



7 Steps to success

1. Set your aims, targets and outcomes

Deciding what the overall aim of The Daily Mile group is, setting targets and agreeing the outcomes will help you to focus your energies in the right areas and help you to evaluate and measure success/impact. You may look to engage some community members at this early stage to enable them to gain greater ownership of the project. This can also help with recruitment to the group, as they are often great advocates for you and the opportunity.

2. Consult

Find out what your target group wants from The Daily Mile, where and when they would do it, what is important to them when taking part. They may want to bring prams/buggies/children or bring their dogs, partners and other family members. Also establish what would stop them from joining. This will help you remove barriers and increase participation. Take all their views in account when planning.

Consultation methods could include questionnaires – online or paper, informal conversations, focus groups, comments boxes. Carefully consider your target group and the accessibility of the methods you choose. Bear in mind possible digital deprivation, language barriers, literacy levels and time available.

3. Share

Use the consultation opportunity to share the benefits of The Daily Mile. [[links to 5 Ways to Wellbeing & At a glance facts](#)]

4. Action plan

Create an action plan. Start with your aim, targets and desired outcomes. Research possible Daily Mile routes being mindful of the feedback from the consultation and the barriers shared. Check out apps/websites for planning and recording routes: [Mapping apps page](#) [Tracking apps page](#)

- Is the route suitable for use with a pram/buggy or a wheelchair?

- Are the paths or pavements wide enough to do The Daily Mile side by side with others if caring for others such as with children, elderly relatives, people requiring additional support)?
- If elderly or less mobile friends and family are taking part, is the ground suitable, are there steps? Or is any part of the route steep? Are there busy roads you need to avoid?
- When planning to run/jog/wheel/walk with dogs, check they are allowed on the route.
- How well-lit is the the route at dusk or when dark? You want your group to enjoy taking part and not be anxious.
- Include some activities for the children to do along the way, helping them learn, laugh and love their Daily Mile too.

We have created these especially for you: [The Daily Mile Activities Sheet](#) and [Daily Mile Bingo](#)

Set a start date, allowing plenty of marketing time beforehand. Avoid key festival dates, bank holidays etc. Establish a meeting place ensuring it is easy to find and safe to wait at. Develop a marketing plan. See Action Plan template below.

5. Promote

Raise awareness of The Daily Mile plan in places where your target group will see them. Often a combination of marketing methods works well. See toolkit heading [Promoting a Daily Mile and Engaging others](#)

6. Set goals (group and individual)

Encourage everyone to set their own and group goals to support motivation.

7. Sustain

Find ways to encourage everyone to attend regularly. Continue to share benefits of a Daily Mile, develop an incentive scheme, celebrate successes.