

Why is walking good for business?

- A single car parking space can cost an employer at least £500 a year. (DH, 2002)
- 15-20 per cent of car drivers wish to reduce their car use, and that health, weight management and exercise are often primary motivators. (TfL, 2007)
- Physically active employees take 27% fewer days of sick leave, which equates to over 2 days improved attendance and a saving of £135 per employee (Physical Activity Task Force, 2003)
- Employees engaged in physical activity initiatives have also reported greater enjoyment of their work, increased concentration and mental alertness and improved cooperation and rapport with colleagues (Shepherd, 2002)

Top tips

The winter may not sound like the ideal time to promote walking, but it's important to foster sustainable behaviour in all seasons. We've put together some top tips to help you get started this winter.

- **Flexible working hours.** Especially during the winter months when it's getting dark earlier, employees might appreciate having the ability to shift their working hours to improve their commute.
- **Walking maps to stations further afield.** If walking all the way is understandably not possible for all employees, then try having maps to local public transport stations, including those slightly further away, but still within a walkable distance.
- **Show your support.** Sometimes all employees need is a little encouragement and information. Demonstrate your commitment to walking by sending all staff emails, post information on your intranets or hang posters around the office.
- **Incentivise.** Holding a winter competition for your staff. Offer rewards to walkers such as vouchers for outdoor clothing shops, free breakfast or even mince pies!
- **Lockers.** Have proper storage for winter clothing, such as bulky coats or trainers and a place to store office shoes and a change of clothes.
- **Lighting outside the office.** Employees should feel safe when walking on company grounds and on local routes. If they don't, try installing additional lighting or asking your local council to address the issues.

For more information about promoting walking in the workplace, sign up to our [e-Bulletin](http://www.walkingworks.org.uk) on www.walkingworks.org.uk.

