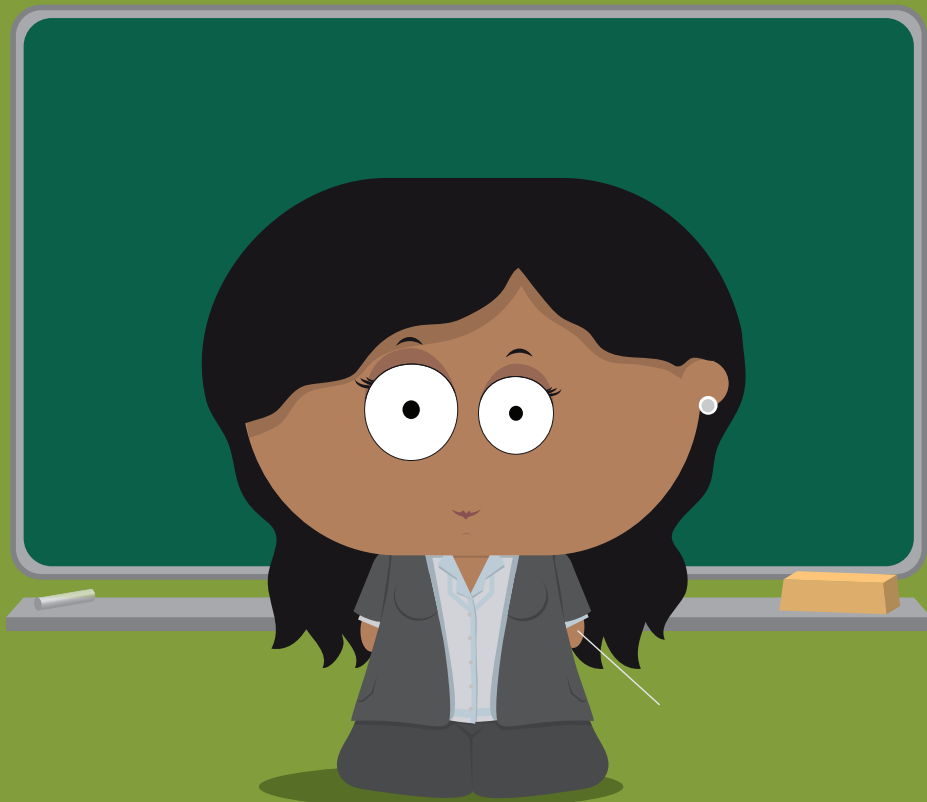


School Travel Campaign Toolkit



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Introduction to the School Travel Campaign Toolkit

Welcome to the School Travel Campaign Toolkit, which will help you to deliver a school travel campaign through a student body such as a school council or eco council.

A travel campaign is an ideal way to engage students in an interesting topic which covers health, the environment and road safety; it also offers students the opportunity to make a real, measurable difference. The lesson plans and worksheets (available for free on letzgogreen.org) make it easy to integrate the campaign into the curriculum and embed pupils' learning.

The toolkit has been designed to provide a step-by-step guide through the process, which can also be tailored to your school's individual circumstances, with plenty of optional activities. This flexible approach allows you to use the guide to deliver an entire campaign, or to sample activities as part of other learning.

We hope you enjoy using the toolkit.

Foreword

The proportion of children travelling to school by car has greatly increased since the 1980s, coinciding with an increase in childhood obesity. Current figures show that during peak-hour traffic flows, one in every five cars is associated with the school run, making already congested roads even busier. Many school journeys involve short distances where convenient alternatives to the car already exist.

Running a school travel campaign can help pupils to improve their local environment, potentially influencing local services and giving them experience of citizenship in action. Pupils will be involved in activities that develop skills aligned to the national curriculum, offering a flexible and cross-cutting resource.

Credits and Acknowledgements

This resource was developed as a result of a competition run by Centro to engage schools across the West Midlands.

Schools were asked to develop their own campaign to challenge parents and pupils to leave the car at home and use active and environmentally friendly modes of travel instead. Participating schools were asked to monitor how pupils travelled to school using class charts and produce their own campaign materials. The winning school was Bantock Primary in Wolverhampton, however, there was such a high standard of entry that it was decided to share the ideas and materials from the other schools too in the form of this toolkit.

How to Use the Toolkit

This toolkit will guide your school council through designing and running a school travel campaign.

It includes a PowerPoint presentation with notes to introduce the topic to your school council; a suggested structure to follow to develop and deliver the campaign, along with suggested activities; and supporting resources at each stage.

Curriculum Links

There are many opportunities to link the campaign into classroom learning to ensure whole school engagement and embedded learning. The tables below highlight the main links:

Key Stage One

Areas of learning and development	Lessons and activities
Literacy	Writing about the campaign. Learn spelling of key words. Creative writing - stories/poems based on travel and journeys.
Numeracy	Simple data (e.g. tally charts) describing school travel tally data.
Geography	Look at maps of the local area. Look at location of key places and services (school, home, bus stops, safe crossing points)
IT	Produce a PowerPoint about the campaign. Produce a PowerPoint about the walk to school.
Art	Poster competition. Produce designs for other campaign material.
PSHE	Learn simple messages about road safety and personal safety.

Key Stage Two

Areas of learning and development	Lessons and activities
Literacy	Write an article for the newsletter. Write website material. Produce information on how to get to the school. Creative writing - stories/poems based on travel and journeys. Learning key spellings and definitions (environment, congestion, traffic etc etc)
Numeracy	Data handling. Designing data collection. Producing charts and graphs. Analysing data.
Geography	Produce a map of the local area noting important features. Look at walking and cycling distances. Explore the different ways people around the world travel using the cartoons on LGGTV on letzgreen.org
IT	Produce PowerPoint, newsletters and other publicity material for the campaign. Uploading of photos and updating of school website.
Art	Design of posters and other campaign material. Photographing events/activities.
PSHE	Do a street/walkability audit looking at areas for improvement, good (safe) crossing points, litter, footpath quality etc, and raise with relevant Local Authority departments. Discuss road safety and personal safety.

In addition, there is a wide selection of lesson plans and worksheets available to access for free in the 'Teachers' section of letzgreen.org under KS1 Teacher Notes and KS2 Teacher Notes.

1. Preparing the Campaign

This section introduces pupils to the new topic.

They will begin to understand what sustainable travel is, why it's important and the benefits of travelling sustainably.

You may wish to use the PowerPoint presentation and/or facilitator notes to help to explain it to them.

You may wish to use the 'Key Words' activity to recap useful vocabulary.

By the end of this session you will need to allocate certain tasks in order to find out what the key issues are at your school such as how do people currently travel to school, do the children feel safe, do cars travel too quickly outside school, are there too many cars and are there safe places to cross the road for instance? There are resources included in the toolkit to support these activities.

2. Setting Up the Campaign

During this phase of the campaign the pupils will gather background information.

A simple paper survey is provided with the toolkit. It asks pupils how they travel to school and has been designed to be used during registration by either the school council representative or the class teacher. This survey should be completed by every class. School council representatives will need to be allowed some time for this.

An alternative to this simple paper survey, particularly for older children, is to print a map of the local area for each class and ask pupils to find their home, placing different coloured dots on it showing how they travel to school. This will help them to see how far children travel and by which modes.

Audits of the school grounds and local area can be carried out using the resources in this toolkit either by school council members or by a class during a related lesson.

When this phase of the campaign is complete, the school council representatives should meet to:

- Pool the collected information.
- Decide on the focus or focusses of their campaign, for example addressing dangerous parking outside school, or increasing cycling.
- Discuss how to gather support for the next phase.
- Decide on the length of their campaign. This could be a week of intensive activity, or a longer period, as appropriate to the circumstances of your school.

They will then be ready to begin to gather support for the campaign with the rest of the school community.

3. Gathering Support

The next stage is for the school council to raise awareness about the campaign and gather support. Examples of the kind of activities that they could be doing include:

- **Assemblies:** Explaining what you are going to be doing, why you are doing it and what you hope to achieve.
- **Making posters:** This could be done by the school council or be produced by a class during an art lesson.
- **Competitions:** Designing promotional material could form the basis of a whole school competition. Prizes do not need to cost money - other ideas include linking in to an existing school reward/merit scheme, offering a certificate, or awarding extra play-time. Alternatively, the school council could contact local businesses to ask for prize donations.
- **Displays:** A display board in a prominent position in school could be used solely for the campaign. This could be updated at the end of the campaign to show samples of the work created.
- **Newsletters:** Pupils could write an article for the school newsletter to let parents know about what they are doing and why they are doing it to get their support.

4. Campaign in Action

During this phase your school council will carry out the actions that they intend to influence the change in behaviour they have decided to focus on. There are some ideas below, but encourage your pupils to innovate their own suggestions.

- **Parents:** Parent groups where parents can discuss with their children what they saw on their walk to school. The parents and children can produce maps of their routes with drawings of landmarks along the way, look on Google Streetview or take photos to make a picture story of their route.
- **Police Community Support Officers:** Police Community Support Officers are often keen to support projects that make things better for local residents. They may be able to talk to children and parents about things like personal safety, which might affect whether people want to walk, and whether their parents will let them.
- **External visitors:** There are other organisations who can offer help and advice. These could include your local road safety team, who might be able to provide cycle or pedestrian training; Centro, who can provide information about journey planning using buses, trains, and cycling and walking routes; charities, for example, Sustrans, Brake, Living Streets or RoSPA, who support sustainable transport and road safety work.
- **Park and Stride:** For some families, walking or cycling all the way to school may not be realistic, perhaps because they live too far away, or because parents have a long journey to work. "Park and Stride" (where people who travel by car, park away from the school and walk part of the way) can be a way of encouraging those families to join in with the campaign. Local Police Community Support Officers and school staff may want to join in too.

- **Rewards for walkers:** These could be sponsored by local businesses, or could be internal school rewards such as house points, non school uniform days or extra playtime.
- **Inter-class competitions:** These could include prizes for the class with the most children using sustainable transport, or the most improved.
- **National or international events:** You could link your campaign to related ones like Walk to School Week or World Environment Day.
- **Walking bus:** You may decide to form an official or unofficial walking bus where children and parents walk in to school together. Your Local Authority may be able to offer you support if you wish to set up an official scheme, otherwise you may choose to look at a route through a local estate and promote it to parents to meet along the route for company on the walk to school on an unofficial basis.
- **Eco Rep:** Consider creating a role within your school council for an eco representative to champion environmental action within your school, including school travel, or set up a separate Eco Council if you don't already have one.
- **Citizenship in action:** You may find through the 'setting up the campaign' section that there are particular issues in the local area that impact on pupils' and parents' journeys to school such as speeding cars, no safe crossing places or poor environmental quality including litter, graffiti or footpaths in disrepair or overgrown. If this is the case you may wish to take photographs, write letters to local Councillors or your Local Authority, put together a petition or other actions in order to affect change and improvement.
- **Cycle Train:** A cycle train is similar to a walking bus, but on wheels! If your school is well located to encourage cycling and there is interest from parents and children, you may consider promoting a safer cycling route to your school.
- **Spread the Word:** Write articles for the school newsletter or website and contribute to letters or text messages home to parents.
- **Document the success:** Take photos throughout the campaign, including photos of the parking outside before the campaign, during and after.
- **Junior Traffic Wardens:** Contact your Local Authority Parking Team or Police Community Support Officers and offer for some pupils to become Junior Traffic Wardens. They can 'help' official officers to patrol the roads around their school to explain the dangers of school-gate parking to offending motorists. Your students may wish to design leaflets or mock parking tickets to hand out to reinforce the message.

5. PowerPoint Notes

You can use these notes and the PowerPoint presentation to introduce your school council to the School Travel Campaign topic.

You may wish to go through the whole presentation at the first meeting to give an overview of the structure of the campaign and then use the relevant slide at subsequent meetings depending on the section of the campaign you are working on.

slide
1

School Council School Travel Campaign

[insert the name of your school
here]

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slide
2

How do you travel to school?



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Slide 2

When only the title is on the screen ask the group how they travel to school and see what different answers they come up with. Each time you click the mouse a new icon will come up to discuss with them. Ask them what they think each icon is. For each icon ask the group to think about the positives and negatives of this type of transport. You may wish to spend some time discussing the 'negatives' about each of the travel types to see if the pupils have any ideas to address the issues.



Here are some prompts for discussion around the different modes of travel.

1. Walking

Positives - helps keep you healthy; you get plenty of fresh air; can make you feel more awake; you can talk with friends/parents; it's good for the environment.

Negatives – you might get wet or cold; crossing busy roads can be difficult and dangerous.



2. Cycling

Positives - it's healthy, faster than walking and is fun.

Negatives – you need to have somewhere safe to put a bike during the day; you should have the right equipment (helmet, bright clothing) and some training; something might go wrong with the bike that you don't know how to fix.



3. Bus

Positives - it's good for long distances; you can spend time with your friends; is fun; is better for the environment than lots of people in their own cars.

Negatives - you need to have the right fare or a travel card; buses don't always go where you want them to go, or at the time you want to go at; it could be scary if other people on the bus are noisy or badly behaved.



4. Train

Positives – it's fast, fun and can carry lots of people and travel long distances.

Negatives – it might not go where you want to go.



5. Tram/Metro

Positives - like some trains and buses it runs on electricity, which is better for the environment.

Negatives – it might not go where you want to go.



6. Car

Positives – is fast and convenient; it goes exactly where you want to go; you don't get cold or wet when the weather is bad.

Negatives – it can be difficult to park during school drop-off and pick-up times; when the roads are busy, you have to sit in traffic jams; you can't talk to your friends and get exercise and fresh air on the way to school, it's bad for the environment.



7. Car share

Positives – is fast, convenient and you can spend time with your friends; it's better for the environment than everyone travelling in their own car.

Negatives - it can be difficult to park during school drop-off and pick-up times; when the roads are busy, you have to sit in traffic jams.



slide 3

Does it matter how we travel?



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Slide 3

Does it matter how we travel? Ask the group to begin to think if everybody travelled everywhere in cars.

Click on the picture to begin the video clip about global warming.

After the video talk about how global warming is caused by cars. Ask the group to think of any other problems that are caused by cars. Prompt ideas about traffic jams, remind them about what it's like outside school at the beginning and end of the school day, is it easy to cross the road when there are lots of cars? Has the school received any complaints from residents or parents? Consider sharing some of their thoughts and experiences.

Explain that because the school cares about the planet and about the children at the school, the school council will be starting a new campaign to change the way people get to school. If fewer people come by car, it will be better for the environment, the roads outside school will be safer, and children can get some exercise on their way to school.

slide 4

Our school travel campaign

- What are the next steps?
 - Finding out the facts
 - Raising awareness in the rest of the school
 - How can we make a difference?

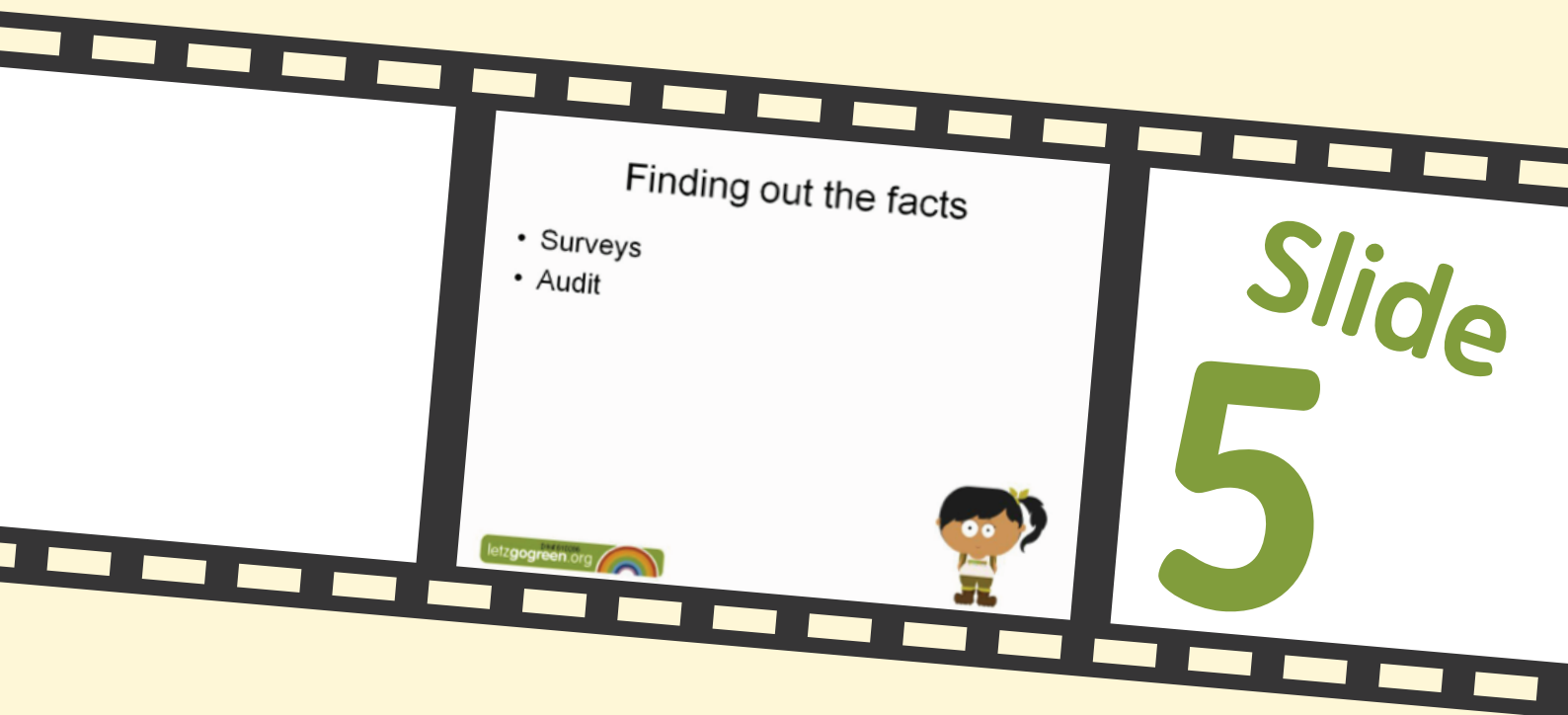
letsgogreen.org



Slide 4

This slide introduces the activities that will happen as part of the campaign. Ask the group what sort of things they think they might need to do and see if they have any ideas of their own about what might be important at this stage. If not, prompt them to consider how to find out:

- How people travel to school at the moment
- What makes people decide to walk/drive/cycle etc
- What sorts of things prevent people from walking
- What would encourage more people to walk or cycle
- How they can get the information they need
- What sort of help they will need (and who from – teachers, parents, children for example)
- What activities might help



Slide 5

This slide introduces the activities that the group will be doing to collect the information they will need. Surveys and audit are suggestions, but the slide can be adapted to include any other activities that might be relevant for your school. Decide whether to design a survey/audit or whether to use the ones included in the toolkit. Think about whether to do anything else (for example, maps, traffic survey, suggestions box) and add them to this slide.

Slide 6

Raising Awareness

- Assemblies
- Posters
- Competitions
- Displays



Slide 6

This slide introduces how to tell the rest of the school about the campaign. The slide has some suggestions, but you may have others that can be added in such as newsletters, letters to parents or attending governors' or parents' meetings.

Slide 7

Campaign in action

- Who can be involved?
- What can they do?
- How do we tell everyone what we are doing?

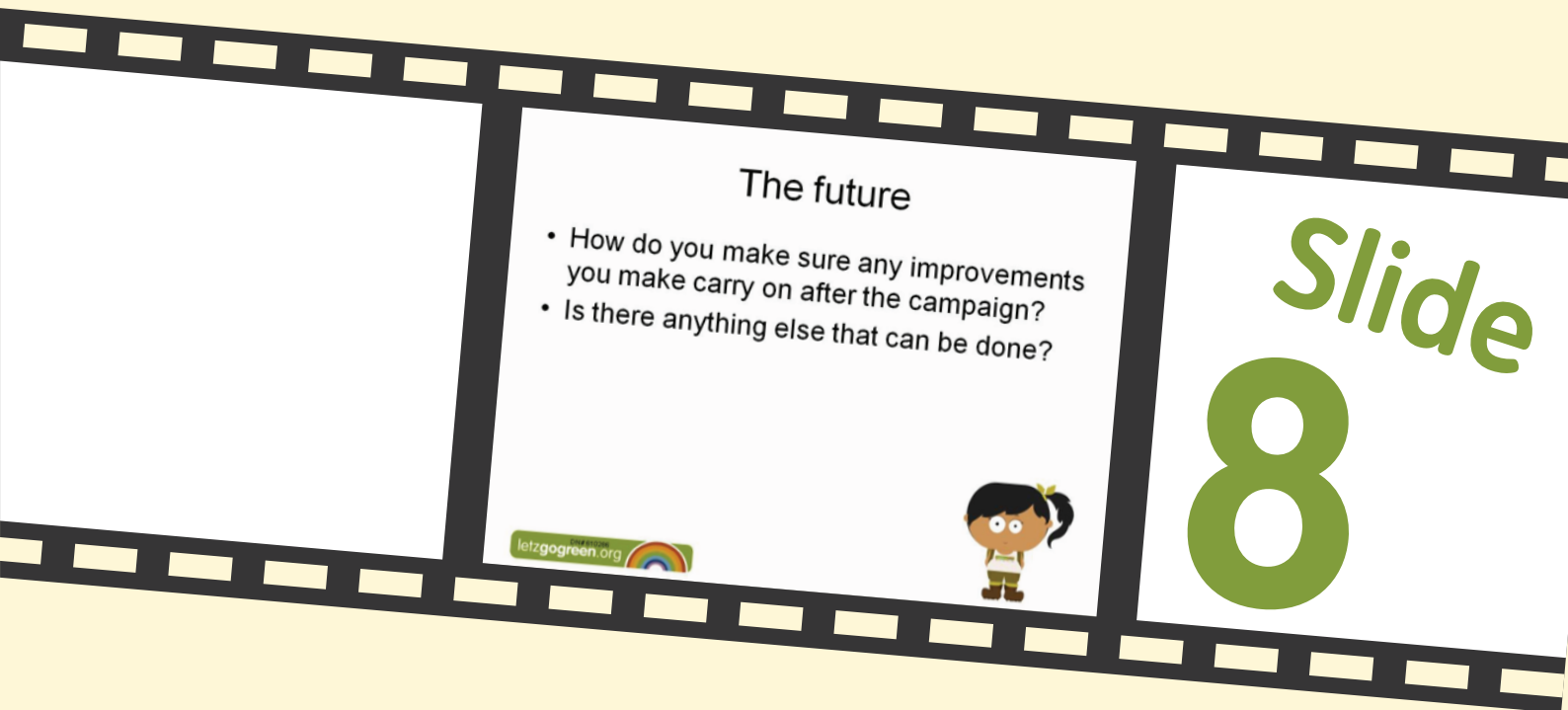


Slide 7

This slide makes you think about the different tasks and activities and the different people who might do them. Think about whose help you need, from within the school, but also people outside you might ask. Suggestions include:

- Parents
- Local Police Community Support Officers
- Other groups such as Councillors, charities, Local Authority Road Safety Officers, local media. Think about the kinds of activities you want to undertake, and the best ways to communicate your ideas to the people you want to get involved. It is also a good idea at this point to talk about when things should be done by, and how to make sure that things get done.





Slide 8

What might happen once the initial activity of the campaign is over?

Will people remember it, and are there things you can do to make sure any behavioural change carries on?

6. Other Sources of Information

Below are links to other sources of information that you might find useful:

letzgogreen.org

Letzgogreen has information, resources, news and competitions for staff and parents as well as stories and games tailored for children aged 4 to 11 years.

networkwestmidlands.com

Network West Midlands has information on sustainable travel, timetables, tickets and passes. It is most suitable for adults.

**For more information,
email: education@centro.org.uk**