilewalks.uk>

 WALKING PACE



One Mile Walks is a collaborative programme from Walking Pace all about getting people outdoors, moving and enjoying walking.

We create and promote great walks about one mile long and provide detailed access information.

One Mile Walks is in part a response to the culture of higher, faster, harder, longer and more extreme, which positions short walks as lesser than, or as stepping stones to something greater.

The outdoors belongs to all, whatever their experience, pace, ability or distance.

The aims of the One Mile Walks programme are to:

Promote one-mile walks:

- Locally led activities to get more people out walking,
- Provide benefits associated with being outside and walking, especially for those whose health and wellbeing would particularly benefit,
- Increase outdoor industry attention on shorter routes and the people who walk them.

Innovate approaches to access:

- To encourage greater collaboration on access between walking and outdoors organisations,
- To innovate shared approaches to accessible walking, engagement, language, imagery and information.



What is One Mile Walks

One Mile Walks is a national programme with locally led activities all about going outdoors, getting moving and enjoying walking.

A One Mile Walk is a great way to get outdoors and to connect with nature or heritage. One Mile Walks make use of National Parks, National Landscapes and National Trails, local parks, recreation grounds, local Open Spaces and village, town and city streets and footpaths. They are a great way to explore tourist hotspots or to enjoy surroundings closer to home.

A mile is a good round number, and it is easy to understand what is on offer from the name, One Mile Walks. One mile feels manageable for many – even if it might be a personal challenge. Also, taking between 20 and 60 minutes, one mile might fit into busy schedules, although one mile with lots to see and do could take the whole day. The key is finding great One Mile Walks.

Keeping all walks similar lengths provides consistency. For many people, such as those recovering from injury or with a mobility restriction, ‘just’ an extra half a mile may be daunting or painful. On a One Mile Walk you know what to expect.

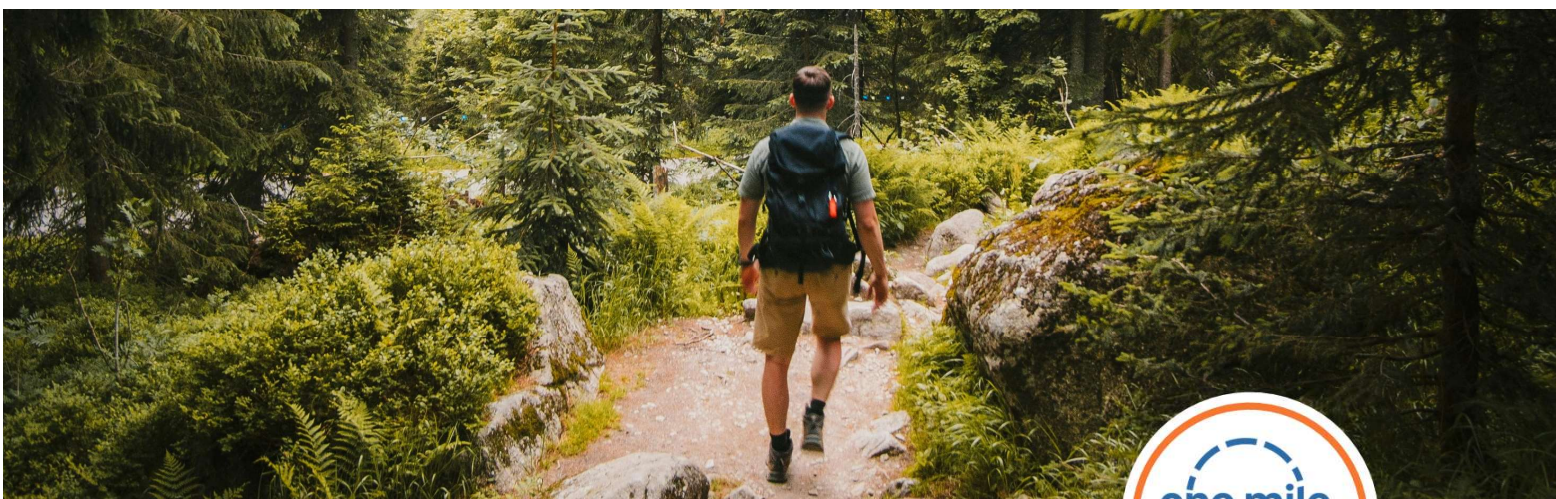
The campaign responds to the many ‘short’ and ‘easy’ walks which are not ‘short’ or ‘easy’ for many people! One person’s ‘easy’ may be challenging for another. And in some circles short walks are seen as lesser than, beginner-level or not part of the ‘proper’ outdoor scene.

One Mile Walks does not make assumptions about ability. Walks are described factually, without judgement and in detail so potential walkers can assess which walks they will enjoy. One Mile Walks are not necessarily an entry point to longer, harder, higher walks, but they may be - for some. For many people, if they regularly walked one-mile, that would be a great result.



Principles of a One Mile Walk

- **One Mile Walks can be self-led or guided.** They may be stand-alone initiatives at one location or form part of a wider programme of activities, such as festivals, local walking plans or infrastructure development.
- **An ideal One Mile Walk is between 0.9 and 1.1 miles (1.4 to 1.8 km).** Walks between half a mile (800m) and 1.25 miles (2km) are accepted, but 1.25 miles is an absolute cut off.
- **Walks end where they begin.** The only exception would a liner route with outstandingly convenient transport back to the beginning.
- **Walks are circular.** Walks that are out and back on the same path are only acceptable if the turn around point is significant, i.e. a historic building, a viewpoint, waterfall, etc. – not just a point half a mile along a path.
- **New One Mile Walks.** Walks will be developed by One Mile Walks and local and national partners.
- **Existing One Mile Walks will be shared.** Existing walks from reliable organisations that fit the criteria for a One Mile Walk will be posted online.
- **Choose access.** If there is a choice of route at a location, then One Mile Walks will take the more accessible route.
- **Not all One Mile Walks are accessible for all.** Walks will be well described so that people can choose routes are suitable for their wants and needs.
- **Confidence in the information.** Walking routes will be verified by Trusted Partners and Route Checkers to show that the information is reliable.



One Mile Walk activities

Locally

- One Mile Walks activities are delivered locally and bring together local health and well-being leads, outdoor and walking groups and the local teams of national organisations and governmental bodies.
- Local activities can be stand alone or as part of a coordinated approach to One Mile Walks across an area.
- Local activities include:
 - Promote self-led one-mile walking routes,
 - Lead group one-mile walks,
 - Incorporate one-mile walks into walking festivals,
 - Engage volunteers to create and verify new one-mile routes,
 - Advocate to improve paths and infrastructure to increase access to one-mile routes,
 - Work with landowners such as hospitals, schools, forests and private estates to identify one-mile walks from their sites,
 - Work with local organisations and groups, such as youth groups, church groups and community centres to innovate new walking approaches and target new audiences.

Nationally

- One Mile Walks builds collaboration between outdoor, walking, health and well-being organisations to create a shared national approach for promoting One Mile Walks.
- National activities include:
 - Develop the website (<https://onemilewalks.uk>) to include a library of new and existing walking routes, provide access information about routes and promote dates of local One Mile Walks events,
 - Host a National Steering Group and Consultation Group to oversee and guide a campaign of development, communication and innovation.
 - Develop partnerships for promoting walking and improving accessibility,
 - Provide support to establish One Mile Walks programmes locally,
 - Identify learning from local activities and disseminate across the One Mile Walks network,
 - National advocacy, fundraising and communications,
 - Collate and publish One Mile Walks Guide Books,
 - Provide support to local groups to create and verify new routes.



Engagement

One Mile Walks seeks wide engagement from individuals and organisations, and there are many ways to get involved.

Individuals / walkers

One Mile Walks are great walks for residents and visitors to an area, though some people will be targeted, such as: people new to walking, people whose health and wellbeing would particularly benefit, people who have difficulty walking longer distances due to pain or disability, people who need confidence to explore, parents, grandparents or carers of young children.



- Walk a One Mile Walk,
- Tell friends and family about One Mile Walks and share routes on social media,
- Submit their own one-mile walks to the library,
- Join a guided One Mile Walk,
- Take friends and family on a One Mile Walk,
- Challenge themselves to complete many one-mile walks in a fixed time period.

Partner organisations

Partners are essential for delivering One Mile Walk activities. They include walking organisations, walking festivals, protected landscapes, social prescribers, Local Authorities, Parks and Open Spaces and outdoor, nature, wildlife, heritage, health, well-being and community organisations.



- Add the One Mile Walks logo to walk materials or waypoints,
- Create new One Mile Walks,
- Add One Mile Walks to existing programmes,
- Promote One Mile Walks through their communications,
- Join the Steering or Consultation Group,
- Test new approaches to walking, access, engagement, language, imagery and design,
- Send learning and participant feedback to national to be learnt from and shared across the network.

Multipliers organisations

Multipliers provide access to the target audience and may also be Partners. They include volunteer organisations, NHS Trusts, GP surgeries, Physiotherapists, Pharmacies, Local Authorities, health initiatives, schools, nurseries and outdoor and other retailers.



- Signpost individuals to One Mile Walks,
- Promote One Mile Walks in their locations and alongside their activities,
- Help to develop specific approaches to meet the needs of their stakeholders.



Access information

- One Mile Walks are **great walks**, each about a mile long, for anyone.
- One Mile Walks are **well described** so that individuals can assess which routes will meet their wants and physical requirements and so find walks they will enjoy.
- Walks added to the website are **rated based on information confidence**:
 - Existing walks from other sources are promoted on the website but will be marked '**un-verified**'. Individuals can make up their own mind about the quality of the source – though care is taken to choose routes from reputable sources.
 - A walk will be marked '**verified**' once it has been checked by a One Mile Walks Route Checker or by a Trusted Partner. Verified means that the route exists, it is walkable, and the descriptions of the route are accurate.
 - Verified routes may also include **Standard access information**. This includes information to support the Access Chain developed by the Sensory Trust (deciding to go somewhere, the journey, the experience, and returning home.) The Standard information template was developed from sources including the Outdoor Accessibility Guidance and By All Reasonable Means. The information provides an overview of the accessibility of the route and highlights pinch points and features that may cause some individuals difficulty, such as stiles, steps, steepest gradient and narrowest path.
 - Routes may also be supplied with **Extended access information**. This includes detailed entries of features on the route, such as paths, gates, stiles, steps, ramps and seats, and provides measurements, descriptions and photographs so that individuals can see in detail whether the route includes barriers that will affect them. Collating extended access information will also provide a database of the accessibility of paths and features which can be searched or interrogated and used for planning and advocacy purposes.
- Providing information about routes produces a **huge data set**. One of the challenges is therefore is to present One Mile Walks in such a way that they encourage potential walkers to get outside, whilst making available specific information to those who may require it, but without overwhelming people.
- Print, online and rich media tactics are used to present access information and is a **key area of collaboration and innovation**.
- One Mile Walks **provides an isolated test bed for innovation** in accessible walking which will not require organisations to adjust their core programmes to try new ideas. Innovation will be evaluated, and successful approaches can be adopted over a wider range of activities.



Join in with One Mile Walks

Partner

Multiply

Advocate

Support

Innovate

Collaborate

Lead

Learn



Get in touch to discuss how One Mile Walks could contribute to your organisation's activities and how you can help shape One Mile Walks.

We'd also like to hear your comments on this Draft Partnership Briefing Note.

Email: matt@walkingpace.uk

