

RoSPA's quick guide to running a cycling or walking event at work

RoSPA's quick guide to running a cycling or walking event at work

What are the goals of the walking or cycling event?

Is the workplace trying to encourage more colleagues to walk or cycle to work, or are they aiming to promote physical activity and healthy habits more generally?

Who is your audience?

Are colleagues already quite active or do only a few walk or cycle to work? Tailor the event to your audience's needs and interests so that you are more likely to engage them and encourage them

Choose a date and location for the walking and cycling event.

Consider factors such as the weather, availability of routes or spaces to try out walking or cycling equipment, facilities, and potential participation levels. It is great to tie in an event with a wider, national event or campaign such as [National Walking Month](#) or [National Cycle to Work Day](#), to provide additional context and a feeling of being part of something bigger

Promote the walking and cycling event.

Use internal communication channels such as email, newsletters, and posters to advertise the event and encourage employees to participate. Consider offering incentives or rewards to encourage greater participation

Planning for on-site activities.

Plan carefully on which activities you want to run around walking and cycling on work premises. For instance, you may have different bicycles to try out immediately outside the office or a breakfast activity for those who are participating. In addition, you may want collateral and information to share with colleagues. Ensure that you have access to all the things you will need to have a fun activity

Planning and logistics for off-site activities (optional)

If you are including a walking or cycling route as part of your event. Determine the start and finish points, and provide information to participants on the route (e.g. map, written instructions on following route. Also, conduct a risk assessment of any off-site route, and ensure that participants are aware of the rules and guidelines for the event and have the necessary equipment (e.g. helmets, reflective clothing).

accidents don't have to happen

RoSPA's quick guide to running a cycling or walking event at work

Evaluate the event.

Collect feedback from participants and use it to improve future events. Consider collecting data on participation levels, distance covered, and any health benefits.

Continue efforts to engage colleagues after your event.

Build on the event as a starting point for encouraging more walking and/or cycling, and after evaluating the event consider what else could be done on a regular basis to encourage more walking and cycling in the longer term.