

GM Mile a Day workshop
10am -12pm Monday 13th January 2020, Mills & Reeve

Hosted by: Louise Robbins, GM Moving Walking Ambition
John Brady, GreaterSport Active Workplaces Lead

Present:

Andrew	Read	Director	Walking Projects CIC
Catherine	Jackson	Sustainable Transport Officer	Oldham Council
Jo	Bennett	Active Lifestyles Development Officer	Salford Community Leisure
Lesley	Hall	People Partner	Manchester Airport Group
Lisa	Clayton	Physical Activity Lead	RBC/Link4Life
Louise	Wright	Sport Relationship Manager	Trafford Council
Neil	Hart	Senior sports development officer	Bolton Council
Simone	Starr	Health & Employment Officer	Bury Council
Steven	Nield	Sport development officer	Oldham sport development
Steven	Berry	HR/OD Specialist	Manchester City Council
Susannah	Goyton-Moon	Sustainable Journeys Delivery Lead	TfGM
Yusuf	Atcha	Community sports development	Bolton council
Tom	Gleaves	Workforce Wellbeing Advisor	Bury Council
Tony	Nichol	Transport Planner	Arup

Apologies:

Maria	Cranston	Active Travel Officer	Bury Council
Victoria	LeMare	Sustainable Journeys Delivery Lead	TfGM

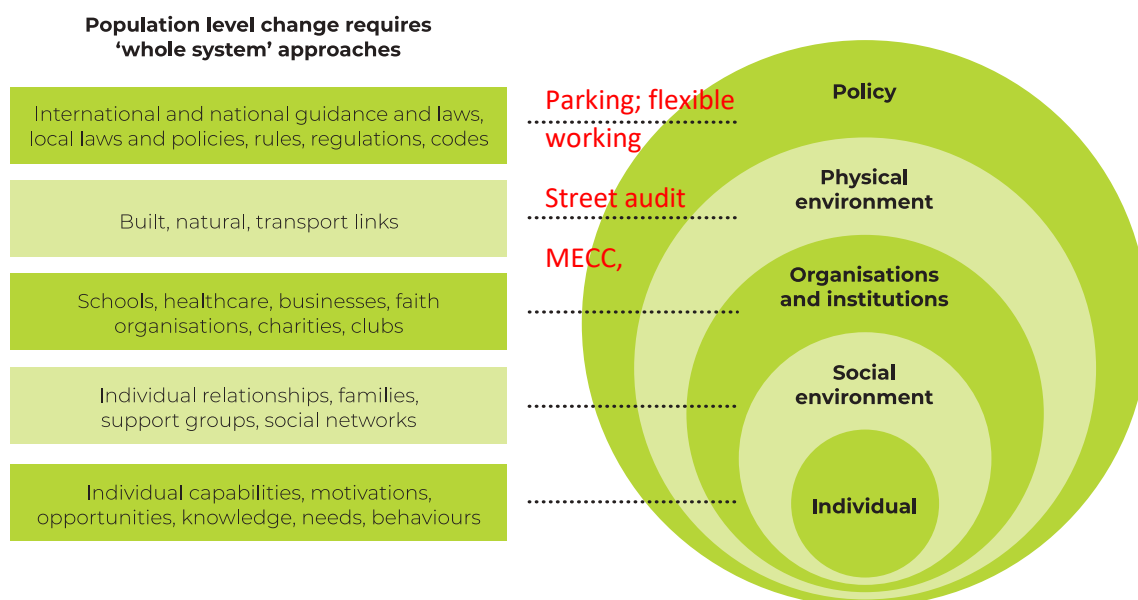
Overview:

Those attending included 8 people from businesses or local authorities who had an interest in setting up a 'Daily Mile' for employees in workplaces, and 6 people with a predominant interest in using the concept of 'Daily Mile' to support residents in communities to be more active. Some people were interested in both aspects.

A context was shared including:

- The GM ambition to be a Daily Mile City region, based on the impact of The Daily Mile™ has had through primary school children running, jogging or walking for 15 minutes a day as part of their school day.
- GM Walking has resource to support this ambition to be achieved, focussing on communities and workplaces
- That the success of supporting wide-scale implementation of a 'mile a day' could be measured against a range of outcomes for workplaces, communities and individuals
- The rationale for workplace activity to support employee health and wellbeing and productivity in the workplace

This work is a part of the whole system work to empower people to walk every day for health & wellbeing reasons, for environmental, financial, social or leisure recreational purposes.



Themes emerging from those present

- Shift work
- Health and wellbeing of workforce and communities
- Productivity
- Active Travel
- Routes
- Walking champions
- Links to greenspaces
- Link to Clean Air agenda

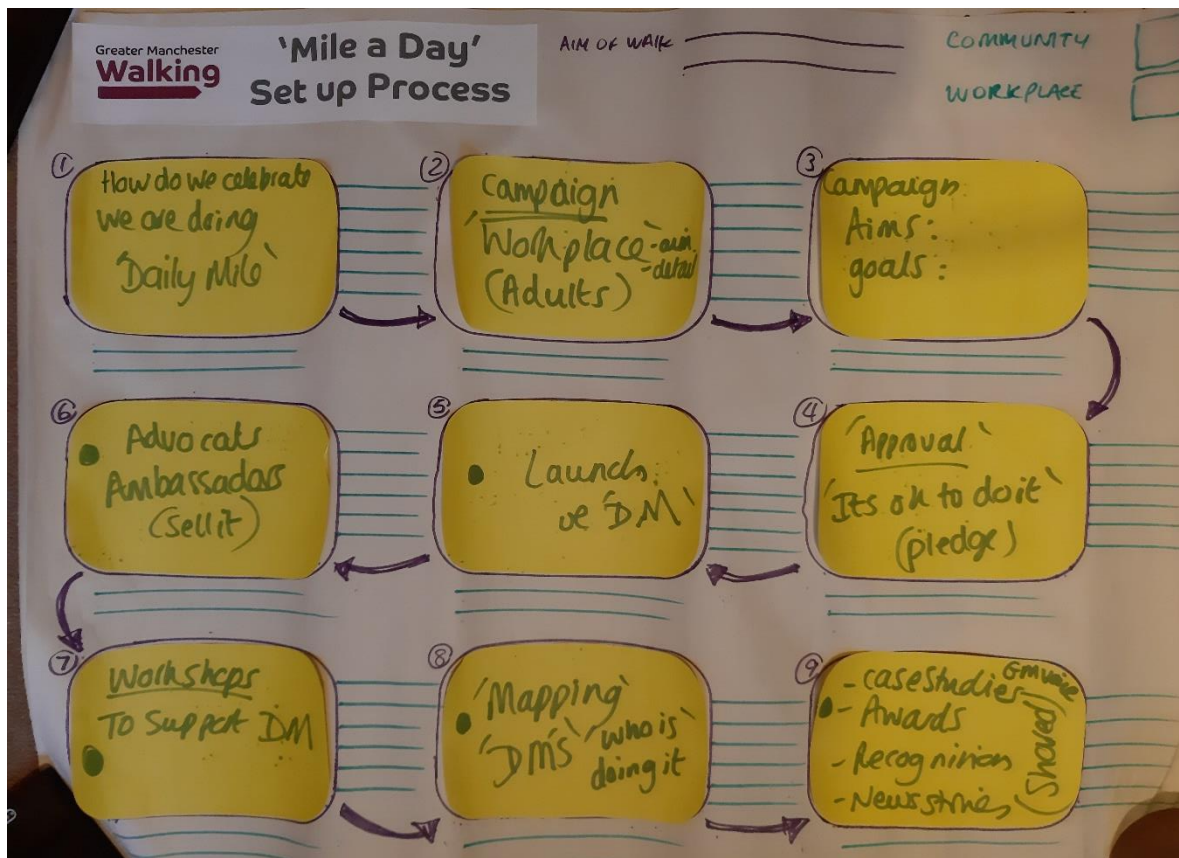
What a Daily Mile means to those present:

Community	Workplaces
Recognition that this is one tool amongst a range of support and interventions across the whole system (policy, environment, organisational and at community networks and individual levels) that can support people to walk every day	
Routes – short walks for people to access An approach to encourage people to walk every day independently or as a group	A resource to help employers support staff health and wellbeing through being more active

Why need support for this – what are the challenges we face?

- The culture of walking is not embedded
- Sustainability of participation and co-ordination/organisation
- Adaptability and flexibility for different organisations to use in different way
- Scalability to meet GM ambition and support culture change
- Distribution / awareness of routes and maps - publicity and promotion
- Perception of what is important/value for money/what walking is about e.g. Council working
- Justification of spend on employee health and wellbeing. What works? Need tangible results, demonstrate take up

Process of establishing a Daily Mile - Workplace



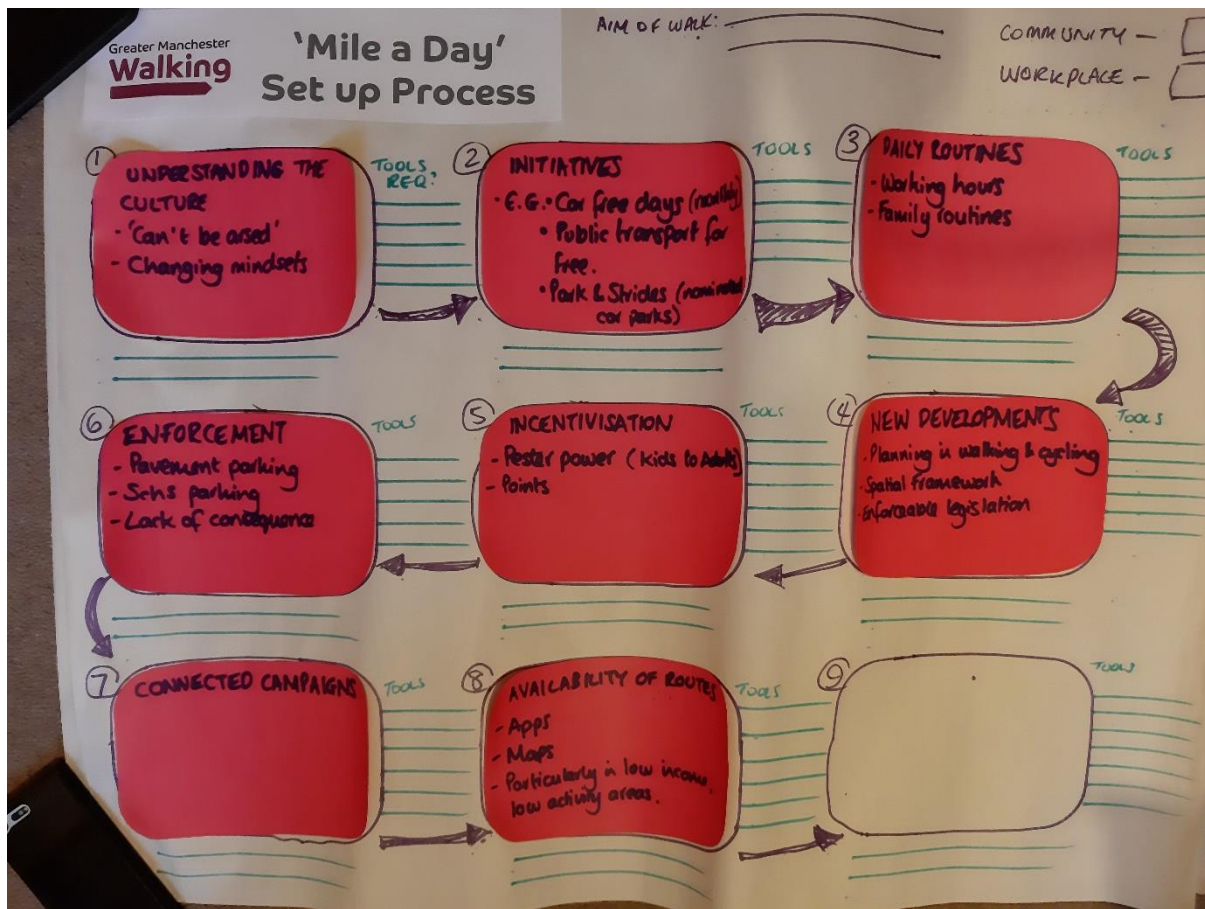
What is needed from a GM Mile a Day resource - Workplaces:

Workplaces felt that co-creation of routes in the workplace was important for success

The workplace group felt that the support required included:

- Housing the resource
- Fund campaign
- Point of contact
- A map of registered organisations showing who is doing it
- Tips on things to consider when planning a route
- Role of champions
- Offer of workshops
- Simple way of measuring impact

Process of establishing a Daily Mile - Community



What is needed from a GM Mile a Day resource - Community

Support with changing the culture around walking. It was felt that the creation of routes is one of the tools to support that.

More engagement with communities is required to understand the best way to support this ambition.

- Link to schools and pester power of children – involve the wider family
- Safety and connection with local area
- Need to reframe walking and be consistent with messaging across the range of work

Whole group discussion points and areas for consideration:

- KPIs - justifying impact to the board or those accountable for spending public money with tangible results
- There was a sense that the messaging relating to this needed to be consistent with the messages being promoted via That Counts, including 30 minutes a day
- Should the messages be 1km or a time instead of a mile?
- Do people know what a mile is? Do they have confidence they can walk a mile?
 - o Are tools to help them measure a mile useful?
- Could the marketing/messaging be about starting a conversation e.g. walk and talk,

Potential ideas:

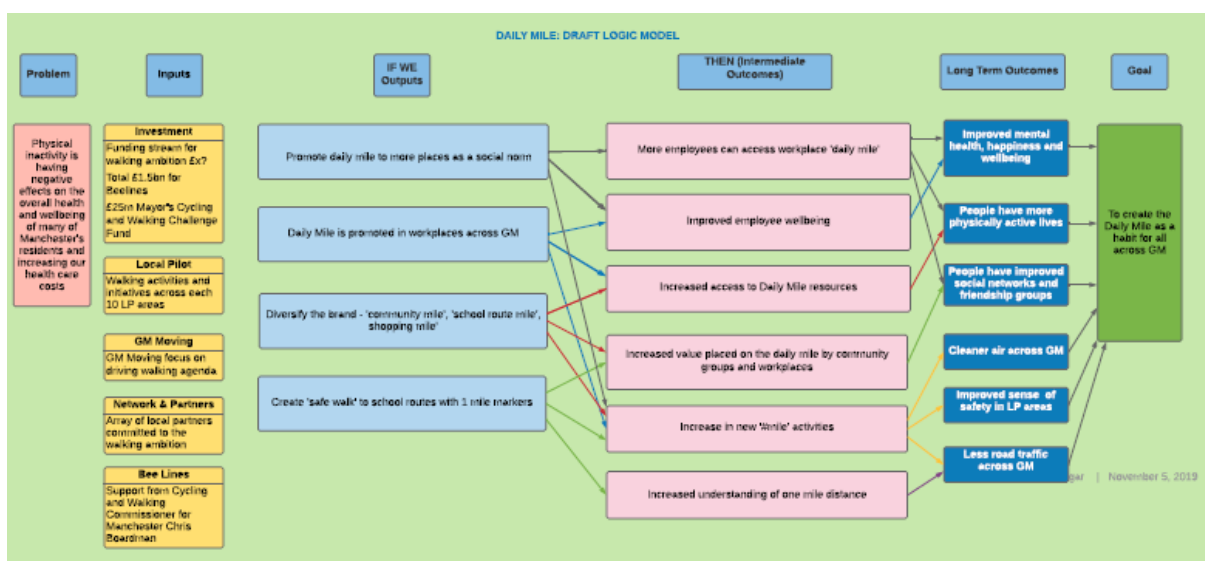
- Competition format – perhaps between departments
- Celebrate success around what currently doing
- Link to park and stride – schools, workplaces, police ticketing
- Explore use of apps (e.g. Fanfit)

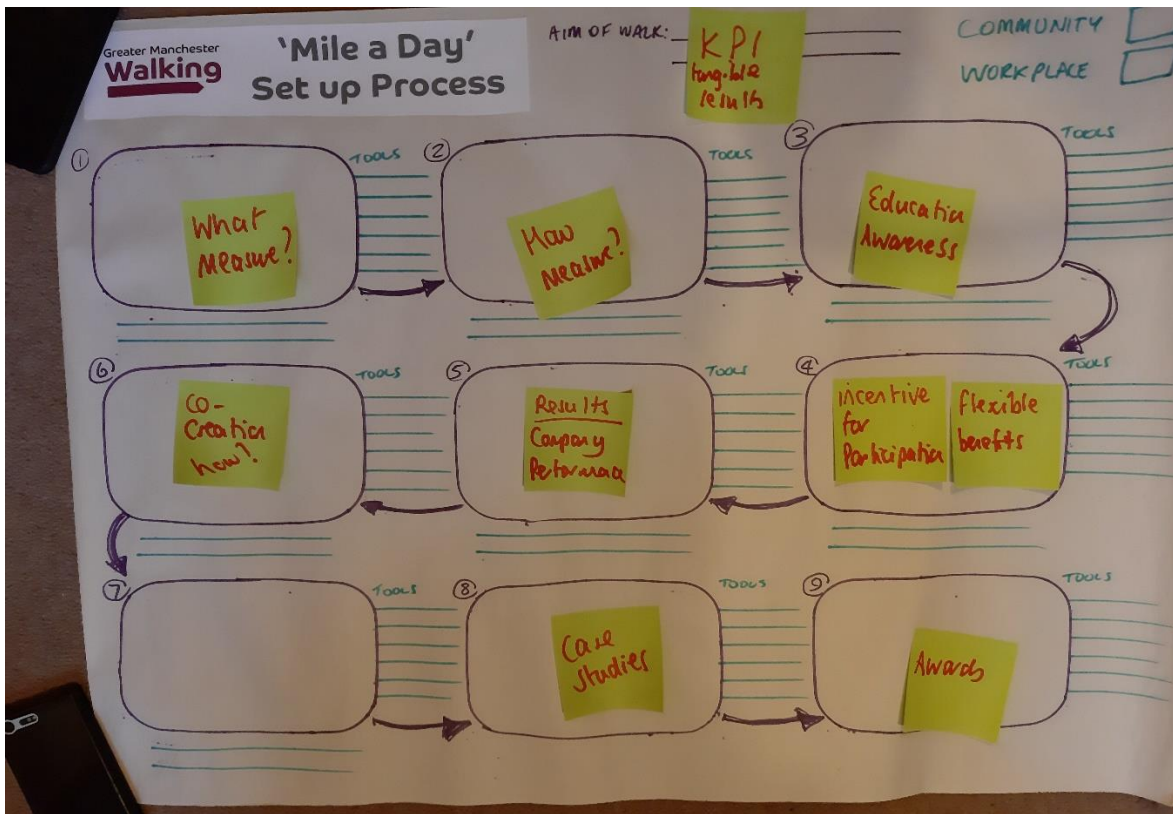
KPIs – current data

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|-------------------------------|---|
| 1. Travel survey (TfGM TRADS) | 6. Retention |
| 2. Health assessment | 7. Staff satisfaction surveys |
| 3. Demographics | 8. Employer of choice within the sector |
| 4. Active Lies | 9. Engagement |
| 5. Sickness and absence | |

Process for measuring impact

GM Walking ambition Logic model for evaluation:





Next Steps & Actions – with timelines:

What	By When
Share notes from the meeting and gather comments from attendees	31 st January 2020
Understand what is good about The Daily Mile™ toolkit e.g. the map and registration, resources for schools to support set up. Consider how this can be used in a toolkit for workplaces and communities	31 st January 2020
Write a brief and commission an engagement and co-creation process with communities –	7 th February 2020
Share outline of brief for comment to group – comments back	14 th February 2020
Send out engagement brief	18 th February 2020
Appoint agency to undertake this work	13 th March
Community engagement happens	March – April 2020
Convene a second workshop to unpick the elements of a toolkit for workplaces and communities and the framing/ messages around it	Mid May 2020
Write a brief on the elements of a toolkit and circulate for comment.	23 rd May 2020
Send out brief	30 th May
Commission an agency to develop toolkit	24 th June
First version of supporting resources produced and shared with working group	End July 2020
Resources tested – communities and workplaces and comment back	August - September
Finalise resources based on testing	October
Soft launch of toolkits with PR etc	November
Full launch and push – mid November??	November
Reporting and measurement of impact	March 2021

Opportunities to get involved:

1. Contribute to the commissioning brief for VCSE sector
2. Developing elements for a toolkit – writing a specification
3. Attending follow up workshops on this in May & July (see timeline)
4. Offering your organisation to test the resources and feedback into final design process.
5. PR and stories around the use of the resources. Contribution to evaluation about the difference it has made.