

LIVING

STREETS

# WALKING WORKS STAFF CHALLENGES

Demonstrate your commitment to your staff's health and wellbeing by investing in walking activities that will make them feel valued and proud of their workplace. Our Walking Works staff challenges, through a selection of engaging communications packages, offer you the opportunity to bring colleagues together, promote workplace wellbeing and inspire positive culture change.



**Making walking part of your work culture requires a shift in people's routines. We understand the importance of staff engagement and bring a lot of experience working with organisations to achieve cultural change and create a happier, healthier, more productive workforce.**



Alex McHardy,  
Head of Commercial Development,  
Living Streets



## CREATING A POSITIVE CHANGE IN CULTURE AT YOUR WORKPLACE

Our communications packages, which include a selection of weekly walking challenges, are tailored to your business' goals; whether that's promoting **physical activity**, **supporting mental health**, **boosting morale**, or **promoting staff cohesion**.

All you need to do is select your overall goal, the duration (number of weeks) and the level of difficulty of your challenge, and we'll do the rest!



### ALL PACKAGES ARE SUPPORTED BY WEEKLY COMMUNICATIONS:

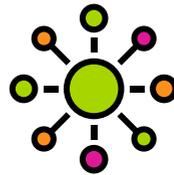
**SOCIAL MEDIA SHAREABLES**



**ENGAGEMENT EVALUATION**



**ACCESS TO OUR RESOURCE HUB!**



**BY 'WALKING', WE INCLUDE PEOPLE WALKING WITH THE USE OF MOBILITY AIDS, INCLUDING WHEELCHAIRS. OUR WALKING WORKS PROGRAMME CAN BE TAILORED TO INDIVIDUALS' NEEDS AND ABILITIES.**



**LIVINGSTREETS.ORG.UK/WALKINGWORKS**

Living Streets (The Pedestrians' Association) is a Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 5368409. Registered office America House, 2 America Square, London, EC3N 2LU.

**WALKING WORKS**



WALK CHAMPION TRAINING

# WALK CHAMPION TRAINING



## WANT TO CREATE A CHANGE IN CULTURE AT YOUR WORKPLACE?

Our Walk Champion training equips staff with the tools and expertise to inspire and encourage colleagues to embrace workplace wellbeing through walking. Our interactive Walk Champion training session takes place over 90 minutes and is conveniently delivered as a live, online event. During the training we will also support participants to design an action plan for your workplace, meaning they will leave the training with a completely bespoke programme of 'staff activation' walking activities for the year. After the training, participants will gain access to a resource hub, supporting communications and a national network of Walk Champions.



For best results, Walk Champions should be recruited from across your organisation's departments and at a range of levels.



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## THE WALK CHAMPION TRAINING SESSION WILL COVER:

- Who we are and what we do
- Reasons to walk – top tips, facts and stats
- The Walk Champion role and responsibilities
- Planning an onsite walk – route design, risk assessment and access requirements
- How to promote walks and walking from home
- Action plan design session to create a bespoke programme of ‘staff activation’ walking activities for the coming year
- Access to a resource hub, supporting communications and a national network of Walk Champions



### CASE STUDY

#### LIVERPOOL WOMEN'S HOSPITAL

The hospital already had a small, established walking group, led by Kathy, Medical Education and Centre Manager. At the onset, we supported her to further promote the group via a local radio interview and the company's intranet. After receiving information through the hospital's internal system, Stephen Molloy, librarian at the hospital, joined the group and became a regular member. Stephen then decided to step up to deputise Kathy and undertook walking training with us. They now co-run the group, ensuring weekly walks take place, and also set up a WhatsApp walking group to keep participants engaged and updated on routes, weather and more.

**THE GROUP HAS STEADILY GROWN SINCE ITS BEGINNING, NOW REGULARLY SEEING UP TO 30 PARTICIPANTS COVERING AN AGE RANGE FROM 20-71.**

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AWARDS

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# WALKING WORKS AWARD

Celebrate and structure your business commitment to walking by gaining our Walking Works Award. Enjoy the benefits of improved staff wellbeing, stronger organisational culture and achieving social responsibility outcomes.



As the UK charity for everyday walking, we have over 90 years' experience in campaigning and delivering behaviour change initiatives to promote walking. We also have experience of working with workplaces to increase walking amongst employees. Our Walking Works Award provides a framework to get walking embedded in and around the working day of your business. Complete an action plan for assessment by Living Streets and undertake a series of interventions across at least two criteria to gain your award and show commitment to your staff and community stakeholders.



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# THE WALKING WORKS AWARD IS STRUCTURED ACROSS THREE CRITERIA:



## 1. WALKING FOR WELLBEING:

Implement measures to get people walking, whether on site or from home, as an accessible and affordable way to keep staff physically active, improve mental wellbeing and increase productivity. These could include walking meeting policies, staff communications, facility provision, walking maps and more.

## 2. WALKING FOR CULTURE:

Address the reduced cohesion of hybrid working by placing walking and physical activity at the heart of your organisational routines. Measures could include appointing Walk Champions and groups, flexible policies, travel planning, walking challenges and more.

## 3. WALKING FOR SOCIAL RESPONSIBILITY:

Demonstrate your commitment to supporting your local community through walking. Actions could include carbon foot-printing processes, litter-picks, local campaigning around street issues, supporting walk to school and more.

Our resource hub and experienced staff are available every step of the way to offer support with your application and intervention implementation. Application fees are based on business size and sector.



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