



BIG DEVON MARCH

IMPACT REPORT



Department
for Transport



TRAVELDEVON

INTRODUCTION

The Big Devon March was a Devon-wide walking campaign delivered by Active Devon on behalf of Devon County Council, with funding awarded by the Department for Transport's Sustainable Travel Transition Year Fund.

As part of the funding award, Active Devon delivered a walking challenge targeted at workplaces to engage more people in walking activity to, from and during work.

The walking challenge aimed to;

- Engage between 25 and 30 businesses;
- The target areas included East of Exeter, Newton Abbot to Torbay corridor and Barnstaple to Bideford Corridor.

The campaign was administered through the Workplace Challenge website (www.workplacechallenge.org).



THE CHALLENGE

Fundamentally, the campaign wanted to change behaviors within the workplace and encourage more Active Travel journeys. In the context of Exeter, the 2001 – 2011 Censuses has identified that Exeter has the 2nd largest travel to work area in the Country. 2011 Census highlights that of the 37,700 living and working in Exeter only 30.9% walk while 40% take the car for journeys less 5km.

In the broader workplace health context, the British Heart Foundation state that 140 million working days are lost to sickness absence in the UK, costing UK businesses an estimated £36 Billion. A significant proportion of workplaces in the UK are sedentary, with employees tending to spend the majority of the day sitting. The NHS indicate that sitting for long periods can lead to increase chances of a range of health implications including type 2 diabetes, cancer and early death.

The solution therefore is to target more sustainable travel behaviors and embed a culture of workplace activity. The infographic below highlights the benefits that a workplace can expect to receive upon investment in a health and wellbeing programme;



Active Devon designed a motivational audience's goal that; collectively people in Devon would try to walk the circumference of the earth, a staggering **24,901 miles**.



IMPACT (PARTICIPANT)

446 new walkers logged at least 1 mile during the month of March

12% of new walkers registered as inactive at the point of starting (less than 30 minutes of activity each week)

77 Workplaces and departments took part in the campaign

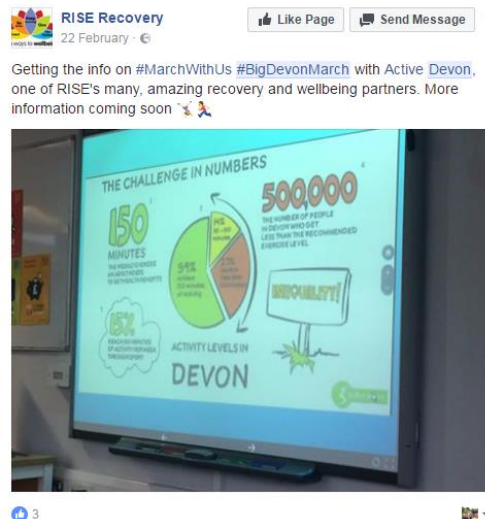
1812 KG of CO₂ was saved as a result of Active Travel journey, the equivalent weight of an average family car

28,488 miles were travelled during the campaign, exceeding our original aspiration of 24,901 miles

IMPACT (REACH)

700 people signed up to the Workplace Challenge

2500 (circ) Social Media followers

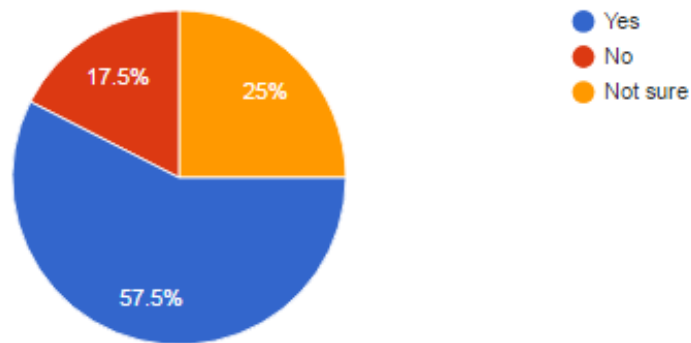


5,000 reached through other platforms (e.g. direct staff newsletter, DCC Insider, Chamber of Commerce Business Magazine, Business PA Network)

IMPACT (BEHAVIOUR CHANGE)

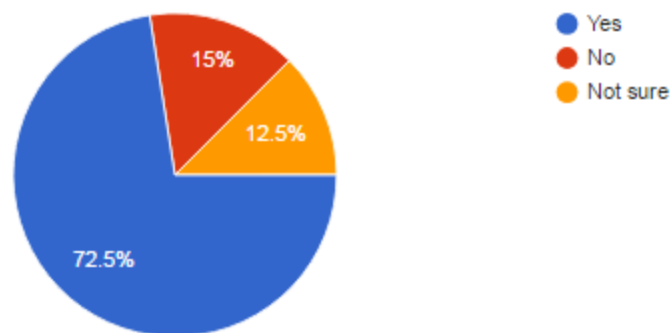
As a result of your engagement in the campaign, do you feel more healthy?

(40 responses)



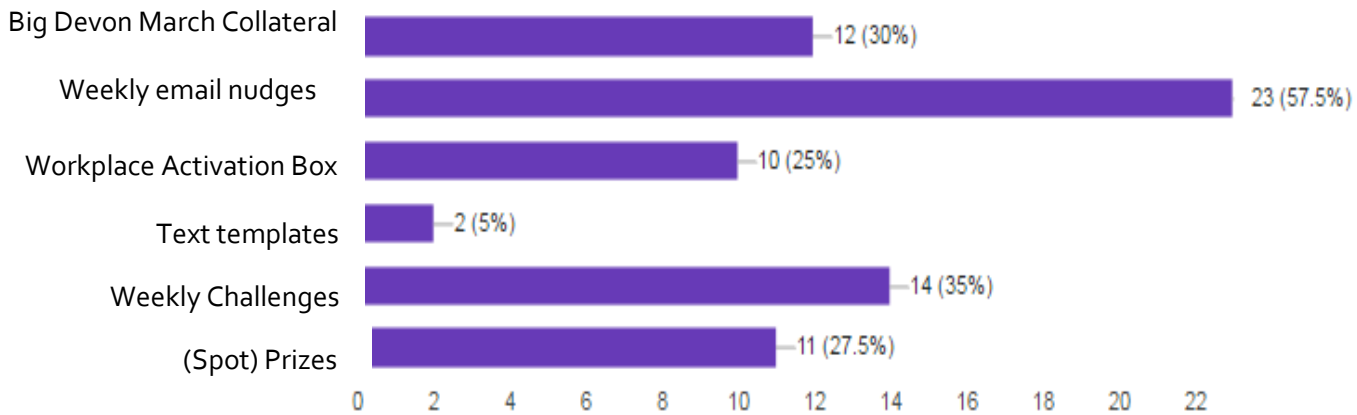
As a result of your engagement in the campaign, have your motivations towards physical activity increased?

(40 responses)



What tools did you find most useful for attracting people to the campaign?

(40 responses)



ANECDOTAL FEEDBACK FROM PARTICIPANTS

Discovered some better lunchtime walking routes.

It has been nice to quantify how much exercise I actually do, it's far more than I thought

The whole team went for a walking meeting. This encouraged people to be more creative in their thinking and everyone participated in the meeting.

Staff have stated they feel healthier and have a better balance of work and well being along with a stronger sense of camaraderie

Connection with some people I would not have connected with

I liked the leaderboard option - gave me a sense of competition

ORIGINAL TARGETS

Area	Size of Workplace	No. of Workplaces	No. of People engaged (Reach)	Total Reach	No. of Participants (Impact)	Total Impact
<i>Exeter, East GROWTH POINT</i>	Large (500+)	4	100	400	20	80
	Medium (50-499)	6	30	180	10	60
	Small (1-49)	8	10	80	5	40
<i>TOTAL</i>		18		660		180
<i>Newton Abbot, Torbay SOUTH DEVON LINK</i>	Large	1	100	100	20	20
	Medium	2	30	60	10	20
	Small	2	10	20	5	10
<i>TOTAL</i>		5		180		50
<i>Barnstaple, Bideford ATLANTIC HIGHWAY</i>	Large	1	100	100	20	20
	Medium	2	30	60	10	20
	Small	2	10	20	5	10
<i>TOTAL</i>		5		180		50
		28		1020		280

CHAMPION PACK AND WORKSHOP

To support the delivery of the campaign, Active Devon delivered a Champion Workshop to inform and support workplace activation. Each champion was provided with a workplace activation kit which included Big Devon March media collateral, selfie stick, Nuband (FitBit style watch), High Visibility vest, t shirts, A1 Wall planner.

Big Devon March Workplace Activation Kit

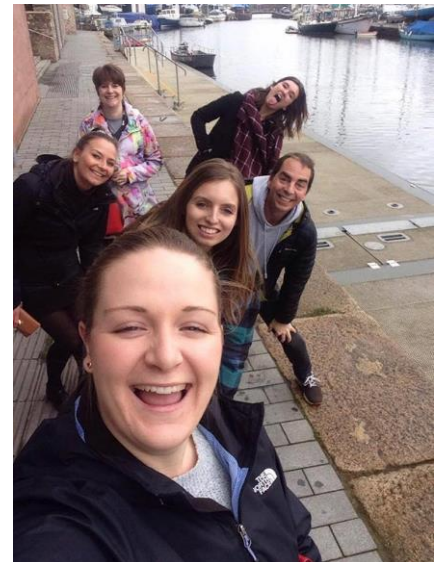


30 new Big Devon March Champions attended the workshop 22nd February 2017 and planned how they were going to encourage more colleagues to take part in the campaign.

WEEKLY CHALLENGES

To incentivise participation Active Devon facilitated weekly challenges.

Week	Focus	Impact	Winners
1	Active Selfie	A selfie taken while being Active	Devon County Council
2	Green Workplace	Exeter College saved 161.9kg CO ₂ , 10% of the overall in 1 week.	Exeter College
3	Bigger is Better	Take a selfie with lots of people	South West Water
4	Encourager	Encourage a new walker to log a walk	Exeter College



SUSTAINABILITY

To ensure sustainability and to integrate Devon County Council Access Fund; 'walking and cycling to prosperity', Active Devon are developing an ongoing offer to the organisations that participated in the campaign. The following 5 support areas have been offered to workplaces that engaged in the campaign;

- 1. Improving your workplace wellbeing offer**
- 2. Accredited Walk Leader Training**
- 3. Informal beginner running and cycling**
- 4. Future Campaigns – Naturally Healthy Month**
- 5. Repeat Campaigns**

This will include increasing workplace activity offer, active travel options or guidance on workplace culture (i.e. stand up desks, embedding activity more broadly into the workplace). Active Devon are going to continue supporting workplaces to access workplace specific Walk Leader training and will continue to signpost workplaces to future campaigns. In the future, it is envisaged that the Big Devon March will be expanded to reach schools and health settings (i.e. Doctor Surgeries).