

1. Set your aims, outcomes & targets

- Deciding your overall aims and outcomes and agreeing the Who? What? When? & Where? will help to focus your energies and help to evaluate & measure success/impact.
- Engage some community members or members of staff in the planning phase. They will gain greater ownership of the project and they will often be great advocates for your GM Daily Mile plans moving forwards.

2. Consult

Find out what your target group want from a GM Daily Mile walk (i.e. where & when they would walk; what is important to them when walking.)

- In community settings, consider who or what may walkers wish to bring. (i.e. prams/buggies, children, dogs, partners and other family members). How might this affect your planning?
- In the workplace, ask what times of the day would suit staff best.
- In community & workplace settings establish what would stop them from joining. This will help you remove barriers take all their views into account when planning

Consultation methods could include; questionnaires-online or paper, informal conversations, focus groups, comments boxes. Carefully consider your target group and the accessibility of the methods you choose. Bear in mind possible digital deprivation, language barriers, literacy levels and time available.

3. Share

- Use the consultation opportunity to share the benefits of walking a GM Daily Mile. Sharing the 'Why' will help with uptake.
- See links to how a GM Daily Mile supports the [5 Ways to Wellbeing](#) & the [At a glance facts](#)

4. Action Plan

- Create an action plan. Focus on the Who? What? When? & Where? [See Action Plan template here.](#)
- Research possible walking routes, be mindful of the consultation results.
Check out [Working out a mile & Planning a walking route](#) for planning and recording routes Consider:
- Is the route suitable for use with a pram/buggy or a wheelchair?
- Are the paths or pavements wide enough for walking side by side with such as with children, elderly relatives, people requiring additional support?
- Is the ground accessible for all? Think about steps, steepness, and busy roads.
- If walking with dogs, check they are allowed in the area.
- How well-lit is the walk at dusk or when dark? You want your walkers to enjoy the walk and not be anxious.
- Set up a group WhatsApp to share plans, remind each other and celebrate involvement
- For community settings include activities for the group to do along the way. This can help them learn, laugh and love their walk too.
- Set a start date, allow plenty of marketing time beforehand. Avoid key festival dates, bank holidays etc.
Establish a meeting place ensuring it is easy to find and safe to wait at.
Use the Walk Starts here sign along with a poster on the lead up to launch day. Develop a marketing plan.
[See Action Plan template here.](#)

5. Promote

- Raise awareness of the GM Daily Mile plan in places where your target group will see them.
Often a combination of marketing methods works well.
- See section 3 of the toolkit heading **Promoting a GM Daily Mile**

6. Set Goals (Group and individual goals)

- Encourage walkers to set their own goals, or help to create group goals to increase motivation.

7. Sustain

- Find ways to encourage walkers to attend regularly- continue to share benefits of a GM Daily Mile, introduce the GM Daily Mile Trackers develop an incentive scheme. And remember to celebrate successes.