



Be healthier

Walk to Work Week workplace guide

14–18 May 2012

This simple guide will show you how your organisation can take part in national Walk to Work Week 2012.

It includes information on how the Week works, how to make use of our online tool as well as fun promotional ideas.



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Organise a team walk to get to know your local area



Walk to Work Week 2012 event checklist

Here's our step-by-step checklist for the basics of planning and running Walk to Work Week at your workplace:

Activity	Notes	Done?
Talk to HR and senior management to ensure event promotion buy-in	Free event presentation available at www.livingstreets.org.uk/walktoworkweek	
Create workplace group on website with required teams/departments	Visit www.livingstreets.org.uk/walktoworkweek	
Download free promotional resources	Visit www.livingstreets.org.uk/walktoworkweek	
Order Walk to Work Week merchandise for use as prizes/incentives	Visit www.livingstreets.org.uk/shop Order deadline 23 March 2012	
Put up event posters in workplace	Download free posters at www.livingstreets.org.uk/walktoworkweek	
Distribute event flyers to staff	Download free event flyers at www.livingstreets.org.uk/walktoworkweek	
Add event info and web button to website/intranet	Download free buttons and graphics at www.livingstreets.org.uk/walktoworkweek	
Send staff email or e-newsletter to promote event	Download free email templates at www.livingstreets.org.uk/walktoworkweek	
Send our reminder to staff about the event launch	Best sent on 10–11 May Download free offline record cards at www.livingstreets.org.uk/walktoworkweek	
Run events and competitions during the Week	14–18 May. See more Walk to Work Week tips and ideas on page 12	
Send collected offline participation records to Living Streets	To be received by 25 May Download free offline record cards at www.livingstreets.org.uk/walktoworkweek	
Send congratulatory email to staff and highlight achievements	Best sent on 21–22 May	
Share your Walk to Work Week experience and photos with Living Streets	Contact us at walkingworks@livingstreets.org.uk	



What is Walk to Work Week 2012?

Walk to Work Week 2012 (14–18 May) is a national challenge organised by the charity Living Streets. The aim is to get people walking more to and from work, during work and at lunchtimes during the Week and beyond. Workplaces and employees are encouraged to sign up and use our free online tool to record how much walking they do.

Walk to Work Week 2012 is part of the Great British Walking Challenge taking place throughout May. Living Streets is challenging the British public to clock up as many miles as possible. By taking part in Walk to Work Week 2012 your organisation will contribute its miles towards the Great British Walking Challenge.

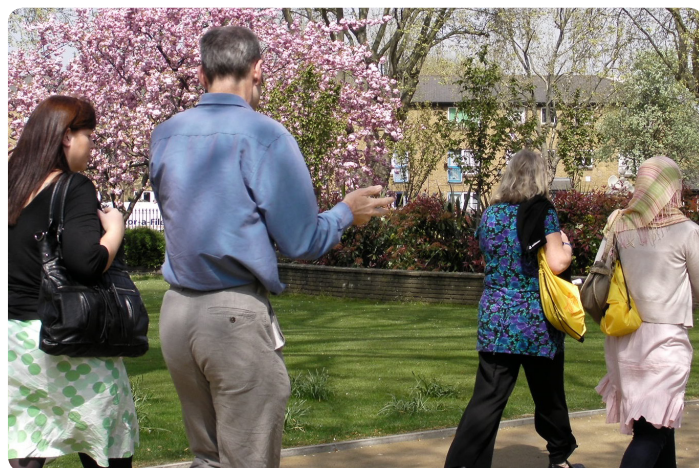
To find out more and sign up visit:
www.livingstreets.org.uk/gbwc

How does it benefit my organisation?

Encouraging staff to walk more can contribute to health and well-being as well as your organisation's sustainability objectives. Physical activity is known to improve productivity and reduce absences due to sick days. Walking is one of the easiest and most accessible ways to do this.

Taking part in the challenge is also a great way to promote team spirit and an excellent opportunity to show your commitment to health, well-being and sustainability.

So make sure you join employers across the UK and take part in the healthiest national workplace challenge.



Encourage your staff to enjoy some greenery in their lunchbreaks



Encourage some 'out of the box thinking' with a walking meeting



How can we take part?

Our free online tool at www.livingstreets.org.uk allows you to create a workplace group for staff to take part in the challenge.

Staff can log their walking during the Week and contribute to your workplace total. There are workplace leaderboards to show how much walking each individual or team within your workplace is doing and, of course, who is top walker overall. There are also leaderboards for workplaces in your local area and nationwide so you can see how you are doing compared with everyone else.

To help your staff walk as much as possible you can provide incentives and organise activities during the Week. This guide provides some ideas but don't worry if you are time-pressed – just sign up, let your colleagues know about the challenge and see how it goes.

You can sign up for event updates at www.livingstreets.org.uk/walktoworkweek

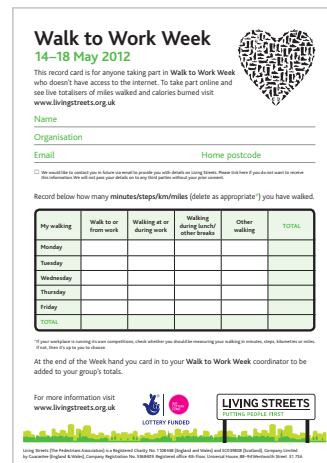
Take things a step further

Living Streets can support your **Walk to Work Week** and walking promotions at any time of year. We provide advice and training workshops to help key staff become walking champions for your organisation, run face-to-face events to give staff personalised walking advice, and deliver bespoke walking challenges in workplaces at a time to suit you.

You can find out more at www.livingstreets.org.uk/expert-help or contact us at walkingworks@livingstreets.org.uk or on 020 7377 4900.

Promotional resources

To help you shout about the event in your workplace and get your colleagues signed up we've got some free downloads at www.livingstreets.org.uk/walktoworkweek



Resources include:

- **Walk to Work Week presentation** – to help you explain the Week to colleagues
- **Offline participation form** – for staff who can't access the online tool
- **Event poster** – printable at A4 and A3 sizes. Features event dates and URL to encourage people to sign up
- **A5 flyer** – great as a staff handout or to drop in pigeon holes to remind staff to take part
- **Challenge graphics** – if you want to design your own materials or illustrate newsletter articles
- **Email header** – to brighten up your communications
- **Example email templates** – in case you get writer's block
- **Web banners/intranet buttons** – to promote the Week on your intranet and websites
- **Case studies** – for a bit of inspiration.



Purchase resources online

Give your Week an extra WOW factor.

You can buy resources to use as incentives or prizes for the event, or to help with your promotions, including:

- Pedometers
- Shoe bags
- Footcare kits
- Water bottles
- T-shirts
- Banners
- Bunting.



To find out more and order these resources please visit www.livingstreets.org.uk/shop
The closing date for orders is 23 March 2012. For more information contact us at:
walkingworks@livingstreets.org.uk or on 020 7377 4900



The online tool

Our online tool at www.livingstreets.org.uk will help you manage participation at your workplace, so use the following tips to help you get the most out of the Week.

Creating a workplace group – things to consider:

Administrator

Each workplace group can have one or a number of administrator accounts.

Administrators are able to:

- Create groups for their workplace
- Edit workplace group name or details
- Create or delete workplace teams or departments within the group
- Allocate or remove administrator rights to other group members
- Remove members from the group
- Download participation statistics for the group.

To create a workplace group, simply sign up as an individual. Once your registration is complete you will be given the option to search for and join an existing workplace group or create your own. Once you have verified that a group does not yet exist for your workplace, simply click to create your new group and follow the on-screen instructions.

If you need any help please get in touch with us at walkingworks@livingstreets.org.uk

Hint

It's best to decide how you are going to organise your organisation's participation before you invite staff to sign up. This way the options of what group, and if there are any teams, to join are available when they register. They can change this once they have gone through the registration process but it's easier to get it right first time.

Tip

Give some thought to what is the best way to name your group. If there is more than one way to call your organisation then you might need to include the different options or use the most popular one. Participants will search for their workplace group by name so it's useful to make this as easy as possible.



Teams

The Week can also be run as an internal team or departmental competition. Administrators can set up teams within the workplace group. When signing up and joining the group, employees will be able to see all these teams and choose the appropriate one to join.

Teams can be named however you choose, and during the Week a team leaderboard for the workplace will show totals for each team and their current ranking.

Tip

If you are a very large organisation where other people may be responsible for running the Week at different sites then you might want to get in touch with them and coordinate amongst yourselves in advance for some inter-site competition.

Multiple sites

There are two ways to set up multiple sites on the online tool if required:

1. Create one workplace group, using the workplace group name to indicate that it covers all sites, e.g. "Your Organisation – All Sites", if you want to be able to distinguish between different sites you can use the teams option to create a team for each site. All sites will count towards a single set of workplace totalisers, but individual site totals will be visible on the teams leaderboard.
2. Set up separate workplace groups for each site, named accordingly so it is clear to staff which they should join when searching, e.g. "Your Organisation – Birmingham". Each site can then set up their own teams, and each site will have its own set of totalisers, but there will be no overall totaliser for all sites. This can be calculated manually by summing the totals for each site.

Option	Pros	Cons
1. ONE GROUP FOR ALL	Combined totalisers and leaderboards can be great for building team spirit across all sites	No teams or departments possible within a single site
	Easier to monitor inter-site competition if sites are represented as teams	Clear communication needed with staff to ensure they know to join the single group
2. DIFFERENT GROUP FOR EACH	Easier for employees signing up to see their site and know which group to join	An admin can only be a member of one group at a time, so need good coordination with administrators at other sites
	Can set up teams/departments within a site to increase competition with colleagues in the same site	Some manual work required to monitor overall totals or run competitions between sites



Participants

Upon creating your workplace group you will be given the chance to send an email invite to your staff by entering their email addresses. If you want to make more changes to your group or wish to send your own emails later this can be skipped.

Living Streets has promotional email templates available to download at www.livingstreets.org.uk/walktoworkweek to help you get your staff signed up.

When staff visit the online tool and register to create an account, they will then be given the chance to search for and join your workplace group. Searches are based upon workplace group name, so make sure your group name is straightforward and obvious so people will be able to find it easily and join the correct one. Upon joining they will also be given the chance to choose from any teams you have created.

Logging walks

Once the Week has begun participants can log their walks on the online tool where they will be able to indicate:

- How much walking they have done: as miles, minutes or steps
- How fast they walked: slow (2mph), medium (3mph) or fast (4mph) pace
- Why they were walking: to or from work, at or during work, during lunch or other work breaks, or walking for other reasons
- What day of the Week they walked.

As well as being able to see where they are on the workplace leaderboard, participants will see a running total of their results summarised as total number of miles walked, calories burnt and carbon dioxide emissions saved.

By clocking up miles participants will also receive virtual awards online as they reach specific milestones, such as walking the length of a marathon, to help keep them motivated.

Hint

We recommend that participants record their walking regularly throughout the Week so that they don't forget and to help keep the leaderboards up-to-date.

More than just walking

To make the challenge even more exciting and give participants other ways to get involved, the online tool will also feature a number of additional challenges to take in return for bonus points.

Participants will be able to share photos and stories from their walks, as well as make suggestions on a map of places they like to walk to. You can make use of these challenges to run other internal promotions such as photo competitions.

Through taking these challenges and earning additional points participants will receive virtual awards helping to keep them motivated.



Use fitting incentives and prizes like BBSRC's healthy hamper



Offline participation

If internet access at work is an issue for some or all of your staff then they might be able to do it at home or you could provide an internet-enabled computer during the Week in a staff common area. Otherwise, you can download and print our offline participation forms for staff to record their walking at www.livingstreets.org.uk/walktoworkweek

You will still need to register the workplace online and ideally let us know that you're taking part offline so we can expect to receive your results after the challenge has finished.

At the end of the Week, collect the results and **send them back to us by the 25 May 2012** to include in the final challenge totals. If you are able to collate the results in a spreadsheet before sending them to us that would be very helpful.



Set yourself up for the day with a walk on your way to work

Hint

Remember it's not just about walking to work so keep in mind how staff can get more walking into their daily routine:

- Walk to work (part or all of the way)
- Walk from work (part or all of the way)
- Walk to a meeting (part or all of the way)
- Hold a walking meeting
- Walk during lunchtime.

Tip

If your challenge needs to run offline then you need people to somehow register so you know who they are and can get any resources to them. The simplest way is to have sign-up sheets with participation forms located in easy-to-find places such as the reception, or staff canteen. Alternatively you may want to work with team/departmental representatives who can help manage this process for you.





Why lunch *al desco* when you can enjoy *al fresco*?



Catching up with colleagues with a lunchtime stroll

Closing it up

When it's time to wind-up the challenge you might want to invite staff for a last team walk of the Week to celebrate their achievements and get some more walking under their belts.

If you've run your own competition with prizes make use of the opportunity when announcing the winners to let everybody, especially staff who didn't participate, know how well it went to encourage participation next year. You might also want to use the momentum to continue with more walking promotions post-Walk to Work Week.

If you've used the paper participation forms then make sure you collect and return them to us by the 25 May 2012 so we can collate the results and include them in your workplace total.

Once all the results are in we'll announce the winners and you'll be able to download a summary of your workplace group's results. We'll also be asking for feedback so we can make things even bigger and better for next year.

Don't stop now

Walking is for life not just for Walk to Work Week! We have lots of free resources you can use to keep encouraging walking throughout the year:

- Encourage your staff to keep walking throughout May with our other online challenges as part of the **Great British Walking Challenge**
- Contact us for free pledge cards and seasonal posters
- Speak to us to see how we can help you run bespoke walking challenges throughout the year
- Sign-up to our e-bulletin to be kept up to date of workplace walking promotions and activities

For these and more ideas visit www.livingstreets.org.uk/walkingworks or contact us at walkingworks@livingstreets.org.uk or on 020 7377 4900.



More Walk to Work Week tips and ideas

Here are a few more hints and tips to help you plan and provide some inspiration to make your event truly spectacular.

Planning

- Plan how you will communicate with participants and distribute resources
- How you are going to know who is taking part offline, distribute the forms and get them back?
- When are you going to tell staff about the Week? Getting people to sign up in advance can help when planning resources and events
- Make the most of our free downloadable resources at www.livingstreets.org.uk/walktoworkweek
- Can you incentivise or reward participation in any way? (See the "Promote it" section)
- Purchase **Walk to Work Week** promotional resources to help incentivise and reward participation at www.livingstreets.org.uk/shop
- Are there any activities you can run to encourage participation? (See "During the Week" section)
- Will the activities that you organise be accessible to all staff?

Promotion

- 'All staff' emails are useful but varying communication channels is important
- Be bright and noisy!
- Put up posters and banners
- Flyer staff as they get in to work
- Use the staff newsletter to promote it (and to let everybody know how well it went)
- Put a reminder in the April pay slip
- Use our html banners on your intranet (and website) to remind people that the Week is coming up
- Get senior managers or the CEO to sign up and endorse it
- Go to different team meetings to tell people in person
- Have a stand somewhere prominent and, if possible, a computer with internet connection where people can sign up on the spot
- Send out a few "all staff" emails throughout the Week with updates on the organisation's progress to keep everybody interested and encourage any last-minute sign-ups (people can sign up throughout the Week).

Tip

Make sure you get plenty of photos of activities during the Week and quotes from participants to publicise their achievements and give you something to use to promote next year's challenge.



During the Week

- Run daily challenges of destinations to walk to at lunchtime
- Get people/teams to challenge senior managers/CEO to see who can walk more
- Run a photo competition of what people see on their walk in/ from work
- For the children inside all of us, why not organise a staff treasure hunt? For the more grown ups this can be an 'orienteering activity'
- Organise lunchtime led walks to help people get out for a proper break
- Themed walks add another point of interest (e.g. photography and nature walks, fancy dress etc)
- Check out if there are any relevant or interesting events going on locally that you could organise a walk to (e.g. nature talks, markets etc)
- Run a walkers' breakfast, lunch or even after-work nibbles to keep people energised
- For the more hyperactive staff, you could organise a fitness instructor (or a suitable staff volunteer) to lead some speed-walking sessions
- Run a walking race to get the crowds cheering
- Contact your Local Authority or NHS organisation to see if they have any walking resources or maps that you can use.

Incentives and prizes

- Think about rewarding particular achievements or to keep things accessible focus on participation
- Entry to a prize draw just for signing up
- A free lunch at the staff restaurant (assuming staff like it!) or vouchers for discounts
- Foot massages (free or discounted)
- Some sort of gadget, e.g. mp3 player so they can listen to music whilst they walk
- Paid time off work (e.g. half an hour for every hour/ 5 miles walked)
- Access to special privileges at work/discounts at local restaurants/pubs/shops.

Don't forget

The Walk to Work Week promotional resources can make great incentives to get people to sign-up, reward them for coming along to a walk or they can be made into goodie bags to be given out as prizes. For more information visit www.livingstreets.org.uk/shop

Too far to walk?

People can have misconceptions about how far places are and how long they take to walk to, which can be a frequent barrier to walking. One way to tackle this is to take a map of the local area and draw circles around your site that show what is within a 10, 15, 30, and 45 minute walk. Display the map and encourage people to pinpoint where they live or where other places are in relation to your organisation's site. You'll find that some people will be surprised to discover how close they really are.



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Why run Walk Once a Week (WoW)?



What is Walk Once a Week (WoW)?

Walk Once a Week (WoW) is a year-round walking promotion scheme. It encourages parents and children to walk to school throughout the school year. Children that walk at least once a week each month receive a badge. The badges are highly collectable and designed by the children themselves in a national competition open to all WoW schools.

Why WoW?

- Children love collecting the badges
- It's easy to run and can even be managed by pupils
- It can be easily linked to the National Curriculum, Primary Framework and QCA units, for 'data collection', 'keeping healthy', 'improving our area' and many more topics
- It helps with the Transport section of Eco Schools and the 'early indicators' or 'meaningful outcomes' for Healthy Schools
- It can be added to your SEF as evidence for various statements including: "A2.7: The extent to which pupils adopt a healthy lifestyle."



Other benefits

WoW is a proven way to increase walking levels, which helps

- reduce congestion at the school gates
- reach targets set on your School Travel Plan
- get children reaching vital physical activity levels
- increase concentration levels in the classroom
- involve children in their local area
- increase independence and road safety issues awareness
- improve relations with local communities due to decreased parking and traffic



Proof WoW works

In an external survey (Wavehill 2009) across participating schools, 23,450 pupils, teachers and local authority staff were asked about WoW and it was found to have a significant impact:

- Just under a fifth of pupils surveyed reported that they started walking because of WoW
- An average of 59% of children walked into school on the day of the survey. The national average is 51%, which indicates a higher incidence of walking in WoW schools
 - 48% of pupils walked to school once a week to get their WoW badge - a very high participation rate for any voluntary scheme across schools
 - 90% of staff running WoW said it took less than 5 minutes a day to administer
 - Pupils engage rapidly and easily with WoW and for the younger pupils the process of walking, logging or recording their walk, and receiving badges is fun with a high value placed on the badge reward system
 - A third of participating pupils produce art for the annual badge design competition (approximately 128,000 pupils), making this one of the largest art competitions in the UK



- Over two thirds of pupils surveyed walk to school with a member of their family, showing that walking to school extends its reach to benefit other family members too



Teachers say:

“WoW is a great way to encourage walking to school”

“It’s Easy to fit into the school day”

“Just thought you would like to know that are children are loving WOW - I think it is the quality of the charts and the badges, allied with our persistent talking about walking over the last three years”

How do I start?

You can view and buy our resources, including the badges, wallcharts, postcards, trophies, banners and t-shirts, year round on our website: www.walktoschool.org.uk/shop

For further support download a step by step guide and see our rules to WoW at <http://www.walktoschool.org.uk/what-we-do/walk-once-a-week/getting-started/>

The Walk to School campaign

WoW is part of the wider Walk to School Campaign, run by national charity Living Streets. The Walk to School campaign also runs two awareness events- Walk to School Week in May and international Walk to School Month in October. Visit www.walktoschool.org.uk for information about how to get involved and to see our resources.

The campaign began in 1996 and is part-funded by the Department for Transport and Department of Health. We also run projects for secondary school age pupils. Visit www.walktoschool.org.uk/secondary for more information.

What is Living Streets?

Living Streets is the national charity that stands up for pedestrians. With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk. Visit www.livingstreets.org.uk for more information.

