Increasing active travel to school
a six-week step-by-step guide

Fun
Confidence
Independence
Health and wellbeing
Inspiration
Community-building
Learning

sustrans
JOIN THE MOVEMENT
Introduction

This guide is designed for teachers, parents and governors to help get more people active on the journey to and from school. It contains a suggested programme and top tips for events, activities and lessons to inspire more journeys by foot, bike or scooter. You might choose to focus on one form of active travel or all three. The programme is designed to be delivered over six weeks (though you can take longer if you wish) culminating in a celebratory week of action.

The ultimate goal is that after this programme, your school community will have made the shift to healthier, more enjoyable school journeys.

We have a range of free resources to support this programme. Contact our information service on 0117 915 0100 or email education@sustrans.org.uk

When?
The activities included in this guide can be delivered at any time of the year to give you the flexibility to fit your school’s calendar. You might like to run the programme to target a particular year group, or a particular topic within the curriculum.

The programme also offers a perfect way to prepare for national or local events such as Bike or Walk to School week, or to get geared up for Sustrans’ annual Big Pedal ‘virtual bike race’ or Big Shift online challenge.

How?
This guide highlights the activities that are important to make your programme a success, from preparation and planning to raising awareness, then empowerment activities onto your week of action and celebration. It concludes with suggestions to develop your achievements and further embed them in the school culture.

Sustrans’ Big Shift is a free-to-access week-long online challenge designed to motivate the school community to travel more actively. Compare your school to others in the area and receive recognition for your achievements. For more information, visit www.sustrans.org.uk/bigshift

The Big Pedal is a massive annual cycle and scoot to school competition taking place each spring. All schools across the UK are invited to take part in our unique event. Funded by the Bike Hub and supported by some very kind sponsors, the Big Pedal is free to enter with brilliant prizes up for grabs. For more information, visit www.bigpedal.org.uk

There is a short survey at the end of the guide which we hope you can complete. All responses received by 31 December 2014 will be entered into a prize draw to win £1,000 worth of cycle and scooter storage from www.cyclepods.co.uk

About Sustrans
Sustrans makes smarter travel choices possible, desirable and inevitable. We’re a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

Our work with young people
Within our education programmes we are currently working with over 2,500 schools, colleges and universities across the UK, helping young people and their communities to travel in ways which benefit themselves and their environment.

It’s time we all began making smarter travel choices www.sustrans.org.uk
Getting Started | week 1

To get your programme off to a good start, work through the list of essentials below. The key at this stage is to ensure everyone in the school knows about the programme and supports what you are trying to achieve.

### ESSENTIAL ACTIVITIES

- **Nominate a Champion.** This is someone in the school who will coordinate the activities and events. Many hands make light work, so the more people involved the better. Better still, establish a **working group** to help share tasks.

- **Make sure the Head Teacher is involved** early in the planning process. Having their blessing will help ensure the whole school is onboard and make delivery much easier.

- **Organise a staff meeting** to let everyone know what you’ve got planned and provide the opportunity to respond to any questions.

- **Start to think about what activities you would like to deliver** over the coming weeks. Use our **planning table** at the end of this guide to keep track of what you are going to do and when.

- **Start promoting activities and events** in advance. Put up **posters** and get some information onto the **school website**.

- **Find out about walking, cycling and scooting training opportunities** in your area. Providing training is an important element in the programme and can take a little while to organise. Start thinking about **who would most benefit** from taking part and the arrangements for delivering this. Ask your local authority for details, or for cycle training visit [www.bikeability.org.uk](http://www.bikeability.org.uk)

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**Did you know?**

Walking, cycling and scooting (or even roller-skating/blading) to school are great ways to build regular physical activity into young people’s lives. Research shows that those who travel to school actively take these positive behaviours into adulthood.

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**Does your school have a Travel Policy that promotes walking, cycling and scooting to school?**

If you need to rewrite it, visit the Sustrans website for an example policy.

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**Tick here**
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Raising Awareness | weeks 2-3

It’s now time to get people thinking about the benefits of being active on the school journey and to start publicising all the exciting activities you have planned.

ESSENTIAL ACTIVITIES

▲ Send a letter home to parents – having their support will be crucial to the success of the programme. If you have a Parents Evening coming up, make a display and have someone available to talk to people.

Organise a school assembly. This is a good opportunity to tell all the pupils and staff about the programme and get everyone excited about joining in.

Get hold of some copies of a local map and make them available to pupils, staff and parents – people may be unaware of their route options in the locality. Display a copy of the map on a special Active Travel noticeboard.

A high profile will help to make your efforts a great success. Get in touch with your local press to publicise your plans and what you are hoping to achieve. You might even get a local business interested in supporting your great work.

☆ Promote active travel to school in a curriculum-linked lesson. Help pupils learn about the benefits of cycling whilst achieving the learning objectives of your curriculum.

Are there any funds available to develop your cycle and scooter parking? Perhaps there is some remaining money from your school travel plan grant? Could the PTA contribute to the costs?

Sustrans provides useful advice on finding funding on our website. You should also ask your local authority if they know of any grants specific to your own area.

Did you know?

A 2012 study in Denmark found that children who cycle or walk to school demonstrate a measurable increase in concentration that lasts for up to four hours.
Raising Awareness | weeks 2-3

Top tips

▲ The letter to parents should promote all of the fantastic opportunities on offer. Talk about the benefits of active travel (download our specific info sheet for ideas) and try to answer some of the key questions that parents are likely to ask – for instance, how to sign up for activities and when events are taking place.

● A whole-school assembly is a perfect time to get everyone excited about all your plans. If you are running a competition or incentive scheme, this will be a good opportunity to mention them. You will know what will work most effectively in your school – is there a scheme of work or programme already running that you could hang these activities on?

■ You should be able to get hold of maps from your local authority. You can also download a map of the area around your school from the Sustrans website. Your noticeboard will be a good place to post information about events, sign-up sheets for activities and details of competitions. The noticeboard could become a permanent feature in your school.

▼ Your school probably already has a connection with the local press so use all your contacts to publicise your programme. Guidance on how to produce a press release is available from the Sustrans website. Local businesses might be interested in supporting your work by providing prizes or food for events. They might even want to help out with some of your activities, so your press release could include an appeal for support.

★ Download the curriculum wall chart from our website, full of great ideas for using cycling in the classroom. You can also find other resources such as the Big Street Survey to help promote cycling through the curriculum.

Suss it out!

We have five fun classroom activities to promote active travel, which teachers can use without lengthy preparation or special resources. Each has a 10, 20 or 30-minute option, perfect for fitting into a gap in a busy school schedule. Download them at www.sustrans.org.uk/education
Empowerment | weeks 4-5

Your activities so far should have helped create a real buzz about your programme. The next two weeks are about turning this excitement into action by providing the support people need to get cycling, walking and scooting to school.

ESSENTIAL ACTIVITIES

⚠ Earlier on in the programme you started to think about walking, cycling and scooter training and identified those who would most benefit. Now is the perfect time to deliver it. You may be able to do this in class time or after school. Involving parents can really help to build their support and enthusiasm. Tick here

● It’s important that your school provides safe and secure cycle and scooter storage. Where permanent facilities are not in place, temporary arrangements should be made. Be creative, there are many solutions!

■ Most young people have access to a bike or scooter but many of these may be languishing in the shed with simple mechanical faults, meaning they cannot be used safely. Get in touch with your local bike shop or cycling group to see if a qualified mechanic can fix some of the problems, ideally free of charge.

❖ Another way of getting bikes and scooters fit and ready to be used is for young people and their parents to learn the skills to fix problems themselves. Run a puncture repair workshop, this will help develop confidence in learning those all-important maintenance skills.

With your week of action just around the corner, have you...

...got the latest news on the school website?
...kept the governors informed?
...made the most of publicity opportunities?
...kept your colleagues up-to-date on what is happening and when?

Did you know?

Walking to school every day of the week burns as many calories as a full two hours of PE.
Top tips

⚠️ You should provide cycle, scooter and walking training that is appropriate to the needs of your pupils. There will probably be quite a diversity of existing skills depending on age, development and experience. Don’t forget to include parents and staff too if you have capacity – they often benefit from training and it gives them the confidence to let their children cycle. We have a great scooter training and skills video on the Sustrans website.

● Temporary cycle and scooter storage can be as simple as opening up a spare classroom or outside storage area. Some schools have improvised using hired crowd control barriers or security fencing. Others have used old storage containers or attached a cable between two secure points to which people can lock their bikes. Many bikes and scooters cabled together provides its own security. However, in the longer-term something more permanent will be required. You can download guidance about cycle and scooter parking from Sustrans’ website.

● Dr Bike (maintenance) sessions are often very popular, so make sure you give everyone plenty of notice and have a system on the day for organising the queue of people, bikes and scooters.

❖ A member of staff or parent may have the knowledge to teach some basic maintenance skills. You could organise workshops before, during or after school depending on what fits best with the school timetable and the availability of pupils, staff and parents. If you can’t find anyone to help, there are some great video resources available on the Sustrans website.

Bikeability is cycling proficiency for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today’s roads. There are three levels from basic control skills practiced in the playground at Level 1 through to tackling a variety of road conditions in Levels 2 and 3. For more information about Bikeability and for contacts in your area, visit www.bikeability.org.uk
Now that you’ve laid the foundations, it’s time to inspire people to take action with a celebratory week. Include a range of activities which will encourage people to give active travel a try. You might also choose to repeat some of the most popular activities from the previous weeks.

**Try the following**

- **Incentive schemes** – see our Top Tips for some great ideas.

- **Active travel breakfast or afternoon tea** – a sure-fire way of encouraging people to get involved is to offer free food! Provide a hearty breakfast of croissants, yoghurt or fruit for those who pedal, walk or scoot to school, or squash and cakes at the end of the day. Local supermarkets and shops will often help out with supplies, at discount or even free. **Include parents** as well, it’s a great chance to chat with them about their daily journey to school.

- **Bling your bike/body or soup-up your scooter** – get everyone to decorate their bike, clothes or scooter based on a theme, such as a seasonal event or a curriculum topic. **Award prizes** for the best dressed. Encourage the use of recycled materials and make sure everyone knows about the need to keep moving parts of their bike or scooter free from obstructions.

- **Be bright, be seen** – a great activity involving the whole school. Get everyone to wear something very bright to school using reflective and fluorescent materials. Arrange a **high-vis fashion show** and award prizes for the brightest attire, or investigate different hi-vis materials and lights in a Science class.

- **Wheely great sports day** – give pupils the opportunity to practice their new found skills, for example setting out an obstacle course or putting on a **slow race** competition where the winner is the last to cross the line.

- **Guided ride, scoot or walk** – find out if there are local community groups which can help organise a family bike ride or walk to a park for a picnic, games day or treasure hunt.

With the increased amount of people cycling and scooting to school, you will want to make sure everyone knows what to do to keep their bikes and scooters stored safely and securely.

If you are planning to lead any activities yourself, be sure to **undertake the appropriate risk assessments**.
Top tips for incentive schemes

Award a sticker or stamp to pupils when they arrive at the school which can be redeemed against a prize or reward. These don’t necessarily need to be expensive – you might be able to get a local shop to provide some prizes free of charge, in return for some promotion. Or the reward could be a privilege like extra golden time, skipping to the front of the lunch queue, leaving school five minutes early or watching a film at break time.

Raffle tickets can also be a popular incentive. Every time someone travels to school under their own steam, give them a raffle ticket and at the end of the week, draw the raffle and award a prize in assembly.

The Golden Lock is another simple yet effective scheme. Get an old bike lock and spray it gold. Each day visit the cycle/scooter storage and fix the lock to a random bike or scooter – the owner wins a prize. You could promote your shelter rules by favouring a bike which is stored correctly. Remember to be on hand to remove the lock at the end of the day.
Moving Forward

Your success in getting more people active on the school journey deserves to be shared. Celebrate your achievements and tell everyone what happens next.

What next?

- Were there any popular activities that you could organise again?
- Did any individuals or groups miss out on some of the activities – perhaps you need to provide something special for them or consider any particular needs or interests they might have?
- Thinking about the time of year that you ran the programme, could you repeat it at another time for the benefit of new pupils or to better fit with the school calendar?
- Identify areas of the curriculum where active travel can be discussed, investigated and encouraged. Embedding cycling, walking and scooting into the school culture is crucial and using the curriculum is an ideal way to facilitate this.

Shout about it

- Hopefully you have already had contact with the local press during your programme. Get back in touch with them again now to tell them about everything you have achieved.
- Keep communicating with parents; they will want to know about your future plans and what they can do to get involved. The school website, newsletters and noticeboards are a great way to maintain ongoing interest.
- Ensure the school governors and PTA hear about the successes of your programme. Is there anything they can do to help get more people active on their school journey?

How Sustrans can help

Reflecting on what you have achieved so far, imagine what could be possible if you had more help. Sustrans can provide support to schools in a number of different ways:

- a dedicated officer to work with your school to get even more people cycling, walking and scooting every day
- providing resources for promoting active and sustainable travel to school, including curriculum-linked activities like our Big Street Survey [www.sustrans.org.uk/bigstreetsurvey](http://www.sustrans.org.uk/bigstreetsurvey)
- information sheets providing advice and guidance about active travel
- national competitions and challenges like the Big Pedal and the Big Shift (see page 2 for details)
- recognition through our hugely successful School Mark accreditation scheme
- regular e-bulletins keeping you up-to-date with the latest news, events, resources and funding sources
- putting you in touch with our volunteers in your area.

For more information about how Sustrans can help your school visit [www.sustrans.org.uk/education](http://www.sustrans.org.uk/education), contact our Information Service on 0117 915 0100 or email education@sustrans.org.uk.
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**Planner**

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Monday

Tuesday

Wednesday

Thursday

Friday

www.sustrans.org.uk/education
Complete this survey before 31 December 2014 for the chance to win a £1,000 voucher to spend with Cyclepods.

Surveys should be returned to Education and Young People, Sustrans, FREEPOST, BS 7739, Bristol, BS1 5FA. Alternatively there is an online version of this survey at https://survey.sustrans.org.uk/increasing_active_travel_to_school

“At Cyclepods Ltd., our goal is to encourage safer and greener travel to schools to keep cars away from school gates and promote healthy ways of getting around! Our Scooterpods and Minipods are helping schools nationwide kick start their green travel initiatives and we are seeing a steady growth in scooting and cycling in the younger generation!” Visit www.cyclepods.co.uk

1. During which dates did you run this programme?

2. Since taking part in this programme, has the number of children cycling, scooting or walking to your school [please tick]:
   - Increased □
   - Decreased □
   - Remained the same □

3. What did you think was the most effective activity – why?

4. What did you think was the least effective activity – why?

5. Would you recommend this programme to other schools? [please tick]
   - Yes □
   - No □

6. Have you taken part, or will you take part, in any other Sustrans initiatives?
   - Big Pedal □
   - Big Shift □
   - Big Street Survey □
   - Superheroes □
   - School Mark □

7. Please use this space to tell us your views on this step-by-step guide. Is there anything we could do to improve it?

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Prize Draw Terms and Conditions
1. Only one entry per school will be accepted.
2. All surveys received before midnight on 31 December 2014 will be entered into the draw. Entries received after that date will not be included.
3. The winning entry will be chosen at random.
4. The promoter will notify the prize winner in writing by Friday 9 January 2015. The prize winner must claim ownership of their prize within 30 days of written notice from the promoter. In the event that this period is exceeded the organisations reserve the right not to award the prize.
5. The prize is a £1,000 credit on cycle or scooter storage supplied by Cyclepods Ltd. The prize winner is liable for any costs exceeding this amount, including delivery.
6. If the prize winner decides not to accept the prize, they must notify the promoters of such decision in writing and will, with effect from the date of such notice, forfeit any and all claim to the prize. No alternative prize will be awarded. The promoters reserve the right to deal with the prize declined in such manner as they see fit.
7. No cash alternative to the prize will be offered. The prize is not transferable. In the event of unforeseen circumstances the Promoter reserves the right to offer an alternative prize of equal or greater value.
8. The Promoter cannot accept responsibility for loss or corruption of data in transit.
9. The Promoter is Sustrans, 2 Cathedral Square, College Green, Bristol BS1 5DD. The name of the winner can be obtained after 30 January 2015 by emailing education@sustrans.org.uk.