



Travel Champions

How to encourage cycling and walking at your school



Transport for Greater Manchester

This leaflet aims to equip students, teachers and the wider school community with the tools and information to create and deliver activities for the purpose of increasing walking and cycling to school.

Get started

Create a School Travel Champions group



You can start by setting up a group of Travel Champions who will deliver the project. Typically, champions are people who feel this is a really important topic and are excited about promoting the ideas to friends and other students and staff, to get them involved. A Champions Group is made up of students and could be student council or eco council, but teachers and governors could also be included.

Ideas

As a School Travel Champions group brainstorm why you like walking and cycling to school and think about what is stopping students and staff from walking and cycling to school.



Research online what other schools / organisations are doing to increase walking and cycling to school and see if it could work for your school.

Think about how you can convince everyone to get involved and interested in the project. Communication is key, for example talking to students and staff. You could create newsletters, posters, school assemblies and after school clubs. You could use stories of people who already cycle to school in the school newsletter.

Discovery

Factfinding to identify three action points for how to promote walking and cycling to school



Has your school ever done a school travel survey? If so, can you find out how many students already walk and cycle to school? If not, there is a sample survey at the end of this document.

You could also ask your fellow students, teachers, parents and governors what might motivate them to walk and cycle more.

For example, you could ask:

- Are students confident to walk or cycle to school? If not, why not?
- Do students feel safe travelling to school? If not, why not?
- Is there somewhere safe to park bikes at home and at school?
- Have students got access to a bike?

What other activities does the school do to support walking and cycling to school? For example, cycle training or lessons on tackling the climate emergency. Is travelling to school covered in PSHE lessons?

If the school has a postcode map showing where students travel to school from, can you get an idea of how many students live within walking and cycling distance? If it hasn't you can ask a teacher or parent to help you create one.

You could do a school site audit. A site audit highlights how easy (or not!) it is to walk and cycle to your school by looking at your school premises and nearby facilities. Make a note of what cycle parking facilities the school has; what footpaths or cycle lanes there are around school entrances; where the bus stops are; note of anything else of interest that helps or hinders students, staff and visitors accessing the school.



Travel Champions

Planning

Using the data and information collected in the discovery phase, identify the key barriers of walking and cycling to school.



What campaigns and activities do you think will tackle these barriers? For example, if you have good cycle parking that is underused, what could you do to encourage use? If you need some inspiration check out the big ideas page at the end of this document.

Plan out your activity in an action plan, and try to deliver and promote at least one thing a term. There is a sample action plan at the end of this document.

Promoting

Consider how you are going to keep everyone engaged, interested, and updated as you deliver your action plan.



Brainstorm and plan promotional activity to support your action plan throughout the school year. For example, you could:

- Create a newsletter or add a regular update in the school newsletter
- Create some social media content if it is used by parents/students
- Deliver an assembly
- Review and improve your schools' website
- Talk to and include the wider community as well as students, staff, governors and businesses close to the school

Celebrating success

Consider how you will celebrate success at the end of the year?



- Undertake another school travel survey to see if more students are now walking and cycling
- What went well?
- What can you learn?

How can you include the wider community in your success? For example; residents and businesses, governors, local councillors? Could you have a school wide assembly or celebration event?

Consider how the school will continue to encourage walking and cycling next year.

Please let us know how we can improve this information to make it helpful and useful for other students.





Big ideas pages

Below are listed some suggested activities that your school could do, whether it's to get people walking, cycling or learning more about healthier and greener travel. Choose 3 of these suggested ideas or be creative and use your own ideas and suggestions for your action plan!

Cycling

Set up cycle champions/buddies –

Students who already cycle to school could buddy up with a beginner to show them the route to school and maybe basic bike maintenance like fixing a puncture.



Get funding – Try and find some funding for cyclist breakfasts, cycling accessories to give to students e.g. reflective lights. You could also fund 'Dr Bike' maintenance sessions to fix bikes.

You could ask your teachers or the PTFA if the school has any funding or could explore working with any local businesses around the school who may help.

Promote the Big Pedal campaign – Resources and advice are at bigpedal.org.uk. You can compare the miles cycled by your students and staff with other schools for some healthy competition.

Promote Bike Week – bikeability.org.uk which has a toolkit for schools with posters, daily activities and a video guide to check your bike is safe. More ideas can be found at sustrans.org.uk

Walking

Set up a walking champion/buddy programme –

and help students who aren't confident of their route to school by helping them plan a route (google has walking routes) and maybe even join them on some or all of the journey.



Find walking routes near you at gmwalking.co.uk

Here you can also find information on Greater Manchester's Walking Festival. You can join in by encouraging everyone to sign up and pledge to walk to school.

Create a Walk to School map – look online for a free mapping service or use the 5-minute walking bubble map if your school is part of the modeshiftstars.org network.

Create a Walk to School route and promote to other students and teachers using the new Go Jauntly app gojauntly.com

Promote Walk to School Week or Walk to School Month:

livingstreets.org.uk/walk-to-school/secondary-schools has advice and resources with their 'free your feet' campaign.

Curriculum lessons

Research online lesson plans ask the Head of PE, Geography, Head of Year etc if there are already lessons on active travel or journey planning and if not, request one.



Support your local primary school with a 'transition lesson' to enable students in year 6 plan their journey to school. They may be travelling to school alone for the first time and you could help give them support and confidence to walk or cycle.



Big ideas pages – continued

Air quality/ Climate emergency



Promote National Clean Air Day – cleanairday.org.uk has help and free resources to encourage everyone to make a 'pledge' to help clean up the air around the school. Pledges include walking and cycling to school.

Promote an Anti-Idling campaign – Politely ask the parents who are parked outside the school with their engine running to turn off their engine and explain the damage that it caused to health and the environment (and that it can save them money) – it will make it cleaner and safer for students to walk and cycle. There are lots of resources online, including at cleanairgm.com/schools and livingstreets.org.uk

Create leaflets for parents – Ask them not to park around the school (and not drive at all if possible!) or organise a 'car free day' around the school, perhaps on World Car Free day – check out mobilityweek.eu/home/ This creates a cleaner and safer environment to walk and cycle to school.

Create a 'park and stride' campaign – Find a space that is 10 minutes from the school (e.g., a restaurant carpark), get agreement from the carpark owner that cars can stop there at the start and end of school day. Ensure everyone knows the route to school safely and then encourage parents to drop off students who can then walk to school livingstreets.org.uk has a toolkit.

Road safety



Promote Road Safety Week – roadsafetyweek.org.uk has ideas and resources on how to run campaigns on driving safely and how to safely walk and cycle to school.

Sample action plan

| School name | | | | | |
|---|--|--------------------|---|-----------------------|--|
| Action plan | | | | | |
| Created by: | | | | | |
| Signed off by: | | | | | |
| Date: | | | | | |
| Activity/initiative | Timeline/date | Responsible | Rational | Monitoring/ targets | Review/ celebrate success |
| What is the activity? What are the actions relating to the activity? | When is this happening? Is it ongoing through a term of on one specific date? | Who is doing what? | Why are we doing this? Link back to the discovery phase. | What are the targets? | How will you communicate to the school your success? |
| | | | | | |
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Sample survey

School name
School Travel Survey
(Insert optional information about why the survey is being done here)

| Question | Answer |
|--|--------|
| What is your year group? | |
| What is your class name / number? | |
| How do you usually travel to school? | |
| Do you have any other comments about your journey to school you would like to let us know about? | |

Thank you for completing this survey!

If you wanted to find out more about why we are undertaking this survey and what we will do with the information, please contact **example@staff.member.com**