

Getting Greater  
Manchester  
Moving one  
mile at a time

#GMDailyMile



## Creating a Daily Mile Community Resource GM Walking and Collaborate Out Loud working together to engage communities

Engagement & Recommendations  
August 2020

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Creating a Daily Mile Community Resource

# Report Contents

## The brief

- Collaborate Out Loud's Approach
- What we have done at a glance

## Engagement

- What we did
- Tracking the impact of engagement methods
- Who has engaged

## Curation

- Themes from engagement

## Co-Design

- Co-design process at a glance
- Community workshop
- Community and system workshop
- Testing with community groups
- Social media testing

## Recommendations

- Recommendations
- Moving forward

## What we have learnt through this work?

## Appendices

1. Google Survey Outputs
2. FunRetro Outputs
3. Copy of guided conversation
4. Summary of three ideas

## The Brief

To engage community organisations and community members in concept development for a supportive approach and/or resource to help workplaces and community groups to set up an organised 'mile a day' walk. This 'product' will enable the wide scale implementation of 'mile a day' opportunities to support the wider Greater Manchester (GM) Walking ambition. This work will provide recommendations to inform the design of any supporting resources.

### Intended Outcomes

- Gain insight from communities in target areas of Greater Manchester regarding the support required to enable them to organise a 'mile a day'.
- Provide recommendations for the design and development of an approach/resources/training that can be used independently so that 'mile a day' events can be established at scale across Greater Manchester.
- Give consideration to the name for the concept.
- Approach/resources/training to be designed and developed by October 2020

This report concentrates on the first three points of the intended outcomes.

### Collaborate Out Loud's Approach

Below we have summarised the approach we have taken to this work. An approach that has not only started to create ideas for the resource to encourage communities to organise a daily mile, but also used the development process to further promote and create energy for the walking a daily mile.

All of the work was undertaken virtually using digital tools due to Covid-19. We have reflected later on this process and what we have learnt.

### What we have done at a glance

The following is a summary of what we have done

Engagement	Curation	Co-Design	Recommendations
<ul style="list-style-type: none"><li>• Google Survey</li><li>• Fun Retro Board</li><li>• One-to-one conversations</li><li>• Twitter chat</li><li>• Facebook engagement</li><li>• Guided conversation</li></ul>	<ul style="list-style-type: none"><li>• Sense making data</li><li>• Emerging themes</li></ul>	<ul style="list-style-type: none"><li>• Community only workshop</li><li>• Community and system workshop</li><li>• Community group testing</li><li>• Social media engagement</li></ul>	<ul style="list-style-type: none"><li>• Resource ideas</li><li>• How to do this</li></ul>

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# Engagement

**This section of our report outlines how we undertook the engagement work in this project.**

## What we did

We held conversations with the people who will use, promote and support the daily mile resource to understand their needs, wants and to ascertain what will work and what to avoid. We ensured that these conversations happened across GM and included people who had not engaged in the work to date. There were six key ways that we engaged with groups virtually

- Google Survey (see Appendix 1 for a summary of the results)
- Fun Retro Board (see Appendix 2 for screen shots of the complete board)
- One-to-one conversations
- Twitter chat ([see Wakelet Output](#))
- Facebook engagement (See [Facebook Page](#))
- Guided conversation (See Appendix 3 for copy of Guided Conversation)

We will now give some further details about each of these engagement methods:

- **Google Survey** – this was a more traditional survey that was always part of the plan and that allowed us to ask questions about how people perceived a daily mile, how Covid-19 and the lockdown had affected walking as well as collect demographic information about respondents.
- **Fun Retro Board** – the fun retro board was a new way of engaging that we wanted to experiment with as it was a quick and easy way that people could respond to three key questions. This allows people that didn't have time to complete the survey to engage and was also a great tool for professionals like social prescribing link workers to add ideas that had come up through their conversations with clients about this work .
- **One-to-one conversations** – these were central to the approach and allows us to reach out via our and GM Moving networks to engage with a diverse range of individuals and gain rich signings and stories
- **Twitter chat** – this was part of our working out loud approach and was a great way of encouraging people to join in a conversations with others around a series of key questions
- **Facebook engagement** - in the early stages of the work we established a Facebook page to engage with people around this work. However, 'this was not successful as an engagement method. We used this to share the ways to engage and despite getting 100+ likes on the page the engagement statistics were very low. We therefore switched to using existing Facebook groups and pages that already had good engagement to ask people to complete the survey and engage in the work and this was much more effective
- **Guided conversation** – this was an idea that emerged from the work. As we were not able to go out to groups and networks we knew that it was going to be harder to engage diverse voices. This was used where we were not the right people to engage with groups e.g. young people. It was used by a youth worker to engage with this group in a much more effective way.

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## Tracking the impact of engagement methods

Below is a table showing the different engagement methods and the impact they had.

Engagement method	No. of people engaged	What increased engagement
Google Survey	96 responses	Promotion on Facebook Promotion to COL Networks via second email round (first in May was too early in terms of Theo-Leadership still be caught up in the lockdown) GM Moving newsletter 10GM sharing GMCVIO sharing
Fun retro board	73 ideas added	Post second COL email After one to one conversations After sharing on social media
One-to-one easy conversations	30+	These were targeted and often led to people getting into contact and recommended others off the back of ones we had already had
Twitter chat	192 tweets 15 participants	COL emails Being shared via social media
Guided conversations	Unable to give exact figure on how many times this was used as often it was fed in via other methods	Promoting this through one to one conversations where it felt like a good solution to hear diverse voices
Facebook Engagement	100+ likes on page	Targeted emails to groups and on pages where we were already active and there was an established community

## Who has engaged?

We have had engagement from across the GM region from a wide range of people and communities. The majority of engagement has been from white British, females between the ages of 26-45 years (see appendix). Men have been a group who have been harder to reach with digital engagement; when they have engaged in conversations, it has been difficult to engage them further in the co-design stage or in further conversations. BAME has been another group particularly difficult to

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engage directly, however networks and connections with community groups has made it possible to engage with this demographic via community representatives; this has been a similar experience with young people whose views have been represented via community leaders such as youth group managers.

We wanted to give some further detail about some of the specific groups we were keen to reach out to through our networks to ensure that diverse voices were heard as part of this work and here are some examples of the individuals we spoke to:

- Senior careers in care homes
- Social prescribing link workers
- Youth worker
- Family workers
- Mutual aid groups
- Community groups
- CVS colleagues
- Groups represented the BAME community
- 50+ groups
- Women's groups
- Community development workers
- Public service workers
- Community members

# Curation

Following on from the engagement activities we then undertook an exercise to make sense of the varied data sources that we had and curated these into a series of emerging themes.

To develop the themes below we undertook a process of thematic analysis across each data source and then brought these together to find the common words, phrases and ideas.

## Themes from engagement

Below is a summary of the emerging themes from the engagement and conversion stage

### How do people perceive a mile

From the start of the project we knew that it was essential to explore with people their views on what a mile actually was, as this is a foundation stone of helping people to start to organise daily mile events in communities. Here is the summary of themes of how people perceived a mile.



<b>Descriptions of a mile which resonate the most:</b>	<b>The thought of a mile is:</b>	<b>Top 5 reasons we currently walk a mile:</b>
<ul style="list-style-type: none"> <li>•2000 steps</li> <li>•20 minutes</li> <li>•Victoria to Piccadilly</li> <li>•Relieves stress</li> </ul>	<ul style="list-style-type: none"> <li>•Easy</li> <li>•Challenging</li> <li>•Surprisingly short</li> <li>•Achievable</li> <li>•It's a lot</li> <li>•Stressed</li> <li>•Positive / happy</li> <li>•Motivated to walk more</li> <li>•A chore</li> <li>•Lengths of the pool helpful as I know I can swim that</li> <li>•Lengths of the pool confusing/ useless</li> <li>•Positive Health benefits</li> </ul>	<ul style="list-style-type: none"> <li>•Exercise</li> <li>•Leisure</li> <li>•Stress relief</li> <li>•Physical health</li> <li>•Supermarket shop</li> </ul>

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## What helps people to walk more?

Here is a summary of the things that enable people to walk small distances each day.

Companionship	Environment	Health and Wellbeing	Motivation	Time
<ul style="list-style-type: none"> <li>• Walking Buddy</li> <li>• Dog</li> <li>• Children</li> <li>• Cup of tea and natter at the end</li> <li>• Social connection and socialising</li> </ul>	<ul style="list-style-type: none"> <li>• Good weather</li> <li>• Making it fun</li> <li>• Nice place to visit</li> <li>• New and interesting routes</li> <li>• Something for kids to do on walk</li> <li>• Being able to walk safely</li> <li>• Good shoes</li> <li>• Fresh air</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling happy</li> <li>• Confident in appearance</li> <li>• Knowing will feel good afterwards/good for mental health</li> <li>• Feeling strong enough to walk</li> <li>• Mindful walking</li> </ul>	<ul style="list-style-type: none"> <li>• Goal</li> <li>• A purpose to walk</li> <li>• An incentive</li> <li>• Competition</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible schedule to fit it in</li> <li>• Planning time in</li> <li>• Remember to take a break</li> </ul>

## What gets in the way of walking

Below is a summary of what stops people walking small distances each day

Practical	Other responsibilities	Health and wellbeing	Environment	Routes
<ul style="list-style-type: none"> <li>• Not enough time</li> <li>• Not making it a priority</li> <li>• No way of tracking progress</li> <li>• Transport to get to organised walks</li> </ul>	<ul style="list-style-type: none"> <li>• Caring for someone</li> <li>• Children</li> <li>• Work commitments</li> <li>• Home schooling</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling self conscious</li> <li>• Health conditions</li> <li>• Feeling anxious about Covid-19</li> <li>• Stress of social distancing</li> <li>• Not feeling physically strong enough</li> </ul>	<ul style="list-style-type: none"> <li>• Not feeling safe walking alone</li> <li>• Cars parking on pavements</li> <li>• Excessive litter</li> <li>• Shops being closed</li> <li>• Weather</li> </ul>	<ul style="list-style-type: none"> <li>• Feeling bored with walking routes</li> <li>• Not being sure where to walk</li> <li>• Routes that are not pram friendly</li> <li>• The neighbourhood I live in</li> <li>• No wheelchair accessible routes</li> </ul>

## What support and resources would people like to hear them walk more?

Below are some of the emerging ideas that people had shared through the initial engagement phase on ideas for support and resources.

Routes	Companionship	Inspiration
<ul style="list-style-type: none"> <li>• Understanding what a mile route is</li> <li>• Signposting to safe walking routes</li> <li>• Litter free routes</li> <li>• Maps of interesting local routes for each borough</li> <li>• Landmark to landmark mile routes</li> <li>• Well lit routes in evenings</li> <li>• Safe walking lanes and routes to work</li> <li>• Routes that connect people to nature</li> <li>• Interesting ways to use the space there is to walk within</li> </ul>	<ul style="list-style-type: none"> <li>• Walking Buddy</li> <li>• A time where I could meet others to walk</li> <li>• A community of walkers around me</li> <li>• Help to incorporate walking into existing activities</li> <li>• WhatsApp group for support</li> <li>• Intergenerational walks and buddies to encourage the daily mile</li> </ul>	<ul style="list-style-type: none"> <li>• Stories of getting going with walking from real people</li> <li>• Help to make walking fun</li> <li>• App to track progress and motivate</li> <li>• Walking playlist curated by real walkers</li> </ul>

This data was then used to move forward into the co-design stage

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# Co-Design

## Co-Design Process at a glance

Using the intelligence from the conversations, previous workshops we developed content that then allowed for a diverse group to come together to co-create the resource ideas together.



Below we describe each stage of the co-design process in more detail

### Community Workshop

The first stage of the co-design process was to bring together a diverse group of community members to begin the process of taking the emerging themes from the engagement phase and start to think about what this meant in terms of developing a resource to address these themes.

At this workshop we had diverse representation from communities and groups across Greater Manchester, representing different age groups, ethnicities and backgrounds. We did not however have any men in this initial workshop (there were men registered to attend but they did not attend on the day).

The process that we took people through on the day to develop the themes into ideas was as follows:

- Themes shared and time given to reflect, ask questions and add to these
- Participants asked “what resources could we create to help communities to aim for their daily mile?”. The participants worked on this in small groups
- Ideas were then shared back with the whole group and voted on in terms of the ones people liked
- The groups were then given more focused time to develop three ideas

The three ideas that came out of this initial co-design event were:

- Hyperlocal daily mile routes with associated hints and tips
- Daily Mile Buddying scheme
- Couch to Daily Mile App

These ideas were then shared via social media and with others that had engaged to gain feedback and frame ahead of the second co-design workshop.

### Community and System workshop

For the second co-design workshop we asked those that had attended the first workshop to bring along a buddy with them as well as inviting colleagues from across the system and the daily Mile in workplaces work stream.

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This is the process that the participants went through in the second workshops:

- A summary was given of the engagement work and co-design one workshop
- This workshop started with the ideas that had been refined based on feedback since the first workshop.
  - Daily Mile Buddy Scheme
  - Couch to daily Mile App
  - Daily Mile Toolkit
  - Simple hyperlocal walking routes and maps
- These ideas were shared with the group and they were then asked to contribute to a Google Jam Board where they could give their ideas, and ask questions of each other's ideas
- Participants were then split into four groups to look at each idea
- The ideas were then presented back to the group and questions answered

In this workshop the presence of people that were viewing this from a system or organisational perspective rather than from a community perspective meant that we often had ideas that were seen through this lens and not the community lens in all areas. The session was valuable in terms of engagement and buy-in from the key stakeholders that attended.

Within this workshop the idea of the couch to Daily Mile App was discounted as people felt this wasn't the best way to engage communities to come together to do their daily mile.

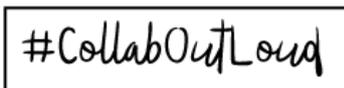
The ideas then needed to go back to the community

### **Testing with Community groups**

The ideas were then taken back to a number of groups in the community that had been involved in the development of them so far to test them out using the descriptions contained in Appendix 4.

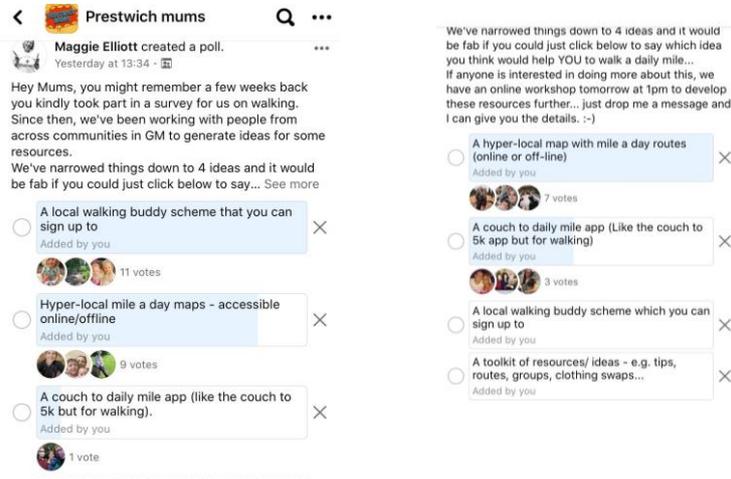
The feedback from these conversations was that they felt that the three ideas complimented each other and it made sense to develop them as a package with communities.

Also as a result of these conversations a further idea was suggested which built on the daily mile idea. This idea was that there could be a way of voting on the most popular routes in each neighbourhood or borough and that these could be marked out using daily Mile branded floor stickers. This has been incorporated into the recommendations below.



## Social media testing

Alongside taking the ideas for the resources back to communities we also shared these via social media groups to get further feedback. Below is an example of some quick polls that we undertook to do this.



After going through this process we are now in a position to make a series of recommendations on what the engagement and co-design process has told us needs to happen next to build on this work and keep the momentum of engagement.

## Recommendations

There are three key ideas that have come out of the co-design process that we are recommending are taken forward. These three ideas are not independent, but are interconnected and overlap.

- **Simple, hyper-local walking routes / maps** - It's just a mile' walking ideas for local neighbourhoods
- **Community Walking Buddy Scheme** - Supporting communities to create a way of people finding a walking companion(s)
- **GM Daily Mile Scrapbook / Toolkit** - 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

Below we have made a series of recommendations based on the engagement, curation and co-design work that has been undertaken so far.

1. Crowdsourc daily Mile routes with communities
2. Build a community around the route crowdsourcing
3. Develop a scrap book of tips and ideas created by communities
4. Package the offer in a way that makes sense for communities
5. Bring under the same banner as other Daily Mile activities

## What have we learnt through this work?

We think it really important to ensure that throughout the process we are continuously learning and developing the way we are doing things. Here are some of the key learnings to date:

- **Engagement during a pandemic is different** – as an organisation we are very used to engaging digitally with people, however when the whole world suddenly switches to working in this way this become a crowded space. This meant that the initial engagement that we did in May didn't land in the same way that it might have normally due to this increased focus on digital as well as people having to focus on family life. This meant repeating the engagement channels again later in the process which led to a much higher level of engagement.
- **We need to be clear about who the target audience is** – When the work began, it focused more around providing those who don't walk directly with resources to assist them in walking. However, the very fact they do not currently engage in walking and have not considered doing so, makes them a very difficult audience to access. Rather, the target audience should be those community 'leaders' who champion walking with resources to support them in getting members of their community walking a daily mile.
- **Offering a variety of ways to engage is vital** – Engaging digitally needs to be broad and varied to ensure a diverse range of people are able to submit their opinions. Longer surveys, quick polls, Twitter, Facebook, newsletters were able to access many of the more usual suspects but to engage those who wouldn't normally, supporting community leaders in holding the conversation themselves became a better way of accessing those in communities which are more ethnically diverse, younger, older and more disadvantaged.
- **The use of language changes between systems leaders and community leaders** – There is a clear difference in the way systems leaders converse and discuss topics. This was in particular evident in the way the presentation of ideas changed between co-design workshop 1 – community focused only - and workshop 2 to which systems leaders and workplace leaders were invited. It's important for systems leaders to identify the differences so it's possible to present community focused resources in a way which is relevant to and fully understood by its target audience.
- **The comms challenge of Mile a Day vs Daily Mile** – at the beginning of the work during the initial conversations we had some open conversations with GM walking about the difficulties surrounding the daily Mile in terms of who could use the term Daily Mile due to it being trade marked. We were asked at the start of this work to steer away from the term Daily Mile and talking about a GM Mile a Day. Part way through this was amended after feedback from the communications team. We think this did cause some confusion and continues to confuse in terms of people on the ground not understanding why the term Daily Mile cannot be used to cover all activities that are relating to getting

people to move for a mile each day. Looking back it would have been best to stick with the Daily Mile brand at the start as this is recognised and clear. We do however, understand the sensitivities with this

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## Appendix 1 – Google Survey outputs

### Google Survey Results:

- **Demographic stats**
  - 95 responses
  - 87% female | 13% male
  - 86% white British | 4% mixed ethnic | 5% black | 2% Asian | 1% declined
  - 3% under 18y | 3% 18-25y | 30% 26-35y | 28% 36-45y | 19% 46-55y | 6% 56-65y | 8% 66-75y | 3% 75+
  
- **38% walk daily**
- **26% walk no more than 3 times a week.**
- **10% don't walk on a regular weekly basis.**
  
- **Top 5 reasons given for why people walk:**
  - Exercise (70%)
  - Leisure (58%)
  - Stress Relief (54%)
  - Physical Health (43%)
  - Supermarket shop (33%)
  
- **65% walked more or during lockdown (11% the same)**
  
- **Main reasons for walking more:**
  - Escape the house / working from home
  - Take children out (or escape the children!!)
  - More time available due to lack of school/college/work
  - Gyms closed
  - Avoiding public transport
  - Only way to meet friends
  
- **Main reasons for walking less:**
  - Shielding / vulnerable category
  - Walking group no longer meeting
  - Difficult with young children
  - Working more than before
  - Scared / anxious
  
- **Will walking continue?**
  - No – work / childcare / lack of time
  - Yes – enjoyable/ fresh air/ me time
  
- **What gets in the way of walking daily?**
  - Work
  - Lack of time
  - Children
  - Weather (too hot / raining)
  - Low energy/ tired

- Replacing walking with online work out
- Feeling unsafe
- Having no one to walk with
- Caring responsibilities
- pain
  
- **How we view a mile / what makes it accessible?**
  - Distance between known local landmarks puts it into perspective
  - Measuring steps – it's only 2000
  - Examples of what a mile looks like in reality
  - 'Health' benefits of a mile
  - Don't muddle distance and health benefits, this is confusing
  - Relating a mile to pool length / sports' pitch sizes not helpful
  
- **How does the image representing walking a mile / benefits make you feel?**
  - Challenging
  - Nothing
  - Easy to do
  - Surprisingly short
  - Achievable
  - It's a lot
  - 15-20 minutes seems achievable
  - Stressed / confused
  - Positive / happy
  - Motivated to walk more
  - Walking is a chore – relate it to adventure
  - Lengths of the pool helpful as I know I can swim that
  - Lengths of the pool confusing/ useless
  - Makes me feel useless because I'm not doing it but does remind me it's not actually far
  - Tired / lazy
  - Simply illustrates a mile
  
- **Descriptions of a mile which resonate the most:**
  - 2000 steps
  - 15-20 minutes
  - Victoria to Piccadilly
  - Relieves stress
  
- **How can we get more people walking a mile a day?**
  - Use local locations / landmarks 1 mile apart
  - Make it relevant to cultures / community of people trying to capture
  - Promote at/on public transport – get off one stop before = x distance
  - More local green space / parks (stop building on them – Tangshutt Fields Park)
  - Local mile routes / tailor to local areas
  - Identifying green spaces – nature in the city
  - Signs / distance markers on streets which identify x miles to x
  - Representing a mile on a map

- Number of calories burned
  - Organised walks for different fitness levels / walking buddies
  - Local free guided walks
  - Make a mile sound achievable – not time, it doesn't accommodate different fitness levels
  - Make it more about getting out than going to places
  - Fun challenges / progress tracking
  - Fitness trackers
  - Someone to encourage you
  - Make it safer
  - Show others with varying lifestyles doing it
  - More time
  - Register of likeminded people of similar fitness
  - Incentives / recognition / points / rewards
- **How would you describe a mile?**
    - Makes you smile / happier
    - A great target to aim for
    - A wander round the town on market day
    - 100 calories / curly wurly / number of chocolate bars
    - Improves health
    - 1600 metres / 1760 yards
    - A lap of x park
    - A ten minute jog
    - Tram / bus stops that are 1 mile apart
    - Ditch the car
    - Enough time to get a teenager talking
    - I wouldn't use mile – I have a target number of steps and use KMs
    - How many giraffes / snakes make a mile
    - 1/3 of 5k!
- **Strategies people use to help them walk more:**
    - Dog!
    - Baby to sleep
    - Have a specific time of day and plan it in as routine
    - Set a target and hit it before settling down in the evening
    - Step trackers
    - Plan
    - Not having a car
    - Giving the husband time with the children
    - Finding new local routes (exploring)
    - Walking group
    - Listen to a podcast

## Appendix 2 – Full outputs from FunRetro Board

Getting Greater Manchester Walking One Mile at a time #GMDailyMile Set the context of the retrospective here... Share New column

What helps you walk more each day?	What gets in the way of you walking each day?	What support would help you walk more each day?
Walking my dog <span>9</span>	Not enough time <span>9</span>	Safe walking routes <span>9</span>
Good weather <span>16</span>	caring responsibilities <span>4</span>	a buddy <span>4</span>
Having someone to walk with <span>7</span>	feeling self conscious <span>0</span>	walking playlists to help me be motivated <span>4</span>
Feeling happy <span>10</span>	Not feeling safe walking alone <span>3</span>	Someone to walk with <span>0</span>
Feeling good <span>5</span>	Work commitments <span>7</span>	Stories from real people <span>1</span>
A goal <span>2</span>	Cars parking on pavements <span>2</span>	Help to make it fun <span>3</span>
Feeling confident about my appearance <span>2</span>	Routes that are not pram friendly <span>2</span>	having somewhere clean and litter free to walk through <span>0</span>
Knowing I will feel better afterwards <span>6</span>	Excessive litter puts you off <span>0</span>	Suggested routes <span>3</span>
the right shoes <span>1</span>	Work <span>0</span>	Maps of interesting places <span>4</span>
flexible schedule to fit it in <span>5</span>	Home schooling <span>1</span>	A time where I could walk with others <span>4</span>
My children <span>1</span>	Technology <span>0</span>	Motivational quotes <span>0</span>
Having somewhere to go <span>1</span>	Shops being xloaed <span>1</span>	App to track profess <span>1</span>
Making it fun <span>1</span>	Unsafe walking routes <span>1</span>	A community around me <span>1</span>
Having somewhere to go <span>1</span>	Shops being xloaed <span>1</span>	App to track profess <span>1</span>
Making it fun <span>1</span>	Unsafe walking routes <span>1</span>	A community around me <span>1</span>
Planning time in <span>1</span>	The neighbourhood I live in <span>1</span>	Understanding what a mile looks like locally <span>3</span>
Remembering to take a break <span>1</span>	Feeling anxious about Covid <span>2</span>	Access to small funding pots to bring people together to walk <span>1</span>
Knowing it's good for my mental helath <span>3</span>	Stress of social distancing <span>2</span>	Knowing what is safe to do in terms of walking <span>1</span>
Nice places to visit <span>3</span>	Not feeling physically strong wnough <span>1</span>	Easy to follow routes <span>0</span>
A purpose for the walk <span>0</span>	Not being sure where to walk <span>0</span>	Help to incorporate walking into existing activities <span>0</span>
Feeling it'll be good for me <span>0</span>	Feeling bored with walking routes <span>0</span>	Help to access trackers <span>0</span>
New and interesting routes <span>0</span>	Not making it a priority <span>0</span>	Understanding what a mile actually looks and feels like <span>1</span>
Something for the kids to do on the walk <span>0</span>	No way of tracking progress <span>0</span>	Interesting routes <span>0</span>
Being able to walk to work safely <span>0</span>	Health issues <span>1</span>	Being happy <span>2</span>
Safe routes to walk children to school <span>0</span>	There not being an accessible route for my wheelchair <span>0</span>	WhatsApp groups for support <span>0</span>
Being well enough <span>1</span>	Litter <span>0</span>	Lighting so I can walk at night <span>0</span>
		Safe walking lanes to get to work <span>0</span>

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## Appendix 3 – Copy of guided Conversion

### Getting Manchester Moving one Mile a Day Phase 1 Research Guided Group Conversation

Getting Greater  
Manchester  
Moving one  
mile at a time

Greater Manchester  
**Walking**

#### Introduction:

Thank you for helping us with our research. We are aiming to speak to as many groups and individuals as possible during this phase to inform the next stage which will be the co-creation of resources to support more people across Greater Manchester in walking a daily mile.

The questions below are designed to assist you in leading a conversation with your group. Think of it as like guided reading questions you may use in a book club; the questions are open starting points for conversations rather than set in stone and you may find your conversation moves away from these, expands and develops and if so, this also a good thing.

How you feed back this information to Collaborate Out Loud is entirely up to you. This could include, but is not exclusive to:

- Recorded Zoom video (please ensure you have permission from all participants)
- Recorded audio
- Via Social Media comments/posts – Twitter, Facebook #GMDailyMile
- In writing via email [claire@collaborateoutloud.org](mailto:claire@collaborateoutloud.org)
- Verbally
- Any other way which works for you!

#### Facilitating Discussions:

We've produced a [visual PDF](#) with questions in the form of images which can be used to guide discussion with your groups. Alternatively, the verbal conversation starters below may be useful.

Above all, enable your group to guide the conversation and the direction it takes in terms of walking, the barriers they experience and the resources they feel could help.

#### Guided Conversation Starting Points:

1. What do you think of the idea of walking a mile of a day? What does this make you think / how does this make you feel?
2. What...
  - a) helps you to walk or
  - b) stops you from walking outside each day?
3. If more people were to be able to walk a mile a day in your community, what do you think would help them to do so?
4. Would you be interested in helping Collaborate Out Loud to create resources which will help get more people walking in the next stage of this project? (if so, please collect their information or pass onto us the best way of contacting them/you to involve them

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## Appendix 4 – Summary of three ideas #Simple, hyper-local walking routes / maps

### What

'It's just a mile' walking ideas for local neighbourhoods.

### Why

- Provide examples for locals of what a mile can be in their area
- Encourage people to 'walk a mile' from their front door
- Help people find the joy in exploring their local area
- Identify the safe spaces to walk in local community
- Make it feel easier to get out with different ideas to try out
- Can be applied from home or anywhere and accessible for people not on technology

### How

- Online suggestions – on the GM Walking website / Go Jauntly app
- Offline suggestions – stickers on lamp posts? Community groups create a mile and share it with members, civic centre / library/ local shops / cafes display a mile from here ideas...
- Showcase walking routes with friends and colleagues so they can try too
- Workplaces encouraging short routes to get employees away from desks at lunch
- Creating individual maps in wards with mile routes – local shop/ in a park/out and back / loops from different streets
- Community identify their own 'only a mile' landmarks e.g. Urmston Station to Bird in Hand Pub; Heaton Park Met to Tesco Extra.
- Timed walk – walk out for 10 mins, turn around and walk back. Increase time with increased confidence
- Use lamp posts to count a mile – standard number of lampposts to count to walk a mile? Lamp post challenge (ties in to #ThatCounts image of go one further lamp post each time)
- Local councilors to model walking a daily mile, involving colleagues and peers, sharing their mile ideas.
- Ideas from the school gates – connect to children's Daily Mile.
  - Could link to walk to school week (4-11 Oct)
  - Parents plot and share routes through school
  - Parent walk home socially (via café / shops / gym...)
- Invite groups to map out miles from a regular meeting place
  - Give them a way to share with community – FB, message boards in cafes...
  - Give groups ideas how to build walking activity into the group's programme e.g. incorporating a meeting point and ½ mile walk to/from hub.
  - Pub / café crawl
  - Encourage groups to meet this way when they can't meet as normal e.g. instead of knit and natter, walk and natter...

### Community Walking Buddy Scheme

### What

Supporting communities to create a way of people finding a walking companion(s)

### Why

- Keeping people connected at a time when many are becoming isolated
- Support for those less confident about walking with those who already do
- Community role models

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- Improve mental health through walking, chatting and companionship
- Connect into already existing local communities and encourage walking within them
- Motivation to get out

#### How

- Use already existing forms of communication within communities i.e. Facebook, WhatsApp, Neighbourly etc.
- Info and support from GM Walking for anyone volunteering to build a buddy scheme in their community
- Informal and hyper-local to work around safeguarding issues and training requirements – small / specific communities who already know each other with champions encouraged to step forwards and lead
- Build on what people already do to build motivation – could link to school run, workplace, what the parents do whilst their children are at a class / group
- Opportunity to connect local volunteers through COVID volunteer hubs to offer to be 'walking champions'. VCSE could connect
- Could link in with social prescribing groups, public health teams
- Set up as a 'Good Gym' – encourage locals to step forwards and set one up in local area or people to join an existing one (Stockport) [www.goodgym.org](http://www.goodgym.org)

### GM Daily Mile Scrapbook / Toolkit

#### What

- 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

#### Why

- Signpost and connect people to the wealth of resources out there which they may not know about
- Help for those who'd like to support people walking more but aren't sure where to start
- Motivation to help people overcome some of the common obstacles by providing info/tips/support

#### How

- Ideas / short routes / A-B landmarks etc. in local places such as shops / cafes / libraries / reception areas / schools i.e. a mile from here.
- Online signposts on GM Walking to apps such as MapMyWalk, Strava etc with simple instruction sheet on how to plot your own mile and save it for others
- Information on how to improve your walking – increasing fitness and distance gradually to get max benefits
- Suggestions on appropriate footwear / clothing
- A place to swap outdoors clothing for children to help with costs of wet/ winter walking
- Ideas to involve the whole family and how to keep the children engaged on walks
- Signposts to groups participating in daily mile
- Pictures / videos of real people sharing their own experiences of how they became more active / started walking a mile a day
- Images of people walking in a phone meeting / to the shops / to commute linking to new normal working conditions – ideas of how to build walking into a busy working day

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