



AW24 at a glance	
Participants	13,269
Teams	4,160
Departments	110
Number of prizes awarded	50
Distance travelled	2m km
Number of steps	2.9 bn
Workplace event funding	£10,000

In the lead-up to the start of AW24 we encouraged the whole of the civil service and public sector to sign up and join a team. We felt that having teams would encourage a lot of people who might not otherwise get involved. Attempting something new on your own can be overwhelmingly nerve-wracking! We hoped that the prospect of participating with teammates whom they already knew and worked alongside in daily life would help overcome that. And team sports offer a lot of support and camaraderie, which helps everyone further (and builds up new friendships too).

Another barrier we hoped to hurdle with AW24 was the lack of time and opportunity that many people tell us prevents them getting active. They're so busy with their lives – work, children, other caring responsibilities and so on – that they simply can't

invest in their own wellbeing. So the team behind AW24 was keen to provide the time, techniques, opportunities and equipment that can help with this. AW24 was packed full of resources, tools, classes and ideas for trying new ways to get active. And these were specifically designed to fit around busy lives, like lunchtime walks, badminton games, yoga classes and 10-minute workouts that don't need a gym or fancy equipment.

**Workplace associations**

In order to fully understand those barriers and comprehensively navigate the hurdles, we worked in partnership with a number of different workplace associations (WAs), the sports and social groups that operate in departments and workplaces. As well as sharing their extensive experience, the WAs helped facilitate active events designed to engage, excite and entertain their members and colleagues.

The associations know their members incredibly well, which means they are perfectly placed to understand what drives and motivates their colleagues. Throughout 2023, with support from CSSC, they hosted sports days and activity events as a way to foster healthy, active lifestyles through friendly, yet competitive and spirited, competition. These sports days proved increasingly popular and the perfect energiser to foster interdepartmental collaboration and networking.

**A celebration of success**

Feedback from the record number of participants has been overwhelmingly positive, with many already planning next year's challenge. The benefits reported include:

- improved physical and mental wellbeing;
- a great sense of achievement;
- feeling part of a team supporting each other;
- taking time for oneself;
- creating new healthy long-term habits;
- increased confidence;
- feeling energised;
- breaking down barriers around getting involved;
- opportunities for trying new things.

Loads of you got in touch to say how much you enjoyed taking part in this year's Active Wellbeing challenge, sharing your photos with us and on social media too.

Lunchtime walks seemed to be the most popular activity, being great for getting people out and about and socialising together at a suitable time which didn't eat into personal lives and other responsibilities.

Also popular were yoga and Pilates classes, five-a-side footy tournaments, rounders and netball games, as well as litter picks, skipping and – yes – even housework (two benefits in one)!

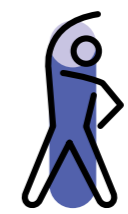
**AW24 was packed full of resources, tools, classes and ideas for trying new sports**

Congratulations to everyone who took part in CSSC's Active Wellbeing around-the-world challenge. You helped make this our most successful, most engaged with and most inclusive campaign ever. Nearly 14,000 people took part, across 100 departments, from over 20 regions around the country.

**Active Wellbeing 2025**

Don't worry if you missed this year's Active Wellbeing. We'll be back again next year with even more fantastic activities.

And if you've been inspired to start your active journey, to try something new or to simply connect with colleagues across the civil service and public sector, why not explore CSSC further? There are thousands of opportunities to get active, try new sports, save on health and fitness, and meet like-minded colleagues.



**If you're passionate about helping to motivate and inspire your colleagues with sports, games, activities and challenges, why not get in touch and help us to launch Active Wellbeing for the best start to the new year.**

**You can email [activewellbeing@cssc.co.uk](mailto:activewellbeing@cssc.co.uk) to register your interest and be one of the first to hear what's coming up.**