

WORKFORCE TOOLKIT FOR EMPLOYERS

A guide to help your organisation get off the starting blocks
with promoting physical activity to your workforce

in association with:



supported by:



Liverpool
City Council



The Liverpool Active Workplaces programme is part of the Liverpool Active City Strategy, which is resourced via a partnership between Liverpool City Council, NHS Liverpool Clinical Commissioning Group and strategic stakeholders. The strategy sets out the vision for Liverpool to be the most active core city in England by 2026, and includes workplaces as a priority area with 36% of adults working in Liverpool not meeting minimum physical activity guidelines.

In 2016, Liverpool Active Workplaces saw 82 organisations signing-up and benefiting from the programme, with 91% reporting an improvement in staff physical activity levels and 45% reporting a reduction in staff absenteeism.

Since the Covid-19 pandemic, the way in which some employees work has changed dramatically; with a trend of more home working and therefore a risk of greater sedentary behaviour. Our research with Liverpool businesses shows that employee mental health and connectedness to colleagues decreased significantly, but we know from research and phase one

of the Liverpool Active Workplaces programme that physical activity can be used as a tool to help build resilience, manage stress and bring teams together.

This Toolkit has been developed to support employers in promoting the benefits of physical activity to employees. It brings together best practice and demonstrates the benefits for employers in developing an active workforce.

Liverpool Active Workplaces is also supported by the Fit For Me campaign, which aims to inspire everyone in the city of Liverpool to become more active.



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ON YOUR MARKS

**WHY WORKFORCE
PHYSICAL ACTIVITY?**

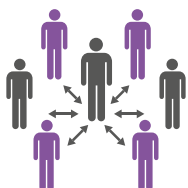


EMPLOYER BENEFITS

We all know that physical activity is good for our health and wellbeing, but research also shows that having an **active workforce** makes **organisations more productive and efficient.**



ON AVERAGE **27%**
FEWER SICK DAYS
ARE TAKEN BY ACTIVE STAFF



DEMONSTRATES CORPORATE SOCIAL RESPONSIBILITY

SOCIAL RETURN OF **£14.64**
FOR EVERY **£1 INVESTED**¹

91% LIVERPOOL COMPANIES REPORTED **IMPROVED STAFF COMMUNICATION**



LOWER STAFF TURNOVER

91% LIVERPOOL COMPANIES REPORTED **IMPROVED STAFF MORALE**

¹ Calculated through the MSP Impact Model 2017 ©

We recognise that every organisation in Liverpool is different, so this Workforce Toolkit will provide you with a **range** of options that you could consider implementing.

We also recognise that implementing change doesn't happen overnight, but there are lots of simple 'quick wins' that you can put in place to help raise awareness of workplace physical activity to help build some momentum. Employers can also encourage employees to be active inside or outside of work time, in whatever way is practical for staff to join in.



USEFUL TIP

There are several organisations that can help you understand the unique physical activity needs of your organisation – see page 30 for further details.



EMPLOYEE BENEFITS

Research from the 2016/17 Liverpool Active Workplaces programme shows that staff can significantly improve their own health and wellbeing by taking part in regular physical activity.

56% REPORTED
IMPROVED
WELLBEING LEVELS



REDUCED RISK
OF **CHRONIC ILLNESSES**
SUCH AS HEART DISEASE,
STROKES, DIABETES & CANCER



94% REPORTED AN
IMPROVEMENT
IN **JOB SATISFACTION**



IMPROVED
SELF-CONFIDENCE
& **SELF-ESTEEM**



31% REPORTED
REDUCED
STRESS LEVELS



IMPROVED MOOD
& **IMPROVED SLEEP**



USEFUL TIP

Generally, people are more interested in the potential *individual* benefits of being active, so try using the benefits outlined on this page (and not those on page 5) when communicating with employees.



HOW ACTIVE SHOULD WE BE?

We know that physical activity is win-win for both employers and employees, but how much activity should we all be doing?

For employees who are not very active, it's a good idea to start aiming to do at least 10 minutes of moderate activity where they can. Once they're started, they should try working towards doing 10 minutes or more on 3 or 4 days a week. For those who are already doing some activity, when they feel comfortable, they should try to work their way up to doing half an hour or more on 5 days each week (or 2 and half hours across a week if they prefer). **The Chief Medical Officer recommends that adults do at least 150 minutes of moderate activity per week.**

Moderate activity means that your heart and breathing rates are increased - a good way to check if your activity is the right intensity is to try and sing a song whilst you're doing the

activity - if you can talk but find it difficult to sing then you've raised your breathing rate to the right level.

36% of adults working in Liverpool do not meet these recommended levels. Research from the British Heart Foundation shows that 80% of people think that they are active enough, and local insight suggests that people in Liverpool think that it has become normal to be inactive.

As we can spend up to 60% of our waking hours at work, employers can have a huge role in helping to raise awareness of how much physical activity employees could be doing to benefit their health, and putting flexible arrangements in place to help people to become more active inside and outside of the workplace.

In addition to undertaking moderate physical activity, employees should also be encouraged to reduce sedentary behaviour (see page 10).





“ Taking part in Liverpool Active Workplaces has been really fantastic; we’ve had people from different departments being active and mixing for the first time. This programme has helped to provide a bit more structure and purpose, which has helped keep up interest and momentum. It has made a massive difference to the organisation, and has been appreciated by senior managers and employees alike. ”

Employer - Liverpool-based organisation

SEDENTARY BEHAVIOUR

A growing problem in modern day employment is staff being sedentary i.e. sat down at a desk or in a car for the majority of the day.

Research shows that sitting for at least eight hours a day could increase the risk of premature death by up to 60%, which is why you might have heard of the phrase “sitting is the new smoking”.

Sedentary behaviour was exacerbated during the Covid-19 pandemic, with 46% of people doing less exercise and 39% reported developing musculoskeletal problems as a result of working from home, where prolonged periods of sitting and poor posture contributed to greater sedentary behaviour.



USEFUL TIP

Employers can play a big role in encouraging staff to break up their working day - see page 26 for lots of great ideas for staff to reduce sedentary behaviour in work and whilst working remotely.

“ Taking part in the Liverpool Active Workplaces programme has helped us to engage all of our staff members in inclusive activities to reduce sedentary behaviour at work, such as through the step challenge - it was great to see friendly banter and competition as part of the challenge. ”

Employer, Liverpool-based organisation

BEHAVIOUR CHANGE

**HOW CAN WE HELP
EMPLOYEES TO BE
MORE ACTIVE?**





Effective organisational culture can support and encourage employees to be more active during the working day and beyond.

We all 'tick' in different ways, and people do physical activity for lots of different reasons. However, here are some of the most common motivators and barriers that Liverpool employees tell us help or hinder them to do physical activity.

MOTIVATIONS TO TAKE PART

- Keep fit / lose weight / gain weight
- Relieve stress
- Enjoyment
- To socialise
- To improve confidence

BARRIERS TO PARTICIPATING

- Cost of sessions / equipment
- Work / family commitments
- No one to participate with
- Lack of confidence
- Don't know where to participate

EFFECTIVE MESSAGING

Research undertaken as part of Liverpool's **'Fit For Me'** campaign, and from other sources, shows that there are types of messages and tones that appeal when encouraging inactive people from Liverpool to take part in more physical activity:

MESSAGES THAT DO APPEAL

Physical activity will positively benefit you in the short-term e.g. improve your sleep, mood, confidence and reduce stress

Being active is something that can help us all feel good

Being active can be whatever you want it to be - find simple ways to build activity around you, such as taking the stairs instead of the lift or be active with your kids at weekends

Small amounts of activity can help you feel better. You're probably doing some activity already - build upon it by doing a little bit more, such as 10 minutes extra a day

MESSAGES THAT DON'T APPEAL

Messages that come across as negative, lecturing or accusatory e.g. "x% of Liverpool residents don't do enough activity", or "not doing activity increases your risk of illness"

FIT FOR ME
JOIN IN. FEEL GOOD.



USEFUL TIP

See page 31 for further information about Liverpool's Fit For Me campaign - it features local people from across the city sharing their real stories about how physical activity has changed their lives. You can help by using these Ambassador messages to advocate physical activity within your organisation.

Research from Sport England around behaviour change complements the local research findings in Liverpool - use the following tips to support staff to be more active:



We're mainly **driven by emotions**

- we connect better to faces and stories rather than statistics or logic - think about how to promote the emotional benefits of taking part in physical activity (e.g. the boost in mood and energy you'll feel from being more active)



We **like to fit in** - marketers use a concept called 'social proofing' to demonstrate that humans like to follow the crowd, and that there is safety in numbers (e.g. thousands of people have taken part) - think about how to use group dynamics to encourage people to take part in activity initiatives



We like to **see immediate results**

- lots of people use physical activity as a way to lose weight or tone up - however that normally takes time. Think about how to build in immediate rewards to participating in physical activity initiatives, even something as simple as recognising a colleague for taking part



Every part of the journey matters

- think about every single step that a colleague may take in joining in with an activity, from how to sign up to what happens after the activity - we need to make each step as easy, quick and appealing as possible



The Fit For Me resources enable you to apply all of these tips - go to www.FitForMe.info to find out more

ORGANISATIONAL CULTURE

In addition to using the right messages to promote activity to staff, an effective culture can enable employees to feel that they can be more active at work - e.g. feeling that they can step away from their desk for a short walk instead of being worried about coming back late or having to work through their break.

This culture could be developed gradually by adopting ideas such as:

- ✓ Identify a Champion 'on the ground'
- ✓ Get managerial/board backing
- ✓ Encourage managers to join in with activities
- ✓ Set up a staff working group
- ✓ Put a physical activity policy in place
- ✓ Invest in facilities/workplace environment
- ✓ Promote the benefits of being active
- ✓ Promote active travel Include info in management briefings to disseminate to employees
- ✓ Enable flexi-working, which could for example enable a parent time to walk/cycle to school with their child in the morning or afternoon



USEFUL TIP

A strong organisational culture that encourages staff to be more active can be significantly helped by having managers and a leadership team that advocate positive messages and 'practice what they preach' - see page 25 for further information about training for managers.



“ We purchased a table tennis table for our office, with senior management allowing each employee 10 minutes of paid time each day to play - this enabled staff who wouldn't normally take part to have a little taster of the game, which improved morale and then gave them the confidence to go on and play in our staff tournament. ”

Employer, Liverpool-based organisation

GET SET

WHAT STRUCTURES CAN WE PUT IN PLACE TO HELP EMPLOYEES TO BE MORE ACTIVE?



POLICIES

An effective physical activity policy demonstrates to your employees that the organisation is committed to supporting workplace physical activity. This policy may involve practices such as:

- **Flexible working arrangements to allow staff to undertake physical activity before/during/after the working day.**
- **A '10 Minute Blast' - allowing staff at least 10 minutes of paid time each working day to take part in a short physical activity initiative, such as going for a short walk or taking part in a team workout.**

INVOLVING EMPLOYEES

Initiatives are more likely to be successful if they are co-designed with employees as this gives them the opportunity to shape the offer and feel a sense of ownership.

Before deciding upon an initiative, activity or campaign to promote physical activity, it is recommended that you consult with employees so that they can inform you about their needs. This could be done through an online survey, focus group or setting up a staff forum.



USEFUL TIP

As part of the Workplace Wellbeing Charter accreditation process, Health@Work can provide expertise around putting policies and procedures in place to improve staff health and wellbeing within your organisation - see page 33 for further information about how they can support you.



USEFUL TIP

A common barrier for employees wishing to cycle to work is the worry of having to shower at work (or lack of facilities). e-bikes have surged in popularity, allowing staff to cycle in to work in their work clothes and not needing to shower after.

ACTIVE TRAVEL

Active Travel means moving around from a to b through non-motorised means based around human physical activity, such as walking, cycling or using a self-propelled wheelchair.

In a work context, it typically refers to walking, cycling or using a self-propelled wheelchair for the whole, or part, of an employee's journey from their home to their place of work, or include travelling to/from meetings whilst in work.

In addition to the physical and mental health benefits that active travel brings to employees, it can also help companies by reducing their carbon footprint, reducing car parking space/charges and reducing traffic around their workplace.

Cycling

- According to British Cycling 57% of us want to cycle more, and with an ever increasing network of cycle lanes across Liverpool, encouraging your employees to cycle to work is a great way to encourage physical activity and greener travel
- Signing up to the Cycle to Work scheme also allows your employees to save money on the cost of a new bike (through tax savings) and to spread the cost over 12 months - Baltic Triangle based Giant Liverpool offer companies easy sign-up to the Cycle to Work scheme with very little admin time needed to get going
- Integrate cycling in to your business in a positive and simple way through Cycling UK's Cycle Friendly Employer scheme

Walking

- Even for those employees who rely on public transport for their commute, they can still be encouraged to get more steps in by getting off at an earlier stop and then walking the extra distance
- There is a movement called #ActiveSoles, where employees are encouraged to wear trainers to work in order to make walking more comfortable than traditional work shoes. The visibility of trainers against a standard work attire also helps to raise awareness and start conversations about active travel



USEFUL TIP

Turn to page 30 for further links and information about active travel, Liverpool's cycle-hire scheme and the Arrive Happy campaign

MEASURING SUCCESS

As employers, you are likely to want to demonstrate the impact and outcomes from implementing physical activity initiatives to show a return on investment, especially to senior management. There are a number of ways in which you can demonstrate this, including measuring:

- **A change in absenteeism levels**
- **A change in staff physical health and mental health**
- **A return on investment, or social return on investment**
- **Quotes and case studies on how employees have improved their health**

CASE STUDY:

MSP supported local NHS Trusts to measure outcomes from a step challenge and funded activity tasters – 73% of employees reported improved activity levels, 50% improved mental wellbeing and one Trust reported a 67% reduction in absenteeism with staff who took part.



USEFUL TIP

There are a range of organisations that have a range of tools and mechanisms available to help you measure and demonstrate outcomes (see page 30 for further details). They can support you to gather this data before and after any initiatives take place in order for you to measure and demonstrate a positive change.



PHYSICAL ACTIVITY CHAMPION TRAINING

Word of mouth is one of the most effective ways of communicating messages to employees. Liverpool Active Workplaces offers a Physical Activity Champion training course, suitable for any member of your workforce who is passionate about promoting physical activity - they don't necessarily need to work in a physical activity, wellbeing or HR role.

As part of the Champion training, participants will gain an insight in to:

- **Physical activity evidence and guidelines**
- **Behaviour change**
- **Workplace activity ideas**
- **Signposting to sources of support**

Once trained, your Champions will be skilled and engaged to help your HR/Management function to promote physical activity initiatives within your organisation.

CASE STUDY:

In phase one of the Liverpool Active Workplaces programme, 91% of trained Champions felt confident in promoting physical activity to their colleagues and they went on to organise initiatives including walking groups, deskercise sessions and workplace sports teams. One attendee told us, *“Excellent and enjoyable training that’s provided the tools and ideas I need to take action and get employees and my employer more engaged and active.”*



TRAINING FOR MANAGERS

When looking to improve the organisational culture (page 16) towards a more active workforce, Managers play a crucial role in reinforcing positive messages, ‘practising what they preach’ and providing validation for their staff to invest time in their working day to look after their own health and wellbeing.

This is even more important in larger organisations where there are multiple levels of management within the hierarchy.

As part of the Liverpool Active Workplaces programme, a short 50-minute workshop is offered to managers that helps them:

- **understand the benefits of physical activity for their organisation, for their staff and for themselves**
- **develop confidence to speak to their staff about being more active at work**
- **learn useful tools and resources to signpost their colleagues to**
- **realise the benefits of the Physical Activity Champion training (page 22)**



USEFUL TIP

A great way for managers to lead the way is to carry out their appraisal/supervision sessions with their staff as walking meetings. Not only does this promote physical activity and mental wellbeing, employees have told us that going out of the office environment helps them to open up and perhaps discuss things that they wouldn't have done in an office environment.

GO!

PRACTICAL IDEAS FOR YOUR WORKFORCE

We've put together a selection of ideas that could be implemented both in a physical workplace environment and for staff who work remotely. All of these ideas are designed to be low cost, quick and simple to implement.

As we have already seen, different people respond differently to various messages or ideas. Some of the ideas in this section could be introduced successfully straight away, but we would recommend developing a set of ideas through listening and engaging with employees to provide a range of options so that they can all choose something to suit them and their individual needs.

It is strongly recommended that you gain consent from your employer (e.g. through HR or Health & Safety) to undertake any of these activities before encouraging staff to join in. It is also recommended that you advise employees to consult a health professional before taking part in a particular activity if they have a health condition or are concerned about their health.



IDEAS FOR REMOTE WORKING AND THE WORKPLACE



PROMOTE THE BENEFITS OF PHYSICAL ACTIVITY

Promote Liverpool's physical activity campaign 'Fit For Me' to employees. The campaign promotes the benefits of physical activity and aims to inspire people living and working in Liverpool to be more physically active. Access resources and tips on messaging via the website - see page 31 for info



BREAKTIME WALKING

Move away from your desk and take a brisk 10-minute walk outside. Contact Liverpool City Council (see back cover) for details of free Walk Leader training available for your workplace



VIRTUAL CHALLENGE

Could you collectively walk the distance between Liverpool and London in steps? Set your own company target and work together as a team to achieve it



LEISURE MEMBERSHIPS

If you don't have your own facility, gyms offer reduced fees if a number of your colleagues are interested in joining. Check out the city's Lifestyles Fitness Centres Corporate Membership offer on page 34



5 MINUTE TEAM WORKOUT

Take part in quick and gentle activities at your own pace with your colleagues at the end of a team meeting, video call or in the workplace



EXERCISE EQUIPMENT

Hand out resistance bands to staff to use at their convenience, or pop an exercise bike/stepper in a communal area that allows them to hop on and off for quick activity bursts



ACTIVITY CLASSES

You could bring in a tutor to deliver yoga, tai chi, circuit training or dance sessions in your workplace or via a video call



USEFUL TIP

MSP can help you to implement any of these ideas - from loaning equipment to providing health & safety risk assessments - see page 32 for contact details.



SWAP VIDEO MEETINGS TO WALKING MEETINGS

Video meetings can cause physical and mental fatigue, so encourage staff to swap their video meeting for a phone call, where they could move about whilst talking instead of being sat sedentary



LINK TO LOCAL

Link up with your local sports club, park or facilities – who knows what opportunities are on your doorstep! See page 39 to check out the Fit For Me Activity Finder and links to Liverpool City Council Leisure and Parks activities



10 MINUTE BLAST POLICY

Allow staff at least 10 minutes of paid time each working day to take part in physical activity. Access the Fit For Me (page 31) website for '10 minute motivations' that you can share with staff



RECOGNITION

Run an 'Active Employee of the Month' scheme to reward and celebrate employees who take part



CYCLE/WALK TO WORK DAY

Tap in to resources such as National Bike Week or Walk to Work Day, or offer a breakfast to employees who cycle in. Promote Liverpool's citybike scheme to employees and Merseytravel's journey planner resources



SIT-STAND DESKS

The latest research has found that sit-stand desks can reduce daily sitting time and lead to beneficial improvements in cardiometabolic health in office workers

Reference: Graves et al. (2015) BMC Public Health 15:1145
DOI: 10.1186/s12889-015-2469-8



IDEAS FOR THE WORKPLACE



MEETING ROOM ACTIVITIES

Swap your chair for a swiss ball for five minutes to work your core and posture when sat in a meeting. Or have one less chair than the number of people in the meeting so that there's always one person stood up



SIGNAGE

Encourage active options within key places, for example a sign to encourage staff to use the stairs rather than the lift, jog up and down on the spot when using the printer or to walk to a colleague instead of emailing them



OFFICE ACTIVITIES

Liven up lunchtimes with office table tennis, volleyball, golf or badminton equipment - quick and easy to set up in a spare meeting room /communal space



WORKPLACE SPORT TEAMS

Take part just for fun or compete against other workplaces by setting up your own team - you could try rounders, netball or football



OFFICE RUNNING GROUP

You could try a beginners running group, then train staff up as Run Leaders to sustain the group. Access the Fit For Me Activity Finder to find local running groups and Run Leader Training - see page 31 for more details



OFFICE THEMED DAYS

Have office themed days every week or month, such as Table Tennis Tuesdays, Walking Wednesdays or Football Fridays



WALKING MEETINGS

Have a small meeting or appraisal organised? Step outside to walk and talk at the same time!



USEFUL TIP

Physical activity is just one element of an effective organisational health and wellbeing strategy. Check out the range of health training sessions offered by Health@Work in Liverpool - see page 33 for further information.

WHO ELSE CAN HELP?

We hope that you have picked out some ideas in this Toolkit that you can implement within your workplace, and there are also lots of local organisations and sources of information that you can use to encourage your staff to be more active.





**WE ARE
UNDEFEATABLE**

FIT FOR ME

Launched in July 2016, Fit For Me is a Public Health campaign backed by Liverpool City Council and NHS Liverpool CCG, aiming to inspire Liverpool's population to become more active.

The campaign is part of the wider strategy that aims to make Liverpool the most active core city in England by 2026, targeting adults aged 16-65 who are inactive.

The Fit For Me website (www.FitForMe.info) is packed full of information and advice around how and where to be active in Liverpool. As an organisation, you can also be the first to hear about new Fit For Me campaigns/offers and receive a toolkit of resources by registering as a stakeholder – you can do this by emailing PASDev@liverpool.gov.uk

WE ARE UNDEFEATABLE

We Are Undeatable is a national campaign to support the 15 million people who live with one or more long-term health conditions in England. Launched in August 2019, it aims to help those with conditions such as diabetes, cancer, arthritis and Parkinson's to build physical activity into their lives.

The campaign is led by a collaboration of 15 leading health and social care charities and benefits from our expertise and insight, along with National Lottery funding.

Fit For Me has tailored We Are Undeatable resources and information specifically designed for people in Liverpool, which you can access through www.fitforme.info/partner-resources/we-are-undefeatable



THIS GIRL CAN

Sport England run a number of public campaigns to encourage people to be more active, such as This Girl Can. This Girl Can is a celebration of active women up and down the country who are doing their thing no matter how well they do it, how they look or even how red their face gets. You could use This Girl Can messages and resources to help promote physical activity to women in your organisation.

There's a This Girl Can campaign designed specifically for Liverpool – find out more by visiting www.thisgirlcanliverpool.co.uk



MSP

MSP is the only strategic organisation dedicated to unlocking the power of sport and physical activity across the whole of the Liverpool City Region.

By providing leadership and expertise, plus access to a well-developed network of partners and funders, MSP create the conditions that enable people to be active every day.

MSP provide their Active Workplaces programme (and also link in with the national Workplace Movement programme) designed to help organisations to improve the activity levels of employees. Find out how MSP can support your workplace to implement physical activity by visiting www.merseysidesport.com





HEALTH@WORK

Health@Work can help your organisation to create safe and supportive workplace culture with healthy, happy staff who perform at their best. They offer a variety of training programmes expertly designed to improve health, raise awareness and increase the productivity of your workforce.

Health@Work also offer the nationally recognised Workplace Wellbeing Charter, an accreditation that allows you to demonstrate your commitment to the health and wellbeing of your employees. These guidelines provide organisations of all sizes with best practice advice, guidance and support to improve workplace health and wellbeing across eight areas.

For more information please visit www.healthatworkcentre.org.uk



LIVERPOOL CITY REGION COMBINED AUTHORITY

In May 2019 the Liverpool City Region Combined Authority declared a Climate Emergency. Their local plan for cycling and walking aims to enable people to get out of their cars and walk and cycle more, particularly for short journeys.

They have a dedicated page on their website about active travel and further information about the cycle lane infrastructure available in Liverpool via www.liverpoolcityregion-ca.gov.uk/activetravel



CITYBIKE

citybike is Liverpool's cycle hire scheme, with 97 stations across the city. Employees through individual memberships can use citybike for commuting to and from work or for leisure purposes outside work. The new electric bikes are proving to be very popular allowing people to travel longer distances and assist in travelling up inclines.

For further information please visit
www.citybikeliverpool.co.uk



LIFESTYLES CORPORATE MEMBERSHIP

If you are a business in Liverpool and employ more than 10 people, register with Lifestyles so your staff can sign up to our corporate membership discount.

Regular exercise can improve performance at work, build confidence and improve concentration. So what are you waiting for?

Find out more at
lifestyles.Liverpool.Gov.Uk/memberships/corporate-memberships





FSB AND UK ACTIVE

The Federation of Small Businesses and UK Active have teamed up to provide tips, guidance and resources to support you and your employees' physical and mental health through increased movement and activity during the working day.

For further information visit
www.fsb.org.uk/active.html

SPORT ENGLAND

Sport England fund community and grassroots sporting programmes across England. They also fund National Governing Bodies (NGBs), who have responsibility for managing their specific sport. For example, the local NGB for football is Liverpool FA and for netball it's England Netball. Some NGBs are able to offer guidance, training, links to clubs or sessions to help you set up your own workplace sports activities or teams. If you have a particular sport in mind that you would like to establish in your workplace, MSP (page 32) can help link you to an NGB contact who can help you.

Join the Movement is a campaign by Sport England to encourage people to be more active as a result of the challenges that Covid-19 has brought. It includes links and information for people of all ages and abilities to be more active from home – visit www.sportengland.org/jointhemovement for further information.

CASE STUDIES

Here are some examples of how implementing physical activity at work has benefitted Liverpool based employers and employees.





EMPLOYER CASE STUDY

THE WOMEN'S
ORGANISATION

“Our office culture used to be very sedentary, spending little time on our feet and having a ‘naughty table’ with treats and sweets on, but signing up to Liverpool Active Workplaces and joining the Step Challenge really changed the game for us.

Going on walking meetings, lunchtime walks and colleagues parking their cars a few roads away has now become the daily routine – as an organisation we are now very much more movement focused and make an effort to incorporate it into our day.

Two of our colleagues were trained up as Physical Activity Champions, and they help to spread moral motivation and information about how physical activity can be an easy choice.

Taking part in the programme has made a definite improvement to communication, and fitness is a hot topic in the office now. People are engaging in conversations about changes that they are making in their lives to be more active, and the ‘naughty table’ is now a distant memory!”



EMPLOYEE CASE STUDY

KEA-RA, TORUS

“My role at work is largely desk-based, so I used to be very sedentary and would often take the lift instead of the stairs when I went for appointments. I signed up for the Step Challenge with some of my colleagues, and initially set myself a target of 5,000 steps a day - I built up the amount of activity that I did day by day, taking the stairs instead of the lift and walking short distances that I may have previously got a bus or taxi for.

Walking has been great for me because it is free, it is simple and it is easy on my joints. It’s a lot easier choice than forcing myself to go to for a run, and it’s been great for my asthma too. I try to go out for a walk after work, especially if I’ve been working from home, and in my spare time I’ve joined a gym and I’ve taken up roller skating too!

It’s amazing what difference going out for a walk on your dinnertime can make, and it’s created healthy competition within our office because the first thing everyone talks about when they arrive in the morning is how many steps they have done and whereabouts they are on the leaderboard!”



EMPLOYER CASE STUDY

GROWTH PLATFORM

During Covid-19 our staff designed an inclusive challenge, Growth Getters, to improve their physical and mental health, as we were concerned that a shift to home working would increase their sedentary behaviour.

We asked staff to log how many miles they walked, ran or cycled each week and we plotted it against a map to chart our journey. Our first challenge started in Liverpool and finished in Argentina, whilst our second challenge saw us travel across Europe from Istanbul back to Liverpool.

Over 50% of our staff took part and each week we gave an update at our staff meeting – to keep the interest up we themed updates with destination facts, recipes and on some occasions fancy dress! We invited different colleagues to provide updates and found this helped to keep staff connected and more involved. Every staff member that took part said that they enjoyed it, with 87% reporting an increased motivation to be more active and 50% saying that it had made them healthier. 91% of staff taking part wanted to do a future challenge!

One of our colleagues said, “Participating in Growth Getters really encouraged me to get out, particularly in winter when I’m not very active at all. I even went out in the snow so I could get my steps in, which I don’t think I would have done if I wasn’t part of the challenge – I definitely want to do more now!”



USEFUL LINKS

Fit For Me	www.FitForMe.info
Fit For Me Activity Finder	www.FitForMe.info/activities/activity-search
Liverpool City Council Lifestyles Fitness Centres	www.liverpool.gov.uk/lifestyles
Liverpool City Council Leisure and Parks	www.liverpool.gov.uk/leisure-parks-and-events
Arrive Happy active travel campaign for Liverpool City Region	www.arrivehappy.org
Cycling UK Cycle Friendly Employer Scheme	www.cyclinguk.org/cycle-friendly-employer
Liverpool pop-up cycling planner	blog.ljmu-sud.co.uk/liverpool-popup-cycling-planner

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Workforce Toolkit artwork provided by Hitch Marketing Ltd.

For further information about the Workforce Toolkit or the Liverpool Active City Strategy, please contact Liverpool City Council's Sport and Recreation Service on 0151 233 4259 / pasdev@liverpool.gov.uk

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