

paths
for all

FOR A HAPPIER,
HEALTHIER SCOTLAND

2021/2022
Annual Report



We are the Scottish charity championing everyday walking for a happier, healthier, greener Scotland.

We know that regular walking is one of the simplest and easiest ways to improve our physical, mental and social health. We work to create opportunities so more people can walk or wheel everyday, whether that's to the shops or school, for leisure or to get to work.

Walking can also tackle inactivity and reduce health inequalities. By removing the barriers to access well-maintained paths, pavements and greenspaces, we can reduce social and transport inequalities.

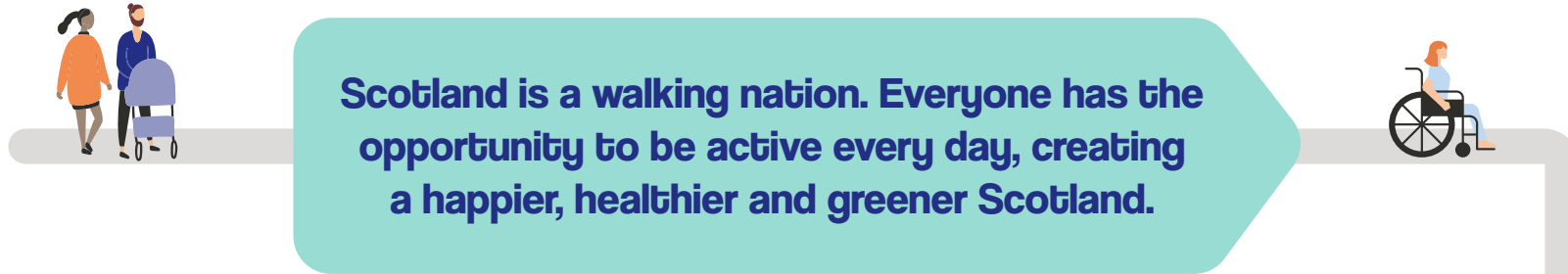
Walking remains the cleanest form of transport which means it is central to our response to climate change. At Paths for All, we support communities and organisations to promote behaviour change and make a lasting difference to the way people travel.

So let's keep walking: everyone, everywhere and everyday.



Our Strategic Vision

Our Vision



Our Themes



Our Mission



Our Objectives



Foreword

Kevin Lafferty, Chief Executive Officer, Paths for All

It's been a privilege to lead Paths for All during my first year in post. Thank you to everyone at Paths for All for their professionalism and dedication over the last 12 months and for making me feel so welcome.

It's been another successful year as we continued to support communities across Scotland to be active through a growing number of programmes and funds.

We encouraged walking and active travel as Covid-19 restrictions eased and welcomed 8200 new people to Health Walks.

We awarded over £7m through our Smarter Choices, Smarter Places programme to support travel choices that are better for our health and the environment.

It was also great to see families get involved in our Community Paths work which branched out into helping people connect with nature.

Another highlight was our Volunteer Awards when we celebrated the outstanding contribution of those who support the entire organisation to deliver initiatives that improve health and wellbeing.

In January, we launched our Step It Up strategy - a real milestone for Paths for All. The strategy puts physical activity at the heart of the response to tackling Scotland's biggest issues. It's been structured around the World Health Organisation (WHO) Global Action Plan for Physical Activity which looks to promote walking - whether on foot, with a wheelchair or mobility aid - as the natural choice in order to improve health, tackle inequalities and respond to climate change.

Over the last 12 months, there have been changes within our Senior Management Team and our Board of Directors. We warmly welcome those who have joined us and gratefully thank those we said goodbye to.

I would like to acknowledge the kindness of our funders and partners and thank them for remembering the life and legacy of our late Chief Officer Ian Findlay in our Walk for Ian event in March 2022.

This last year has seen a lot of change at Paths for All, and I am glad to say we are now in a much more settled place and looking forward to growth and expansion in the year ahead.

With the Scottish Government's commitment to increase funding for active travel and prioritise health and wellbeing, we will make the most of this opportunity to deliver our vision and extend and widen our programme of delivery over the next three years.



Walking for Health



Health Walks

We manage and support the Scottish Health Walk Network which delivers over 700 weekly Health Walks across Scotland. Walks are short, social, low-level and free. They are led by trained volunteer Walk Leaders and are accessible to all.

We supported Health Walk projects during the easing of restrictions, enabling Health Walks to resume safely. We welcomed new faces to many of these walks, including those who had rediscovered walking during lockdown.

We worked with high schools to deliver lunchtime Health Walks, expanded our support for all-ability Health Walks and encouraged our network to travel more sustainably for everyday journeys.



329

members of the Scottish Health Walk Network (an increase of **21%**)

£188,988

awarded to **14** health projects through our Walking for Health Fund

8,222

new people registered to join a Health Walk, over half of whom reported having a long-term health condition



1,314 new Walk Leaders trained



20 Strength and Balance workshops delivered to **166** Walk Leaders



8 online Network Chat events delivered



2,000 Strength and Balance leaflets, 121 cue cards and 50 DVDs distributed to health professionals

13

versions of Covid operating guidance produced



A Walk and Roll toolkit produced to make Health Walks more accessible and welcoming to wheelchair and mobility scooter users

“The support during the pandemic has been outstanding, I’m personally and professionally very grateful. From the updated and clear information to the high-quality training provision and opportunities, the support has been amazing.”

Health Walk Coordinator



Success Story

A Health Walk in East Lothian has been helping the blind and partially-sighted community build their confidence and activity after the pandemic.

The RNIB Welcome Walk takes place in Musselburgh where walkers enjoy a 45-minute stroll along the promenade.

Walk Leader Shona Black, who is visually-impaired, leads the walks with her guide dog Matt.

“People have been hit so badly with lockdown and restrictions and many have lost their confidence.

“Something like getting out for a walk is a great way to get things going again.

“Making sure people feel safe is very important when they have lost confidence. Our walks are often quite small in numbers and people like that.

“When you have been isolated, the thought of going on a walk with lots of different people can be daunting so I’d like to keep the numbers small and just have more walks rather than one big group.

“It’s a nice way for everyone to have the chance to get to know each other.

“One of the girls who came along on our first walk was really quiet and she hardly spoke. But on the next walk, she was more confident and quite chatty.

“The walk seems to be something everyone looks forward to.”



Schools and Pupils on the Go

New this year has been developing the Pupils on the Go programme in high schools. This involved delivering our first School Walk Leader Train and Trainer course to encourage Health Walks during the school day.

 Pupils in Cumbernauld enjoy a lunchtime walk

1,332

pupils across 10 high schools in North Lanarkshire took part in the pilot 'Pupils on the Go' programme



10 active schools staff received training to enable an expansion to 23 local high schools



4 bespoke school Step Count Challenges supported

"I really enjoyed being a School Walk Leader; it was great to be involved in such a worthwhile project and to gain skills by doing it. During the walks we talked a lot - mainly quite casual conversations about things like TikTok. Sometimes though the pupils spoke about daily struggles, small problems at home, stress at school and upcoming tests."

School Walk Leader



Active and Sustainable Travel

We produced new resources for our Scottish Health Walk Network to encourage active and sustainable travel to and from Health Walks.

We helped Braveheart Health Walks in Bonnybridge use active and sustainable transport more often.

📷 Bonnybridge Braveheart Group



New animation produced to encourage active everyday journeys



Guidance notes produced on why Health Walk Coordinators should promote active travel and how to promote sustainable transport



Zoom seminar on Active Travel and Health Walks delivered



7 promotional social media graphics produced

★
A survey showed that 66 per cent of people walked more for short journeys rather than taking the car after attending a Health Walk



Dementia Friendly Walking

We support safe and welcoming walks and initiatives for people living with dementia, as well as their families and carers. This includes a growing number of walks that are accredited as Dementia Friendly and also work in care homes to create more opportunities for movement and connection with nature.



Dementia Friendly Prestwick received a Scotland's Town Partnership Scotland Loves Local Streets and Spaces Award for the work carried out with PFA and other partners to improve the town's promenade.

5

care homes recruited to the Care About Walking project



Strength and Balance exercise panels installed in care home gardens



5 Dementia Friendly Health Walk accreditations awarded

9

Dementia Friendly Walk Leader courses delivered with 60 delegates trained

47

care home staff and volunteers trained through our strength and balance workshops

“Since coming into my care home, I feel my walking has much improved which in turn makes me more independent. I can’t stand for too long still, but have been managing to stand at the rail for balance and strength very well. Once the weather gets better, I am looking forward to walking outside.”

Care Home Resident



Success Story

Walking can help care home residents experience more of community life. So when a Crieff care home took their Dementia Friendly Health Walk out onto the town centre streets, it gave care home residents and Crieff residents living with dementia a social, mental and physical boost.

Colin Crawford, Richmond House Care Home Principal Officer said:

“We didn’t just want to be providing care to people in a residential care home, we wanted to expand our services to support as many people as we could in the community.

“It means that people living with dementia can come along every Thursday, get out into the sunshine,

meet friends, have a cup of tea, and they are becoming healthier as well.

“It gives us a buzz when people start chatting to us and waving, so the more people we can get involved, the better!”

 Walk Leader Colin Crawford



Movement for Health Coalition

Movement for Health is a coalition of leading Scottish health charities. Its members work together to increase physical activity levels and improve the social, physical, and mental health of people living with long term conditions. Paths for All is proud to manage this new coalition which aims to make it easier for people with a health condition to be more active.

We are looking forward to 2022/23 and have exciting plans to drive forward the programme.



Call to Action issued with the aim of influencing policy and members of the Scottish Parliament

19

charity members supported by 5 national organisations

How the Coalition works

We create opportunities to work in a coordinated way with partners to promote physical activity for long-term health conditions

Cross-sector working

Improving physical activity for long-term health conditions across all sectors (leisure, government, health professionals) by improving knowledge and engagement

Impacting policy

The work of the coalition actively and positively impacts policy and government strategies to support change

Success Story

“I had lost some confidence and attending the Health Walk has been the best thing for me.

“Walking has really helped to alleviate the pain associated with my condition and I’ve also been inspired to walk more on my own. I now walk the Health Walk routes in between the Friday sessions because I know they are safe and local to me. It’s also given me the motivation to try other things like joining the Ladies Fellowship in Lossiemouth.”

Marian, walker with Walk Moray

“Probably the best thing about this group getting together is the idea that we could all come together as one kind of collective voice on very similar issues that we’re all faced with.”

Coalition member

Workplace Walking

An active workplace is a happy and healthy workplace. We work to raise awareness of the benefits of being active at work and to promote our workplace walking initiatives.

Step Count Challenge



13,292

Step Count Challenge participants – an increase of 3,000



bespoke challenges took place, involving 4,107 people



Academic paper published on the impact of the Step Count Challenge on reducing stress and boosting productivity



We worked with wheelchair athletes recruited by Scottish Disability Sport to improve the Step Count Challenge including adding wheelchair activity to the activities list and adding seated exercises to our collection of One Minute Mover animations



A new tool developed to calculate the carbon saved by travelling actively during the Step Count Challenge



3 Walk at Work Awards presented



people completed our online Workplace Walking training course

“A great way to encourage everyone to walk and reduce their carbon footprint - love it!”

Step Count Challenger

“It was excellent, really enjoyed having the added motivation to get out and do some much-needed exercise. It forced me to step away from my desk and leave the confines of my home each day.”

Step Count Challenge participant

Success Story

In early 2022, more than 970 busy health professionals from NHS Grampian took part in a bespoke Step Count Challenge.

Taking part in 197 teams of five, healthcare workers clocked up a combined 284,587,427 steps in just four weeks.

It's the third time the health board has taken part in a bespoke challenge – all to encourage a more active workplace and to help NHS staff look after their own health and wellbeing.

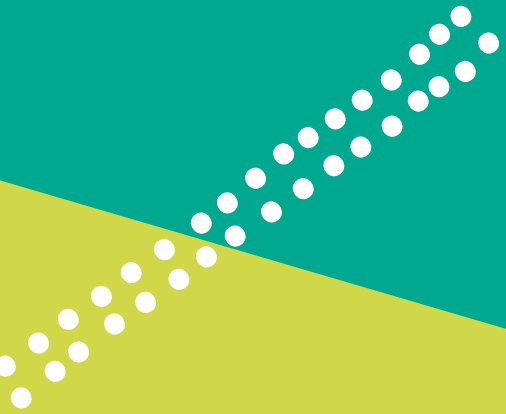
“We started taking part in 2020 with around 70-80 teams, this increased to about 150 teams last year, and we are delighted to see the uptake has risen for a third year straight.”

“Our staff work extremely hard and are constantly on their feet, whether seeing to a patient or meeting important administration deadlines. That’s why it’s important for us to remind them to keep active for their own health while taking part in a fun activity.”

James Norman, public health practitioner at NHS Grampian and Step Count Challenge co-organiser




Community Paths



Community Paths

Access to good quality, well-maintained outdoor spaces can help improve our physical, social and mental health.

We provide support, advice, technical expertise and funding to community organisations, community groups and access professionals improving local paths throughout Scotland.

 Dementia Friendly seating at our National Demonstration Site, Oatridge College



The team changed its name from **Active Environments** to **Community Paths** to better reflect its work.

70%

of community groups reporting that, without our input, it would have been more difficult to develop/maintain paths



173 volunteers and professionals attended training courses and webinars

146

disadvantaged communities and groups supported



33 Community Path Grants and Community Active Travel Grants awarded



A promotional film created to highlight the value of the National Path Demonstration Site and show examples of key access infrastructure



“The Community Paths team are excellent! We would never have created our pathway without their input. We would not have known where to begin.”

Walking with Nature

Our Walking with Nature campaign encourages people to keep active, connect with nature and do small, kind things to improve the places where they walk.

Using themes and suggesting activities, we have helped people understand how they can connect with nature during their regular walks.



5,744

people visited the Walking with Nature pages on our website with our micro-volunteering pages being the most popular

48

entries to our #WalkingWithNature competition



123,248

people reached through our campaign adverts on social media

★
Our new Walking with Nature backpacks contain resources to help people on Health Walks connect with nature.



Our Walking with Nature campaign was highly commended in the Nature of Scotland Awards 2021.



Community Path Grants and Active Travel Grants

Our grants give communities the resources they need to create, promote and maintain their community paths and active travel routes. This work helps to increase the number of people using paths for leisure and makes it easier for those walking, wheeling and cycling for everyday journeys.

18

projects awarded a total of **£25,769** in Community Path Grants

£

£63,841 additional funding raised

£

£46,350 in-kind contributions

📍

Community Path Grants were used for a variety of projects including improving signage, creating maps and carrying out path improvements

“Paths for All have been amazing to work with and the continuous support has helped make the area into a local green and blue space to enjoy.

“The upgraded path really builds on the community spirit as we have noticed more people using it - especially workers walking and cycling to work as well as a quiet place to sit during their lunch break. It is also used by dog walkers and people enjoying the simple but important pleasure of just going for a walk in nature.”

Dighty Connect, part of East Dundee Environmental Network



Technical

67

community groups and **26** access staff received advice and support



The **Path Grading System** incorporated into the design of leaflets and interpretation boards produced by numerous community groups



Detailed design drawings and costings were provided for Helensburgh Community Paths Group to install a network of paths for community use



New guidance note **How to Install Wayfinding Signage** produced

Training

Our wide variety of training courses include working with young people, and delivering online and in-person training to community groups and access professionals.

7

webinars delivered



3 onsite training opportunities delivered



160 people attended our online events

2

PathSkillz courses delivered – the first since the start of the pandemic

“Paths for All are a great organisation. The help they have given my local area has been wonderful. Keep up the great work.”

Success Story

A volunteer-led project brought a Rabbin Burns poem to life, thanks to our funding and support.

The historic route taken by Tam O'Shanter has been restored and revived by South Ayrshire Paths Initiative, allowing visitors to retrace the footsteps of the famous character and his trusty steed Meg.

The path was funded by South Ayrshire Council and Paths for All, with support from NatureScot.

The route was extended by South Ayrshire Council and South Ayrshire Paths Initiative (SAPI) in 2020 and named The Blue Bonnet trails after Tam's famous headwear.

Completed in July 2021, the three-mile-long trail features two self-guided historical routes, Tam's Trail and Alloway Trail, with 23 Blue Bonnet signs to guide the way.

The project also included developing walking information panels and leaflets using the path grading system.

Colin Clark from SAPI said:

“It’s a really fantastic project as it benefits not only the local community but the wider Scottish public - it brings in great tourism as well.

“The funding has helped fulfil the long-standing need for interpretation boards and updated trail maps, providing walkers with information about the route and its history.

“It is always rewarding to see a project being completed – especially when it is something we’re passionate about.

“The funding by Paths for All has helped us bring the trails to life by updating signs and leaflets to showcase both routes as a national treasure with great historical value.”

📷 Members of SAPI with the new maps



Active Travel



Active and Sustainable Travel

We want to make walking, wheeling and cycling the natural choice for short journeys, and public transport combined with walking the first choice for longer journeys

Making active journeys by walking, wheeling or cycling is great for our physical and mental wellbeing and it reduces our carbon emissions.

By supporting more people in Scotland to walk, wheel and cycle for short, everyday journeys, we will improve health, create safer communities and help protect the environment. By encouraging people to take public transport, or use shared transport like car clubs for longer journeys, there will be a knock-on effect of people walking more.



We led the partnership which delivered the Walking Cycling Connecting Communities conference with **219** online attendees



We work with Scotland's Active Travel Delivery Partners, championing walking to deliver Transport Scotland's Active Travel Vision



Smarter Choices, Smarter Places

Smarter Choices, Smarter Places (SCSP) is our grant programme, funded by Transport Scotland. SCSP aims to encourage people to change their travel behaviour and adopt more sustainable travel options such as walking, wheeling, cycling, or using public transport.

Our programme offers funding and support to local authorities, as well as public, community and third sector organisations that deliver innovative local projects for local needs. All funded projects must deliver against one of our programme outcomes.

Our 2020/21 report was released in 2021 and identified that the programme had a notable impact of:



434,318

people walking or cycling more for everyday journeys

30,718

people attended our online events



Sustainable travel messaging had a media reach of over **4.28 million**



Our 2021/22 Highlights

2021/22 was, again, a challenging year. Many projects, although getting up and running, were still struggling with the impact of the pandemic. Face-to-face engagement was still difficult and many groups and organisations were not yet back to full capacity. Nevertheless, it was inspiring to see the enthusiasm and creativity our organisations showed and their passion for supporting their communities to build back better. 2021/22 has shown some real positive results and will provide the bedrock on which we can get back to full capacity and deliver on a just transition to a sustainable society.

Local Authority Fund

31 local authorities were awarded a total of **£5 million**

Success Story

Stirling Council Park and Ride encouraged more passengers to use the service by providing free bus travel into the city centre.

In 2021/22 there were **136,620** journeys made on the park and ride buses with **161,960** people choosing to travel by bus. This was a **255%** increase from the baseline figure and a significant increase in the target number of passengers.

Networking sessions

9 networking sessions delivered throughout the year with **177** attendees in addition to the virtual National SCSP Network Learning Event which saw **130** delegates share good practice.

Open Fund

83 projects were awarded **£2.5 million**

Capability Fund

New fund for **2021/22** supporting **9** well-established delivery partners delivering strategic projects and supporting the SCSP network with knowledge and experience.

Success Story

The inspiring Cycling Without Age Scotland (CWAS) project has enriched and enhanced the lives of **28,880** older people.

Those using the projects' trishaw and outrider-led bikes cycled **36,101** sustainable transport miles in 2021/22. There has been a significant increase in riders being inspired by their CWAS activity to become regular cyclists. Now almost **80%** of pilots and outriders cycle to and from the Trishaw base for the start and end of each ride, totalling an estimated **46,209** sustainable miles by doing so.

Outcomes 2021/22

Smarter Choices, Smarter Places projects measured success against 6 key outcomes:

1

More people choose not to drive

420 chose not to travel at all, while 12,233 journeys were reduced. This led to 90,379 miles being saved thanks to projects supported by the programme.

2

More people choose to walk or cycle for everyday journeys

115,016 people chose to travel more actively more often.

3

More people choose sustainable transport

185,097 people opted to travel more sustainably. This meant 17,860 fewer car miles were driven.

4

People develop more positive attitudes towards sustainable travel choices

2,696,841 people were engaged with SCSP events and activities. 256,827 people were referred to active travel options and 6,100 people reported feeling safer about walking and cycling.

5

People's knowledge about sustainable transport increases

2.88 million people were reached with campaigns and messages. This included information within 29,272 resources distributed and 6,302 routes that were improved and promoted.

6

There is an increased evidence base

409 reports containing 13,169 responses and pieces of engagement were gathered from projects

This evidence will strengthen the case for continued investment in sustainable travel and increase our knowledge and understanding of behaviour change.

Success Story

Videos that help break down the barriers to walking for people affected by deafness are now available, thanks to the Smarter Choices, Smarter Places Open Fund.

Charity deafscotland used a £20,000 grant to research and produce three films that encourage deaf people and those with hearing loss to walk weekly for their physical, social and mental health.

The funding was applied for before the Covid-19 pandemic, but Janis McDonald, Chief Officer of deafscotland, said restrictions made the walking project even more important for the one million or so Scots affected by deafness.

“Restrictions made life very difficult. Two-metre distancing was an issue as hearing aids only work at one metre, and face masks meant that lip reading was not possible. It was an isolating experience for those with hearing loss. Family and friends were no longer popping in, the telephone wasn’t an option, and some just couldn’t face going out, even for food.

“Walking is safe, free, social and accessible and there’s so many benefits. It helps people to connect with their environment and their community. People needed to be encouraged to walk with family and friends who are affected by deafness, so we consulted on and drew up a list of tips to make it easier, and this has proven to be very popular.

“We believe the tips generated more opportunities for walking.

“We could never have done this walking project without the SCSP grant and the guidance and support of the whole team was invaluable.”



Communications and Policy



Communications and Policy

Our communication activities, campaigns and events increase the profile of physical activity and the benefits of everyday walking in Scotland. Through our policy work, we provide sound evidence and arguments to influence policy at a national level.

As we emerged from the pandemic, our communications focused on sustaining the new-found love for walking and the outdoors that developed during restrictions.

Communication channels

We use multiple communication channels to ensure our walking messages reach as many people as possible.



1,263,382
website views



23,663
social media
followers, an
increase of 5,477



42 news stories
published on our
website, and **66**
success stories shared
to show the impact
of our work



731 media articles
published in local
and national media
with a combined
potential reach
of **37.6m**



96 email marketing
campaigns sent



Six new podcast
episodes produced

Communication Campaigns

Our communications campaigns inspire people to be more active in different ways. This variety of campaigns motivate our engaged networks and have exposed our messages to new audiences.



Boosted the benefits of walking for personal and community wellbeing during May's **National Walking Month**



Launched our **Step It Up** strategy setting out our vision, mission and how we'd achieve our goals



Celebrated COP26 with an environmentally-focussed **Humans of the Walk** online photo exhibition



Worked in partnership with Ramblers and Living Streets to deliver the first **Scottish Walking Awards**



Presented **13** awards at our annual Volunteer Awards ceremony



130 professionals attended our online Expert Lecture Series which echoed the sentiments of our new strategy



Encouraged families to connect with nature during the school holidays with **3 Path Days** campaigns



Devised and delivered an upbeat Health Walks campaign **Let's Walk Together**



Invited people to **Walk for Ian** during March to mark the first anniversary of the death of our late Chief Officer Ian Findlay CBE

Success Story: Let's Walk Together

In the summer of 2021, we launched a campaign to relaunch Health Walks as Covid restrictions eased.

We aimed to increase awareness of the benefits of regular, social walking and encourage more people to join their local Health Walk. The campaign involved:



Producing digital graphics, leaflets, posters and postcards for members to promote their walks locally



Broadcasting 2 radio adverts promoting Health Walks on the Bauer network – reaching 275,500 listeners across Scotland



Promoting a video produced by Maree Todd MSP, Minister for Public Health, Sport and Women's Health, in support of Health Walks



Achieving an exclusive in the Sunday Post for a story which heard from people who had benefitted socially, mentally and physically from Health Walks



Using social media advertising to direct people to the Find a Health Walk Map reaching 180,543 people.

Thanks to this integrated communications campaign, our Health Walk webpages achieved **319,640** hits in just a few months.

More than **8,222** new walkers joined a Health Walk in 2021/22.



Influencing Policy

We continued to make the case for walking, active travel and links with public transport, and highlighted the lessons learned from the pandemic to support a move to more walkable communities and a less car-dominated society.



76

consultation responses submitted

55

strategic policy and cross party groups attended

13

blogs and briefing papers produced to support policy change, including updates to the Highway Code



Called on local government candidates during the local elections to champion walking



Increased our engagement with MSPs, Ministers and Parliamentary Committees



Invited all MSPs to join their local Health Walk (48 have so far attended)

We contributed to the new Scottish Government Our Place website devoted to promoting the benefits of place and place-based working.



We took part in a number of events focussing on NPF4, STPR2 and the route map for the reduction in car kilometres.

Success Story

Walking Forward: our call to local election candidates to champion walking

Months before the Scottish local elections in May 2022, we issued a call to candidates to support Scotland to be a walking nation where everyone could walk or wheel.

The call to candidates 'Walking Forward' detailed the huge benefits walking brings for people and communities and set out ways that candidates could support people to walk more for leisure and travel.

Our Chief Executive Officer Kevin Lafferty said:

“If political parties and candidates show leadership to improve communities for walking, it will help to tackle climate change, improve health and wellbeing, protect nature and improve air quality.

“It will support people to be active every day, connect communities and support local economies.

“We want to see local communities walk forward to a happier, healthier, greener future by supporting walking and wheeling and putting people first.”



Working in Partnership



Working in Partnership

We don't work alone - as a partnership organisation we work with a range of organisations to help us get more people walking in Scotland.

We are one of the key organisations which make up Scotland's Active Travel Delivery Partners.

Working in collaboration, this group works to deliver Transport Scotland's Active Travel Vision of enabling walking, wheeling and cycling to be the most popular modes of travel for short, everyday journeys.

We also manage and facilitate the National Walking Strategy Delivery Forum. Working in collaboration, this group supports delivery of the National Walking Strategy and its associated Action Plan in support of the Scottish Government.



Our Partners



Our Funders





FOR A HAPPIER,
HEALTHIER SCOTLAND

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