



The Pedestrian Pound



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#PedestrianPound





WE ARE LIVING STREETS, THE UK CHARITY FOR EVERYDAY WALKING



OUR VISION

A nation where walking is the natural choice for local, everyday journeys.

THREE KEY OUTCOMES

- PEOPLE CHOOSE WALKING AND WHEELING
- BETTER STREETS FOR WALKING AND WHEELING
- ALL WALKS OF LIFE





- **The impact** of public realm improvements on existing business performance
- **The importance** of public realm improvements for urban regeneration
- **The influence** of public realm improvements on business and consumer satisfaction

14%

high street
vacancy rate in
Britain



30%

of shopping takes
place online

(Nov, 2023 ONS)



1 PEDESTRIANS = POUNDS

2 IN-PERSON CONNECTIONS MATTER

3 WALKABLE ENVIRONMENTS SAVE MONEY

1

PEDESTRIANS = POUNDS

44%

of people in Scotland
walk to local shops
for everyday
necessities daily or
several times a week



LIVING
STREETS



CASE STUDY 1: SHREWSBURY

Weekend pedestrianisation
of town centre streets in
Shrewsbury led to

25%
more sales



**LIVING
STREETS**



2

IN-PERSON CONNECTIONS MATTER

Community ownership models help regenerate high streets; it's estimated that 56p of every £1 community businesses spend stays in the local economy.



CASE STUDY 10: ALLOA, SCOTLAND



3

WALKABLE ENVIRONMENTS SAVE MONEY

**LIVING
STREETS**

**In Scotland, the
number of deaths
averted by walking
to work is worth over
£600m a year**



20mph
limits in Wales saved
the NHS over
£92 million

**in the first year alone; nearly
three times higher than the
implementation costs.**



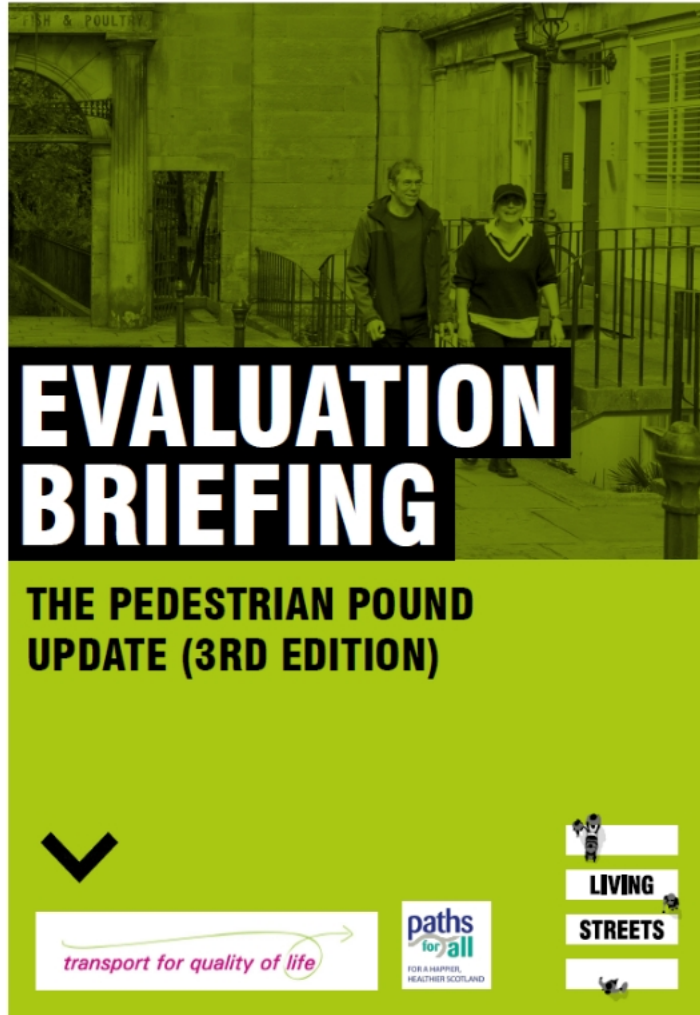
CASE STUDY 5: BAKER STREET, LONDON

25-30%
drop in vehicle speeds



5,870 
additional pedestrian trips in the area
each day

NEW FOR THE 3RD EDITION



Appraisal methods typically used in developing a business case for schemes before they are implemented.

Evaluation methods typically used to quantify the impacts of schemes after they have been implemented.



SCOTLAND PEDESTRIAN POUND UPDATE



Photo credit: Ivon Bartholomew for Living Streets

ENGLAND PEDESTRIAN POUND UPDATE

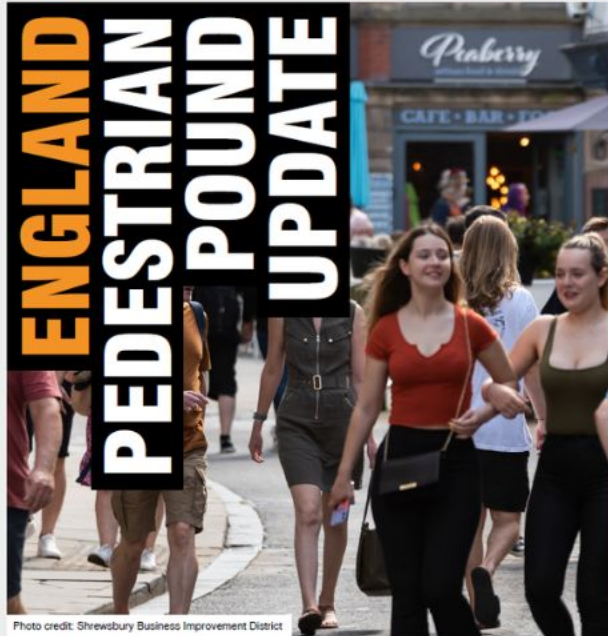


Photo credit: Shrewsbury Business Improvement District

WALES PEDESTRIAN POUND UPDATE



WHAT DOES THE FUTURE HOLD?



**LIVING
STREETS**



Thank you

**Read the full report at
livingstreets.org.uk/PedestrianPound**



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