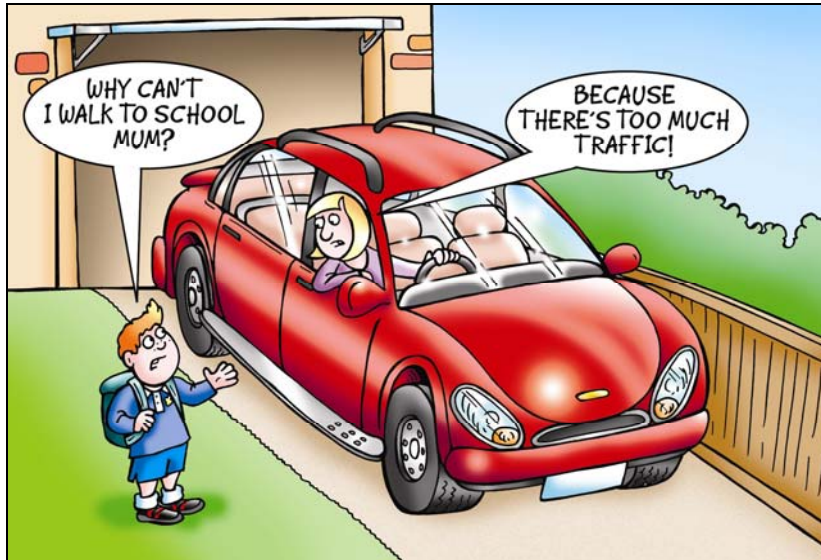


Actions and initiatives to encourage active travel to school



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.

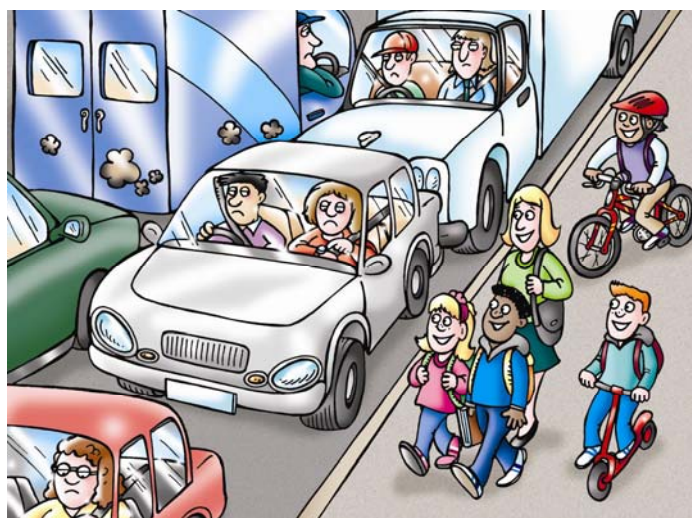
Texts shown in blue and underlined are links to web pages or email addresses in the electronic version of this document which can be accessed at:

http://www.cambridgeshire.gov.uk/transport/safety/routes_school/stps/ReviewingSTP.htm

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

Section 1

Walking & Cycling Initiatives



Cambridgeshire County Council actions/ initiatives

There are a number of ways schools, communities, teachers, parents/carers and children can work together 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. It is important to try a number of initiatives to promote sustainable travel.

Pedometers



The Road Safety Education team (road.safety@cambridgeshire.gov.uk) 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.

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.

Park and 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 & Stride scheme is a simple solution to these problems and means that children at least walk some of the way to and from school.

Joffli Bear



The Road Safety Education team offers resources for Key Stage 1 pupils in schools around Cambridgeshire. The Joffli Bear activity is one of these, 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. Please contact the Road Safety Education Team if you are interested in borrowing one of the bears. road.safety@cambridgeshire.gov.uk

Cycle Training



Depending on where you are in the County you can either run [Safer Cycling](#) courses to your Year 6 pupils, or benefit from [Bikeability](#) cycle training. You may be able to access training for staff or parents to encourage participation by all members of the school community in adult cycle training.

School-led walking actions/initiatives

Run a school car-free day, which could apply to the whole school community – challenge the staff to come to school in a sustainable fashion for a day as well, make a whole school event of the day.

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
- ❖ Consider the provision the school has for bicycle storage and lockers for storing helmets or clothes
- ❖ 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

What else can you do?

- ❖ Run a competition to encourage walking or cycling, either within school or in conjunction with local schools, for example designing a poster or counting the number of steps via a pedometer 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 with local volunteers.
<http://www.walkingforhealth.org.uk/>



- ❖ Get involved in the [Walk4Life](#) campaign (part of [Change4Life](#))
- ❖ 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.
- ❖ Set up a bicycle maintenance club with an enthusiastic teacher or appropriate parent.
- ❖ Consider developing school policies on cycling to school.
- ❖ Similar to a Walking Bus, a Cycle Train is simply 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'.

Externally run actions/initiatives



- ❖ [Living Streets](#) campaigns
- ❖ Living streets is a national charity working to create safe, attractive and enjoyable streets, where people want to walk. They run a number of campaigns aimed at encouraging more school pupils and students to walk to school.



- ❖ [Walk to School Week](#)
- ❖ The national walk to school campaign is the UK's largest walk to school campaign, with over 2 million children taking part each year. Walk to school week occurs twice a year, once in May and once during International Walk to School Month in October.

[WoW Scheme](#)

- ❖ WoW (Walk once a Week) is a simple and effective scheme that encourages parents and pupils to walk to school at least once a week throughout the school year. Schools can buy sets of themed badges from living streets (amongst other resources) – one for each month of the academic year.
- ❖ You could develop this idea further and run a CoW scheme as well (Cycle once a Week).
- ❖ For older students <http://www.livingstreets.org.uk/walk-with-us/walk-to-school/secondary-schools/walking-challenges>
- ❖ There are some very good resources to motivate students to walk for all or part of their school journey, which can give pupils a reason to take an interest in the area around their school, as well as the tools they need to campaign for improvements. There are a number of different campaigns under the step up heading including “free your feet”, “campaign in a box”, “the video project”, aimed at empowering young people to take an active interest in the area they live and go to school.

[Sustrans](#) campaigns

- ❖ 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.
- ❖ [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.

Other campaigns

[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.
- ❖ A quick trawl of the Internet will throw up numerous other schemes that schools around the country are running to encourage Active Travel.

Section 2

Involving parents/carers & promoting active travel to school

Brake Pledge

Brake is a Road Safety Charity which runs a pledge scheme to try to encourage drivers to drive more safely. You could encourage parents/carers and staff that have to drive to school to sign up to the seven-step Pledge2DriveSafely campaign.

<http://www.brake.org.uk/pledge>

Camshare

For parents/carers/staff that have to drive to school, you could encourage car sharing either informally within the school or using a service such as Camshare. CamShare has been set up to provide a matching service for all those who live, work and travel in and around Cambridgeshire. This site matches you up with potential partners as a driver or passenger. Once matched, you can choose to journey share as little or as often as you like, with whoever you like! <https://camshare.liftshare.com/>

- ❖ Change4life <http://www.nhs.uk/Change4Life/Pages/change-for-life.aspx>
- ❖ Advertising on website and school reception
- ❖ Newsletters and school prospectus
- ❖ Whole school open day

Promoting the School Travel Plan and Sustainable School Travel

- ❖ 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
- ❖ As us about the STARS on-line school travel planning system and [School Travel Plan Accreditation Scheme](#) and get an award for your plan.

Section 3

Curriculum links



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-wedo/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.etaschools.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>
- ❖ 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=>