

## Why take part?

By taking part – whether through leading by example or by circulating information to your business – we think that everyone will benefit. Increased physical activity helps us all to handle the stresses and strains of today's busy world a little bit better. And, small changes can make a big difference, such as encouraging a change in the daily commute to include walking or cycling. Or you can go the extra mile to encourage teamwork by suggesting group activities like organised swimming classes or 5 a side football.

And, on top of that it's fun – and what we want to do with the Workplace Challenge is to bring some of the fun and all of the business benefits into a competition!

We believe in achieving things through strong teamwork and we want to use the Workplace Challenge to be the extra man in your team. We can help to keep you and your colleagues motivated, keep tracking your activity and keep winning those Challenge points!

*"Employers today cannot afford to ignore the health and wellbeing of their workers. The consequential costs of physical under-activity, for example, can be huge in terms of health and reduced productivity at work. Measures such as encouraging workers to walk or cycle to and from work can help make a difference. That sort of employer investment in helping motivate a healthy and active workplace can be well worth the effort."*

**Miles Templeman,**  
Director General,  
Institute of Directors

Check out [www.thebigwheel.org.uk/challenge](http://www.thebigwheel.org.uk/challenge) to sign up or find out more.



## What next?

Whether you're a large or small organisation, the Workplace Challenge can work for you – regardless of whether you're in the private or public sector. Whatever industry you're in you'll benefit from this free challenge!

We believe in achieving things through strong teamwork and we want to use the Shape up Notts! Workplace Challenge to be the extra man in your team. We can help to keep you and your colleagues motivated, keep tracking your activity and keep winning those Workplace Challenge points.

Get online and sign up to the Workplace Challenge at [www.thebigwheel.org.uk/challenge](http://www.thebigwheel.org.uk/challenge). You'll get immediate access to the site and all its tools – and you'll be able to contribute to your workplace points straight away.

You'll start to see the business benefits immediately and so will your staff and colleagues.

Or, if you'd like a bit more detail about how you and your business can get involved then email us through the site and we'll help you with your questions.

## Enjoy your challenge!



In partnership with



Printed on recycled paper



# Welcome to the Shape Up Notts! Workplace Challenge -

## the physical activity challenge that gets your staff and your business involved!



Want to become the Most Active Workplace in Nottinghamshire? The Workplace Challenge is a free and easy way to increase activity in your business

## So what's it all about?

**The Shape Up Notts! Workplace Challenge is simple - it's all about achieving a healthier workforce with a more active lifestyle and reducing CO2 emissions along the way. It's not only good for the individual but it's also great for business.**

The Workplace Challenge is a competition that sees businesses go up against each other to be crowned the most active workplace in Nottinghamshire! It's **free** to join and once you're signed up there are lots of tools, resources and support available.

By signing up to the Workplace Challenge you'll join an online community of businesses who are just like you and who value the benefit of a fit and healthy work force.

You don't have to be a budding athlete to take part and neither do your colleagues - we'll help you by suggesting ways that you can encourage an increase in your company's fitness such as cycling and walking to work. The Workplace Challenge is a fun and free way for your staff to get involved and get active.

Your staff will gain points for the activities they do – and you'll see the position of your company in a league table. The Workplace Challenge website keeps everyone's details private, but you'll be able to see your overall positioning in the league.

## Achieving things together

The Workplace Challenge starts on 20th June 2010 and finishes on 31st October 2010. During that time we want you to register your organisation and to encourage your staff to join in. Then, all they need to do is log into their personal account and record the details of what they've done during the challenge period.

The Workplace Challenge is flexible and can meet the needs of your business - if you are a large organisation then you might even want to get a bit of healthy competition going between departments! You can recognise improvements in fitness and even sickness related absenteeism with local awards.

Keeping good levels of physical activity and fitness is becoming an increasing focus in our day to day lives. It's important at home and in the workplace – and is good for the body and mind. And CO2 reductions achieved through walking and cycling to work are good for the environment too!

Over 91 million working days are lost each year due to mental health problems – and there is strong evidence that a range of mental health problems can be avoided or aided through regular physical activity. Being active makes people feel happier and more satisfied and it's proven to keep our brains and bodies sharper and healthier.

Research undertaken by RideWise, the local cycle training company, found that the effect of increasing the amount of exercise in sedentary lifestyles through a proactive approach towards "exercise built into the daily routine" creates many benefits, including:

- **A reduced level of absence from work**
- **A more alert workforce (with medical experts suggesting that such a workforce make fewer errors and have fewer workplace accidents)**
- **A more timely workforce – with active travel to and from work more reliable**
- **A more socially responsible business, making a direct contribution to reducing local road congestion and associated pollution through walking and cycling**

## How we can help?

Once you're a part of the challenge you'll get the use of a free online toolkit, which includes information, downloadable documents and all sorts of helpful tools to get you to the top during the Workplace Challenge period. You'll also receive advice on how to rally the enthusiasm of your staff and lots of other hints and tips.

**We'll be awarding prizes for the:**

- **Organisation with the most physical activity points**
- **Organisation with the highest average number of points per participant**
- **Organisation saving the most CO2**
- **Organisation with the highest average CO2 savings per participant**

...and of course, there will be prizes to congratulate individuals who achieve great things!

There are lots of benefits through getting involved – including encouraging team work, building motivation, improving well being and reducing sickness levels.

You can offer your own incentives and recognise good performance internally – a column in you staff newsletters, a set of new running shoes for the top runner, a yellow jersey for the top cyclist – it doesn't have to cost a lot and it doesn't have to take up lots of your time.

There's 24 hour support available on the website with the Workplace Challenge toolkit – and you can learn how to run the challenge successfully any time of day.

You can check out our website at [www.thebigwheel.org.uk/challenge](http://www.thebigwheel.org.uk/challenge) for all the details, including terms and conditions.

## What are the business benefits and how to get started

We want people of all abilities to get involved – and businesses of all sizes. Participants can log the details of a gentle stroll with their family or keep track of swimming, aerobics, hockey, spinning classes.....and absolutely every other type of activity too.

Through the Workplace Challenge website you'll be able to see how your business is doing and how active your workplace is. There are huge benefits for businesses, both in terms of social responsibility and impacts on the bottom line.

A 2004 report by the Chief Medical Officer for the Department of Health suggests that regular physical activity improves health in the following ways:

- **Reduces the risk of dying prematurely**
- **Reduces the risk of developing diabetes**
- **Reduces the risk of developing high blood pressure**
- **Helps reduce blood pressure in people who already have high blood pressure**
- **Reduces the risk of developing colon and breast cancer**
- **Reduces feelings of depression and anxiety**
- **Helps control weight**
- **Helps build and maintain healthy bones, muscles and joints**
- **Helps older adults become stronger and better able to move about without falling**
- **Promotes psychological well-being**

We all know that healthy people = healthy business, which is why it's in everyone's interests to get more active.

There are lots more financial benefits to an active workplace and a full report on financial business benefits can be found at [www.thebigwheel.org.uk/challenge](http://www.thebigwheel.org.uk/challenge)

