

**Step Count
Challenge**

Walking Scotland

FUNDED BY **2026
SUMMER
OF SPORT**

Promotional pack



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About us



Walking Scotland

Your national walking and wheeling charity

We are a charity that helps make walking and wheeling a part of everyday life. We promote the benefits of walking and wheeling on our physical, social and mental health. Our programmes connect communities and inspire positive behaviour change. We also improve places and spaces to walk and wheel.

We're an advocate for making walking and wheeling inclusive. We work with partners and local communities to reduce barriers. This ensures everyone has the chance to walk or wheel everywhere they go. By focusing on walking and wheeling, we're helping to solve some of Scotland's biggest challenges, from health inequalities to the climate-nature emergency.

We use both terms walking and wheeling as it's more inclusive. Both words represent the action of moving at a pedestrian's pace, whether or not someone is unaided or using any kind of wheeled mobility aid.

Summer of Sport Step Count Challenge

In a summer packed with sport, from the Football World Cup and the Women's Scottish Open to the Commonwealth Games, we want to get Scotland walking and wheeling.

Introducing the Summer of Sport Step Count Challenge. Running from **Monday 6 July** until **Sunday 2 August 2026**, this free, special edition is all about tapping into the summer buzz and feeling part of something big happening right across the country.

Maybe big sporting moments aren't your thing, but you're still looking for a feel-good way to move more and feel involved. Either way, this challenge is for you!

A big thanks to Summer of Sport who are supporting the Summer of Sport Step Count Challenge so we're able to offer it for free. Let's step into summer together!

How to use this pack

Welcome to the Step Count Challenge community!

Now that you're joining in, it's time to spread the word. Let your family, friends, community, colleagues and followers know you're stepping up to the challenge and why.

This pack will help you to:

- share your news about taking on the Summer of Sport Step Count Challenge
- encourage others to sign up
- enable more people in Scotland experience the benefits of walking and wheeling.



Social media

Social media is a great place to shout about taking on the Summer of Sport Step Count Challenge and to raise awareness about the benefits of walking and wheeling.

Share our “taking part” badges to let everyone know you’ve stepped up to the challenge. We have versions for individuals as well as for groups, clubs, organisations and workplaces.

Find them in the **resources** tab on the [Step Count Challenge website](#).





You can also use our sample social media posts to tell your followers about how you're walking or wheeling your way to a healthier, happier you this summer:

- We're taking on the free Summer of Sport Step Count Challenge. It's a fun, feel-good way to move more this summer! Who's with us?
- In the mood for a little movement? Let's turn everyday walking and wheeling into wins this summer with the free Summer of Sport Step Count Challenge.
- We're energising our summer with the free Summer of Sport Step Count Challenge. Are you in?
- We're stepping into summer with the free Summer of Sport Step Count Challenge. Get involved!

- We're stepping into a summer of fun, fresh air and friendly competition with the Summer of Sport Step Count Challenge. Walk with us!
- This summer, we're moving more and feeling the difference with the Summer of Sport Step Count Challenge. Ready to step up?
- Walking is good for us, our communities and the planet. 3 great reasons for taking on the Summer of Sport Step Count Challenge!
- Stepping out, staying positive and soaking up the sun. Let's walk our way to a better day with the Summer of Sport Step Count Challenge!

Don't forget to tag us. Our social media handles vary slightly by platform, so be sure to use the right one when posting. Just add the relevant handle from the list below.



@walkingscotland.bsky.social



@walkingscotland.org.uk



@walkingscotland.org.uk



@walkingscotlandcharity

E-news and intranet

E-news and intranet sites are the perfect place for groups, clubs and workplaces to let their members and staff know about the Summer of Sport Step Count Challenge and to recruit as many teams as possible.

Tailor our template announcement to use in your internal communications.

Let's step into summer!

We're taking on the free Summer of Sport Step Count Challenge. Are you with us?

The 4-week team walking challenge starts on Monday 6 July and is designed to get us walking or wheeling more during a summer filled with sport and togetherness.

It's simple. Gather a team of 5, log your steps and celebrate the small wins that add up to big change.

The benefits of walking and wheeling more are huge! It can boost your mood and make you healthier. It's also a great way to connect and have fun together.

You don't have to be a top athlete to take part. The challenge is all about small shifts in everyday habits that help us feel healthier and happier.

If you're up for the challenge, contact {insert contact} to sign up.

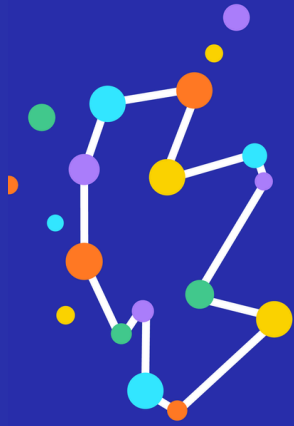
Next steps

Now that you're signed up and have started telling everyone you're taking on the Summer of Sport Step Count Challenge, have a look at our **welcome pack** in the **resources** tab on the Step Count Challenge [website](#).

Inside you'll find a **getting ready checklist** along with **tips, tools and inspiration**, and our most **frequently asked questions**.

Anything else? [Send us an email](#).





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Your national walking and wheeling charity

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