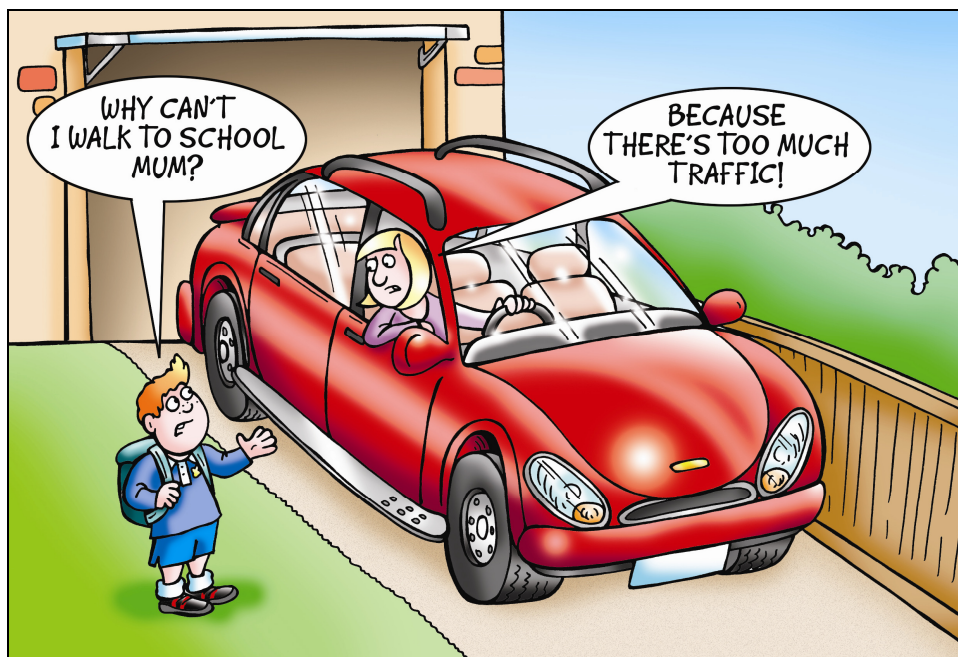


# Actions and initiatives to encourage active travel to school





# Introduction

There are many actions and initiatives that a school can carry out to achieve the targets that they have set for each of their objectives in their School Travel Plans (STPs). They could be short or long term actions, and could include actions for staff and parents as well as those aimed at the pupils.

Over the following pages are examples of some of the actions and initiatives that Cambridgeshire County Council can assist you in delivering at your school, as well as ideas for schemes you can promote yourselves and initiatives that some other providers promote. There are also useful websites where you can access many more schemes and resources.

This list is by no means exhaustive and you will probably be able to think of many other activities that you are already doing within the school, or that you have heard other schools having success with that could be included in the action plan of your STP.

The initiatives have been split into those that promote walking and those that promote cycling, although it is clear that many of the initiatives could cover more than one objective in your STP. The final two sections include a list of websites providing lesson plans and other resources and some ideas about how you can promote sustainable and active travel to school.

Texts shown in blue and underlined are links to web pages or email addresses in the electronic version of this document which can be accessed at:

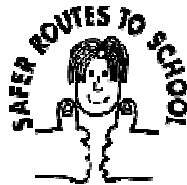
[http://www.cambridgeshire.gov.uk/transport/safety/routes\\_school/stps/ReviewingSTP.htm](http://www.cambridgeshire.gov.uk/transport/safety/routes_school/stps/ReviewingSTP.htm)

*Reference to specific companies does not indicate that Cambridgeshire County Council is endorsing their product over others available on the market.*

# Initiatives to Increase Walking



## COUNTY COUNCIL INITIATIVES



### Safer Routes to School Project

The [Safer Routes to School Project](#) helps teachers, parents/carers and children to reduce car use on the school journey and adopt a more sustainable approach to getting to school by walking and cycling thereby increasing their independence, health and fitness.

Schools apply to join the two year project and, if successfully accepted onto the project, are appointed a project officer who works with members of the school and local community to identify issues that prevent or discourage walking or cycling to school. The school and project officer work together to resolve the issues in the most effective way. This could be by education, encouragement and/or engineering,



### Pedometers

The School Travel Advisor has pedometers available to lend, at no cost, to schools wishing to encourage pupils to recognise the health and fitness benefits of walking. The pedometers come with activity sheets that outline some of the ways they can be used and pupils are free to take them home to count the number of steps they take each day. They are a great resource to show how walking to and from school, all or part of the way, increases daily activity level. Schools can use their imagination to incorporate the

pedometers into curriculum work in subjects such as I.T., Geography, and P.E.

### Active Travel Passports

Schools may purchase Active Travel Passports from the School Travel Advisor at 15p each. These can be used in many different ways to reward children that use an Active Travel method to get to school (Active Travel = walk, scooter, cycle, park & stride). There are three designs reflecting the different school terms and are set out so that pupils can receive a sticker or another form of recognition each time they use an active travel method to get to school. Schools can then decide how they wish to reward children for travelling actively.



### Walking bus

A [Walking Bus](#) is a concept designed to encourage children to walk to school thus helping them keep fit and benefiting the environment by the reduced use of cars for the school run. The walking bus is a simple idea which any parent; teacher or interested party can set up. The basic idea is that a group of children walk to school together with accompanying adults to ensure their safety. This is an opportunity for fresh air, exercise and a chat with friends and reduces the number of vehicles at the school gates which pose a safety and environmental problem. There are guidelines on the County Council's website on how to set up a successful [walking bus](#) in your school. Hertfordshire County Council has pioneered a hybrid bus incorporating walkers and scooters, to cater for all ages.



### Jofli Bear

Cambridgeshire County Council runs term-length projects for Key Stage 1 pupils in schools around Cambridgeshire using [Jofli Bear](#). The bears are lent to the school, together with a series of lesson plans and activities and schools are encouraged to lend the bear to children to encourage walking as an activity – whether that be on the journey to school or as a healthy activity to be doing out of school time.

## SCHOOL LED INITIATIVES



### Look at site improvements

- Consider the school site and how you could create a more welcoming environment for children walking and cycling to school.
- Provide lockers for pupils to use so they do not have to carry heavy bags to school when walking
- Playground markings could be added to the playground to assist in road safety education
- A parent waiting shelter could be erected to encourage walking whatever the weather



### Park & Stride

Many families live too far away from school to be able to walk and some parents have to drive on to work and so need to take the car. Even the most regular walkers sometimes might need to take the car; especially after school if you are going on to do something in a different place. The [Park and Stride](#) scheme, where parents are encouraged to park a good distance away from the school and walk the last five or ten minutes, is a simple solution to these problems and means that children at least walk some of the way to and from school.



### Walking Challenges & Competitions

Many schools around the Country have devised their own walking challenges, introducing a competitive element either between pupils, classes or even schools. You can broaden the scope of these competitions to include all pupils (including those for whom walking to school is not an option) by encouraging children to walk laps of the school grounds for example at lunch or play time. Examples of these sorts of competitions include Surrey's [Golden Boot Challenge](#) or Suffolk's [Walk to Athens](#) challenge. Rewarding pupils that choose active travel to school needn't cost anything, you could consider giving them extra "golden time" (or your school's equivalent), or allowing them to have first sitting at lunch time.



### Devise and promote walks in the local area

Information about the public rights of way in the area around your school can be found using an Ordnance Survey map or by consulting the Cambridgeshire

County Council's Rights of Way Team. In addition the Natural England website, [Walking for Health](#) contains information about walking for pleasure and specific walks that may be available in your area.

### Provision of hi-viz products

Purchase hi-viz tabards from companies such as [Brightkidz](#) and loan them to children walking to school, or using a walking bus. Other items can be purchased at low cost to be used as prizes in competitions or as rewards. There are many companies offering these types of products.

## INITIATIVES RUN BY CHARITIES



### Initiatives run by Living Streets

Living Streets (<http://www.walktoschool.org.uk/>) is the national charity which supports and encourages walking. The charity runs the “Walk to School” campaign, the aim of which is to encourage all parents, children and young people to make walking to school part of their daily routine. The website contains a selection of learning resources clearly linked to the national curriculum to help schools embed walking to school into lessons, including:

- Sets of lesson plans for KS1 and KS2 lasting around 1 hour each
- WoW (walk once a week) learning resources
- An Activity session for children of all ages lasting around 1 hour
- An Assembly Pack to get children excited about walking to school
- WoW Walking Zones with more information about how to set up a zone and the benefits it can bring

In addition, Living Streets run the following campaigns and initiatives:

- Walk to School Week: an action-packed awareness week in May each year. They encourage parents, teachers and local authorities to run fun events and activities to raise awareness about walking to school.
- Walk to School Month: a month long awareness event held in October every year where schools across the world join forces to promote walking to school.
- WOW (walk once a week): an initiative where children record how they travel to school on a class wall chart or individual postcards. If they walk at least four times a month, they receive a badge, all of which are highly collectable. The badges run from September to July and are

designed by the children themselves in a national competition where Living Streets sets a theme each year, such as 'Nature in the UK' or 'My Walk to School'.

- *Step Up*: a campaign to get young people of secondary school age walking more on their school journeys. It comes in three strands:
- *Free Your Feet* is a whole school walking challenge. Students record their daily walking on a record card. Completed cards are entered into a prize draw to win high street vouchers. The challenge can take place anytime during the school year and lasts for a week.
- *Campaign-in-a-Box* is a toolkit for student-led campaigns for better streets. The kit contains everything you need to help student learn campaigning skills and improve their streets.
- *The Step Up Video Project* is an online platform for short films about walking to school, made by young filmmakers. A free, downloadable resource pack contains everything adults and young people need to know, to start make films and share them with the world.

### Other Companies/Charities and National Initiatives

#### Change4Life

Get involved in the [Walk4Life](#) campaign (part of [Change4Life](#)).

Change4 Life has developed a Walk4Life Toolkit which has everything you need to help children and families keep active. The toolkit includes a Local Supporter's guide to Walk4Life, tips and fun games for every day walks, fun walking games for parks and woodland walks and a Walk4Life poster to advertise any group walks you might organise in your area. It helps with questions and barriers people have about walking, and offers advice for staying safe while walking.

The toolkit has been developed with the help of a number of partners including The Ramblers Association, Walk England and Living Streets. The toolkit can be downloaded from

[www.nhs.uk/Change4Life/Pages/Partners.aspx](http://www.nhs.uk/Change4Life/Pages/Partners.aspx) . There are also some animated walking hints online here:

[www.nhs.uk/change4life/Pages/Walk.aspx](http://www.nhs.uk/change4life/Pages/Walk.aspx)

### The Co-operative Group Store Walking Bus package

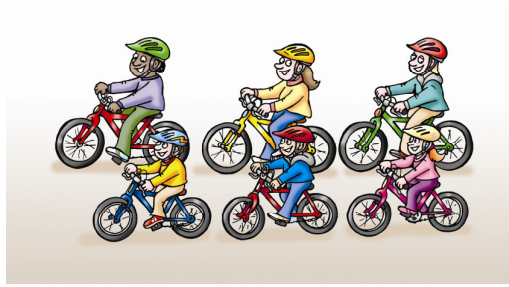
Is your school near a Co-operative Group store? Are you thinking of starting a walking bus? If the answer to both questions is yes, you may be eligible for one of the Co-operative Group Walking Bus packages, which includes the following materials:

- 40 junior or infant high-viz vests
- 10 adult hi-viz vests

- a banner for the school railings, to promote the bus to children and parents
- posters for use in the school to promote the bus
- 50 hi-viz snap bands to use as rewards for the walkers.

For more details and to find out if your school is eligible for these goodies  
email [social.goals@co-operative.coop](mailto:social.goals@co-operative.coop)

# Initiatives to increase cycling



## COUNTY COUNCIL INITIATIVES

### Cycle Training

Cycle training can be delivered to young pupils aged 8-10 through [Pedal Power](#), an off-road, basic skills cycle training course. This is a practical course carried out by volunteers from the school community with assistance from information provided by the Road Safety Team

Depending on where you are in the County you can either run [The Safer Cycling Scheme](#) to your Year 6 pupils through volunteers trained by County Council officers, or benefit from [Bikeability](#) cycle training.

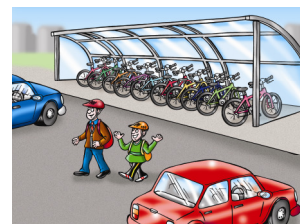
### Transport for London (TfL) Cycling curriculum resources

Developed by TfL, Cambridgeshire County Council has a set of curriculum resources covering all Key Stage 3 & 4 subject areas which link in to the theme of cycling. Schools can borrow one or more subject areas for a term to assist in lesson planning. Contact the School Travel Advisor for more information.

## SCHOOL LED INITIATIVES

### Improve cycle/scooter storage

The County Council works with a number of different external providers of cycle shelters, but there are many such providers and schools are encouraged to shop around for the best design to suit their grounds. Some



cycle storage may need planning permission, so advice should be sought before committing to a particular product.

### Cycle Reward Schemes

These could work in conjunction with a walking reward scheme such as WOW, or could be stand alone schemes to encourage cycling. Consider what would be a good incentive for the pupils at your school. If you are a Primary school this might be extra class merits or 'golden time', if a Secondary school you might look at first sitting for lunch, house points, etc

### Bike skills/maintenance clubs

How about starting a bike club, either after school in a school lunch hour. This could be run by an enthusiastic member of staff or parent helper. You could use the time to help the children develop their riding skills or how to look after their bikes.

### Cycle to School Travel Policy

Consider developing school policies on cycling to school, addressing behaviour, road-worthiness of bike, safety equipment etc

### Cycle Trains

Investigate setting up [a cycle train](#); a group of school children cycling to and/or from school with parents/carers and/or volunteers, one acting as the 'driver' who leads the way, and one at the rear, the 'conductor'.

### Decorate your bike/bring a bike to school days

Run events in which the use of a bike to get to school is promoted through competition and fun events. You could ask a local bike shop to sponsor the event by donating equipment or even a bike as prizes. 'Bling' your bike competitions in which pupils decorate their bikes are usually very popular, or you could consider running a family day in which parents and carers are encouraged to bring their bikes and take part in activities with their children at school, such as a family bike ride.

## INITIATIVES RUN BY OTHER COMPANIES AND CHARITIES

### Initiatives run by Sustrans

[Sustrans](#) is the UK's leading sustainable transport charity. It aims to reduce the environmental and resource impacts of transport, enable people to choose active travel more often, provide car-free access to essential local services and turn streets and public spaces into places for people to enjoy.

- [The Big Pedal](#)

This is a virtual bike ride in which schools around the country compete against each other to complete a virtual race.

- [Links to Schools Cycle Parking Grants](#)

This scheme can provide grants to allow schools that meet certain criteria to provide new cycle storage at a school.

- [Sustrans Safe Routes to School](#)

Web pages that contain resources and information about promoting sustainable travel to school

- [Bike It](#)

The Bike It project works directly with schools and school children to encourage cycling. A Bike It officer spends time with the school community in fun activities and promotional work to increase the numbers cycling.

- [Bike Belles](#)

The Bike Belles Guide is for women and girls who want to cycle more.

## Other Initiatives

### Bike Club

Bike Club is an initiative that aims to use cycling as means to engage with children and young people and challenge them to try something new.

### Cyclicious & Cyclone

These are packages to encourage children to stay fit and healthy by cycling to school. Cyclicious is aimed specifically at encouraging more girls to cycle, while Cyclone is directed to boys.

### Team Green Britain Bike Week

Team Green Britain Bike Week is the UK's biggest cycling event and has one simple aim: to make everyday cycling for everyone. In 2012 Team Green Britain Bike Week will take place 16th - 24th June.

## Websites with useful lesson plans or further Information

Living Streets' Walk to School Campaign pages contains lesson plans and activities relating to walking: <http://www.walktoschool.org.uk/>

Sustrans - the cycling charity has a collection of useful information and lesson plans related to cycling: <http://www.sustrans.org.uk/>

The Department for Transport's Road Safety pages can be used by children and teachers alike to access Road Safety Education materials: <http://www.dft.gov.uk/think/>

The Bicycle Helmet Initiative Trust has a "Kids Zone" with online activities related to wearing bike helmets: <http://www.bhit.org/>

A lesson plan from the Red Cross regarding the problems of texting on a mobile phone whilst walking: <http://www.redcross.org.uk/What-we-do/Teaching-resources/Lesson-plans/Texting-while-walking>

A collection of lesson plans about sustainable travel and transport can be found on the Environmental Transport Association's website: <http://www.eta-schools.co.uk/>

Global have a literacy lesson plan around walking: <http://www.macmillanglobal.com/elessons/lesson-plan-78-walking-on-two-feet>

If you are a member, the TES website has a lesson plan specifically for Walk to School Week: <http://www.tes.co.uk/teaching-resource/Walk-to-School-KS1-lesson-plan-6059916/>

Cornwall County Council has a number of lesson plans on their website: <http://www.cornwall.gov.uk/default.aspx?page=14870>

Leeds City Council has a number of Road Safety related lesson plans: <http://www.leeds.gov.uk/page.aspx?pageidentifier=9A26E5B2C63DE1E280256E1500352CE3>

The BBC has a lesson plan around cycling: <http://www.teachingenglish.org.uk/lesson-plans/cycling>

If you have access at your school, Lesson Planet and Lesson Corner contain a number of cycling related lesson plans and activities:

<http://www.lessonplanet.com/lesson-plans/cycling>,  
<http://www.lessoncorner.com/search?q=bicycling&grade=>

## Promoting the School Travel Plan and Sustainable travel to school

- Make sure your School Travel Plan is on your school website and up to date (for help to update your STP take a look at our [web pages](#))
- Link your STP to your School Improvement Plan
- Create a leaflet highlighting the key facts from your STP
- Include sustainable travel in your school prospectus
- Ensure that there is a travel to school element at school open days
- Invite parents/carers to any event you do at the school relating to sustainable travel
- Enter the [School Travel Plan Accreditation Scheme](#) and get an award for your plan
- Download the [leaflet on parking around the school](#) from the Safer Routes to School website and ensure that it is available to all parents/carers