

GM Daily Mile Insight and recommendations mapping

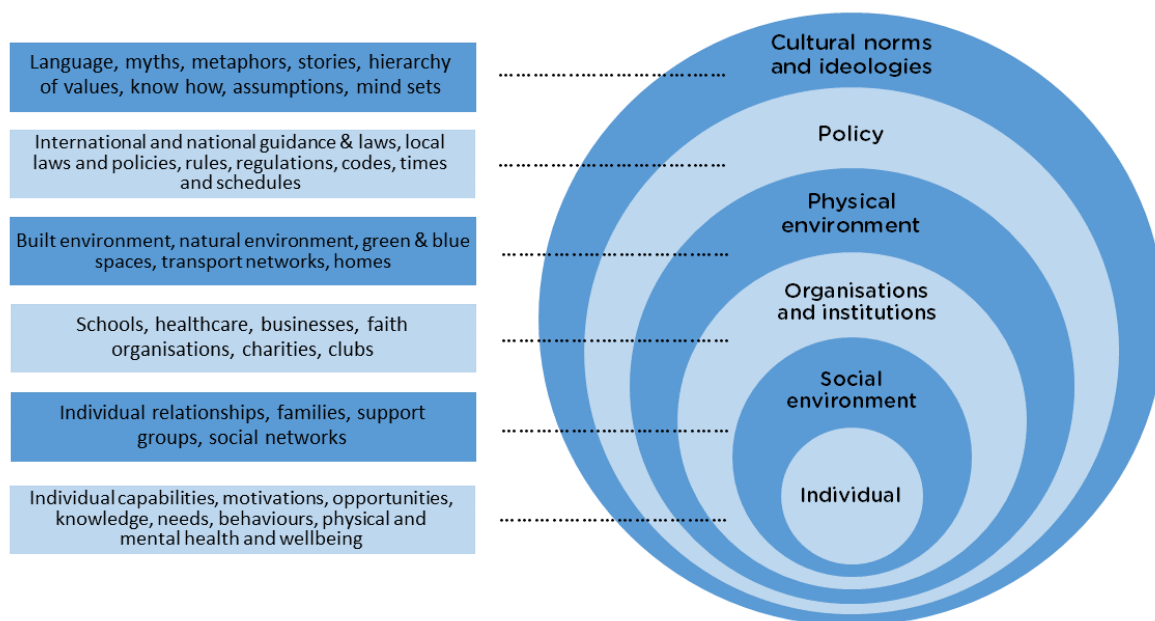
September 2020

Using the insight, recommendations and learning report from Collaborate Out Loud** as a basis, this paper maps the key findings against the work of the GM Walking work, The Daily Mile Foundation and GM system partners. This mapping helps to:

1. Identify gaps in the work across the system
2. Determine what is in scope for phase 2 resource development
3. The opportunities for connections to other work streams and system interventions.

The work identified issues across the whole system influences levels

What influences how much we move?



GM DM Insights
** and learning report

Barriers and enablers to walking each day given by community contributors

	Barriers	Enablers
Individual	Not enough time Not making it a priority No way of tracking progress Feeling self conscious Health conditions Anxiety around Covid-19 Not feeling strong enough Not feeling safe walking alone Unsure where to walk	Having a dog Taking children out Good shoes Feeling happy Having a goal or incentive Having a purpose to the walk Competition Remembering to take a break Planning time in
Social environment	Caring for someone Children Work commitments Home schooling Social distancing	Walking buddy Cup of tea and chat at the end Social connection and socialising
Organisations & Institutions		
Physical Environment	Transport to get to organised walks Excessive litter Car parking on pavements Weather Bored with local walking routes Routes are not pram friendly / wheelchair accessible The neighbourhood I live in	New and interesting routes Interesting places to visit Fresh air
Policy	Shops being closed	Flexible schedule to fit a walk in
Cultural norms & ideologies		Make it fun Something to do on the walk

Support and resources identified to help them to walk more

Maps and Routes to empower people to walk locally						
Mile A Day Insight findings	If applicable - how being addressed	Gaps / Action	Layer of the system influences	Messages	In scope for daily mile brief	If out of scope, what action being taken
<ul style="list-style-type: none"> Understanding what a mile route is Landmark to landmark mile routes 	<ul style="list-style-type: none"> Go Jauntly app pilot GM Walking website improvements GM insight, TDM Foundation work 	<ul style="list-style-type: none"> Create more community led routes Develop Easy way to upload routes Resource to support people to upload routes Test 1 mile in minutes as part of resource development 	Individual Physical Environment	<ul style="list-style-type: none"> Make relatable to people in their communities – local landmarks/buildings Align with GM insight on Mile message. 	Yes	<p>GM Walking to work alongside provider to connect the elements.</p> <p>TDM Foundation and GM partnership work to align</p>
<ul style="list-style-type: none"> Signposting to safe walking routes 	<ul style="list-style-type: none"> GM Walking website with update on when last walked Open Data explorations Bee Network and Active Neighbourhoods 	<ul style="list-style-type: none"> Links from Daily Mile page to routes Walking champions in areas to use website as a repository for routes Understanding who says routes are safe 	Individual Physical Environment	<ul style="list-style-type: none"> GM Walking site as a walking hub Encourage people to share routes 	No. This is GM walking work. Mindful of wider system requirements and some medium term work	System conversations about creating walkable (20 minute) neighbourhoods (Build Back Better, GM Spatial Framework)
<ul style="list-style-type: none"> Maps of interesting local routes for each borough 	<ul style="list-style-type: none"> TfGM mapping toolkit GM Walking website routes 	<ul style="list-style-type: none"> Promoting existing resources 	Individual	<ul style="list-style-type: none"> Find your route here Share experience 	Yes	GM Walking working on simplifying process for route hosting on website

	<ul style="list-style-type: none"> Some work in Local Pilot areas on this. 	<ul style="list-style-type: none"> Creating awareness and engagement with newly created mile routes 				
<ul style="list-style-type: none"> Routes that connect people to nature 	<ul style="list-style-type: none"> Go Jauntly digital app Teaching people how to upload routes GM Walking routes 	<ul style="list-style-type: none"> Create more community led routes Explore simple way to share routes Pilot simple technology and make recommendations 	Individual Physical Environment	<ul style="list-style-type: none"> Discover and explore Wellbeing Community stories of increased confidence 	Yes on test and learn basis	GM Ringway route

Walkable environments						
Mile A Day findings	If applicable - how being addressed	Gaps / Action	Layer of the system influences	Messages	In scope for daily mile brief	If out of scope, what action being taken
<ul style="list-style-type: none"> Litter free routes 	<ul style="list-style-type: none"> Community action Schools Individual Local authority – provision of bins 	<ul style="list-style-type: none"> Culture change in communities Creating attractive walkable environments Community action on clear ups 	Physical Environment		No	
<ul style="list-style-type: none"> Well lit routes in evenings 	<ul style="list-style-type: none"> Local development plans GMSF 	<ul style="list-style-type: none"> Influence on needs of pedestrians to move around without a car 	Physical Environment		No	

		<ul style="list-style-type: none"> • Data on where & when people walk • Community engagement 				
<ul style="list-style-type: none"> • Safe walking lanes and routes to work 	<ul style="list-style-type: none"> • Bee Network • Active Neighbourhoods • GM Walking Voice • Emergency Active Travel Fund 	<ul style="list-style-type: none"> • Influence on needs of pedestrians to move around without a car • Community engagement 	Physical Environment	Thriving Communities	No	DfT policy, TfGM applications to Government, local authority, GMCA decisions
<ul style="list-style-type: none"> • Interesting ways to use the space there is to walk within 	<ul style="list-style-type: none"> • GM Walking Community Investment Grants • Local authority plans • Active Neighbourhoods • Bee Network 		Physical Environment		No	Groundwork,

Companionship						
Mile A Day findings	If applicable - how being addressed	Gaps / Action	Layer of the system influences	Messages	In scope for daily mile brief	If out of scope, what action being taken
<ul style="list-style-type: none"> •Walking Buddy • A time where I could meet others to walk • A community of walkers around me •Intergenerational walks and buddies to encourage the daily mile 	GM Walking champions and informal group walking training Facebook Local volunteers/community meet up groups Community	Support the set up and promotion of organised 'Daily Mile' activity via a toolkit of resources.	Organisation		yes	
<ul style="list-style-type: none"> •Help to incorporate walking into existing activities 	<ul style="list-style-type: none"> • Social prescribing approaches • GM Walking and local partners helping organisations 	Sharing good practice		Walking can help achieve broader outcomes	No	GM Walking and partners are building relationships with workpalces, and organistions using walking to further their work
<ul style="list-style-type: none"> •WhatsApp group for support 	<ul style="list-style-type: none"> • Organic development around social groups 				No	Potential to develop for GM Walking champions

Inspiration						
Mile A Day findings	If applicable - how being addressed	Gaps / Action	Layer of the system influences	Messages	In scope for daily mile brief	If out of scope, what action being taken
Understanding what a mile is	<ul style="list-style-type: none"> Gained from insight Daily Mile Foundation 	Test messages and branding of resource resonates with concept of mile for communities	Individual	It's only 20 (15-25?) minutes	yes	
Stories of getting going with walking from real people	<ul style="list-style-type: none"> GM walking Campaign Local and GM case studies The Daily Mile Foundation 	<ul style="list-style-type: none"> Gather stories of identifying need for GM Daily Mile resources, and developing or using them. 	Individual	Useful to encourage others to get involved and access the resources	yes	<p>Part of the learning and evaluation work.</p> <p>The impact of the resources may have to come later.</p>
Help to make walking fun	<ul style="list-style-type: none"> Resources collated for GM Walking Festival TDM Foundation developed resources for families, home, Fit for Life 	<ul style="list-style-type: none"> Scrap book/toolkit Call out for resources to be developed/shared? Test resources Hosted on TDM page on GM Walking website 	Individual	<ul style="list-style-type: none"> Walk your way Walk from home/in your community Walking is normal round here Increase confidence in being active for 20 minutes a day 	yes	

App to track progress and motivate	There are many existing fitness training apps.	Include tips to use existing fitness apps as part of toolkit	Individual		no	
Walking playlist curated by real walkers	Spotify? Amazon Prime? The Ramblers mental health organisations? Other?	Do an online search, establish permissions and link to existing where possible.	Individual	Possibly as part of toolkit	yes	

Recommendations for this commission				
Mile A Day tangible actions	Additional support	Gaps / Action	Approach or messages	In scope for daily mile brief
Simple hyper-local walking routes / maps	GM Walking and The Daily Mile Foundation partnership	Encourage people to use their local area to find routes of approximately 20 minutes that people can relate to and feel achievable.	Align to time and other insight led relatable concepts. It's just a mile' walking ideas for local neighbourhoods.	Yes
Community Walking Buddy Scheme	GM Walking community champions	Supporting communities to create a way of people finding a walking companion(s)	Working in and with communities to explore, develop and learn approaches for this.	Yes
GM Daily Mile Scrapbook / Toolkit	Partnership with The Daily Mile Foundation to share resources, messages and align brand	To be developed with communities, collated, designed and hosted on the GM Walking Website	A range of resources which people can use to get themselves and others walking a daily mile in their local communities linked to the enablers and barriers to walking each day	Yes