

Ideas for schools to promote and encourage

# WALKING AND CYCLING





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# INTRODUCTION

Many local schools have expressed concern about the number of cars present in the vicinity of the school gate at peak times. This congestion not only increases pollution levels and adversely affects local air quality, but also results in a more dangerous environment for children arriving at school.

Childhood obesity is increasing nationally, with many children not achieving the minimum sixty minutes of physical activity at moderate intensity required each day for a healthy lifestyle. Continued dependence on the car for the school run is not helping this trend.

The World Health Organisation has suggested that a sedentary lifestyle is one of the ten leading global causes of death and disability, and the Department of Health have stated that infancy, childhood and young adulthood are critical stages in the development of habits that will affect people's health in later years.

The school journey is an ideal way for both parents and young people to become more active. Whether it's a 30-minute or 5-minute journey, every little bit counts.

This guide aims to help schools encourage more walking and cycling on the journey to and from school. By providing a variety of different incentive schemes, classroom projects, curriculum links and ways parents can help, we hope there will be at least one idea from this guide that every school can try.

If you would like help introducing one or more of these ideas at your school please contact the school travel advisor:

Phil Burke  
Tel: 01344 351266  
Email: [phillip.burke@bracknell-forest.gov.uk](mailto:phillip.burke@bracknell-forest.gov.uk)

# ROAD SAFETY

The safety of every pupil on the journey to school is very important to us. We would not promote any walking or cycling scheme which we think would expose a child to unnecessary danger. However, it is important that children get the opportunity to learn and practice road safety skills and, if properly supervised, the journey to school can be an ideal time to put theory into practice.

The Council's road safety team have a wide range of presentations and resources to help teach key skills to young people, from nursery age to young drivers.

The presentations and resources available free from the road safety team can be found in the regularly updated booklet that is dispatched to schools. If you can not find yours then contact the team.

The Road Safety Team can be contacted on 01344 352000 or by email at [Road.SafetyETP@Bracknell-Forest.gov.uk](mailto:Road.SafetyETP@Bracknell-Forest.gov.uk)



# INCENTIVE SCHEMES

## Walk on Wednesday or Walk once a Week



### What's the idea?

- pupils are given a card each, with space for stamps/marks/stickers to be added
- the school chooses their WoW day for the term
- every week throughout the term, children who walk (or cycle, scoot or skate) to school on this day get their cards stamped/marked /stickered
- at the end of the term, children who have collected ten stamps/marks/stickers receive a reward
- children who usually come by car can join in by asking the car driver to park further away and walk for an agreed distance on the WoW day

### What do we need to do?

- create the cards and stickers if you are using them – you can ask the children to design the cards – the council may be able to help with design and printing
- choose a WoW day – talk to the children about which day they prefer, and try to pick one when children are not carrying extra kit or equipment such as musical instruments.
- decide who is going to stamp/mark/sticker the cards – some schools get the school council to perform this task, often at first break, others ask teachers or teaching assistants to do it in class, and some schools have parents stamping in the playground before the bell goes.
- let your parents and children know about the scheme - guidelines, including a sample letter to parents, are available from the council's School Travel Advisor
- decide what is an acceptable walking distance for those who come by car – again asking the children is the best way to achieve this
- decide on the reward children will receive – this doesn't have to cost, it could be things like a uniform free day, golden hour, extra break time, front of the dinner queue passes – ask your pupils what they want

### Variations

- you could extend the scheme so that every day a pupil walks they get a stamp/mark/sticker and then awards are given after say 25 walks, 50 walks, and 100 walks
- rather than giving out stamps, children are given a raffle ticket, the more they walk the more raffle tickets they are given, then once a week/month/term a raffle is held and prizes given out

# Golden Boot Challenge

## What's the idea?

- Pupils record how they travel to school each day for a set period eg a term
- Walking, cycling and public transport get maximum points, car use gets minimum points
- Classes compete against each other to see who are the most sustainable travellers at the end of the time period
- The winning class receives a trophy (a boot or shoe spray-painted gold and mounted on a plinth) to display in their classroom

## What do we need to do?

- Decide how your pupils will record how they have travelled - this could be a wall chart the children fill in, a question asked at register, a spreadsheet set up in Excel
- Decide the length of your challenge – every day for a term, every Friday for a term, a particular month
- Decide on a points system for your school – this could be 3 points for walking or cycling, 2 points for using public transport and 1 point for coming by car (this way each child can take part), ask your pupils what they think is a good scoring system
- At the end of the period calculate which class has the most points per pupil – each class can calculate their own total as part of a maths lesson
- Award the trophy – your pupils can make the trophy in an art class by painting an old shoe and fixing it to a piece of wood, or ask a local business to sponsor a trophy for you

## Variations

- Take a baseline survey before the scheme starts and award the boot to the class with the biggest points increase
- Instead of classes competing, year groups could compete
- Instead of a trophy the award could be a box of games or dressing up clothes for a class to use.



# CLASSROOM PROJECTS

## Walk around the world

### What's the idea?

- Every time a pupil walks or cycles to school they collect 'green miles' eg 1 walk = 10 green miles
- The green miles are added together and plotted as a route on a map
- The route travels around the world
- Each time the route reaches an interesting destination, lessons are adapted to learn more about the destination eg a specific country, a historical building, the scene of a battle

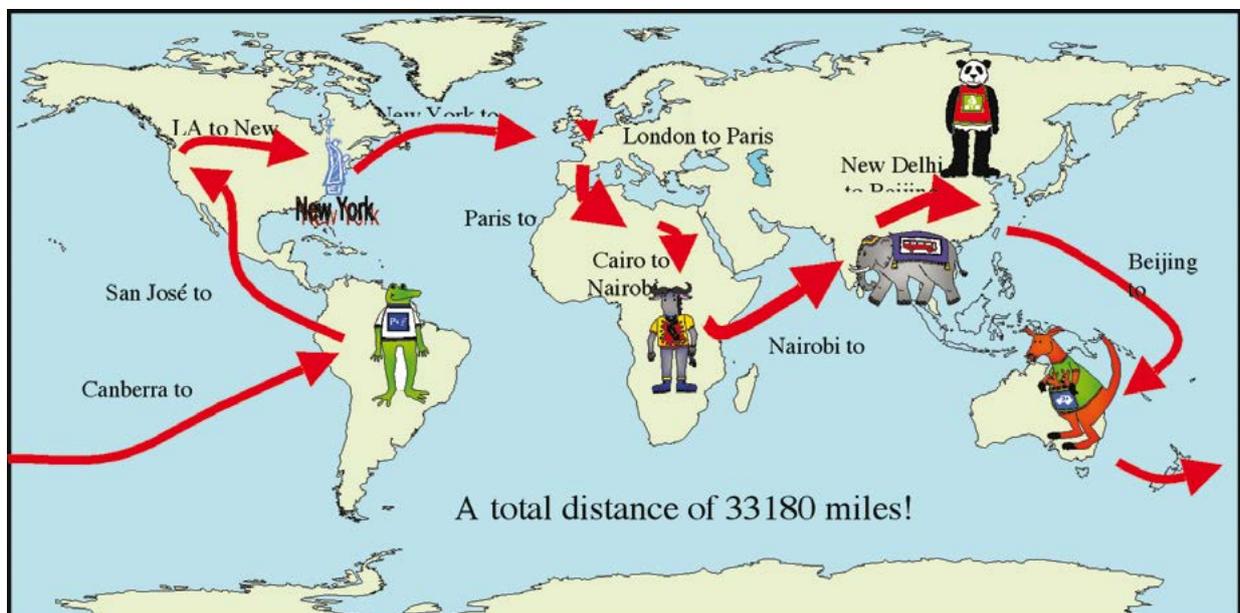
### What do we need to do?

- Decide how the green miles will be counted – talk to your pupils to decide on the best way
- Plot a route around the world and calculate how many miles there are to each destination on your route – google maps can help with this task
- Plan a lesson for each chosen destination – think about links to history, geography, art, English, science, languages, PSHE

### Variations

- You could walk around Bracknell Forest, or the British Isles, or each of the continents
- You could 'cycle' the Tour de France route using bike miles
- Classes can compete to see who can walk round the world/to a destination first.

Map courtesy of Derbyshire County Council



# Greening the Trees

## What's the idea?

- A visual representation of how 'green' the travel to school journeys of a class are
- Once a week/month/term children are asked how they travelled to school
- Each child is given a leaf shape
- If they have travelled sustainably – walk, cycle, public transport – they colour in their leaf green, if they have travelled by car they colour it in brown
- The pupils put their leaves on a tree shape drawn on the class wall

## What do we need to do?

- Decide on the frequency of your survey
- Draw tree templates and leaf templates
- Discuss the implications of the 'health' of the tree with the pupils

## Variations

- Have one big tree in the school hall for all the pupils and dedicate an assembly a month/term to discussing the health of the tree
- Have one tree per school year in the main hall and compare the healthiness of each tree as a competitive element
- Colour leaves bright green for walking, cycling or public transport, a paler shade for park and stride, yellow for car sharing, and brown for car to the school gates



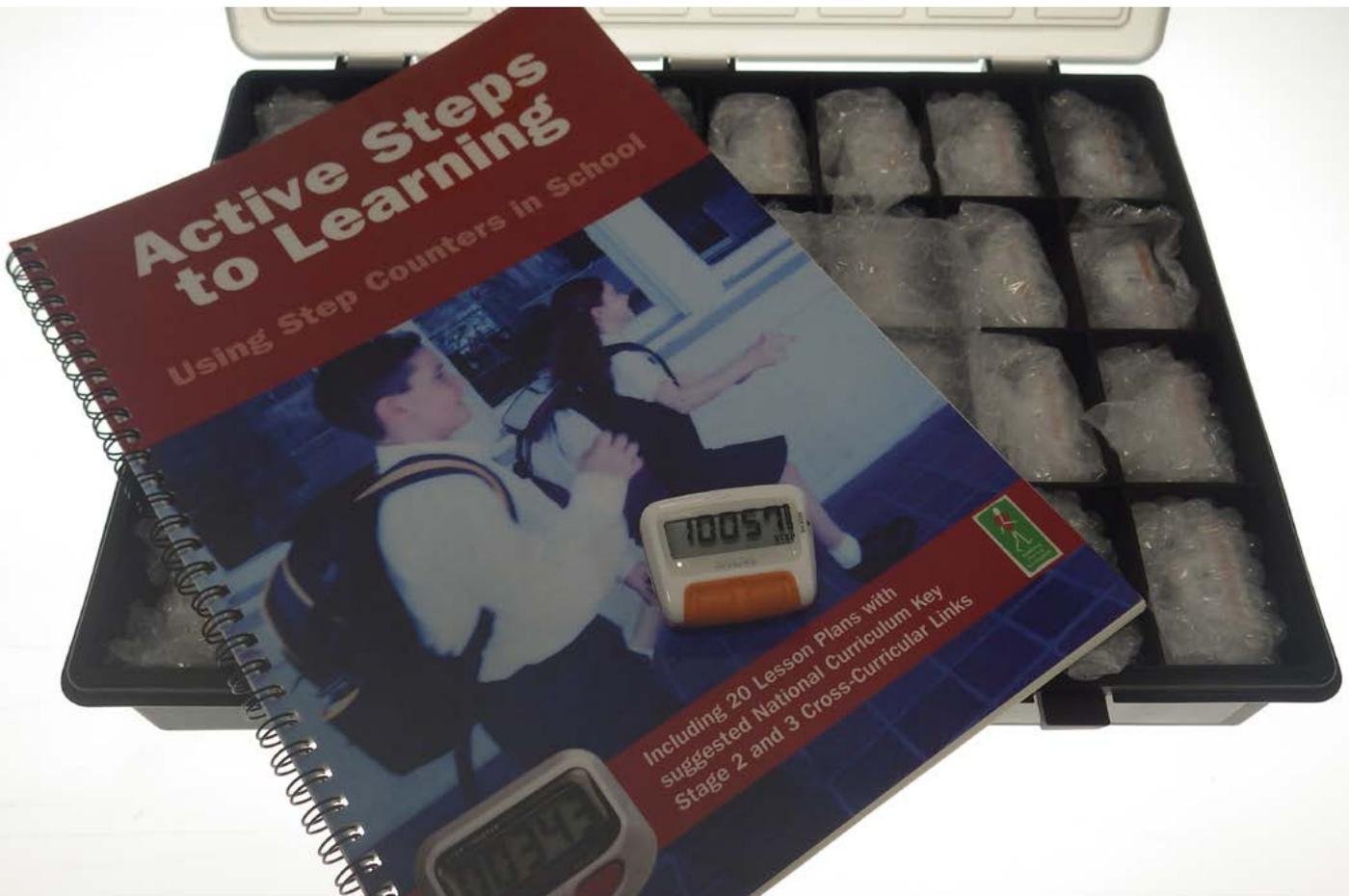
# Step Counters

## What's the idea?

- A pack of 32 step counters that can be loaned from the council
- Each pack comes with a booklet of twenty lesson ideas for using the step counters
- Pupils in the class are given a step counter to record how many steps they take while taking part in a variety of exercises
- Pupils learn about physical activity in their everyday lifestyles

## What do we need to do?

- Contact the council to book the step counter pack
- Use the booklet to create some lessons using the pack, or create your own lessons.



# Poster Competition

## What's the idea?

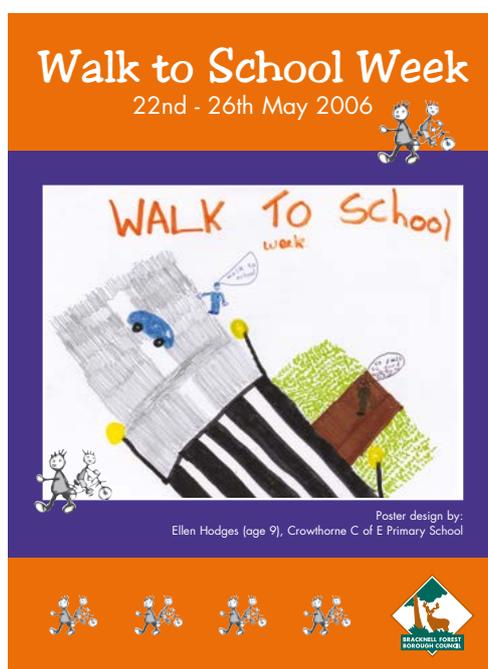
- Pupil's design posters to promote walking or cycling to school
- Each month or term, winning designs are used around the school
- The best entry from all schools will be used across the borough to promote walk to school week in May

## What do we need to do?

- Dedicate a lesson to creating the posters – this could include looking at adverts for other products and discussing what makes a successful advert
- Choose a theme each month/term – eg health benefits of walking and cycling, environmental benefits, safety, learning and practising road safety skills, making new friends
- Decide on how you will choose the winning entry – eg school council vote, whole school vote
- Make copies of the winning poster entry and put them up around the school, you could also include a copy in the next school newsletter (the Council can help with scanning the winning entry if required)
- Send your best poster to the Council each March so that it can be considered for the poster to promote Walk to School week in May

## Variations

- You could turn the winning posters into a calendar
- Instead of a poster competition you could have a photo competition, asking pupils to take a photograph of something they see on their journey to school
- Photos from those who walk or cycle are likely to be more interesting than from those who travel by car



# Map of walking routes to school

## What's the idea?

- Pupils help identify key walking and cycling routes to school
- Pupils help create artwork for a map highlighting the routes
- The map is sent out to families, new entrants, included on the website and in the prospectus etc

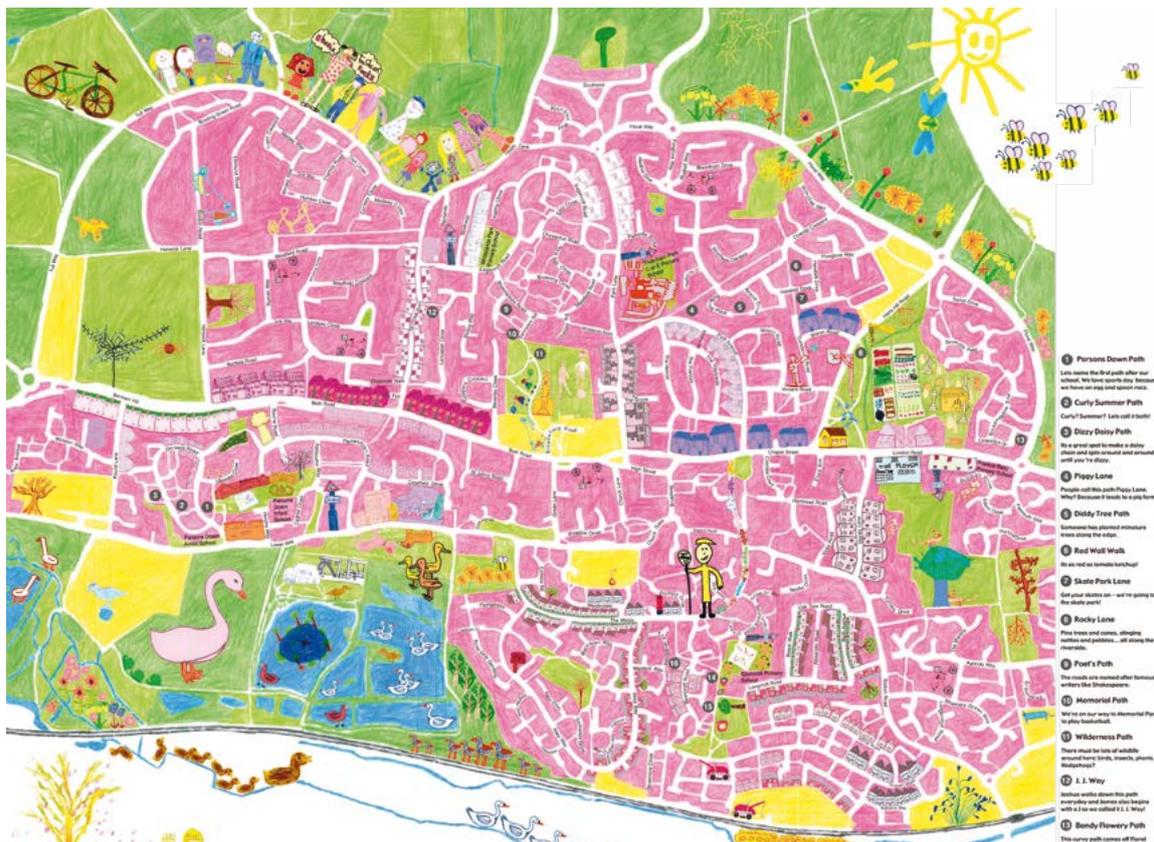
## What do we need to do?

- Give pupils a blank map showing the school and the neighbouring area (these can be provided by the Council)
- Get pupils to mark on their route to school
- Take the pupils out along the most popular routes and ask them to draw what they see – eg buildings, trees, crossings, interesting objects etc
- When you have collected all the art work, contact the council who will help you turn the artwork into a map

## Variations

- You could work with neighbouring schools to create a combined map for your area

Map extract courtesy of West Berks Council



# WHOLE SCHOOL IDEAS

## Walking Bus

### What's the idea?

- A group of children walking to school in hi-visibility tabards in an organized group, escorted by parents
- The 'bus' follows an agreed, timetabled route, picking up passengers as it goes
- Children who would normally be driven to school by parents eager to continue on to work, can be picked up by the bus instead

### What do we need to do?

- Ask your parents if they would be interested in a walking bus – either in terms of letting their children be part of one, or helping to run one
- If you have enough positive response, decide on a route and timetable for your bus
- Volunteers will need to be DBS checked in order to qualify for public liability insurance, and the route will need to be risk assessed by the council's road safety officer
- For more details contact the council's School Travel Advisor

### Variations

- For more details contact the council's School Travel Advisor

# Walking Taxi

## What is it?

- An informal arrangement where a small group of children walk to school with one or more adults
- Often working best in streets where some children already walk and those who are normally driven can join the existing walkers

## What do we need to do?

- Encourage parents and pupils to walk together to school
- Identify areas where children who walk live near children coming by car – the council can provide post code plotted maps to help with this
- Find ways to contact families in target areas – this could be through a coffee morning for everyone living in certain streets, or a presentation on parents evening, or through the school newsletter, or a big map on display in reception asking for people to sign up as either “willing to walk other children” or “looking for someone to walk my child”
- Consider an incentive for children or parents who walk with other children.



# Cycle Train

## What's the idea?

- A group of children cycling to school in hi-visibility tabards in a group, escorted by parents
- The 'train' follows an agreed route, picking up passengers as it goes
- Parents who may be nervous about their child cycling to school on their own may be more willing to allow their child to cycle in a group

## What do we need to do?

- Ask your parents if they would be interested in a cycle train – either in terms of letting their children be part of one, or helping to run one
- If you have enough positive response, decide on a route and timetable for your train
- Volunteers will need to be DBS checked in order to qualify for public liability insurance, and the route will need to be risk assessed by the council's road safety officer
- For more details contact the council's School Travel Advisor



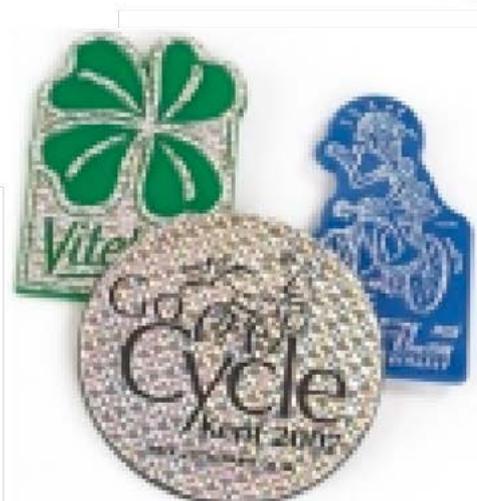
# Cycle Permit Scheme

## What's the idea?

- Children who want to cycle to school have to apply for a cycle permit
- The permit is promoted as something 'cool' to have, so that other children are encouraged to cycle to get a permit

## What do we have to do?

- Decide on the criteria for obtaining a permit, this could include such things as: bike must be checked by school staff to ensure it is roadworthy, pupil must have a helmet and a lock, parent signs an agreement slip
- Involve your pupils in how to make the permit 'cool' or a desirable status symbol – it could be a badge to wear, a sticker to put on a cycle helmet, a spoke reflector.



# IDEAS FOR THOSE COMING BY CAR

## Create a car-free walking zone

### What's the idea?

- Set up a voluntary car-free zone around the school
- Parents and children arriving by car are asked to observe the car-free zone by parking at its perimeter and walking the remainder of the way to school
- Those who live within the zone are encouraged to walk
- Keeping cars away from the school gate will make it safer for those who already walk and will hopefully encourage more to do so

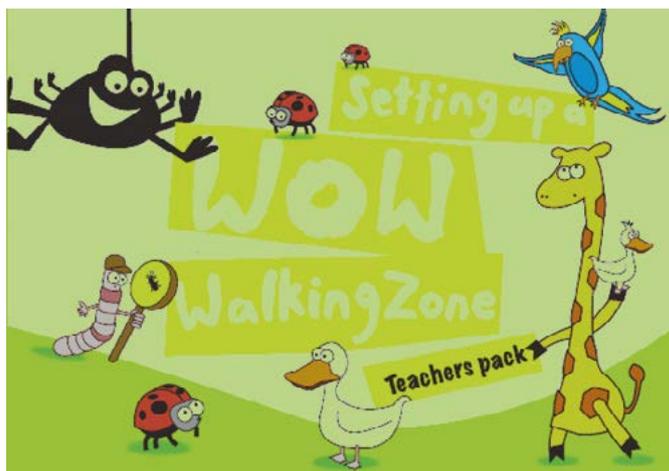
### What do we need to do?

- Agree with your pupils what distance or period of time, constitutes a 'reasonable' walk
- Ask pupils to mark on a map their journey from home to school (maps can be supplied by the council)
- Get pupils to calculate in lessons (eg maths) how far the average pupil can walk in the agreed time period and plot this distance on the map, starting from the school and working towards home
- Use all the maps combined to create the car free zone
- Use landmarks or the start of roads to help pupils and parents understand where the zone starts
- Try to identify safe parking places at the perimeter of the zone

A lesson plan pack is available to help you set up a walking zone. This can be requested from the council's School Travel Advisor

### Variations

- The car-free walking zone could be used in conjunction with a WoW scheme
- Combine the car-free walking zone with a park and stride or driveway sharing scheme.



# Park and Stride

## What's the idea?

- Identifying a safe place for parents to park, away from the school gate
- Minimizing congestion and potentially dangerous car manoeuvres directly outside school
- Encouraging children to walk at least part of the way to school enables them to get some of the health benefits of physical activity

## What do we need to do?

- Identify potential locations where parents could park safely for a limited period– eg pubs, churches, supermarkets, local businesses – ask parents and pupils to suggest suitable sites too
- Approach the locations to seek permission for parents to park, or speak to the School Travel Advisor
- Promote the sites to parents as potentially safer, quicker alternatives to trying to find a space outside the school gates

## Variations

- Combine with a walking bus operating from the park site
- Combine with a car-free walking zone
- Include park and striders in incentive schemes

Image courtesy of [www.brightkidz.co.uk](http://www.brightkidz.co.uk)



# Driveway sharing

## What's the idea?

- Parents who drive their children to school park on the drive of a family who walk to school
- Cars are kept off the highway and away from the school gates
- Local residents are not inconvenienced by parent parking and the school gate area is kept clear for those walking or cycling to school

## What do we need to do?

- Write to parents explaining the idea
- Ask parents of children who walk to school whether they would be prepared to let another parent park on their drive, either someone they already know or someone new to them
- Devise a way of putting parents who are willing to share a drive in touch with parents looking for a driveway to park on - this could be by using a map in reception showing the location of offered driveways or just by matching offers and requests via a return slip in the newsletter
- Include children using the driveway idea in incentive schemes.



# CURRICULUM LINKS

Virtually all the ideas included in this guide can be linked into the curriculum. If your pupils feel they have helped create a scheme they will be more likely to make it a success. Below are screen shots from the Department for Transport website which has lots of transport-related teaching resources linking into the curriculum for both Primary schools and Secondary schools.

The site can be found at <http://think.direct.gov.uk/resource-centre/>

Department for Transport  
Primary School Teaching Resource

Lesson Plan Index Printing Advice Contact Us

SUBJECT	YEAR	
	KS 1	KS 2
Geography	1 2 3 4 5 6	1 2 3 4 5 6
ICT	1 2 3 4 5 6	1 2 3 4 5 6
Literacy	1 2 3 4 5 6	1 2 3 4 5 6
Numeracy	1 2 3 4 5 6	1 2 3 4 5 6
PSHE	1 2 3 4 5 6	1 2 3 4 5 6
Science	1 2 3 4 5 6	1 2 3 4 5 6

[Secondary School Lesson Plans](#)

### Non Graphic Version

Welcome to the FREE teaching resource for primary school teachers.

This site provides you with lesson plans and worksheets for Key Stage 1 and Key Stage 2. These have all been written by educational professionals. They are designed to meet curriculum targets in each subject but also to provide teachers with a forum to discuss aspects of road safety, particularly on the school journey. This website and its contents have been developed in consultation with teachers. We will be perfecting the navigation route and lesson plans over the next few months.

**In order to teach some of the lesson plans, you will need to pre-order specific resources.** Each lesson plan will state whether there is a need to order resources before teaching the lesson.

The required resources will be:

- A1 Laminated posters (TINF/631x)
- Wall Friezes (TINF/635A,B, C,D)

Each of them may be ordered from:

DFT Free Literature  
PO Box 236  
Wetherby LS23 7NB  
Telephone: 0870 1226 236

Department for Transport  
Secondary School Teaching Resource

Lesson Plans Home Index Printing Advice

SUBJECT	KEY STAGE		
	KS3	KS4	AS/A2
MFL	KS3	KS4	AS/A2
Citizenship	KS3	KS4	
PSHE	KS3	KS4	
Media	KS3	KS4	

[Primary School Lesson Plans](#)

### Secondary School Teaching Resource

Welcome to the FREE teaching resource for secondary school teachers.

This site provides you with lesson plans and worksheets for Key Stage 3, Key Stage 4 and AS/A2 level. These have been written by educational professionals and cover the following subjects MFL, Citizenship, PSHE and Media. They are designed to meet curriculum targets in each subject and provide teachers with a forum to discuss aspects of road safety - be that in relation to the school journey or socially.

**Index**

An informative list of structured links as to what content can be found and where in the site.

**Printing Advice**

Most of the information contained within the site can be downloaded and printed for future reference. 'Printing Advice' explains how this can be achieved.

# USEFUL WEB SITES

There are lots of really useful web sites which can help you with ideas and resources for promoting walk to school. This list is merely a collection of some of those web sites and inclusion should in no way be seen as endorsement or otherwise.

## **Sustrans**

A not-for-profit charity specialising in sustainable travel. They have a whole section full of ideas and downloadable resources specifically aimed at travel to and from school.

[www.sustrans.org.uk/what-we-do/safe-routes-to-schools](http://www.sustrans.org.uk/what-we-do/safe-routes-to-schools)

## **Brightkidz**

Offer a great range of reasonably priced hi-visibility products. Everything from Walking Taxi baseball caps, to park and stride reflective tags to customisable tabards.

[www.brightkidz.co.uk](http://www.brightkidz.co.uk)

## **Walk to School**

The official site of the Walk to School Week campaigns and packed full of ideas and free downloads.

[www.walktoschool.org.uk](http://www.walktoschool.org.uk)

## **3M Streetwise**

A web site with a focus on road safety which includes sections for pupils, parents and teachers. Interactive games, downloads and links to the PSHE and Science curriculum.

[www.3mstreetwise.co.uk](http://www.3mstreetwise.co.uk)

# RESOURCES FROM THE COUNCIL

## Considerate Car Use Leaflet

A leaflet for parents who do the school run by car, with reminders about speed, parking at junctions, across driveways etc

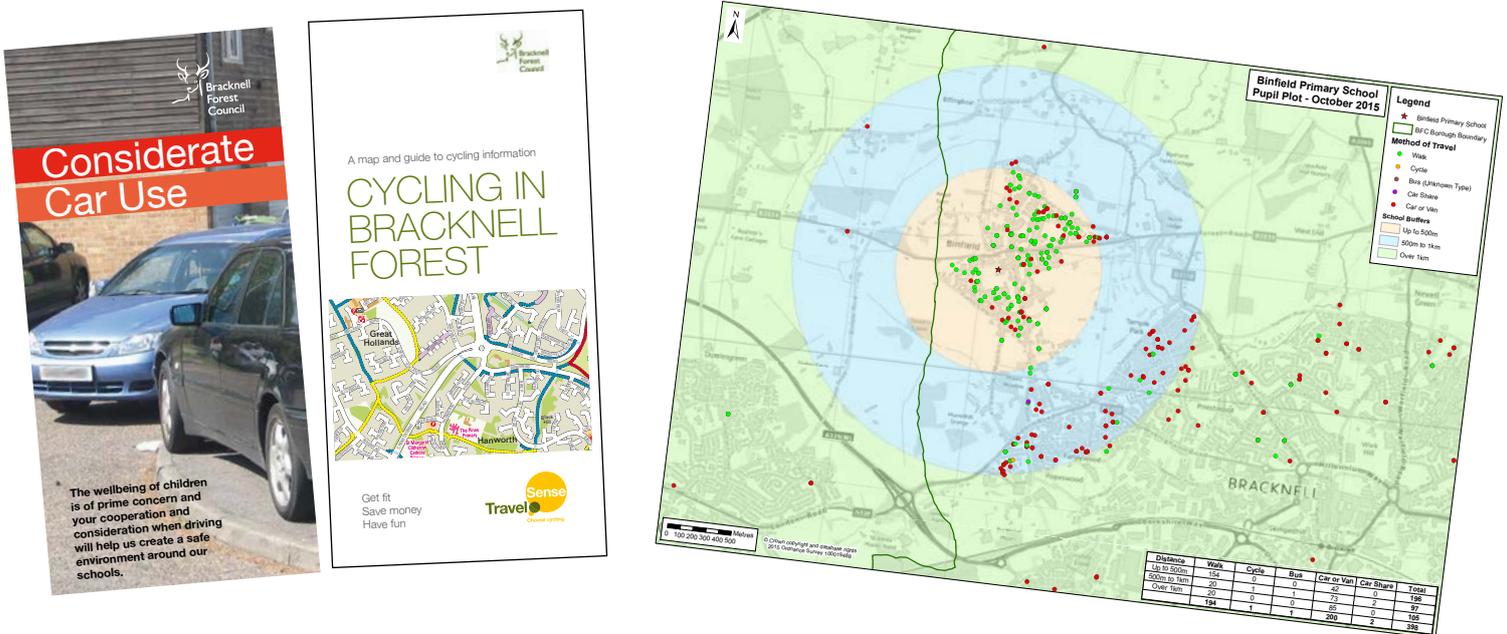
## Cycling in Bracknell Forest

A map and guide to cycling in Bracknell Forest which will help pupils and parents plan their route to school

## Post code plotted maps

The council can provide maps which show where your pupils live in relation to the school. If you ensure you update the mode of travel to school question in the school census data set, we can also show the mode of travel for pupils on this map

## Road Safety ETP





Copies of this booklet may be obtained in large print, Braille, on audio cassette or in other languages. To obtain a copy in an alternative format please telephone 01344 352000.

## **Nepali**

यस प्रचारको सक्षेपं वा सार निचोड चाहिं दिइने छ, ठूलो अक्षरमा, ब्रेल वा क्यासेट सून्नको लागी । अरु भाषाको नक्कल पनि हासिल गर्न सकिने छ । कृपया सम्पर्क गनुहोला ०१३४४ ३५२००० ।

## **Tagalog**

Mga buod/ mga hango ng dokumentong ito ay makukuha sa malaking letra, limbag ng mga bulag o audio kasette. Mga kopya sa ibat-ibang wika ay inyo ring makakamtan. Makipag-alam sa 01344 352000

## **Urdu**

اس دستاویز کے خلاصے یا مختصر متن جلی حروف، بریل لکھائی یا پھر آڈیو کیسٹ پر ریکارڈ شدہ صورت میں فراہم کئے جا سکتے ہیں۔ دیگر زبانوں میں اس کی کاپی بھی حاصل کی جا سکتی ہے۔ اس کے لیے براہ مہربانی ٹیلیفون نمبر 01344 352000 پر رابطہ کریں۔

## **Polish**

Streszczenia lub fragmenty tego dokumentu mogą być dostępne w wersji napisanej dużym drukiem, pismem Brajla lub na kasecie audio. Można również otrzymać kopie w innych językach. Proszę skontaktować się z numerem 01344 352000.

## **Portuguese**

Podemos disponibilizar resumos ou extractos deste documento em impressão grande, em Braille ou em audiocassete. Podem também ser obtidas cópias em outros idiomas. Por favor ligue para o 01344 352000.