

Appendix 10 – Promoting Walking

Everyone coming to your organisation is a pedestrian at some point. Nationally 11% of commuters walk to work.

Walking Challenges

Walking Challenges are a great way to encourage people to walk more, particularly if they are part of a team competing against other walkers. You can purchase pedometers from sports shops or online, and encourage participants to aim for 10,000 steps per day (unless they are currently inactive, in which case they should consult a doctor before starting an exercise programme).

The Irish Heart Foundation runs in-house walking challenges. See www.irishheart.ie

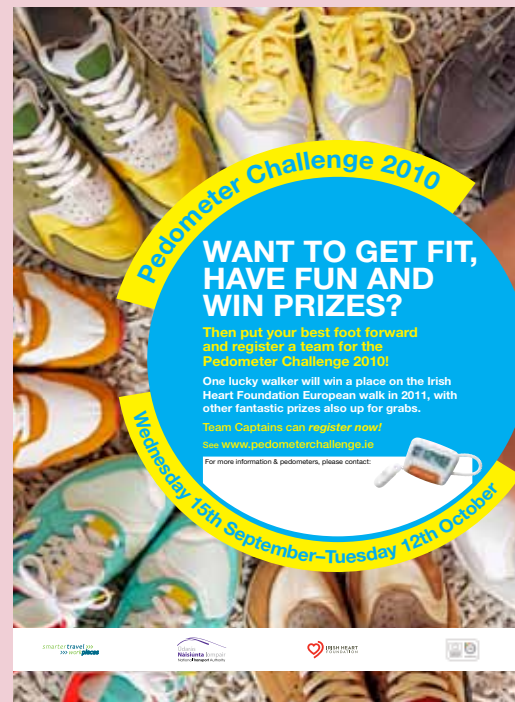
The Pedometer Challenge hasn't only changed my approach to everyday life – it has improved the quality of life for all our family. Short car journeys are no more. The older kids now walk to school... My wife and younger children walk to the local shops during the week, and we trialled online shopping for the weekly grocery shop last weekend.

As a two car family, we are questioning whether or not we need the second car, as my car has not moved since the challenge began.

Weekends have also changed. Every weekend, we have walked as a family... We have spent more time with each other and benefitted as a family as a result.

Kenneth Fairley
Pedometer Challenge 2011 Participant

In 2011, 3,300 people in 40 companies participated in Smarter Travel Workplace Partner Pedometer Challenge, which saw walking on the commute more than double over the course of the four-week challenge!



Unum Provident in the UK rewards green commuters with more time off!
Those walking or cycling to work are allowed to arrive ten minutes later than other employees.

Maps

Put local area maps on display in receptions and stairwells. If there are local walking routes, mark these on the maps.

Run it!

Runners (and walkers) in your organisation can search for, or suggest, good routes on www.mapmyrun.com

Slí na Sláinte Walking Routes

The Irish Heart Foundation can map Slí na Sláinte walking routes around large buildings or campuses. Contact 01 668 5001.

Umbrellas

Keep umbrellas branded with your organisation's logo in reception to be signed out by employees on rainy days.



The LEO Pharma Walk signage



Walking directional signage in National University of Ireland, Maynooth

Lunchtime Walking Routes

Human Resources (or a walking club in your organisation) could organise coffee mornings for interested walkers and suggest some lunchtime walking routes for them. This helps to create a culture of walking within the organisation, which will feed into modal choice on the commute.

You can complement this by advertising other walking events outside work, e.g. orienteering or hiking groups in the local area.

Walking Route Challenges:

- Beat your previous time – encourage colleagues to beat their previous times for walking the route on campus.
- Team relays – which team can complete a relay on your walking route in the fastest time?
- Highlight features on the route that appear at different times of year, e.g. snowdrops or crocuses; birds feeding on bird trays; trees or plants flowering on the route.
- Aim to complete the distance to a country that is of interest to your organisation (or around the earth if you are in a very active organisation!).

Site Audit

How good is the environment on your site for people walking through it? Ideally it should be attractive, with good natural surveillance and well-maintained footpaths and lighting.

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 grass to get to their destination), footpaths, lighting, surveillance, cleanliness, ease of access, overgrown plants, etc.

Liase with your Local Authority about issues outside your organisation's site.

Employee Wellbeing Programmes

Link in with employee wellbeing programmes to promote one-day-a-week walking promotions.

Heritage Walk

Link with your Local Authority for Heritage Week walks or other similar events. Heritage Officers' contacts can be found on the Heritage Council's website – www.heritagecouncil.ie

Branding Walking

Give walkers corporate-branded shoe bags to store their walking shoes once they get to work. This is particularly relevant for organisations with a formal dress code.

National Transport Authority Journey Planner

Publicise the National Transport Authority Journey Planner which maps walking (and cycling) routes in Dublin.

