



## We estimate that, in the 2016/17 financial year:

An average of **1,800** walks were run each week

At least **82,000** participants attended one or more walks - an increase from 67,000 in 2015/16

Between them, they recorded around **1.2 million** walk attendances - an increase from just over 1 million in 2015/16

The average walk has **14** participants - an increase from 13 in 2015/16

## Who we're reaching

Certain groups are more likely to be physically inactive than others. We want to better engage those people to ensure the programme is reaching those who would most benefit. Here's how we're doing at engaging people from these groups:

Category	New walkers in 2016/17	Overall in 2016/17
Inactive	<b>14.5%</b> - up from <b>13.6%</b> in 2015/16	<b>12.4%</b>
Long term illness, health problem or disability	<b>14.8%</b> - up from <b>13.3%</b> in 2015/16	<b>11.2%</b>
Diagnosed with cancer	<b>8.2%</b> - up from <b>7.4%</b> in 2015/16	<b>6.4%</b>
From the 20% most deprived areas	<b>9.7%</b> - up from <b>9.2%</b> in 2015/16	<b>8.4%</b>
BME	<b>5.6%</b> - up from <b>4.2%</b> in 2015/16	<b>4.0%</b>
Women	<b>67.2%</b> - down from <b>68.7%</b> in 2015/16	<b>68.8%</b>
Age 65+	<b>52.3%</b> - the same as in 2015/16	<b>58.5%</b>



## How they heard about us

- **9.4%** new participants heard about the programme via health professional - an increase from **7.8%** in 2015/16.

- **44.9%** new participants heard about the programme through word of mouth