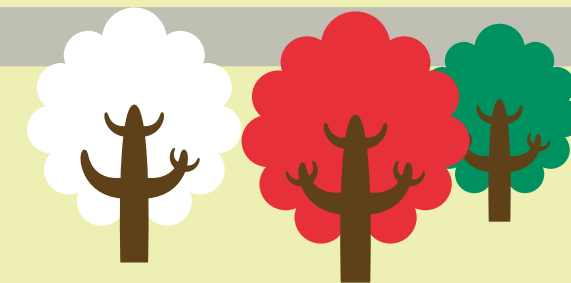




## Walking Workplaces Toolkit





## Section 1: Introduction

The Walking Workplaces toolkit provides information for Greater Manchester businesses on how to engage their staff in increasing their daily walking activities.

There are no restrictions on the size of the company or the type of work the company does.

Within the toolkit you will find walking challenges, 'how to' guides, template documents and details of available resources that can be used to ensure that walking is a prominent feature in your workplace.

### Objectives

**The objectives of this toolkit are as follows:**

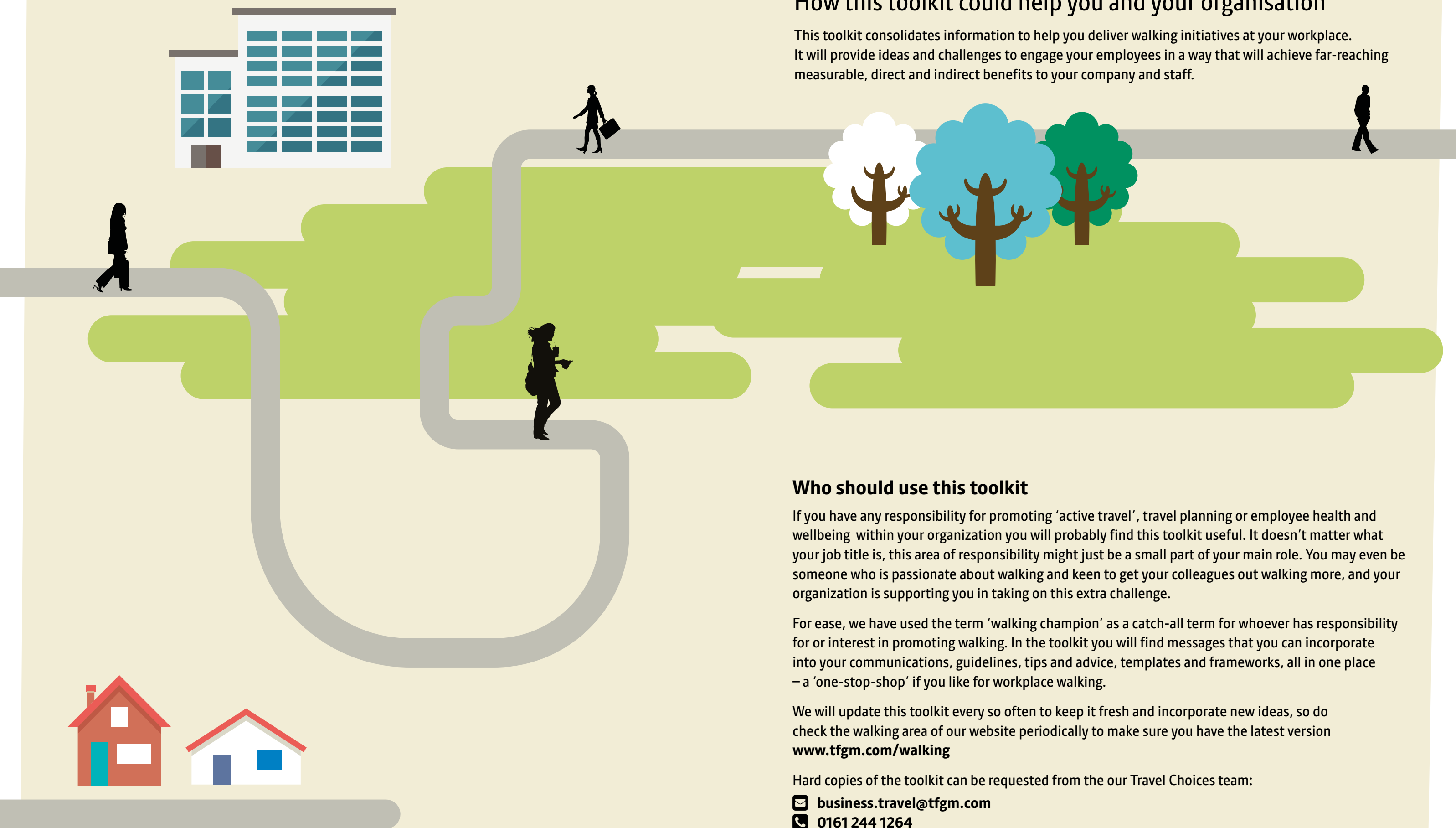
- ➔ To provide a step-by-step resource to promote walking within workplaces in Greater Manchester.
- ➔ To facilitate initiatives which encourage employees to walk to work, as all or part of their journey.
- ➔ To illustrate how walking can be incorporated into lunchtimes, breaks and business travel to support a healthier and more active workforce.
- ➔ To signpost further sources of information and contacts which can support walking champions in delivering the Walking Workplaces agenda.

Transport for Greater Manchester would like to thank our partners at Living Streets for contributing the content for the posters and fact sheets contained within this toolkit.

Living Streets is the UK charity for everyday walking.

[www.livingstreets.org.uk](http://www.livingstreets.org.uk)





## How this toolkit could help you and your organisation

This toolkit consolidates information to help you deliver walking initiatives at your workplace. It will provide ideas and challenges to engage your employees in a way that will achieve far-reaching measurable, direct and indirect benefits to your company and staff.

## Who should use this toolkit

If you have any responsibility for promoting 'active travel', travel planning or employee health and wellbeing within your organization you will probably find this toolkit useful. It doesn't matter what your job title is, this area of responsibility might just be a small part of your main role. You may even be someone who is passionate about walking and keen to get your colleagues out walking more, and your organization is supporting you in taking on this extra challenge.

For ease, we have used the term 'walking champion' as a catch-all term for whoever has responsibility for or interest in promoting walking. In the toolkit you will find messages that you can incorporate into your communications, guidelines, tips and advice, templates and frameworks, all in one place – a 'one-stop-shop' if you like for workplace walking.

We will update this toolkit every so often to keep it fresh and incorporate new ideas, so do check the walking area of our website periodically to make sure you have the latest version [www.tfgm.com/walking](http://www.tfgm.com/walking)

Hard copies of the toolkit can be requested from the our Travel Choices team:

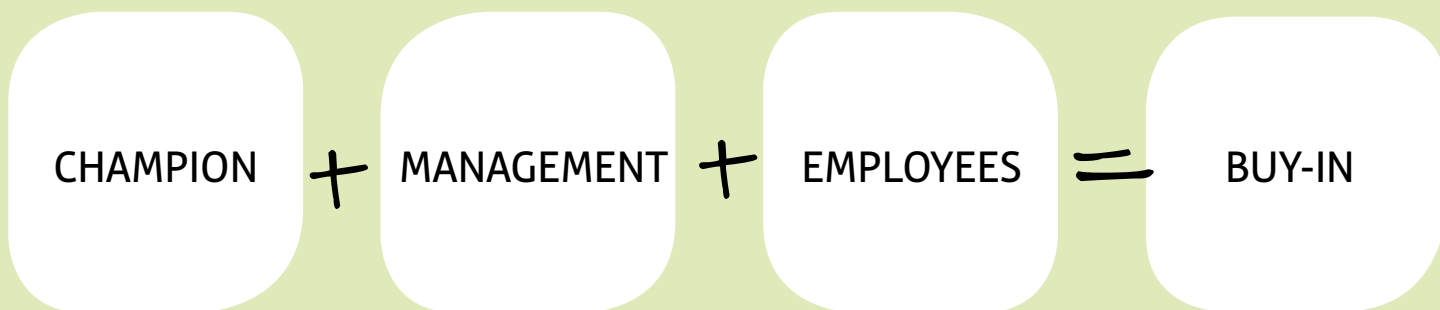
✉ [business.travel@tfgm.com](mailto:business.travel@tfgm.com)  
☎ 0161 244 1264

## How to use the toolkit

In order to implement the toolkit effectively it is important that there is a strong support system in place.

### Building buy-in

There are three key stakeholders that need to be included to ensure success: walking champion/s, managers and employees. Engagement from all three will increase the likelihood of buy-in.



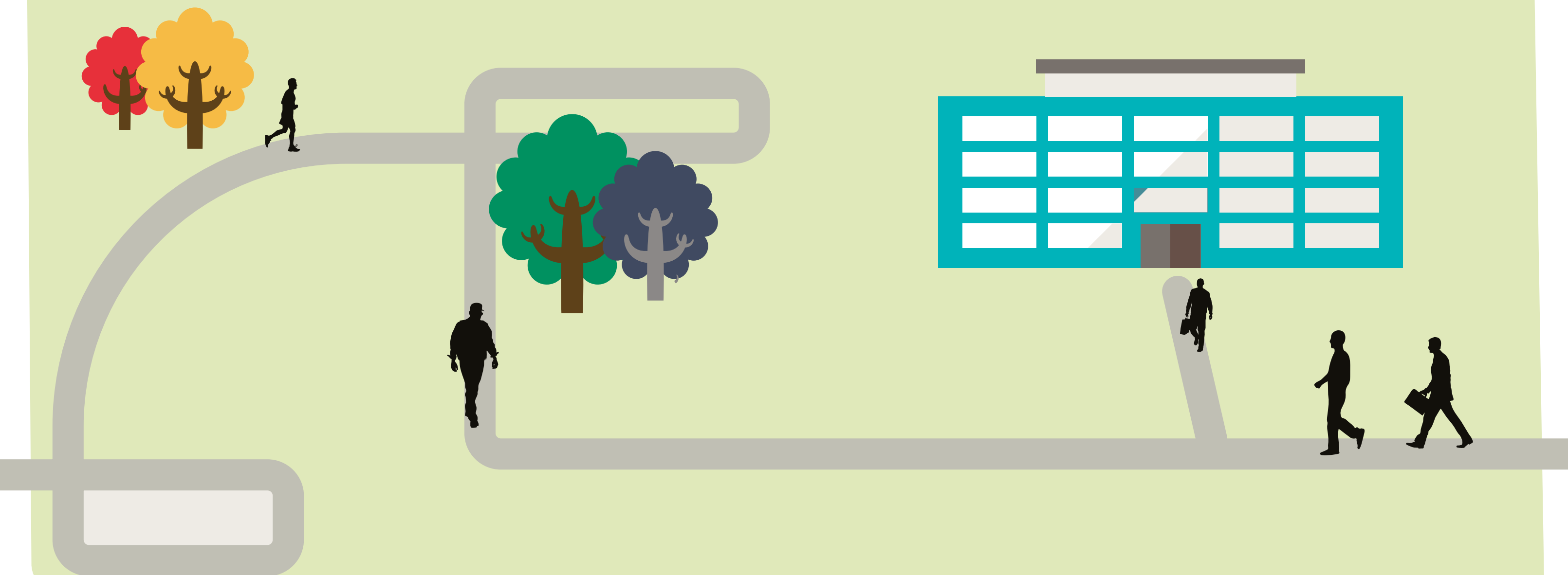
## Walking Champion

As previously stated, a walking champion needs to be an enthusiastic and self-motivated individual to keep momentum high. The walking champion will need to be the driving force for initiatives and participation from management and employees. In larger companies it may be suitable to have more than one walking champion, and walking champions can also sit on wider groups - for example, an employee forum, travel plan group or site facilities team.

Below are some actions that you may want to consider in order to establish the long-term embedding of walking within your organisation.

### Actions:

- ➔ Set clear objectives.
- ➔ Communicate and meet regularly with managers.
- ➔ Organise regular walking initiatives and schemes.
- ➔ Share walking benefits and schemes with employees and gather feedback.





### TOP TIP!

Managers are busy people. As a way to catch their attention and briefly give them the facts about introducing Walking Workplaces to your organisation, try using our handy 'Business Case' insert in **Appendix 1**.



## Managers

It is vital to receive some level of manager's commitment - with manager's support and encouragement, walking initiatives have a higher chance of success. Most management teams want to see a productive workforce, to retain staff and have a reputation for being a good employer. Walking and staff wellbeing initiatives can have a positive effect on a variety of business needs and subsequently help managers achieve their objectives.

### Actions:

- ➔ Showcase the benefits of implementing walking in the workplace to managers.
- ➔ Ensure that managers actively support the programme by encouraging participation.
- ➔ Ask about incentives that your employer can offer to help incentivise, or reward staff participation.

## Employees

Do you hear your colleagues complaining about feeling tired, wanting to lose weight, or needing a break from their desk? The toolkit allows you to design walking initiatives around your employees' preferences, helping them to feel more engaged and therefore interested in the programme. The best way of achieving this is by providing them with tangible benefits to encourage participation and involve them from an early stage.

### Actions:

- ➔ Involve employees from the start - find out what they want and need.
- ➔ Make sure you communicate regularly with employees – ongoing promotion and communication is key.
- ➔ Highlight the key benefits to employees - not everyone will need the health benefits, but some may be more interested in the social benefits, such as getting to know colleagues better.
- ➔ Make it fun!



## Section 2: Promoting walking at work

This section sets out the wide-ranging benefits of encouraging walking in your workplace.

### The benefits of walking

Walking is free and it can be great fun. It can help boost your confidence, make you feel more relaxed and give you more energy. Walking is frequently overlooked as a form of physical activity, often in favour of the gym or running. However, walking comes with many benefits - a great reason to build more walking into our day-to-day lives.

#### Health benefits

The NHS recommends that adults should aim to be active daily, with at least 2½ hours (150 minutes) of moderate activity over a week, in sessions of 10 minutes or more.

#### Benefits include:

- ➔ Brisk walking at any speed can help with weight management. Walking just one mile/1.6km in 20 minutes can burn at least 100 calories.
- ➔ Brisk walking can be classified as a moderate aerobic physical activity. This means walking fast enough to raise your heart rate and make you feel slightly warm and sweaty. To know if you are walking briskly enough, you should be able to maintain a conversation but you shouldn't be able to sing!
- ➔ Regular walking has been shown to reduce the risk of chronic illnesses, such as heart disease, type 2 diabetes, asthma and certain types of cancer.
- ➔ Walking is good for everyone - it is ideal for people of all ages and fitness levels who want to be more active.
- ➔ Walking can improve your mood, reduce stress and anxiety, and build self-esteem. Walking to work could help you to start the day feeling calmer and happier.
- ➔ Regular walking can help knee joints, increase your muscle strength and keep your bones strong.

“

**Walking is the nearest activity to perfect exercise**

Morris and Hardman. 1997

”

“

**If a medication existed which had a similar effect to physical activity, it would be regarded as a “wonder drug” or a “miracle cure”**

Sir Liam Donaldson,  
The former Chief Medical Officer of England

”







## Environmental benefits

Walking is the most natural and carbon neutral form of transport:

- ➔ Walking doesn't cause noise pollution.
- ➔ Walking doesn't produce noxious fumes - therefore reducing your carbon footprint and improving air quality.
- ➔ Walking is a truly sustainable mode of travel.

## Business benefits

Does your workplace have an overcrowded car park?

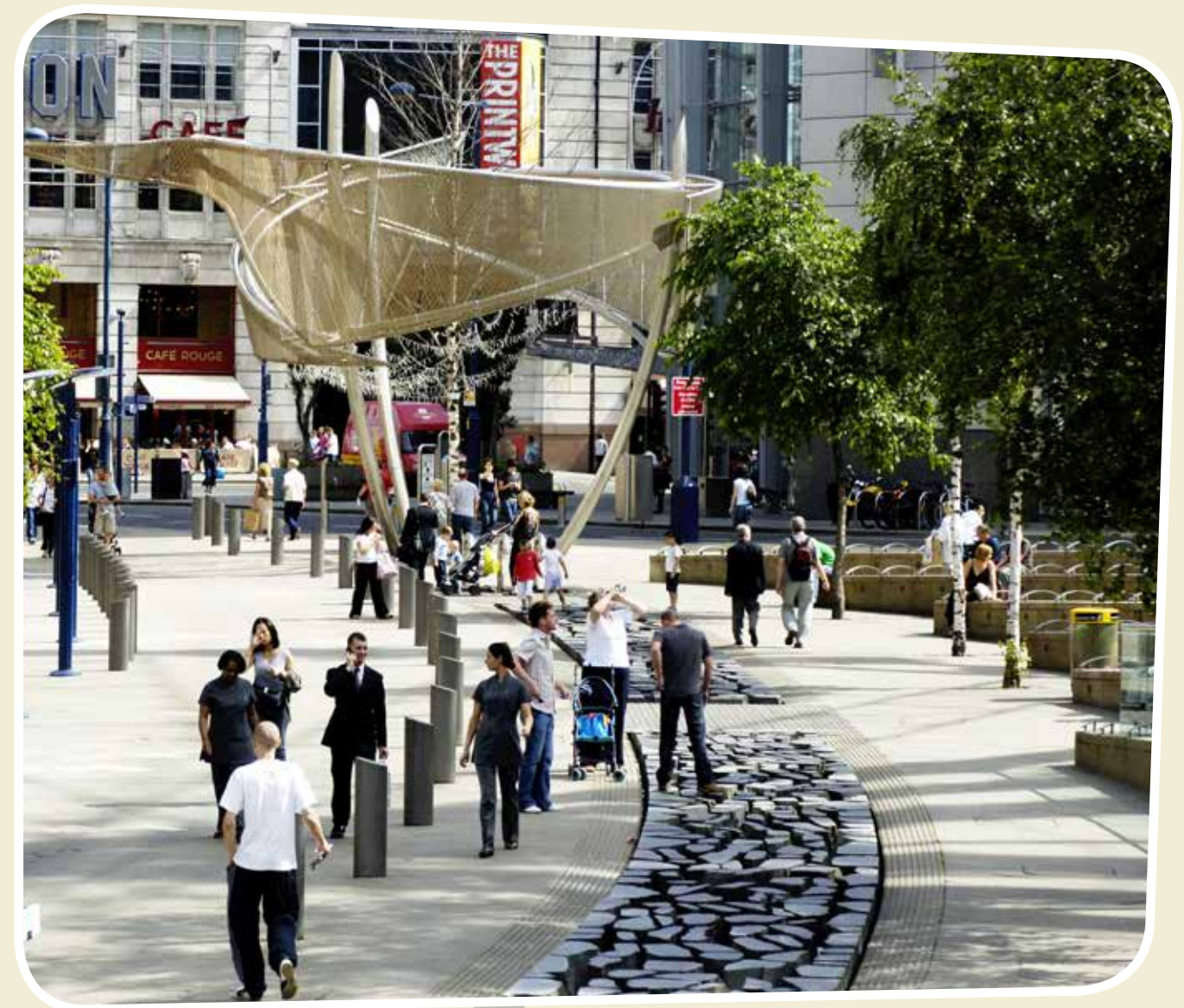
Are staff members often late, or delayed due to traffic congestion and roadworks?

Would your business be interested in staff being happier and healthier and therefore boosting productivity and reducing absenteeism?



These questions can potentially be answered by promoting walking at work. Some of the business benefits are summarised below:

- ➔ Improve your 'corporate and social responsibility' credentials and equality objectives – walking is inclusive and one of the most accessible activities for employees.
- ➔ Become more involved with local charities, for example raising money through staff challenges or walking pledges.
- ➔ Improve participation with local community groups through promoting or joining local walking groups.
- ➔ Contribute towards your workplace travel planning requirements; ie reduce staff/customer parking issues and assist in a shift towards more sustainable travel.
- ➔ Improve staff productivity by creating a more energised workforce.
- ➔ Create a healthier workforce which can reduce employee absenteeism. Physically active employees take 27% less sick days than non-active employees.
- ➔ Walking is a great stress reliever, which can help boost morale and reduce staff turnover.





## The benefits to your employer

- ➔ Being physically inactive could be costing the economy up to £10 billion a year in healthcare costs, premature deaths and absences due to sickness. Therefore walking can be the perfect starter for people to become more active for free.
- ➔ Employers could reduce the number of car park spaces provided if employees walk instead of driving for all or part of their journey. Fewer parking spaces for employees can reduce rental and maintenance costs, or free up more parking spaces for customers!
- ➔ Walking promotions which encourage staff to use the stairs instead of the lifts can even reduce electricity consumption and save on building running costs.

## Further information

To read more about the benefits of walking for yourself, why not visit the following links:

- 🔗 **Transport for Greater Manchester**, walking pages  
<http://www.tfgm.com/walking>
- 🔗 **NHS**, walking pages  
<http://www.nhs.uk/Livewell>
- 🔗 **Sustrans**, The National Walking and Cycling charity  
<http://www.sustrans.org.uk>
- 🔗 **The Ramblers**, the largest walkers' rights organisation in Great Britain on benefits of walking  
<http://www.ramblers.org.uk>
- 🔗 **Paths for All**, the Scottish government campaign to increase walking  
<http://www.pathsforall.org.uk>
- 🔗 **Living Streets**, UK-based campaigning organisation for pedestrians and public spaces  
[www.livingstreets.org.uk](http://www.livingstreets.org.uk)
- 🔗 **BUPA**, the international healthcare group  
<http://www.bupa.co.uk>
- 🔗 **Carbon Clever**, a project led by the Highlands Council  
<http://www.highland.gov.uk>
- 🔗 **Living Streets**, UK based campaigning organization for pedestrians and public spaces  
[www.livingstreets.org.uk/](http://www.livingstreets.org.uk/)

👁 See **Appendices** for **factsheets** and **promotional posters** to display the benefits of walking in your workplace





## How to run a walking meeting

Meetings do not always need to take place in a room. By taking a meeting outdoors the change in environment can prompt greater creativity and provide employees with a physical boost during the working day. Before you proceed with organising walking meetings or promoting them within your workplace, ensure that you have approval from managers. Managers will want to know that you have considered the points below before you proceed.

- ✓ **ATTENDEES** – keep to a manageable number.
- ✓ **TIME** – confirm for how long you expect attendees to be out of the office. Your employer will need this information for health and safety reasons in case of a fire alarm.
- ✓ **OBJECTIVES** – provide an agenda for the meeting and make sure you keep to it.
- ✓ **BENEFITS** – highlight the benefits of walking meetings.
- ✓ **CALENDARS** – if your organisation uses office calendars, make sure that these are kept up to date.



Once you have approval, here is how we suggest you might coordinate a meeting on the move:

- ➔ Firstly consider if your meeting is suitable in terms of the number of attendees and the topic for discussion. Any more than four participants might prove challenging to manage and be less productive. If the meeting is to generate new ideas or brainstorm thoughts, a walking meeting may provide the ideal creative opportunity.
- ➔ Consider the route you will take - a circular, relatively flat route which avoids heavily trafficked areas would be preferable. Ensure that the route has wide footways, is well lit and has designated crossing points if required. For top tips on route planning see the section on Health Walks/Lunch Time Walks/Led Walks.
- ➔ Let invitees know about the plans in advance so they are able to wear suitable footwear and bring waterproof clothing/umbrellas (if required).
- ➔ During the meeting make sure that someone is able to take or record notes. Following the meeting, ask for feedback - did colleagues find it useful?

👁 See **Walking meetings promotional poster** found in **Appendix 2**

## Park and Stride

Park and Stride has been a successful initiative in decreasing the amount of traffic arriving at schools. However, there is no reason why this cannot be implemented in the work environment. The idea is simply to encourage staff who currently drive to work, to reduce their journey by car by driving part way to their destination and walking the rest. It is a brilliant way to reduce congestion around key urban areas and encourage walking as part of the commute. This way, current car drivers can increase their physical activity as part of their daily commute and start the day feeling fresh and awake.

- ➔ In order to facilitate the initiative you will need to obtain information on the current modes of transport that staff use for their journeys to work and also their home postcodes. Please be aware that obtaining personal information will need the consent of staff.
- ➔ You can then share the Park and Stride locations with current car users in the company. You may want to specifically target those who park at work, for example those with parking permits, and promote the benefits of walking to them.
- ➔ The aim of the initiative is to encourage staff members to include sustainable travel modes in their daily commute as well as becoming healthier in the process. Encourage current car users to try this method at least once a week - they may find that they enjoy the walk into work.
- ➔ Encourage staff where possible, for example through provision of promotional items such as pedometers, water bottles and ponchos.

👁 See **Section 5** for further details

# Hail and Stride

This is a simple initiative for those that regularly take the bus, tram or train into work. Instead of getting public transport to the end destination, encourage staff to hop off a stop or two earlier. Again this means that staff can increase their physical activity on their commute to work, current public transport users can potentially reduce the cost of their ticket, and bus users can potentially avoid sitting in traffic for long periods.

- ➡ Raise awareness of Hail and Stride as an option and share the benefits with staff.
- ➡ Suggest locations where staff can get off public transport, and which are within walking distance of the workplace - eg bus stations, transport interchanges or key landmarks.
- ➡ It is useful to set an initial 'challenge period' where staff are encouraged to participate, think about aligning with national events such as Catch the Bus Week, Car Free Day or European Mobility Week. Staff may then carry on the change in the future.
- ➡ Encourage staff who participate wherever possible, for example through providing promotional items and sharing success stories relating to money saved, improved fitness or perhaps new areas explored.

# Walking challenges

There are plenty of walking challenges that you and your company can facilitate. There are a few ideas listed below to get you started - most of them require minimal equipment and maximum enthusiasm.

## Noon walks

Encourage employees to take a step outside at lunch and walk at least one mile, perhaps with colleagues; this could be along a pre-planned route or by using pedometers as a recording device (👁 See **Appendix 4** for converting steps into miles). Invite colleagues to log and share the miles over the period of a month and reward those that hit key milestones. This can be as simple as providing a monthly Certificate of Achievement based on number of miles walked, for example:

- ★ Gold (30 miles)
- ★ Silver (20 miles)
- ★ Bronze (10 miles)

Acknowledging achievements is always a guaranteed way to encourage participation and make it more fun.

## Virtual walks

Instead of reaching a certain number of steps or miles, a challenge can be set on reaching a certain destination. For example use your organisation as a base and work out how many miles it is to another company branch or a certain destination such as Leeds, London, Paris or beyond!



Staff can take part in teams or departments to reach the destination collectively, or compete against each other to see who gets there first. Individuals would simply need a pedometer, an app or alternative recording software to log their miles as they walk. Staff could be given a log sheet and complete it at the end of each week. Examples of apps to help plan or record walks can be found in Section 6.

You could create a visual achievement chart where milestones are noted. Once you've completed one virtual walk, what is stopping you extending the distance or applying time parameters? Remember to make it fun and engaging!

“I've seen employees become more motivated and engaged, and our walking challenge has paid off in terms of reduction in sickness and people's will to want to come to work. In a few words? A fun, motivating, inclusive and accessible experience.”

Liz Crossley,  
HR Administrator, Community Health NHS Trust

## Personal challenge

Try having a week where staff use pedometers to measure how many steps they achieve in a day or a week, and challenge them to beat this next week by a certain amount of steps - eg 1,000. Alternatively individuals can set themselves certain targets which they seek to achieve over the challenge period. This initiative allows employees to aim for a goal and reflect on their own personal levels of walking and physical activity.

👁 See **Appendix 3 & 4** for **The step challenge record sheet and Step converter**



## Walking pledges

Walking pledges can be used to involve the whole company and reflect on individuals' own walking behaviour. This initiative is also useful for involving local charities and good causes. Staff can make pledges and then be sponsored, or have a donation made, if the pledge is fulfilled. Employees may pledge to walk a predetermined distance or amount. Some pledge ideas could include:

I will take the stairs instead of the lift. Claire S

I will walk a minimum of 30 minutes each day. Tom R

I will park and stride every morning. Tony

I will achieve 10,000 steps each day. Jess H

Staff can work together or individually to achieve their goals. The pledges can last a week or longer and at the end all money raised can go to the charity of choice. It's a good way to encourage workplace walking and helping good causes - which can also generate positive publicity for your organisation. All that would be needed is a pedometer, and for those that have smartphones, there are apps that can help them track their achievements.

 See **Section 6** for further information

### How to run a pledges scheme

- ➔ Invite staff to take part by email stating the pledge timeframe and some example pledges, ie "I will..." statements. Attach a pledge card for staff to print out and complete. Where staff don't have access to email, distribute pledge cards as hard copies.
- ➔ Collate the responses, rewarding those who complete a pledge card with a promotional item such as a pedometer, pen or water bottle.
- ➔ Display the pledges in a communal area.
- ➔ During the pledge period and following the initiative encourage staff to share their feedback and experiences.

You could choose to invite donations or sponsorship in your initial communication and collect this when individuals hand in their pledge cards.

### TOP TIP!

Encourage people to write down their own pledges, which makes them more personal. It's also a good idea to display the pledges in a communal area, such as a staff room wall for example, in order for staff to feel committed to their pledges and share each other's ideas.



## Health walks / Lunchtime walks / Led walks

This section discusses prearranged walks which start / finish at an organisation and often take place over a lunch time period. They can be of any duration, distance or theme. These are usually popular as they allow individuals to easily incorporate recommended physical activity levels into their lunch break. Lunchtime walks work well for organisations in urban areas or with parks and rural spaces nearby.

In certain areas of Greater Manchester there are volunteers who can deliver led walks for organisations. Contact our Travel Choices team at [business.travel@tfgm.com](mailto:business.travel@tfgm.com) or by calling **0161 244 1264** to find out.

Following a pilot workplace walk there is often demand for regular walks which can prompt the establishment of walking groups and clubs within your organisation. If colleagues are keen to walk more regularly, you can help them by signposting them to further Greater Manchester walking information.

👁 See **Section 6**



### TOP TIP!

Expert advice suggests that 25 is the recommended maximum number of participants for a led walk.

If you're delivering a led walk yourself, consider the following:

### 1. Planning a route:

- ➡ Review potential routes online, for example using Google Maps or Walkit. Circular routes starting and finishing at your workplace are best.
- ➡ Measure the approximate distance and determine the estimated time it will take to complete the walk.
- ➡ Consider taking routes through parks and open spaces for a more pleasant walk. See our top tip on how to entice and encourage people to participate.
- ➡ Encourage early sign-up so that you can gauge the level of interest before the event.
- ➡ Print out a map of the area you will walk in and highlight your chosen route. Trial walking various routes or a preferred route yourself.
- ➡ Time the route(s) and ensure that the path taken is well lit and has wide footways.
- ➡ Whilst walking the route consider the needs of the users, ie check the gradient is relatively flat and use residential streets or scenic routes where possible.

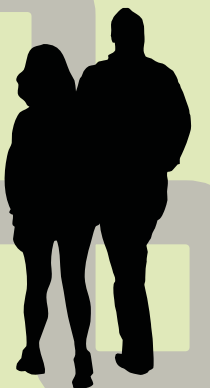
### 2. On the day:

- ➡ Be prepared. Encourage staff to bring an umbrella, wear suitable shoes and bring a mobile phone and some money in case of an emergency.
- ➡ If crossings need to be made, use designated crossing points.

👁 See **Section 4** for further guidance on route planning and safety. Supporting information to assist you to carry out walks is contained within **Appendix 5, 6 & 9**. **Appendix 10** contains a **walking buddy sign-up sheet** to highlight the location of employees who live locally to each other

### TOP TIP!

Why not think of a theme for your route, such as 'Architecture', 'Local Interest' or 'Secret Locations'? Try to keep people entertained and enthusiastic. You could even plan a 'Mystery Walk' and keep the destination secret.





## Walking events

Walking events can take many forms and can be tailored and scaled to your organisation. An event could simply involve a promotional stall within a communal area, or include an organised walk. Events could be used to launch or celebrate a walking challenge, or align with national walking events, such as Walking Month, Walk to Work Week, European Mobility Week or World Health day, or walking festivals in your area.

 See **Section 5** for event dates

You could also align events with other internal initiatives such as a staff Health and Wellbeing Day.

Here are some things to consider when planning an event:

- ➔ **PICK A DAY** – suitable to the company and staff - avoid overly busy periods.
- ➔ **PICK A TIME** – holding your event over lunch will usually maximise attendance.
- ➔ **FIND THE RESOURCES** – make sure you have people and promotional materials available to help you facilitate the event.
- ➔ **STAFFING** – you may want to consider getting an expert on board to help you plan a route or deliver your event; this could be a local Ranger, TfGM staff or representatives from Living Streets or Sustrans.

 See **Section 6** for contact details

You will also need to ensure that you have internal staff to help promote and deliver the event.

- a RESOURCES** - use freebies as incentives to attend the walking event. These items can also provide people with useful equipment if you're taking them on a walk - umbrellas, ponchos and pedometers are always effective incentives.
- b PROMOTION** - You will need to get some promotional materials developed. These could include posters in areas like entrances, canteens and staff rooms. Promotion can also include emails, office intranet sites and staff newsletters.

 See **Appendix 7 & 8** for event templates



### TOP TIP!

Social media is a great tool for promoting and sharing your events and initiatives with colleagues. Shout about it! Promote the benefits of successes with the wider organisation including management. Investigate the potential of sharing your stories with local radio and press. We welcome any feedback from organisations on the benefits, successes or lessons learned from projects.

### TOP TIP!


For any Led Walk that you undertake ensure that the potential risks have been identified and eliminate as much risk as possible. There is a **Risk Assessment template in Appendix 11**



For any Led Walk why not use Eventbrite to help you organise the number of attendees. It's easy to use and free!

### How to deliver an event:

- ➔ **PREPARATION** – on the day make sure that you give yourself sufficient time to set up.
- ➔ **PROMOTE** – to promote the event, remind all staff of the time of the event and where it will be held.
- ➔ **ENGAGE** – remember to engage with as many people as possible; the more people are aware of options available to them, the more they are likely to try it.
- ➔ **FEEDBACK** – try and gauge feedback from the event; see what people like, as this could have the potential to influence future events within the company.


 See **Appendix 11** for an example event feedback summary



### TOP TIP!

Take photographs during your event and capture anecdotes to share afterwards - it's a great way to celebrate success.



 See **Appendix 5, 6 & 9** for all templates to assist in promoting and encouraging walking in workplaces

## Case study – Trafford General Hospital

Trafford General Hospital held a walking event as part of a wider Health and Wellbeing Day. A stall promoting the benefits of walking, with promotional resources and information to assist staff in route planning, was provided in a communal staff area. Staff were also invited to take part in a 2km led lunchtime walk, delivered by a local ranger, which took around 25 minutes. The promotional stall and led walk were advertised amongst staff in advance through flyers and email, with staff invited to register an interest in taking part in the walk in advance to gauge numbers and allocate necessary resources.

All staff members who took part in the led walk were given a free pedometer to use on the walk and reflect on the number of steps they achieved in just 25 minutes.

👁 See **Appendix 11** for an example of an **employee feedback summary** distributed after the walk to capture staff views

The event received positive feedback from staff who were interested in future led lunchtime walks.

Lovely friendly team.  
Keep up the good work

Thanks for the freebies,  
will use the pedometer

Very enjoyable



<b>Trafford General Hospital</b> Short Walk	
Time	25 minutes
Length	1.8 km
Difficulty	Easy
Average kcal	106
A short walk designed to help you stretch your legs and explore Abbotsfield Park at lunch or after your shift.	

### TOP TIP!

Have you considered joining up resources? If you work in a multi-occupancy building, why not approach the building manager to invite other companies to be involved and make the walking event even bigger?



To see and hear more case studies about promoting walking at workplaces visit the following links:

📄 **PATHS FOR ALL, WALKERS' STORIES**

<http://www.workplacewalking.org.uk>

📄 **NHS, WALKING VIDEO CASE STUDIES**

<http://www.nhs.uk/Livewell>

📄 **THE RAMBLERS, WALKERS' STORIES**

<http://www.ramblers.org.uk>

We want to hear from you! If your workplace has delivered an initiative which has encouraged staff to walk more Transport for Greater Manchester would love to hear your story. Tell us about individuals who have benefited from incorporating more walking into their daily routine. Your case study could be included in future editions of this toolkit or the Walking Works newsletter.

## Monitoring your success

To ensure that you continue to receive management support for undertaking walking initiatives and make this a lasting legacy in your company, it is important to monitor your success.

Below are a few ideas for keeping track of your achievements:

➡ **RECORD SHEETS** – keep records of attendance to all events; this can be a basic tally chart or a list of names. Eventbrite is also a good tool to keep records of people attending led walks. Keeping records of attendance can show how well an initiative has been received by employees and help you set targets for the next one.

➡ **SURVEY** – ask questions of those that are participating, find out what worked well and what could be improved.

👁 See **Appendix 11** for an example of an **employee feedback summary**

➡ **OBJECTIVES** – review successes against objectives. Did you want to get a certain percentage of the office involved in led walks? Did you want to increase awareness?

Now you have an idea of what walking initiatives you could implement, the next section will help you consider safety and any planning that might be needed.



I'm much fitter than I was. I've got more energy and I've lost weight. I have never felt so well and joining the health walks is the best thing that has happened to me.

Ann Jacobs, Walking for Health participant



## Section 4: Walking planning and safety

This section outlines suggested processes to follow when planning for walking activities within your workplace to ensure safety is considered from an early stage and throughout the delivery.

### Risk assessments

It is important to undertake a risk assessment ahead of your event to ensure that any mitigation measures are put in place. Completing a risk assessment will flag up any extra resources or personnel you will need to inform as part of your event. The risk assessment should be signed off by management and shared with personnel who are involved in delivering the event.

A list of common risks can be found alongside a risk assessment template in **Appendix 12 & 13**.

### Recommended checklist for undertaking walking events and led walks

In planning your event or organised walk it may be useful to follow these steps and outline timescales:

- ✓ Approval to hold event / walking initiative ☐  
Typically 1-2 months in advance
- ✓ Awareness email sent to staff and invitation to sign up ☐  
Typically 1-2 months in advance
- ✓ Risk assessment completed and signed off ☐  
Typically 2-3 weeks in advance
- ✓ First aider identified and briefed ☐  
Typically 2-3 weeks in advance
- ✓ Reminder email staff to confirm time, location and an update on the weather forecast ☐  
Typically within one week of event

By informing staff in good time before delivering a walking initiative, any special requirements can be accommodated.

### Street and road signs

When planning a walking route it may be useful to refresh yourself with common road signs and the Highway Code.

- ✓ See <https://www.gov.uk/traffic-signs> for explanations.
- ✓ Information on walking safety can also be found in the following section of the Highway Code: <https://www.gov.uk/rules-pedestrians-1-to-35>.

## Walking with vulnerable individuals

When planning a group walk care should be taken to ensure that the designated route will be suitable to vulnerable individuals such as older people, or people with a disability. Whilst many people will not have any issues you should be mindful of any stepped sections or steep inclines. The following guidance is recommended:

- ➡ The route should avoid heavily trafficked and busy streets.
- ➡ Allow extra time for the walk rather than simply determining duration based on average walking speeds and distance.
- ➡ If individuals usually wear glasses or a hearing aid, ask them to do so whenever they are out walking.
- ➡ You can ask if any individuals that have special requirements for the walk to let you know in advance.
- ➡ For long walks or in warmer weather, take breaks so that colleagues are not tired out. Encourage individuals to take water bottles to stay hydrated, especially during summer.

👁 See '**Together on the Move**', a piece of guidance by the European Commission, for a detailed explanation of walking safety and a briefing on understanding vulnerable walkers

## Training opportunities

In some districts there are opportunities available to be trained in designing and leading workplace walks.

Contact the Travel Choices team for more information on training, by emailing **[business.travel@tfgm.com](mailto:business.travel@tfgm.com)** or by calling **0161 244 1264**. You could also contact local walking groups and organisations in your area to enquire about voluntary activities.

👁 See **Section 6** for details





## Section 5: Materials and resources

This section contains recommended materials and resources which can be used to help facilitate workplace walking activities and support a more active workforce.

### Infrastructure

Providing the following facilities within a workplace supports staff in making sustainable journeys to work including walking, running and cycling:

- Drying rooms with aerators
- Personal lockers
- Hairdryers
- Showers and changing rooms

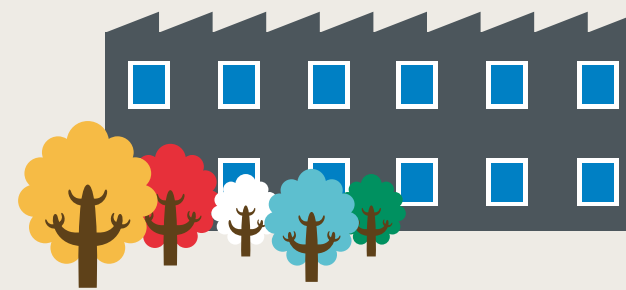
### Promotional resources

We have a supply of Walking Works promotional resources which are available for workplaces to use. Contact the Travel Choices team at [business.travel@tfgm.com](mailto:business.travel@tfgm.com) or by calling **0161 244 1264** to discuss resources and order a supply.

You could also consider purchasing items such as the following:

- Pedometers
- Key rings with a light
- Reflective clothing
- Water bottles
- Torches
- Umbrellas
- Ponchos
- Mugs
- Pens

This list is not exhaustive - it just includes suggestions for the sorts of items that can be useful to give out as incentives or rewards or to facilitate walking.







### TOP TIP!

#### Walkit.com

This urban walking route planner can be used to help you find a route. Use the 'Circular' function, type in your work postcode, state the duration of the walk and let **Walkit.com** do the hard work!

It provides you with an easy to read map and step by step directions for your walk. As a bonus it will provide you with additional information such as calories burnt.



## Walking works newsletter

We produce a bi-monthly newsletter which will provide you with regular updates on all things walking related in Greater Manchester. The newsletter includes up-to-date details of route improvements and forthcoming events your organisation can get involved in.

You could also feature in the newsletter by sending in feedback on promoting walking in your workplace!

## Calendar of events

There are a number of events which take place each year which could be useful to align with if you're planning a walking event or initiative for your workplace. These events often have a series of promotional resources or champion packs which can be downloaded online and used within your workplace. Some key annual events include:

-  **World Health Day** – takes place in April.
-  **Walking Month** – takes place every May.
-  **Walk to Work Week** – takes place in May.
-  **Walk to School Week** – takes place in May.
-  **World Car Free Day** – takes place in September.
-  **European Mobility Week** – takes place in September.

Exact dates will vary each year, so please search online for specific details.

## Mobile walking app:

There are many apps which can be promoted to colleagues to facilitate walking. Certain tools allow you to plan routes or track progress as you are walking, with an indication of calories burned. Below are some suggestions, but there are many more out there which cater to different preferences and needs.

-  Walkit
-  Virtual Manchester Tours
-  MapMyWalk
-  iFootpath-UK

The next section provides details of walking groups, resources and contacts by district, so you can explore the walking offer in your area.



# Section 6: Further information

This section provides sources of further information and useful contacts, listed by district. This information can be used to explore what routes are available in your area and whether the district is covered by a ranger or other walking groups and organisations.

## Contacts

- ➔ Walking team – [walking.works@tfgm.com](mailto:walking.works@tfgm.com)
- ➔ Travel Choices team – [business.travel@tfgm.com](mailto:business.travel@tfgm.com) or 0161 244 1264.

District	Working Groups and Resources
Manchester	<p><b>The Ramblers:</b> <a href="http://www.manchester-rambling.co.uk/">http://www.manchester-rambling.co.uk/</a></p> <p><b>Manchester and Salford Ramblers:</b> <a href="http://www.manchesterandsalfordramblers.org.uk/">http://www.manchesterandsalfordramblers.org.uk/</a></p> <p><b>Manchester Weekend Walkers:</b> <a href="http://www.mwwalkers.org.uk/">http://www.mwwalkers.org.uk/</a></p> <p><b>Red Rose Forest:</b> <a href="http://www.redroseforest.co.uk/web/">http://www.redroseforest.co.uk/web/</a></p> <p><b>Getting Manchester Moving:</b> <a href="http://www.gettingmanchestermoving.nhs.uk/index.html">http://www.gettingmanchestermoving.nhs.uk/index.html</a> – includes a map of Manchester’s Green Corridor.</p> <p><b>Manchester Community Green Giants: Don Johnson, Development Officer:</b> <a href="mailto:djohnson@manchestergiants.com">djohnson@manchestergiants.com</a></p>
Trafford	<p><b>Trafford Walkers:</b> <a href="http://www.traffordwalkers.org.uk/">http://www.traffordwalkers.org.uk/</a></p> <p><b>Active Trafford Greenspace:</b> <a href="http://www.redroseforest.co.uk/web/content/view/400/836/">http://www.redroseforest.co.uk/web/content/view/400/836/</a> Janie@redroseforest.co.uk</p> <p><b>Trafford Health Walks, Trafford Community and Leisure Trust, Jenny Burton, Active Living Manager:</b> <a href="mailto:jenny.burton@traffordleisure.co.uk">jenny.burton@traffordleisure.co.uk</a></p> <p><b>Trafford Council Walking pages:</b> <a href="http://trafford.gov.uk/residents/leisure-and-lifestyle/sport-and-leisure/walking/walking.aspx">http://trafford.gov.uk/residents/leisure-and-lifestyle/sport-and-leisure/walking/walking.aspx</a></p>
Salford	<p><b>Salford Ranger Walks:</b> <a href="https://www.salford.gov.uk/rangerteam.htm">https://www.salford.gov.uk/rangerteam.htm</a></p> <p><b>Jo Regan, Senior Ranger, Salford City Council:</b> <a href="mailto:Jo.Regan@salford.gov.uk">Jo.Regan@salford.gov.uk</a></p> <p><b>Manchester and Salford Ramblers:</b> <a href="http://www.manchesterandsalfordramblers.org.uk/">http://www.manchesterandsalfordramblers.org.uk/</a></p> <p><b>Salford City Council Walking pages:</b> <a href="https://www.salford.gov.uk/walking.htm">https://www.salford.gov.uk/walking.htm</a></p>












District	Working Groups and Resources
Wigan	<p><b>Get Active Wigan and Leigh:</b> <a href="http://www.getactivewiganandleigh.co.uk/">http://www.getactivewiganandleigh.co.uk/</a></p> <p><b>Wigan and District Ramblers:</b> <a href="http://www.wigananddistrictramblers.org.uk/">http://www.wigananddistrictramblers.org.uk/</a></p> <p><b>Health Walks:</b> <a href="https://www.wigan.gov.uk/Resident/Parking-Roads-Travel/Travel/Walking.aspx">https://www.wigan.gov.uk/Resident/Parking-Roads-Travel/Travel/Walking.aspx</a></p> <p><b>Tracey Morris, Wigan Walks, Activity Officer, Wigan Leisure and Culture Trust:</b> <a href="mailto:t.morris@wlct.org">t.morris@wlct.org</a></p>
Bury	<p><b>Walk with me:</b> <a href="http://www.walkingforhealth.org.uk/walkfinder/north-west/bury-health-walks">http://www.walkingforhealth.org.uk/walkfinder/north-west/bury-health-walks</a></p> <p><b>Maria Cranston, Volunteer Walk Coordinator, Bury Council:</b> <a href="mailto:walkwithme@bury.gov.uk">walkwithme@bury.gov.uk</a></p> <p><b>I Will if You Will:</b> <a href="http://www.iwillifyouwill.co.uk/">http://www.iwillifyouwill.co.uk/</a></p> <p><b>Bury Council Walking pages:</b> <a href="http://www.bury.gov.uk/Walking/">http://www.bury.gov.uk/Walking/</a></p>
Oldham	<p><b>Active Oldham Outdoors Project, Adele Stanton, Officer:</b> <a href="mailto:activeoldhamoutdoors@gmail.com">activeoldhamoutdoors@gmail.com</a></p> <p><b>Oldham Council Walking pages:</b> <a href="http://www.visitoldham.com/activities/walking-and-trails">http://www.visitoldham.com/activities/walking-and-trails</a></p>
Tameside	<p><b>Sarah Berne, Manager, Active Tameside:</b> <a href="mailto:Sarah.Berne@activetameside.com">Sarah.Berne@activetameside.com</a></p> <p><b>East Manchester Moving, Canal and River Trust Lucy Rogers:</b> <a href="mailto:Enquiries.manchesterpennine@canalrivertrust.org.uk">Enquiries.manchesterpennine@canalrivertrust.org.uk</a></p> <p><b>Tameside Council Walking pages:</b> <a href="http://www.tameside.gov.uk/countryside/walksandtrails">http://www.tameside.gov.uk/countryside/walksandtrails</a></p>
Stockport	<p><b>Stockport Walk a Day Programme:</b> <a href="http://www.stockport.gov.uk/services/transport/gettingaround/walkinginstockport/walkaday/">http://www.stockport.gov.uk/services/transport/gettingaround/walkinginstockport/walkaday/</a></p> <p><b>Ernest Nama, Rights of Way Officer, Stockport Council:</b> <a href="mailto:ernest.nama@stockport.gov.uk">ernest.nama@stockport.gov.uk</a></p> <p><b>List of Stockport walks:</b> <a href="http://www.stockport.gov.uk/services/transport/gettingaround/walkinginstockport/">http://www.stockport.gov.uk/services/transport/gettingaround/walkinginstockport/</a></p>
Rochdale	<p><b>Weekly led ‘Walk and Talk’ health walks:</b> <a href="http://www.rochdale.gov.uk/health_and_wellbeing/be_active/walking_for_health.aspx">http://www.rochdale.gov.uk/health_and_wellbeing/be_active/walking_for_health.aspx</a></p> <p><b>Danny Smith, Volunteer and Network Co-ordinator:</b> <a href="mailto:danny.smith@biglifecentres.com">danny.smith@biglifecentres.com</a></p> <p><b>Visit Rochdale Walks:</b> <a href="http://www.visitrochdale.com/things-to-do/countryside/walking">http://www.visitrochdale.com/things-to-do/countryside/walking</a></p> <p><b>Rochdale Ramblers:</b> <a href="http://www.rochdaleramblers.com">www.rochdaleramblers.com</a></p>
Bolton	<p><b>Park, nature and health walks:</b> <a href="http://www.bolton.gov.uk/website/Pages/Walking.aspx">http://www.bolton.gov.uk/website/Pages/Walking.aspx</a></p> <p><b>Public Rights of Way team:</b> <a href="mailto:prow@bolton.gov.uk">prow@bolton.gov.uk</a></p>

## Other resources

There are a range of organisations and sources of further information which can be explored to support walking. **Appendix 14** provides an overview of the various initiatives which could be delivered at your workplace.

### Websites:

-  **TRANSPORT FOR GREATER MANCHESTER**  
[www.tfgm.com/walking](http://www.tfgm.com/walking)
-  **LIVING STREETS, THE NATIONAL WALKING CHARITY**  
[www.livingstreets.org.uk/](http://www.livingstreets.org.uk/)
-  **SUSTRANS, THE NATIONAL WALKING AND CYCLING CHARITY**  
[www.sustrans.org.uk/](http://www.sustrans.org.uk/)
-  **PATHS FOR ALL – NATIONAL CHARITY, SCOTTISH GOVERNMENT**  
[www.pathsforall.org.uk/pfa-home](http://www.pathsforall.org.uk/pfa-home)
-  **CHANGE 4 LIFE**  
[www.nhs.uk/Change4Life/Pages/be-more-active.aspx](http://www.nhs.uk/Change4Life/Pages/be-more-active.aspx)
-  **WALKING FOR HEALTH**  
[www.walkingforhealth.org.uk/](http://www.walkingforhealth.org.uk/)
-  **WORKPLACE WELLBEING CHARTER**  
[www.wellbeingcharter.org.uk/index.php](http://www.wellbeingcharter.org.uk/index.php)
-  **THIS GIRL CAN**  
[www.thisgirlcan.co.uk](http://www.thisgirlcan.co.uk)
-  **TOGETHER ON THE MOVE, WALKING MATERIALS**  
[www.together-eu.org/index.php?id=94&lang=en](http://www.together-eu.org/index.php?id=94&lang=en)

Stay in touch... don't forget we want to hear from you! Send in your queries or share your photos and successes and you could feature in our next Walking Works newsletter!

Contact: [business.travel@tfgm.com](mailto:business.travel@tfgm.com) or 0161 244 1264.

## Appendices

- ⊕ 1. Walking Workplaces business case
- ⊕ 2. Walking meetings promotional poster
- ⊕ 3. The Step Challenge record sheet
- ⊕ 4. Step converter
- ⊕ 5. Promoting walking at work poster
- ⊕ 6. Walking and health the facts poster
- ⊕ 7. Event promotion poster template
- ⊕ 8. Walking Workplace emailer template
- ⊕ 9. Top walking tips for employees
- ⊕ 10. Walking buddy sign-up sheet
- ⊕ 11. Employee feedback summary
- ⊕ 12. Risk assessment examples
- ⊕ 13. Risk assessment template
- ⊕ 14. Delivering Walking Workplaces  
- Initiatives for your workplace





# The business case study

## Introduction

Walking Workplaces is aimed at encouraging people to become more active and healthier by making **walking accessible, inclusive** and an attractive **mode of transport**.

As part of this project the **toolkit** has been designed to help Greater Manchester workplaces engage staff in increasing their daily walking activities through the implementation of walking initiatives.

## This toolkit will:

- ➔ Provide a step-by-step long-term guide to promoting walking to workplaces in Greater Manchester.
- ➔ Facilitate the development of initiatives which encourage employees to walk to work.
- ➔ Illustrate how walking can be incorporated into lunchtimes, breaks and business travel to support a healthier and more active workforce.
- ➔ Provide further sources of information and contacts for additional support.

Benefits				
Health	Social	Environment	Business	Cost
Walking just one mile / 1.6km in 20 minutes can burn at least 100 calories	Opportunity to meet new people outside an office or workplace setting	Walking doesn't cause noise pollution	Improve your CSR credentials and objectives and help meet travel planning requirements	Reducing parking spaces could help save costs on rent, maintenance and free up more spaces for customers
Regular walking can help reduce the risk of chronic illnesses, such as heart disease, type 2 diabetes, asthma	Walking is the most accessible physical activity	Sustainable mode of travel	Improve staff productivity by creating a more energised workforce	Reduce healthcare costs and absences due to sickness
Walking can improve your mood, reduce stress and anxiety, and make you feel calmer and happier	Walking requires no special equipment, just some comfortable shoes	Walking doesn't produce any noxious fumes	Walking meetings can reduce the need for meeting rooms and promote creative thinking	Walking can reduce the costs associated with commuting and business travel

# Walking meeting promotional poster

## Take your meetings outdoors!

The most creative moments happen outside the confines of four walls. Why not call a walking meeting?

“Walking is good for solving problems, it's like the feet are little psychiatrists – Pepper Giardino”

### WHY HAVE A WALKING MEETING?

- ➔ A chance to fit some physical activity into your day
- ➔ A change of scene to inspire new ideas
- ➔ A chance to get some fresh air and natural light
- ➔ A shift in group dynamics
- ➔ Improve the group's physical and mental well-being
- ➔ An opportunity to re-energise

Try a walking one-to-one! Walking makes it easier to feel relaxed and discuss what's on your mind.

### WHAT SHOULD YOU BEAR IN MIND?

Want to test the waters before taking the plunge? Try a meeting at an external venue like a coffee shop you can walk to, and you and your colleagues can agree the agenda on the way.

**NUMBERS:** Limit numbers to no more than four people. This give everyone a chance to hear and participate.

**NOISE:** Choose routes along quiet streets or in a nearby green space.

**CLOTHING:** Give advance notice for walking meetings so that participants are wearing appropriate clothing. Have umbrellas on standby just in case.

**PACE:** Make sure the walking pace is comfortable for everyone.

**INVOLVEMENT:** Try walking two to three abreast (bearing other pedestrians in mind!) and make sure everyone can hear what is being discussed.

**CAPTURING ACTIONS:** Assign someone to take a notepad to jot down any actions and circulate these after your walking meeting.

**EVALUATE:** After the first few walking meetings, ask participants for feedback and ideas of which make good routes.







# Promoting walking at work

Top tips to get your staff walking more to, from and at work:

## 1 The pedometer test

Issue a pedometer to each employee – pedometers can be a great way to get people thinking about how much walking they really do.

## 2 Mobile meetings

Nietzsche said: "All truly great thoughts are conceived by walking".

Who said you had to sit down for a meeting? Try getting out for a walking meeting to feel energised and inspired.



## 3 Bored at lunch?

Organise a 'lunchtime walk' group and your staff will get to know the local area, and each other, better. Back at their desks, they'll feel more relaxed and ready for the afternoon's tasks.

## 4 Guided tours at lunch

Organise a guided tour, perhaps by a local historian, to take a group of your employees around the local area one lunchtime. This is a fun way to get employees engaging with the local area and exploring, as well as a great sell to new starters...



## 5 List local lunch spots

Put up a list of local lunch spots which are at least a 15 minute walk away. This encourages more socialising between staff as well as a minimum of 30 minutes exercise a day. You could even get in touch with your local hot spots to try and organise a discount for that added bit of motivation.

## 6 Overcome barriers

Do staff feel that their boss really wants them to walk more or does the work environment put them off? From whether the workplace is easy and safe to access on foot to restrictive dress codes that discourage comfortable footwear, there may be many physical and cultural barriers getting in the way of people being more active. Engage with staff to see how you can make yours a walking workplace.

## 7 Lead the way

Expecting others to do as you say but not as you do isn't the best way to encourage people. Make walking the norm as well as aspirational: shout out about colleagues who already walk a lot, get senior managers on board and don't forget to get out and about yourself.

# Walking and health the facts

Looking for some evidence that walking really is good for you? Take a look at this fact file to see why we should all try and fit some more walking into our day.



Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

(Department of Health, 2011)

Walking offers health, happiness and an escape. It has the ability to restore and preserve muscular, nervous and emotional health while at the same time giving a sense of independence and self-confidence. The more a person walks the better they feel, the more relaxed they become, the more they sense and the less mental clutter they accumulate. Walking is good for everyone.

(International Charter for Walking, Walk 21)

Walking one mile can burn up to 100 calories and walking two miles a day, three times a week, can help reduce weight by one pound every three weeks.

A study published in the Archives of Internal Medicine showed that older women who walked regularly were less likely to develop memory loss and other declines in mental function than women who were less active.

By 2050 almost 60% of the UK population could be obese with the economic cost reaching £49.9 billion at today's prices.

(Foresight Tackling Obesity: Future Choices, 2007, Government Office of Science)

When you take a step, you are using up to 200 muscles.

People who are active have lower rates of coronary heart disease, high blood pressure, stroke, diabetes, colon and breast cancer, and depression.

(WHO, 2011)

Globally, around 31% of adults aged 15 and over are insufficiently active. Approximately 3.2 million deaths each year are attributable to insufficient physical activity.

(Physical Inactivity: A Global Public Health Problem, WHO, 2008)



# Event promotion poster template



## Walking Event

Find out more about the health benefits of walking and what we are doing to support walking in the workplace.

**Come along to our walking lunchtime event, from 12pm – 2pm, Wednesday 13 January.**

During the event our travel advisors will be on hand to:

- Provide travel advice on walk routes and journey planning
- Advise on how walking can benefit your health and wellbeing
- Offer free goodies to those interested in walking

If you feel like burning some calories and getting a feel for the local area, we will holding a **30 min** led walk, leaving the canteen at **12:30pm**.

Find out more at [www.tfgm.com/walking](http://www.tfgm.com/walking)



# Walking Works emailer template

Having trouble viewing this email - [view it online](#)

Share this



## Walking Works

Find out more about the health benefits of walking and what we are doing to support walking in the workplace.

**Come along to our walking event to find out more:**  
[details here.....]

Our travel advisors will be on hand to:

- Provide travel advice on walk routes and journey planning
- Advise on how walking can benefit your health and wellbeing
- Offer free goodies to those interested in walking

As part of this event we are holding led walks, so if you feel like burning some calories and getting a feel for the local area. Book your slot on our [Time] minute led walk here: [\[www.eventbrite.co.uk/.....\]](http://www.eventbrite.co.uk/.....)

Find out more at [www.tfgm.com/walking](http://www.tfgm.com/walking)





# Top walking tips for employees

1

## Mobile meetings

Nietzsche said: "All truly great thoughts are conceived by walking".

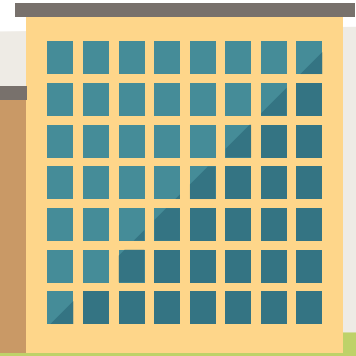
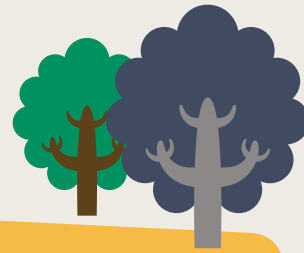
Who said you had to sit down for a meeting? Try getting out for a walking meeting to feel energised and inspired.



2

## Power walk

Time is of the essence... so start timing your walks and see how quickly you can get from A to B. Power walking is a great way to stay healthy, you'll boost your fitness and energy levels and save time. The quicker you get home, the more time you have there!



3



## Fatten up your wallet

Leaving the car behind or avoiding the bus for short journeys won't just help you feel fitter – you can save cash on fares and fuel costs too.

Why not put your extra cash towards some new shoes?



5



## Harness positive mental energies

Walking is the perfect time to zone out and rid yourself of all the negative thoughts from the day. Clearing your head when walking means you won't spend the first 10 minutes moaning at an unsuspecting colleague or family member, when you reach your destination!



## Two birds... one stone

Do you know where your local cobblers is? A relaxing coffee shop? Or local grocers? Why not incorporate some of your daily chores into a lunch time walk; it'll get you out and about and help you get things done!

4

## Get snap happy

Capturing those memorable images always makes walking interesting. Whether you're out and about at lunch, snapping the sunset after work or getting snap happy with your camera or smartphone will make your walks even more fun.



## History geek

Visiting somewhere for the first time or walking your route to work? Do some Googling before you head off. Find out a bit about the area, and research some landmarks or interesting buildings to check out. Printing off some notes or saving some links on your smartphone can help you learn more about your streets.

7

## Prepare for pit stops

An emergency picnic blanket caters for any spontaneous picnics you might want to have in the summer months. Perfect for a quick pit stop on your walk home, or an impromptu picnic with friends after work to catch the last rays of the day...

8



9

## A guide to trees

If you're not a nature buff, then you probably won't know the difference between a plane tree and a weeping willow. Brush up on your tree knowledge, so you can appreciate the variety of trees on your walk to work, and make people green with envy at your specialist tree chat.



10



## Jotter at the ready

We all let our thoughts roam free when we walk; it's the perfect time for a bit of creativity and independent thought. Whether you're organising your thoughts for an all-important meeting or thinking up some romantic poetry, have a notepad to hand so you remember those precious thoughts.





# Walking buddy sign up sheet

[illegible]

## Sample feedback summary

Existing literature to promote walking	Existing promotional materials and resources	Recommended or forthcoming literature to promote walking	Recommended promotional materials	Gaps/recommendations for inclusion in Walking Workplaces outputs
<ul style="list-style-type: none"> <li>➔ Hard copies leaflets/fliers electronic on council and group websites.</li> <li>➔ Majority of our promotion is face to face and through word of mouth.</li> <li>➔ 'Put your Heart into Walking' booklet from the British Heart Foundation.</li> <li>➔ Part of the National Walking for Health Scheme, most of our promotional materials (webpage, downloadable walking programme, posters) have come directly from the marketing resources available to accredited schemes through the Walking for Health website.</li> <li>➔ Don't have specific leaflets, use advertising in local newspapers.</li> <li>➔ Once established a route printing and laminating and giving to workplaces to display in communal areas.</li> <li>➔ The materials that currently exist are not very coordinated.</li> </ul>	<ul style="list-style-type: none"> <li>➔ Hot drinks after walks (TfGM funded). It is appreciated by walkers especially during cold weather.</li> <li>➔ Walk leaders provided with first aid kit and a high vis jacket.</li> <li>➔ Water bottles, fold up shower mats (key ring type), reflective arm bands and maps of the walk which include length, steps, time and pedometers.</li> <li>➔ Vouchers were provided by TfGM for volunteer leaders to obtain maps. It was really appreciated by the volunteers.</li> <li>➔ Goodie bags: pens, pedometers, poncho, water bottles, and umbrellas.</li> <li>➔ 12 week pedometer challenges; booklet to record steps and free pedometer.</li> </ul>	<ul style="list-style-type: none"> <li>➔ A Salford Quays walking map would be a good start.</li> <li>➔ Part of the 'I will if you will' Programme, hope to extend on the promotional material through working in partnership with the WIYW marketing/communications team.</li> <li>➔ More targeted literature for walks within locations where businesses or workplaces are situated.</li> <li>➔ A 1, 2, 3 format walk in parks or open spaces, i.e. varying length/difficulty for different levels of confidence.</li> <li>➔ Literature with features to inform the business community about areas they can enjoy walking.</li> <li>➔ Upcoming Salford Trail – 50 miles around Salford with 10 linear routes where public transport can be used at either end.</li> <li>➔ Upcoming Kingfisher Trail, Lancashire Wildlife Trust, runs through Bolton, Bury and Salford.</li> </ul>	<ul style="list-style-type: none"> <li>➔ To complement the toolkit pedometers or a simple walking recording device distributed to businesses and those who complete target walk distance rewarded e.g. in a prize draw.</li> <li>➔ Freebies could include ruck sacks, umbrellas, t-shirts, diaries, pens, pencils, stress balls, dog waste bags inside a capsule, calendars, eraser, plastic water bottles, mugs, book vouchers, free meal voucher, first aid training, movie voucher.</li> <li>➔ YouTube promotional video containing general information on all the advantages of walking that we could send out to partners.</li> <li>➔ Promotional gear walkers would use with logo e.g. string bags, pedometers, t-shirts, wholly hats, gloves, water bottles.</li> </ul>	<ul style="list-style-type: none"> <li>➔ Consideration given to walkers with a disability.</li> <li>➔ Many existing leaflets thought to be out of date or out of print</li> <li>➔ Several leaflets need reprints.</li> <li>➔ New Greater Manchester wide walking map?</li> <li>➔ Nothing exists specifically that focusses on walking routes to workplaces.</li> <li>➔ Some leaflets only available in hard copy.</li> <li>➔ Not all walking trails online.</li> <li>➔ A website with direct access to upload your walk information which should be in an agreed format so all content has some visual consistency.</li> <li>➔ A big push on social media to let employees know the benefits of walking, when and where the activities are taking place and to tackle the perception that many people still associate walking with power walking and long distances.</li> <li>➔ We need to create/promote a non-corporate looking portal that is seen as the Google for walking that one stop shop where you can get all relevant walking information.</li> </ul>

## Risk assessment examples

We've included a list of some common risks to help you get started in identifying risks for your walking initiatives.

Hazard	Who might be at risk?	How can the risk be controlled?	Risk Level
Slips and trips eg uneven pavement	All participants	Wear sturdy and comfortable footwear. Briefing at the start of the walk to forewarn participants; be aware of footing	Medium
Lighting	All participants	Ensure the route has adequate lighting prior to walk, especially in winter months	Medium
Traffic	All participants	Be aware of other road users and traffic, follow Green Cross Code	Medium
Roadworks	All participants	Walk route prior to event and note any roadworks, if roadworks are visible amend walking route accordingly	Medium
Crossing road	All participants	Always follow designated walking paths and use designated crossings where applicable	Medium
Dehydration	All participants	Keep hydrated and follow NHS guidelines for hydration and suggest carrying water or hydrating liquids	Low
Sun exposure	All participants	Use sun protection where applicable	Low
Inclement weather	All participants	Wear the appropriate clothing for all weather; in cases where weather is severe postpone walk	Medium
Use of mobile phones/tablets	All participants	Do not use mobile phones or tablets during the walk. These should be kept somewhere safe	Low
Open water	All participants	When walking near open water, such as a canal, avoid the edge and if necessary walk in single file	Low
Group size	All participants	Avoid groups larger than 25; count in and out all participants on the walk	Low

## Risk assessment template

Route: .....

Date: .....

Assessment carried out by: .....

Signed by: (senior manager) .....

[illegible]

# Delivering Walking Workplaces – Initiatives for your workplace

This section contains an overview of the various initiatives which could be delivered at your workplace to promote walking amongst employees. Reference is made to various supporting templates which can be found in Appendix 2. The table below identifies various walking initiatives which can potentially be delivered at your workplace.

## SUITE OF POTENTIAL WORKPLACE WALKING INITIATIVES

Walking initiative	Where works well	Frequency
<b>WALKING BUDDY SCHEME</b> – Pair up with others who walk the same way to work for all or part of their journey - or take lunchtime strolls with colleagues.	This is a relatively easy scheme to establish and can encourage group participation. Walking together is a social activity which can boost morale and motivation for getting fitter. If staff members are reluctant to walk due to early or late working hours a walking buddy can sometimes help. Walking Buddy schemes work well where workplaces have set shift patterns as it's easier to match colleagues start/finish times.	Daily/weekly depending on interest levels.
<b>WALKING MEETINGS</b> – Meetings with colleagues on the move.	Walking Meetings are perfect for when you need to brainstorm ideas or are looking for creative inspiration. These work best for smaller groups (typically up to four people) and work best quieter environments.	Ad hoc
<b>PARK &amp; STRIDE</b> – Encourage employees who currently drive to work to park a walkable distance from their workplace and walk the rest of the journey.	This initiative could work well at workplaces where high percentage of car drivers , where there is minimal parking or car parks with high charges. Identifying car parks on the outskirts of a town/city and walking into work can boost health, cut costs and ease congestion.	Daily

<b>HAIL &amp; STRIDE</b> – Encourage staff to catch public transport as part of their commute but then walk for the remainder of their journey.	This initiative can potentially save staff money on fares and easily incorporates activity into the usual working day. This works well wherever there are good public transport links to your organisation.	Daily
<b>WALKING CHALLENGES</b> – Encourage staff to walk more and record their progress over the challenge period. Teams or individuals log steps or distances walked in a given period, usually with pedometers.	Walking challenges are great for encouraging mass participation with a competitive edge, often prompting team rivalry! There are opportunities to reward staff with prizes and help raise money for local charities.	Monthly/Based around key calendar dates (see Section 5)
<b>WALKING PLEDGES</b> – Encourage employees to commit to towards walking more. Employees write down their pledges and display them to encourage peer participation.	A relatively easy initiative to establish which prompts individuals to reflect on their own travel behaviour and lifestyle. Peer participation supports active involvement. Pledges from senior managers or directors can send out a positive message.	Adhoc
<b>WALKING EVENTS</b> – Events can take many formats depending on the size and type of the workplace. It could be as simple as a stall in a communal area with information and promotional materials on walking.	There is a good opportunity to align an event with other national events such as Walk to Work Week. Here organisations can use existing messages and materials to promote walking. Events are good opportunities to talk to staff to find out what might be stopping them from walking more and to capture their feedback on ideas for supporting more walking.  Events are also a good opportunity to share stories and network with other teams and members of staff. Workplaces with communal staff areas are ideal to set up an event space.	Monthly or less frequent/Based around key calendar dates (see Section 5)
<b>HEALTH WALKS / LUNCH TIME WALKS / LED WALKS</b> – Prearranged lunchtime group walks which start and finish at your workplace. These can vary in duration, distance and theme.	A popular initiative allowing individuals to easily incorporate physical activity into their lunch break. Lunchtime walks work well for organisations located in urban areas or with parks and rural spaces nearby.	Dependent on interest level.





