

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 to look at the inactivity and health issues in Britain today.

OCTOBER 2007

newsletter **life**

Northumbrian Water encourages their staff to get walking

In June this year Sharon Ravenhall, HR Operations Manager for Northumbrian Water commissioned Urbanwalks to produce twelve urban walks for their staff based across four sites. The walks aimed to encourage staff to become more active on their lunch breaks. The Urbanwalks concept was brought on board as phase one of Northumbrian Water's health and well-being programme, which was launched in August 2007.

Although Northumbrian Water is based in the north east, they also own Essex and Suffolk Water. Three routes were designed for each of the four sites, two sites in the north east, Pity Me and Washington and two sites in the south east, Hanningfield in Essex and Lowestoft in Suffolk. All four sites had completely different site layouts and surrounding environments.

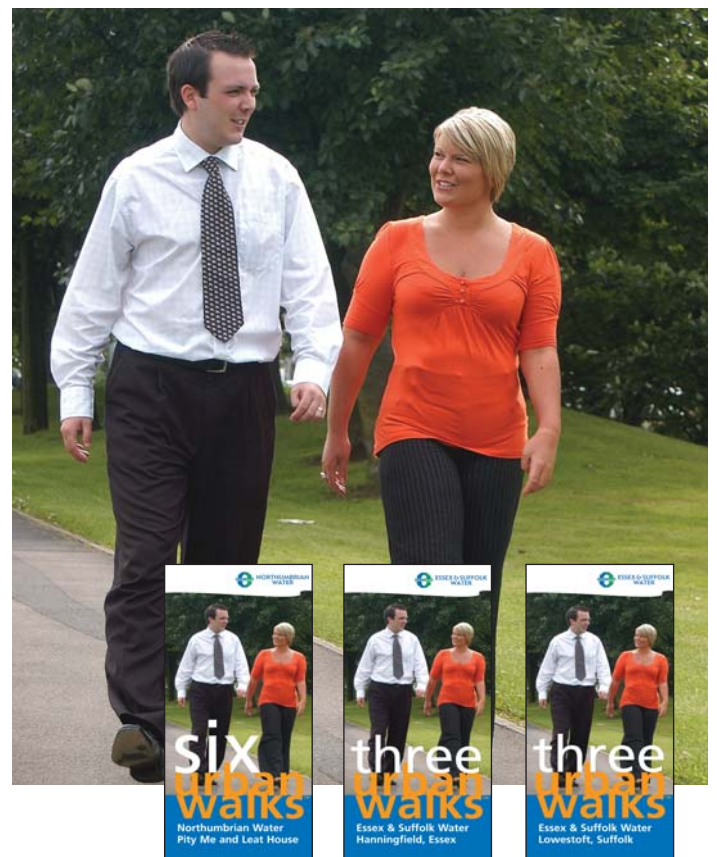
Urban walking in the north east

The **Pity Me** offices are based on an industrial park, with most staff only walking to the local supermarket across the road at lunchtime. Urbanwalks found routes in a local nature reserve that was situated at the far end of their car park behind a line of trees, which most staff did not even know was there as well as walks through local urban green space.

Leat House in Washington is a treatment plant and based on a busy road with limited pathways. However, there is beautiful woodlands next to their site and a large open green space park, which Urbanwalks utilised for routes as well as a walk around the local Washington Wetland Centre that has lots of different wildlife to look at.

Urban walking in the south east

Hanningfield is again a treatment plant and does not allow staff to walk on site. The location of the site did not allow walks to start from the building as when you exited the



gates there was a linear road which measured a mile one way and a mile and a half the other way before you got to any other turnings, which meant that walks could not be mapped out with a 30 minute time limit for lunch breaks.

So for the first time Urbanwalks produced routes that required staff to drive to the start point, although this is not

something Urbanwalks or Essex and Suffolk Water normally promotes it was necessary to include this site within the overall project. Essex and Suffolk Water are promoting a car sharing scheme for the walks, now that the urban walks leaflets are launched.

The walks take place 5 minutes drive away from the Hanningfield site in beautiful woodlands next to the reservoir, as well as routes around the visitor centre, which provides lots of opportunities to watch different species of wildlife. Although this leaflet is called three urban walks, the routes are more green space and forestry walks than urban.

Lowestoft is a call centre base with staff working lots of different shifts and predominately sat at their desk all

day. This site has one of the best locations as it is based right on the promenade over looking the beach. It wasn't difficult for Urbanwalks to find good routes to walk in Lowestoft, although we did find routes that some staff members had never walked before.

If you would like more information about the above project or how to introduce urban walks in your area then please contact Urbanwalks on **0870 242 7507**

Urbanwalks takes Essex & Suffolk Water employees out on lunchtime walks



Once all routes were mapped out and leaflets designed and printed, Urbanwalks was commissioned by Northumbrian Water / Essex & Suffolk Water to host a one day launch event at each of the four sites. Urbanwalks provided their own display stand and promoted and distributed the urban walks leaflets to most employees. Urbanwalks also handed out free t-shirts and At Your Desk exercise sheets to employees on the day.

During the launch event Urbanwalks provided two lunchtime led walks for employees to attend at each site, each walk was chosen from each areas walking leaflet. At the Hanningfield launch a mini bus was supplied free of charge for employees to use to get to the start of the route for both walks.

The walks went down very well at all four sites with around 10% of staff attending the walks at each site. A number of staff who attended the led walks stated that they are going to set up a lunchtime walking group.



The Hanningfield Reservoir Visitor Centre walk in Essex.



Urbanwalks holds workshops at Living Streets first 'Walking Works' conference

Living Streets launched their 'Walk to Work' Campaign in April this year in London, which aims to encourage people to walk to work more often.

Living Streets is the national charity which campaigns for better streets and public spaces for people on foot. They work on practical projects to improve public space, and train professionals to increase their understanding of what makes healthier, safer, more walkable spaces.

The first 'Walking Works' conference was held on Tuesday 25th September in London, it was a practical day to help local authorities and businesses encourage their employees, visitors and customers to walk where possible. Urbanwalks was approached by **Julia Crear, Consultancy Development Officer for Living Streets** to present two one hour workshops at their conference. Urbanwalks also provided display stands and exhibited their other products and initiatives that the company have been involved with over the last few years across the UK.

The workshops were titled 'How to develop a successful walking to work scheme with a company'. Urbanwalks have produced and mapped out numerous Active Travel Routes for both private and public sector clients over the last three years, which is why we were asked to host the workshops. During the workshops Urbanwalks presented a case study from two different organisations that we have delivered Active Travel Routes for. Both organisations commissioned Urbanwalks to produce a six active travel walks leaflet for their employees as part of a wider health at work project.

The workshops also had a practical element to them where the delegates split into small groups and were asked to discuss a number of questions set by Urbanwalks and think about how their organisation could encourage more people to use Active Travel Routes and who should be involved with the implementation of such a scheme.

Justine Dingwall, Managing Director of Urbanwalks said "Both workshops were well attended, with people representing a variety of departments from sport, green transport and health promotion. It was also pleasing to see walking as the main topic and focus of a conference."

Below are some of the organisations that Urbanwalks have produced Active Travel Routes for:

- Kellogg's
- ABN AMRO
- Halton Borough Council
- Department of Health
- Department of Culture, Media & Sport
- Sport England
- Tameside College
- Northwest Health and Physical Activity Forum
- North West Regional Public Health Team

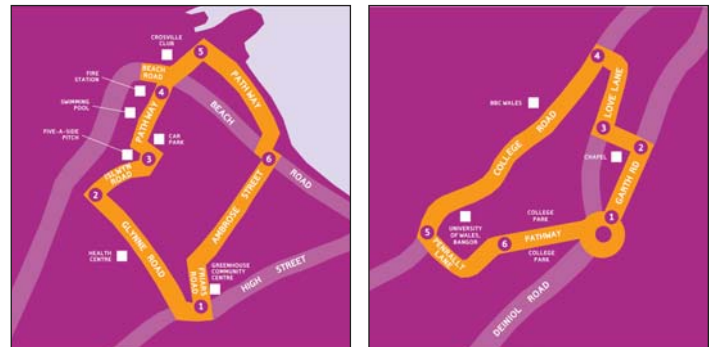
For more information on how you can provide Active Travel Routes for your organisation please contact Urbanwalks on **0870 242 7507**

For more information about **Living Streets** please visit them at www.livingstreets.org.uk.

Partnership building in Bangor with the help of Urbanwalks

Richard Glynne-Jones, Green Transport & Cycling Development Officer for Gwynedd Council has been working with Urbanwalks now for three years producing a number of bilingual urban walking booklets across Gwynedd.

Partnerships this year have been formed between Gwynedd Council, Urbanwalks, Welsh Assembly Government, Bangor University, Bangor Civic Society and Bangor City Council to produce a bilingual six urban walks booklet for those people who live and work in Bangor.



Gwyn Hughes, Bangor City Council and Sarah Andrews, National Public Health Service for Wales enjoying an urban walk in Bangor.

Bangor University has a large population of students living in the city and initially it was suggested that a leaflet should be produced to highlight to new students what is available to see around Bangor. It was then suggested that the six urban walks booklet should be available to the community also, so when Urbanwalks mapped out the routes with the help of the Bangor Civic Society, they were aimed at everyone who lived and worked in Bangor.

This was the first time some of these partnerships had worked together in Bangor and all agreed that the concept of Urbanwalks is something they all wanted to be engaged in. All partners provided funds to go towards producing 10,000 bilingual booklets with the Welsh Assembly Government providing their continued support of Urbanwalks across Wales in providing funding for the license fee and additional training / mapping required.

The Urbanwalks booklets are a perfect way of getting organisations from different backgrounds working together and delivering a unique branded product to get their local community more active, more often through walking.

Richard Glynne-Jones is hoping to produce an additional two booklets in Bangor over the next six months, which will build on the partnerships already made during the production of the first Urbanwalks booklet in Bangor.

For more information about the work Richard has delivered with Urbanwalks in Gwynedd or information on funding available from the Welsh Assembly Government for producing Urbanwalks booklets in Wales, please contact Urbanwalks on **0870 242 7507**

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

