

Additional File 1 Walking Works programme: menu of options for activities

Short-term promotions:

General publicity	<ul style="list-style-type: none"> • Hold a launch event to publicise Walking Works • Send out regular e-communications to staff regarding walking and activity opportunities • Interview staff walkers for intranets, websites, annual reports, newsletters, etc.
All walking	<ul style="list-style-type: none"> • Encourage employees to make a pledge on the Walking Works website in return for hints and tips to support walking via email • Organise a 'walk doctor' session for staff (a consultation with a walking specialist to discuss walking habits, barriers to walking and identify solutions to encourage walking) • Publicise charity walks and encourage staff to take part • Link walking promotions to other promotions e.g. hold a Fairtrade breakfast for walkers during Fairtrade fortnight
Walking to work	<ul style="list-style-type: none"> • Take part in National Walk to Work Week • Create an online chat with local transport experts (opportunity to raise concerns about routes)
Walking during work	<ul style="list-style-type: none"> • Organise lunchtime walks and talks (with an expert, person of interest?) • Set up 'walk and talk with the Chief Executive' opportunities
Other	<ul style="list-style-type: none"> • Art attacks (e.g. turn a few car park spaces into chill out gardens)

Incentives and rewards:

All walking	<ul style="list-style-type: none"> • Run a pedometer challenge (personal, team, departmental, organisational, inter-company) • Run a walking challenge (teams, departments, whole-workplace, inter-workplace) • Set up a fantasy football league • Run workplace walking competitions (e.g. photos, distance, treasure hunt)
Walking to work	<ul style="list-style-type: none"> • Hold one off or regular walk to work breakfasts • Implement a 'walk once a week' incentive scheme • Hire a fitness instructor to lead a 'commute boot camp' where staff do higher-level fitness training on their walk to or from work • Set up deals with local businesses e.g. money off schemes for those who walk to work

Long-term activities:

All walking	<ul style="list-style-type: none"> • Display motivational posters within the workplace to promote walking • Set up a walking buddy / bring a friend scheme • Encourage employees to keep online walking diaries
Walking to work	<ul style="list-style-type: none"> • Run walking buses on popular routes (to get people to public transport late at night)
Walking during work	<ul style="list-style-type: none"> • Organise lunch time walks, or other organised walks • Produce maps of the local area denoting points of interest within 5, 10, 15 and 30 minutes' walk • Encourage staff to hold walking meetings
Other	<ul style="list-style-type: none"> • Organise a regular health check for employees, e.g. during Know Your Numbers Week

Policy development:

All walking	<ul style="list-style-type: none">• Develop a company policy on walking• Introduce walking inductions for new recruits• Encourage staff to set up a Walking Action Group (to campaign for improvements to routes around the site)• Instigate a walkability audit that will make recommendations to senior staff• Instigate an audit of your workplace policies from the points of view of encouraging walking, and make recommendations to senior staff
Walking to work	<ul style="list-style-type: none">• Introduce a walking mileage

Environmental/structural changes:

All walking	<ul style="list-style-type: none">• Provide benches for walkers• Install signage around the site which directs staff to popular walking routes
Walking to work	<ul style="list-style-type: none">• Install showers for commuters• Provide lockers for bulky boots, brollies, etc.• Ensure lighting around the workplace is adequate for those who leave or arrive late• Introduce ‘crunchy’ pavements for late nights, so people can hear others approaching