

Swindon Travel Choices Toolkit

Resources and templates for travel planning



This document is part of a suite of templates available at:
<http://www.swindontravelchoices.co.uk/business/>

Promoting Walking

This Toolkit provides the business case for promoting walking and active working in the sedentary office environment. Find out how your site facilities and business initiatives can support staff to walk more.

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1. Why encourage staff to walk?

Given the amount of time people spend at work it makes sense to think about the opportunities for increasing physical activity in and around the workplace. A more active workforce brings lots of benefits to both staff and your business.

Benefits for employers

There are also advantages for employers who encourage physical activity within the workplace:

- Increases employee commitment to work, staff performance and productivity
- Reduces staff turnover or intention to leave
- Reduces sickness costs and absence

Facts and figures

- Physically active employees take 27% less sick days than non-active employees



- Studies have shown that individual work performance can be improved by between 4% and 15% when people engage in regular physical activity
- An on-site fitness programme can reduce staff turnover by between 8% and 13%

(Statistics taken from British Heart Foundation)

2. Workplace facilities

Audit your site.

Review your site looking at 'desire lines' e.g. do marked paths follow the routes that people want to take, or do they have to go through bushes or across grass to get to their destination, footpaths, lighting, surveillance, cleanliness, ease of access, overgrown plants etc.

Take a fresh look at the streets and paths on site and around your workplace and think about;

- Are there safe crossing points across roads for pedestrians?
- Is there an alternative to highly trafficked routes using back streets?
- Are pavements or paths flat, even and in reasonable repair?
- Are they well-lit at night and well drained in wet weather?
- Do pavements or paths lead directly to building entrances, or force pedestrians cross car parks?
- Is there a highlighted channel for pedestrians to use through to car park to increase their visibility?
- Are there cars parked on footways or other obstructions?
- Is there a lot of traffic entering/exiting the site and using the surrounding streets?
- Are there any pleasant parks or open spaces nearby?

Find out your workplace's 'walk score' based on the accessibility of local amenities by putting your site postcode into - www.walkscore.com

Improvements onsite can be made by removing obstructions and monitoring parking and lining car parks with pedestrian awareness signs. Offsite you can report any problems such as: trip hazards, faulty street lighting, overgrown vegetation etc. using Swindon Borough Council's [online reporting portal](#)

Onsite facilities for walking

Ideally staff should have access to somewhere to change their clothes and store clothes and shoes, particularly if wet. Lockers and drying rooms can provide solutions to this and reduce trip hazards around desks.

You can easily and cheaply make the following available to borrow from reception; umbrellas pedometers, and high visibility waistcoats.



Walking for business travel

A walking friendly employer is not just one where there are facilities such as lockers, but where there is a real culture of walking, standing and moving more.

- Purchasing an annual bus or train ticket for communal staff use for staff making regular business trips to the same destination, could enable staff to walk more. Or buy 'pool tickets' so any member of staff can take the ticket for meetings, training, or whenever necessary.
- Purchasing laptop rucksacks or lightweight tablets could enable staff to walk more as part of their business travel and save money on taxi fares.
- Business mileage for walking. Many organisations offer a cycling mileage rate for staff who use their bikes during work time. Why not introduce something similar for walking to encourage sustainable and active travel.
- Alternatively, you could consider introducing a flat mileage rate of 40p per mile claimable for walking, cycling and driving journeys.

Route mapping

You can display information on walking times and routes to the nearest bus stops and train station on staff notice boards, intranet and on the company website. This information can also be included in staff induction information and in meeting confirmations to visitors.

Map some circular routes that people can walk from your office at lunchtime for exercise. Include a few different options in length and duration for faster and slower walking speeds.

You can map these walks using online journey planners such as: [Map My Walk](#), or <http://www.plotaroute.com>

Active Working facilities

A culture of walking and moving more can be supported by reimagining the office environment as an active office. Promoting active working in your workplace is complementary to promoting walking and can be a low cost solution to getting staff moving more during the working day.

- Consider trialling or investing in some sit/stand desks
- Have standing or walking meetings.
- Have one less chair than people at meetings.
- Get everyone to move around with each new agenda item.
- Use an onscreen notification software or app to set an alert for employees to stand/move regularly.



Further information

[Get Britain Standing](#) is a campaign to increase awareness and education of the dangers of sedentary working and prolonged sitting. You can [contact them](#) if you need help preparing the business case for Active Working within your company.

There are a variety of sit-stand solutions to suit every office and budget and some providers offer free trials: <https://getbritainstanding.org/solutions.php>

Walking meetings: Watch a [TED talk](#) about walking meetings - 'Sitting is the new smoking'.

Examples of onscreen notification software include; [StandApp](#) and [Little Nudge](#)

3. Lunchtime walking group(s)

Organising lunchtime time walks can be a great way of reducing stress at work, increasing health levels, boosting morale and getting people into the habit of walking.

[This Toolkit](#) from "Paths for all" offers advice on setting up a workplace walking group and how to deal with common issues/barriers.

4. Active Swindon Challenge

The [Active Swindon Challenge](#) is a monthly tournament that encourages Swindon workers and residents to leave the car behind and walk, cycle and take public transport for daily journeys.

It's free to sign up and participants can choose to take part as an individual or compete as part of a group, such as a workplace, team, family or friends. Anyone can take part - simply log journeys to work, walking the dog, popping to the shops or getting fresh air at lunchtime.

People can register at any time and the leaderboards reset on the 1st of each month. There are spot prizes awarded each month between May and September, and recognition for the team that tops the team leaderboard each month.

5. Walking maps

We have a variety of circular walking maps on our website that can be printed out and used for short walks at lunchtime or leisure time. The walks vary from 2 – 7 miles and are categorised by area, and by length.



See the maps at

<http://www.swindontravelchoices.co.uk/walk/walking-maps/>

6. Step jockey

Step Jockey is a corporate wellness organisation that uses smart signs on staircases to gamify activity. Using apps and corporate competition, the stair climbing challenges will get workforces moving!

Find out more at <https://www.stepjockey.com/>