

Name your Campaign!

Teacher's Notes

The following resources will help you and your class (or you and the School Council) plan a school campaign to get pupils walking or cycling on their school journey. They will help pupils make decisions about their campaign and how they will run it. They will be guided to consider and discuss:

- How pupils travel to school now (i.e. just before the start of the campaign). This will help pupils decide what needs to be done and also will let them check if there have been any changes as a result of their campaign(s).
- Why it's a good thing to get more pupils walking and cycling
- The duration of their campaign
- Marketing and advertising e.g. posters, leaflets, assemblies, 'flyers' (or letters) for parents, class and individual competitions, prizes
- Press opportunities
- Objectives and targets of the campaign, i.e. what increase of walking/cycling do they hope to achieve, and by when? Could they have a large chart in the school hall to show progress?
- How can they continue to encourage pupils to walk and cycle (e.g. special assemblies, competitions, class rewards)?

Carry out the quick 'hands up' survey below in each class and total the numbers up to provide whole-school figures (this could be a job for the School Council?).

Use the discussion note sheet during the discussion to help pupils remember what was discussed and decided and who was allocated tasks etc.

School Journey Survey

Class

Number of Pupils

Date

Usual mode of travel for all pupils (for the main part of their journey)?

Usual Mode of Travel	To School	From School
Walk		
Car		
Cycle		
Bus		
Other (please specify)		

If children could choose, how would they prefer to travel?

Walk

Car

Cycle

Bus

From the pupils who usually travel by car:

How many **WALK one** or **two** days per week?

How many **CAR SHARE** with children from another family?

School Journey Survey – Whole School Totals

Usual mode of travel for all pupils:

Usual Mode of Travel	To School	From School
Walk		
Car		
Cycle		
Bus		
Other (please specify)		

How many pupils would prefer to travel:

Walk

Car

Cycle.....

Bus

From the pupils who usually travel by car:

How many WALK one or two days per week?

How many CAR SHARE with children from another family?

Campaign Discussion

Ideally this discussion should take place after the 'hands up' travel survey has been done in each class and the numbers added up to achieve whole-school totals for those WALKING, CYCLING, USING PUBLIC TRANSPORT AND COMING BY CAR.

NB: There is a note sheet below to use during the discussion.

- **Why is it a good thing to get more children to walk and cycle to and from school?**

Things to consider:

- Walking and cycling is good exercise. We all need exercise to help keep us fit and healthy
- If more people walked or cycled it would reduce the number of cars parked and manoeuvring on the roads around our school and this would improve safety
- Walking or cycling helps you to learn road safety/pedestrian skills
- It's better for the planet and our local environment to have fewer car journeys. Pollution from cars causes some people to cough and/or feel poorly.
- How do we ensure our school pupils and their parents/carers know about all the advantages of walking and cycling?

- **How long will our campaign last? A full school year? Two Terms? Will we involve the whole school, i.e. Reception to Year 6, certain Year Groups, or KS2 followed by KS1?**

- **Do we want to elect a campaign manager and campaign deputy? If so, how long for?**

- **Will we hold a launch event to help make everyone aware of the campaign?**

Things to consider:

- What is our campaign called?
- Should pupils join an **Active Travellers' Club** (see poster below)? Should we give all pupils **ATC** record cards and 'I.D.' cards? (see below)
- Will we hold a special assembly? Invite parents/carers?
- How will we publicise our event and also the whole campaign?
- Could we design and print 'flyers' for pupils to take home to parents/carers?
- Should we make posters and put them up around school? (see example below – please print and use or design an alternative for your school)
- Could we put up a large banner outside our school, e.g. tied to railings?
- Can we invite visitors into school to help us – local authority Road Safety Officer and Cycling Officer, Police Community Beat Manager?

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- **What other activities can we do in school to encourage walking and cycling, e.g. Walkers' and/or Bikers' Breakfasts, 'Bling Your Bike', Cycling Club?**

(the data showing how pupils PREFER to travel can be used to help decide on the activities to try, for example if the figures show that there is a large preference in favour of cycling to school, activities which specifically encourage cycling could be tried first).

- **Do we have enough storage for bikes at school? Do we need to contact our local authority to ask how we could get some (or some more)?**

Discussion Note Sheet

Name our Campaign!

When will our campaign start?

Campaign will target which part(s) of school?

What is the biggest travel preference in the survey?

Will we promote walking, cycling and scooting? Altogether, or one at a time?

Use this box to note which activities we intend to run as part of the campaign and who is going to help run them.

Further notes: (e.g. assemblies, press publicity, flyers for parents/carers, local authority officers, police community beat manager visits etc). Continue overleaf if necessary.

I walk to school



.....
Active Travel Club Member

**I cycle (or scoot)
to school**



.....
Active Travel Club Member

I walk to school



.....
Active Travel Club Member

**I cycle (or scoot)
to school**



.....
Active Travel Club Member

I walk to school



.....
Active Travel Club Member

**I cycle (or scoot)
to school**



.....
Active Travel Club Member

I walk to school



.....
Active Travel Club Member

**I cycle (or scoot)
to school**



.....
Active Travel Club Member

Join our Movement...

...By Getting Moving!

We want as many people as possible to join us by walking or cycling to school instead of coming by car!

We want as many people as possible to join us by walking or cycling to school instead of coming by car!

See your class teacher and ask to 'sign up' as a member of our **Active Travellers' Club!** You will be given a record sheet to show how often you walk or cycle (or scoot) your school journey and a walking or cycling (or scooting!) I.D./Pledge card.

There will be prizes for the class with the most walking and cycling journeys.

Good luck!



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Local Press Release (add/delete areas as appropriate)

..... **Primary School is campaigning to get more of its pupils walking and cycling their school journey.**

Our launch day is on Pupils walking to school will arrive in fancy dress. There will be a 'Bling Your Bike' session in the yard where those cycling to school can 'customise' their transport!

A special Bikers' and Walkers' Breakfast will be available in the hall for pupils and their parents/carers from 8am.

We have installed cycle and scooter storage at school with the help of
.....Council.

**Our school's aim is to increase the amount of pupils making their school journeys on foot or by bike (or scooter!) by% by
date and reduce traffic congestion and air quality levels around school.**

**Our pupils have joined our Active Travellers' Club and they will be recording their mode of transport over a term. Due to various circumstances, some pupils may have to travel to and from school by car, however the majority of these families are pledging to stop a distance away (or at
car park) and walk the rest of the way into school.**

We will be holding special assemblies in school over the next term supported by the Police Community Beat Managers for our area and members of our local council's Road Safety Team.

Classes and individual pupils will receive prizes for the most walking and cycling walking and cycling journeys.