

COMMUTE CHALLENGE

AUGUST

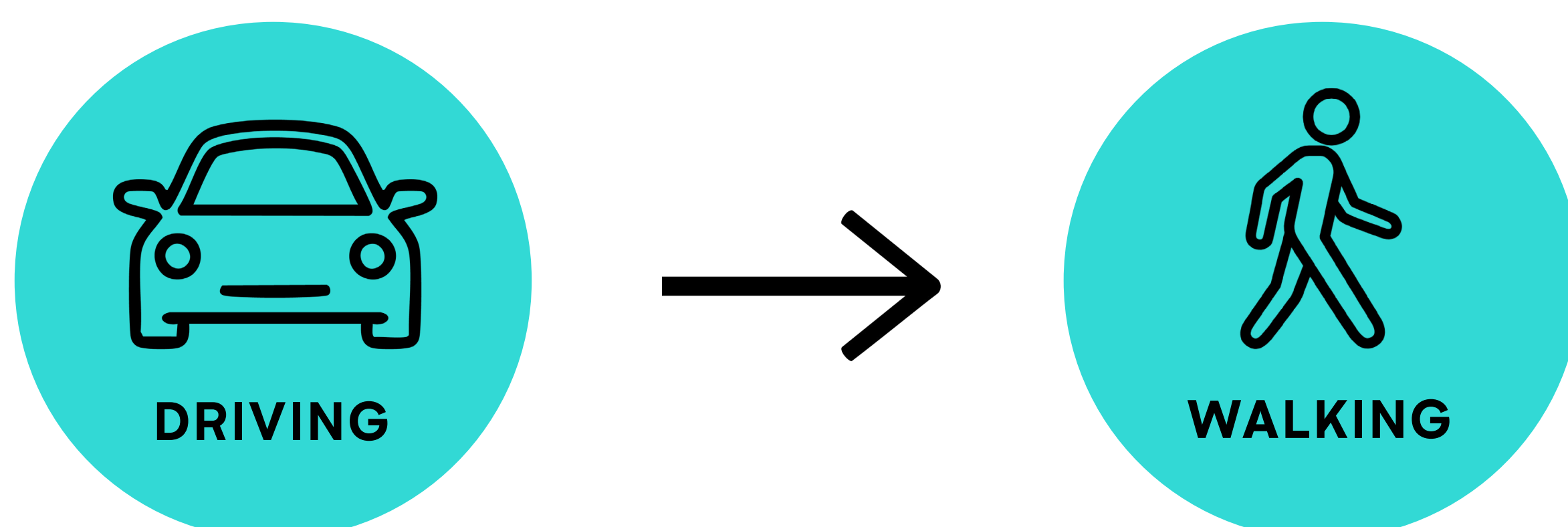


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This August, we're inviting you to rethink how you get to work, and not just for the sake of convenience, but for your health. Instead of defaulting to the car or cramming into public transport, why not use your commute as a built-in workout?

Walking, cycling, or running all of the way or even part of the way to work isn't just cost-effective. It's proven to be good for your body and mind.

The idea behind this month's challenge is straightforward. Swap a sedentary journey for one that gets your heart pumping. And you don't have to go all-in from day one. Start small, once a week, then build from there.



Over time, active commuting can make a real difference to your health, your wallet, and even your mood.

The case for active commuting

You’ve probably heard it before: sitting is the new smoking. A sedentary lifestyle is a known contributor to heart disease, high blood pressure, type 2 diabetes, and obesity.¹

Turning your commute into active travel helps bridge that gap, all without eating into your free time.

THE COMMUTING CHALLENGE

We know that switching to active commuting can take a bit of planning, especially if you’ve never done it before. That’s why we’ve created a flexible schedule to help you gradually build up the habit. Whether you walk, cycle, or run, you’ll ease into a routine that works for your lifestyle and fitness level.

Remember, for all of the below, you don’t have to commute the entire distance in one go, as it can be too much. All commutes should be adapted depending on your route as well as your activity level.

¹. Schäfer C, Mayr B, Fernandez La Puente de Battre MD, Reich B, Schmied C, Loidl M, et al. Health effects of active commuting to work: The available evidence before GISMO. Scandinavian journal of medicine & science in sports. 2020;30 Suppl 1(S1): 8–14

Week 1

FIGURE OUT YOUR PREFERRED ACTIVE COMMUTE

Start by swapping out just one commute this week. Choose the day that works best for you and plan your route in advance. Whether it's walking or cycling to work, take it at your own pace and enjoy the new experience.

- **Cycling:** If you decide to bike, start by ensuring your bicycle is road-ready. Inspect the tires, brakes, and lights, and confirm that your helmet is comfortable for your safety. Before setting out, plan your route and familiarise yourself with the highway code. Begin the challenge by checking if you can bring your bike on public transport, in case you'd prefer to cycle only part of the way.
- **Walking:** If you're walking, pack comfortable shoes and leave yourself extra time to enjoy the journey. Get off your bus or train one stop earlier than usual, and walk the rest. If you drive, try parking a short distance from your workplace and walk the final stretch – try for anywhere between a 10-minute to a one hour walk depending on your fitness levels.
- **Running:** If running is your preference, start slow and steady. Like the walk, consider running just part of the way if the full distance feels too challenging at first.

Week 1

FOR HYBRID WORKERS

Even if your office schedule is flexible, you can still stay consistent with this month's active commuting challenge. In fact, creating your own version of a "commute" is a brilliant way to build movement into your day and allow yourself to have that mental shift between home and work life.

For your week one, start by designing your own 'active commute' that fits into both your office days and work-from-home days. The goal is to get outside, move your body, and return ready to tackle the day.

Ideas to try:

- A 15–20 minute brisk walk before work
- A morning cycle around your neighbourhood
- A jog followed by a short cooldown walk back home
- A walking loop with a podcast to simulate your old train ride
- A walk during lunch when you're at work

On holiday or off school runs? No problem. If you're off the school run, replace it with a morning stroll or cycle with the kids. On holiday? Make movement part of the fun, whether it's beach walks, city exploring, or a forest trail. This challenge is about staying active wherever you are, not just how you get to work.

Week 2

TWICE A WEEK

Step it up by commuting actively twice this week. Mix and match your modes of transport: walk one day, bike another, try a short run, or even decrease the amount of stops you take by transport and increase your active commuting distance.



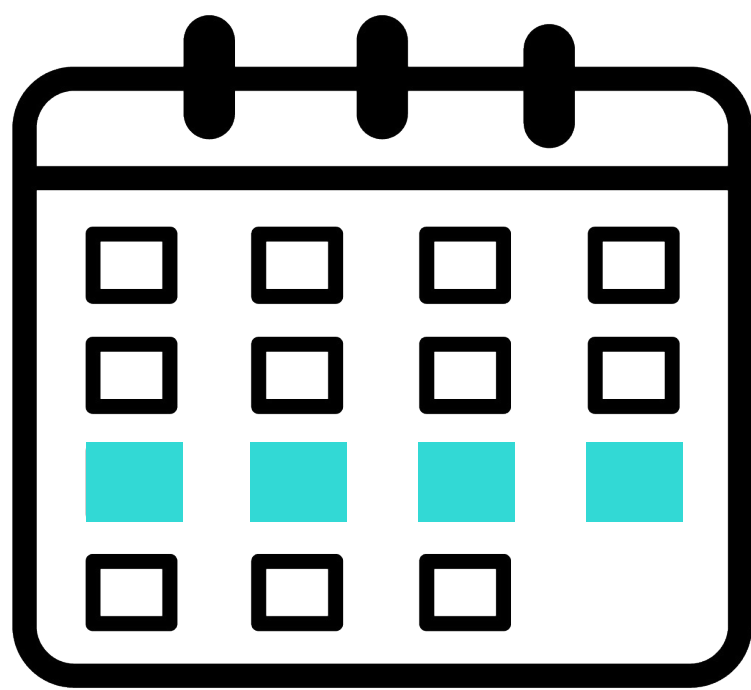
By week two, you'll likely start to feel the benefits of incorporating movement into your routine.

If you're remote, try carrying out an activity both in the morning and the evening to simulate your commutes to and from work.

Week 3

TWO TO THREE DAYS

By week three, aim to actively commute at least two to three times. Depending on your work and personal schedule, try to increase your active commute days, especially if you’re enjoying the process.

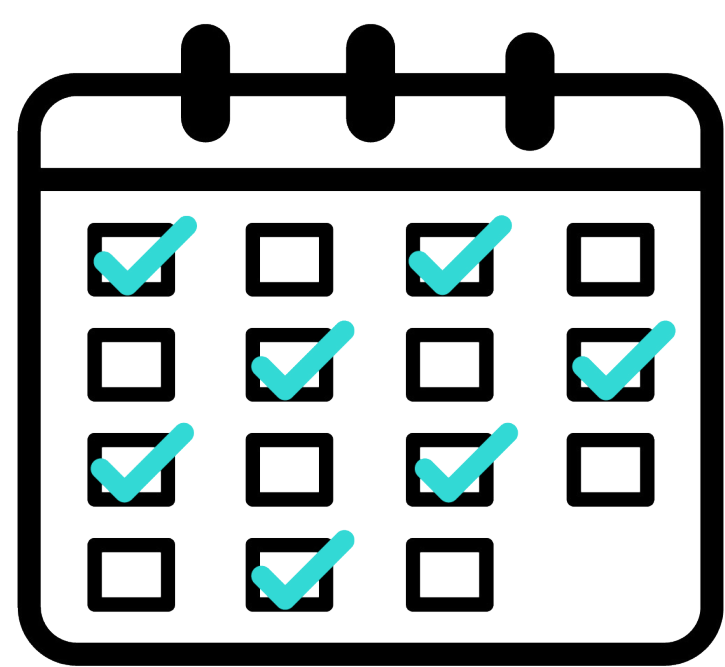


EXAMPLE:
“X minutes” of activity
or “X steps” per day, and
ensure you reach them on
your commuting days.

Week 4

EVERY OTHER DAY AND ONWARDS

For the final week of the challenge, aim for an active commute every other day or even more frequently if you're feeling up to it.



By this point, your body will be adjusting to the increased movement, and you may find the routine enjoyable and rewarding.

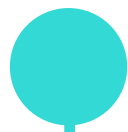



Cost savings

One of the great perks of active commuting is the financial savings. If you already have a bike, commuting is essentially free. No more spending on petrol, parking, or public transport fares.

Even if you don't have a bike, a one-off investment in a good quality bike and safety gear can save you money in the long run. Plus, maintaining your bike is far cheaper than maintaining a car.

SAFETY FIRST

Active commuting, particularly cycling and running, comes with safety considerations, so keep these tips in mind:

-  **WEAR A HELMET**
Always remember to wear a helmet when you're cycling.
-  **BE VISIBLE**
Wear reflective clothing or bright colours, particularly if you're commuting in the early morning or evening. Ensure your bike has lights, and use them when visibility is low.
-  **PLAN YOUR ROUTE**
Choose routes that are bike or pedestrian-friendly. Avoid heavily trafficked roads and stick to bike lanes or paths where possible.
-  **STAY ALERT**
Be aware of your surroundings, especially if cycling alongside traffic. Use hand signals, follow traffic laws, and make eye contact with drivers when crossing roads. Avoid wearing earphones when cycling at all costs.

Taking part in the challenge if you're on holiday

We know that August isn't a typical month. School holidays, family commitments, and summer breaks can throw your routine out the window.

If you're usually commuting via school drop-offs, now's the time to create a new habit: perhaps a walk or ride after breakfast with the kids, or a solo loop before starting work from home. If you're away on holiday, try swapping the sunbed for a morning walk, a scenic cycle, or even a beach run. It all counts.

By the end of August, you'll have transformed your commute into a valuable part of your health routine. Even if you manage to switch just one longer-commuting day to a walk and public transport combo, you'll feel:

- **Fitter**
- **Save money**
- **Made a positive impact on the enviroment**

