

Welcome to our Life newsletter.

Urbanwalks brings you news and information on the walking & physical activity projects and initiatives that the company are involved with, plus we take a look at the inactivity and health issues in Britain today.

JULY 2009

newsletter **life**

Urbanwalks helps the education sector to get walking!

Primary Schools

Urbanwalks have been working with a number of primary schools as part of their Healthy Schools programme to increase the physical activity and walking levels of the pupils. Below are two case studies from Primary Schools we have worked with during 2008.

St Peters CE Infant & Primary School, Rochdale

Jean O'Neill, the Head Teacher at St Peters CE Primary School in Rochdale, commissioned Urbanwalks to produce two walking leaflets for their school which were funded through the Healthy Schools Initiative from the local authority.

Active Travel Walks Leaflet

The first leaflet was a six active travel walks leaflet. Urbanwalks mapped, measured and risk assessed six walking routes from six different housing estates where the children lived to encourage parents to walk their children to and from school on most days of the week. The leaflet had two aims, the first one was to help increase the physical activity levels of the children but more importantly to try and reduce the amount of cars that came into the school area each day so it became a safer place for the children and the local community.

School and Family Walks Leaflet

The second leaflet was a six school and family walks leaflet. Urbanwalks mapped, measured and risk assessed three walking routes that started at the school, which the teacher could use with the children during curriculum time. The additional three routes were designed for the families of the children to encourage them to go walking in and around Rochdale after school or at the weekends as a family.



Playground Walks

Urbanwalks also designed a double sided walking sheet, which provided two walking routes around the school playing field and playground that the children and teachers can use during playtime or as part of a PE lesson.

Children's Circuit Exercise Sheet

Urbanwalks also designed and produced an A4 double sided children's circuit class exercise sheet. One side has six activities aimed at the younger children and the other side has eight activities aimed at key stage 1 - 2. The aim of the circuit exercise sheets is

to provide the teachers with fun activities for the children to do as part any PE lesson, which incorporated inexpensive equipment and do not take a great deal of time to set up, allowing a maximum amount of time to be active during any one PE lesson.

The Willows Primary School, Wythenshawe, Manchester

Anne Whitehead, Head Teacher from The Willows Primary School commissioned Urbanwalks to produce a six Active Travel Walks leaflet for their Primary School. The Active Travel Walks leaflet aim was to encourage the parents to walk their children to and from school on most days of the week to help increase their activity levels and reduce the amount of cars outside the school. Urbanwalks initially provided a presentation to the school governors on the benefits of an Active Travel Walks leaflet and to get support and agreement to move forward.

The Willows Primary School is very proud of its Healthy Schools status and Active Mark Gold award. They were recently presented with an 'outstanding' provision award for their PE following an inspection by HMI (Her Majesty's Inspectorate). They are the only school in Manchester to achieve this and one of a select few nationally.

Active Travel Walks Leaflet

The Active Travel Walks leaflet was funded by the Local Authority as part of the Government's School Travel Plan initiative. Urbanwalks worked differently with The Willows than they did with St Peters. At The Willows the children helped Justine Dingwall from Urbanwalks to map and measure all the routes. Initially all the teachers from each year did a class based project on mapping out where all the children lived and how they currently travelled to school, this information was then given to Urbanwalks who decided where to map the routes.

A group of children from each year went out with a teaching assistant and Justine from Urbanwalks over three days to map out two routes each. The children were also asked to provide some drawings to demonstrate the various points around the benefits of walking information text that were inserted into the leaflet. Once the routes were mapped, Urbanwalks then designed the leaflets ready to be launched in October 2008.

Morning Mobility Exercise Sheet

Urbanwalks designed a single sided A4 exercise sheet that displayed eight mobility and energising exercises that each teacher will perform each morning with the children at their desk to get them ready for the day ahead.

Children's Circuit Exercise Sheet

This is the same exercise sheet that was designed for St Peters Primary School. The aim of the circuit class is to make the PE lesson easier to set up for the teacher and packed with fun for the children.

Class Games Booklet

This booklet was text only and provided the teachers with 15 games they could use at wet play or during a PE lesson. The games included relay games, partner games and large group games all focusing on having fun and participation rather than winning.

"We aim to continue with this high level of achievement in PE by providing new opportunities for the children to be more active, more often, which is why we have commissioned Urbanwalks to produce our active travel walks leaflet" Anne Whitehead, Head Teacher, The Willows Primary School.

Urbanwalks are currently working with Rack House Primary School in Northern Moor, Manchester to produce an Active Travel Walks leaflet. This leaflet will be launched in September 2009 when the children return to school after the summer holidays.

If you would like more information about our active travel walks and activity solutions for Primary Schools then please contact Urbanwalks on **0870 242 7507**



High Schools & Sports Colleges

Urbanwalks have worked with a number of High Schools and Sports Colleges, helping them to increase the physical activity and walking levels of both pupils and staff.

Brookway High School & Sports College, Wythenshawe, Manchester

Urbanwalks was commissioned by Brookway High School and Sports College at the end of 2008 to map and design a six Active Travel Walks leaflet to help encourage the pupils to walk to and from school on most days of the week.

This Active Travel Walks leaflet was aimed more at the pupils than the parents as most children walk themselves to school at this age. This leaflet was commissioned although the school only had 12 months left as a high school before it became a new academy with a new head teacher. The current head teacher still thought it was a good opportunity to show how committed the school is to their Healthy Schools status.

It has been suggested that the leaflet may be re-branded in the future with the new academy logos and colours and then re-launched.

Universities

Over the past three years Urbanwalks have mapped and designed a number of urban walks leaflets for various Universities across the UK to provide opportunities for the staff to become more active, more often.

The routes are usually aimed at lunchtime walks and last between 15 and 45 minutes. For those Universities who have more than one campus we have also provided active travel routes to and from the different buildings where possible.

Although the routes we have designed have been initially mapped out for the staff most Universities have gone on to distribute the leaflets to the students as well.

Recently we have designed a six urban walks leaflet for University College Plymouth St Mark and St John providing routes around the campus and within the local area,

which included a local nature reserve and an old historical fort. At University College Plymouth the walking routes have been very well received with over 20% of the staff now taking a walk at lunchtime.

We are currently working with Liverpool John Moores University designing a series of lunchtime walking routes for staff based at their I.M. Marsh campus. The walking routes will be launched in September 2009.

Here is a list of the Universities we have designed walking routes for:

Manchester Metropolitan University
5 leaflets across 7 campuses, 30 routes

University of Bolton
1 leaflet across 2 campuses, 6 routes

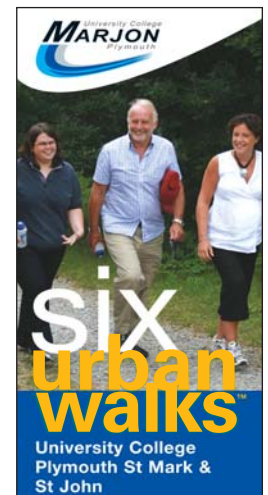
Northumbria University
1 leaflet across 2 campuses, 6 routes

Bangor University
1 bilingual booklet across 1 campus, 6 routes

Edge Hill University
1 leaflet across 1 campus, 6 routes

University College Plymouth St Mark & St John
1 leaflet across 1 campus, 6 routes

If you would like more information about our physical activity solutions for High Schools, Sports Colleges or Universities then please contact Urbanwalks on **0870 242 7507**



Health & lunchtime walks for residents and council staff in Tameside

Tameside Borough Council's Sports Development Department commissioned Urbanwalks to design and produce a Health Walks Booklet, which was funded by the Opening Doors for Older People project. Although Urbanwalks normally design and produce independent short urban walking routes, when they were approached by Tameside they agreed to map, measure, risk assess six new health walks and then design the health walks into a booklet.

Due to the funding the new health walks were designed with older people in mind although the walks would be available to any age group who wanted to attend. Tameside already delivered a number of led health walks across Ashton and wanted to provide additional led walks across the whole of Tameside. The walks were aimed at the residents of Tameside who are not normally active to encourage them to get out more and see their local community. Each walk is led by a fully trained volunteer walk leader on the same day at a set time each week and last between 45 minutes and an hour and a half.

The six health walks were designed as a booklet that was then distributed to various venues such as: swimming baths, leisure centres, libraries etc and a press release went into the local newspaper.

Urbanwalks were also asked to attend the launch event of the health walks booklet, which started at Pensioners House in Hyde, with a local councillor, management from the local PCT and Sports Development providing short talks about health in Tameside. Justine Dingwall, Managing Director from Urbanwalks provided a group led walk, which lasted 30 minutes from Pensioners House around Hyde Park and back again. Refreshments and lunch was provided for those who attended the walk and launch. Over 50

older people attended the walk as well as local council and PCT staff and the new six walk leaders who would be taking the health walks on a weekly basis, in total over 70 people attended the walk, which was a great success.



In addition to the Health Walks booklet Urbanwalks designed for Tameside Sports Development, Urbanwalks was commissioned by Tameside Borough Council's Human Resources Department to design a six urban walks leaflet for the staff and elected members.

The urban walks leaflet provided one lunchtime walk for staff to do from six different council offices across the borough of Tameside. Urbanwalks mapped, measured and risk assessed all the walking routes for independent use taking in any local parks, green space and amenities.

The lunchtime walking leaflet was commissioned as part of the council's Wellbeing at Work project, which aims to support the staff of Tameside Borough Council to make small changes to their lifestyle, which can help to make a big difference as to how they think and feel on a daily basis. There were dedicated

Wellbeing Champions who launched the six lunchtime walks leaflet and will promote it on a regular basis.

If you would like more information about our health or lunchtime walks booklets then please contact Urbanwalks on **0870 242 7507**

Activity solutions for the home, office & school...

Office-based Exercise Sheets



At Your Desk



No Sweat

The Office and Home-based exercise sheets are all available to buy of the shelf and cost as little as 25p per copy and reduce to 15p per copy depending on how many you buy. Please go to www.urbanwalks.co.uk and click on exercise sheets in the menu to access our price information and order form. Minimum order is 50.

Home-based Exercise Sheets



Warming Up & Cooling Down*



Older People*



Strength & Mobility*



30 Minute Workout*

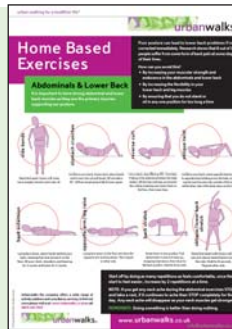
*Double sided exercise sheet.



Arms & Shoulders



Chest & Upper Back



Abdominals & Lower Back

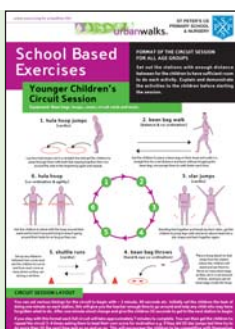


Legs

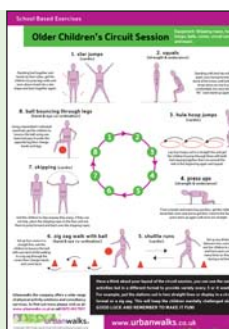
School-based Exercise Sheets



Morning Mobility



Younger & Older Children's Circuits*



*Double sided exercise sheet.

Our School-based exercise sheets are all individually printed to order and can be designed to have your school logo included on the exercise sheet. Please call **0870 242 7507** for more information about this service and prices. Minimum order is 20.

Practical solutions for inactivity...

Urbanwalks Activity & Exercise Consultancy Service

Urbanwalks are able to offer a wide range of consultancy services. Urbanwalks have over 18 years experience of working within both the public and private sector with extensive knowledge in project management, partnership building and implementing change within the health and physical activity field.

Urbanwalks can also help you develop frameworks to implement a physical activity policy within your work force or community; provide support in reinforcing your message through launch days, promotional events, or one-to-one consultations as well as providing physical activity programmes and solutions.

Urbanwalks Six Urban Walks Leaflet

The Six Urban Walks leaflet has been specifically designed to fill the gap in promoting local urban walks using a generic template. Each leaflet provides a variety of circular routes of differing length within the local everyday environment for both employees or local communities. The walks are mapped out and displayed on a professionally designed and practical fold-down leaflet or as an intranet based PDF. A bilingual booklet format is also available.

Urbanwalks Three Urban Walks Leaflet

This shortened version has been designed for individual companies and the 1 or 2 day conference or exhibition market. Three local walks are mapped out and displayed in a leaflet as above or as a PDF file to be accessed via the client's intranet. The routes have been designed to get employees or conference delegates re-energised and refreshed by taking a short walk.

Urbanwalks Active Travel Walks

The active travel walks have been designed to encourage employees to use walking as a mode of transport or to build in walking as part of their journey to and from work. These routes can be produced in a leaflet format or as a PDF, we also design single active travel routes for conferences in a PDF format, which aims at encouraging delegates to use public transport and the active travel route to and from the conference.

Urbanwalks Activity Motivator

The aim of the Activity Motivator is to be available for one-to-one consultations to the employees of an organisation as part of their health at work campaign, this could be once a month or 2-3 times a year. During the consultation employees can ask the Activity Motivator any questions they may have about health, diet or fitness. The Activity Motivator will then prescribe a tailor-made programme of activity for them to follow, whether that's during their lunch break, at their local gym or at home. There are no fitness tests or exercises undertaken during this consultation.

The Activity Motivator is a fully qualified fitness specialist with over 18 years experience of working with people of all fitness levels from the already fit and healthy to those with medical conditions such as: Hypertension, Arthritis, Angina, Post MI and Obesity.

Urbanwalks Home & Office-based Exercise Sheets

The Exercise Sheets are for home and office use and have been designed to give a whole or part body workout through a range of practical exercises. The exercises have been designed so that there is something for everyone, including older people, the young or inactive, and those people who suffer from medical conditions such as: high blood pressure, diabetes, arthritis, asthma, heart attack or stroke and obesity.

For more information about our products, activity solutions and consultancy services, please call us on **0870 242 7507** or visit us at

www.urbanwalks.co.uk

