



SUSTAINABLE TRAVEL TOOLKIT

PROMOTING WALKING IN THE WORKPLACE

Why Promote Walking?

Walking is an excellent way to keep fit and it's free, and perfectly suited to journeys under 2 miles. Staff feel the benefit from saving money and it can also boost confidence, meaning they have more energy and are more relaxed.

Healthier staff are more productive and have less time off sick so employers benefit too. It doesn't always have to mean walking the entire journey to work; simply parking further away or getting off the bus a stop earlier can have similar benefits.

Contact us ...

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PROMOTING **WALKING** IN THE WORKPLACE

To help promote walking in the workplace you could:

- Provide information on safe walking routes and walking maps/guides
- Organise lunchtime walks or other health walks
- Arrange a 'Pedometer Challenge', providing staff with pedometers and holding a competition, give prizes for the individuals or groups who do the most steps during the challenge
- Offer incentives for those who already walk, and to encourage others to walk such as discounts or rewards
- Liaise with Sefton Council Active Walks team, participating in any walking events, promotions and national campaigns such as National Walking Month which takes place in May every year
- Establish a Walking Forum and or Walking Champions
- Map out walking routes on large sites that staff can do in their lunch or break times
- Provide personal alarms for those who may be concerned about safety
- Hold walking meetings or mobile meetings – be creative and take a meeting outdoors
- Introduce 'Park and Stride' for those who live too far away to walk for the whole journey to work
- Encourage staff to make 'Walking Pledges' such as using the stairs more or walking a certain number of steps a day. These could be sponsored and/or rewards offered
- Link with health promotion activities

How we can help you:

We can work with you and provide advice and information to support you in implementing any of the ideas above and also offer the following:

- Lunchtime/Evening led walks
- Pedometer Challenges
- Leaflets and guides to walking routes
- Accredited Walk Leader training to be able to set up and run own walks
- Pedestrian access improvements
- Volunteering opportunities for Walk Leaders
- Regular organised programme of Health Walks for staff to join in



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