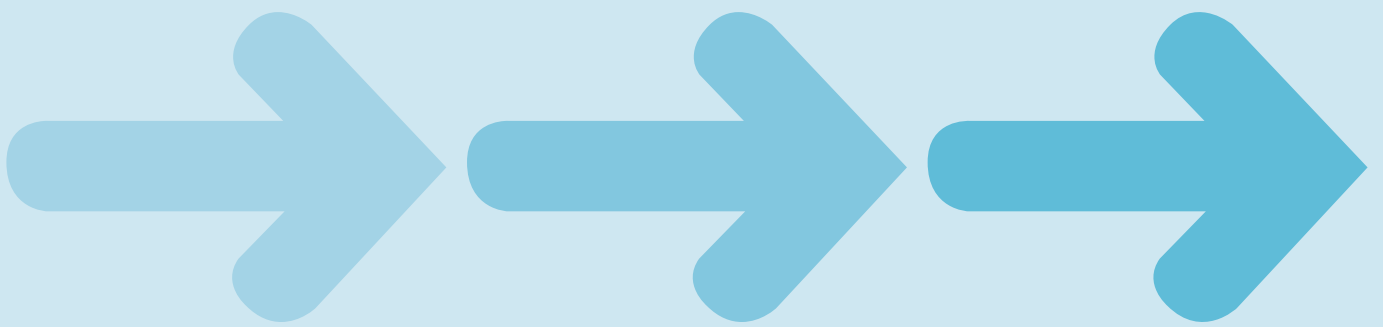


Walk this way Guidance book







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Introduction

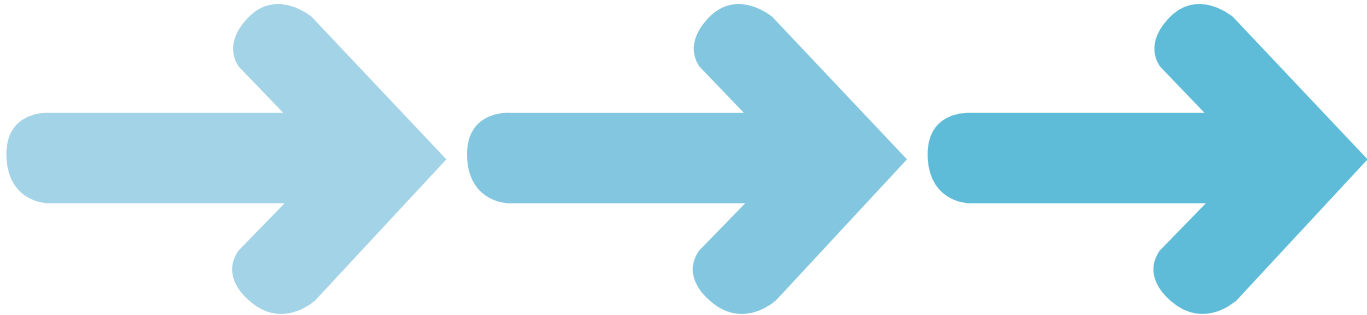
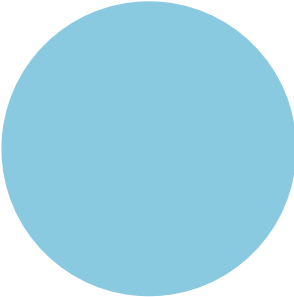
For many of us, walking is the easiest thing to do as well as being the easiest way to travel yet the evidence indicates that we simply don't do enough of it. Walking is one of the best ways for pupils and staff to travel to and from school because of the benefits to health and fitness as well as to the environment and of course the fact that it is free.

Work with local school communities reveals that schools are keen to reduce the congestion around their school, parents want their children to have healthy lifestyles and pupils want to walk to school with their friends.

Many pupils live close enough to walk to school and yet statistics show that only 49% of primary school pupils and 44% of secondary school pupils walk to school on a regular basis. Instead parents choose to deliver them to the school gate by car contributing to congestion to the roads around the school, poor air quality, lower levels of health and fitness and fuelling fear about stranger danger and abduction.

The 'Walk to School' campaign encourages staff, parents and pupils to incorporate regular physical activity into their daily lives by walking to and from school wherever possible.

This guidance document provides a summary of the walking initiatives in place in London to promote walking to school, and outlines who schools can contact to get involved.





National Walk to School Campaign



Walk to School Weeks

Each year there are two National Walk to School focus weeks. All across the country schools sign up to promote walking for a whole week during May and again in October.

These weeks have been in place since 1995 and encourage schools across the UK to come together to promote the importance of walking. Walk to School weeks have a huge take up across the country with the support of 65% of local authorities, reaching more than 1.5 million pupils and their carers.

Each year in the capital, the London Boroughs take part in Walk to School week providing schools with resources to take part and encourage pupils to walk to and from school.

The Walk to School campaign is a joint promotion run by Travelwise and Living Streets with valuable funding from the Department for Transport (DfT) and Transport for London (TfL).

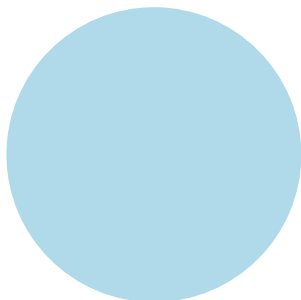
Information about Walk to School Week is available at:
www.walktoschool.org.uk

Walk to School Week Themes

Since 2004, each Walk to School week has been allocated a theme around which to promote a related benefit of regular walking. These themes help to give the weeks more focus whilst at the same time highlighting the huge range of benefits available as a result of walking.

In 2004, the theme was Fun and Friendship and schools used red carpets and friendship bands to illustrate how much fun walking to school can be and how friends can be made along the way.

In 2005 the theme was Health and Fitness. Schools highlighted the variety of benefits that regular exercise has on health levels amongst children by putting together a giant skeleton representing all the different parts of the body that benefit from regular exercise. In October, pupils wore red and formed the shape of a heart in the playground.

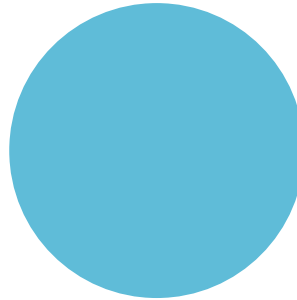




In 2006, the theme was Independence. Research indicates that fewer children now play outside. Fear surrounding abduction and road accidents mean that children are playing inside instead. The theme of 2006 was initiated to emphasise the role that walking the school journey can play in promoting safety and independent travel on regular journeys.

The Walk to School theme for 2007 is 'saving the planet by walking to school'. This campaign encourages pupils to do their bit for the environment by walking and be a superhero for their school.

The themes allow schools the freedom to hold events tied to particular issues. Not only do these events remind children and parents why walking is such a great idea but they generate press coverage for the school and the campaign. The themes reflect the many reasons why walking to school is good for you and can be used at any time of the year. If you would like your school to host a local or national theme event contact your School Travel Advisor or the TfL School Travel Planning Team.



Resources

In July 2006, the National Walk to School campaign unveiled its new look in time for the Autumn 2006 campaign. The new-look logo featuring a mascot called 'Strider' who takes the form of a foot with a funky hairstyle, was developed following focus group work with children, schools and local authorities. Strider now features on new campaign materials and also features as part of the WoW campaign (see page 10).

Schools can choose from a range of resources including stickers, bookmarks, wall charts and other rewards. These resources are really fun and appealing to pupils. If your school is interesting in promoting walking and this is the first year for your school then this is the place to start.

In London, the huge range of Walk to School resources are available to schools free of charge. Schools should order directly from their local School Travel Advisor. Resources can also be ordered directly from the supplier – Felton Communications. However, schools ordering directly will have to pay for them.

Information about Walk to School Week is available from your local School Travel Advisor or the National Walk to School Campaign Coordinator at Living Streets on 020 7820 1010. Schools can also check out the website at www.walktoschool.org.uk



Walk to School Month

October is International Walk to School month – giving children, parents, school teachers and community leaders an opportunity to be part of a global event as they celebrate the many benefits of walking. Last year more than 10 million walkers from around the world walked to school together all hoping to create communities that are safe places to walk.

Events

To celebrate International Walk to School Month each year specially themed events and/or resources are made freely available to schools. In 2006, 'Strider' toured the country throughout October on his 'Big Adventure' – visiting schools to spread the Walk to School message and doing some sightseeing on the way.

Strider began at Roxeth Manor First School in Harrow and finished at Skelton Primary School in Redcar and Cleveland at the end of the month.

All trips were recorded on Strider's blog which can be found on the Walk to School website at www.walktoschool.org.uk.



There will be a new national campaign launched in October 2007 which will be available to all schools across the country and more detailed information will be available nearer the time.

New Curriculum Resource

In London, in time for Walk to School month 2007, the School Travel Planning Team at TfL are planning to produce resources for London schools focusing on journeys made by children all over the world. These resources will feature real stories and experiences written by the children themselves.

Your School Travel Advisor (STA) will have more details nearer the time or you can contact the School Travel Planning Team directly from September 2007 to receive a copy of the storybook and lessons.

The School Travel Planning Team

Tel: 020 7027 2939

Email: sta@tfl.gov.uk

There are lots of ways that schools around the world promote International Walk to School Month. Some examples have been provided here but the School Travel Planning Team are always looking for new ideas to develop to help London schools, so if your school has an idea then let your STA know.





International Walk to School projects (iWalk)

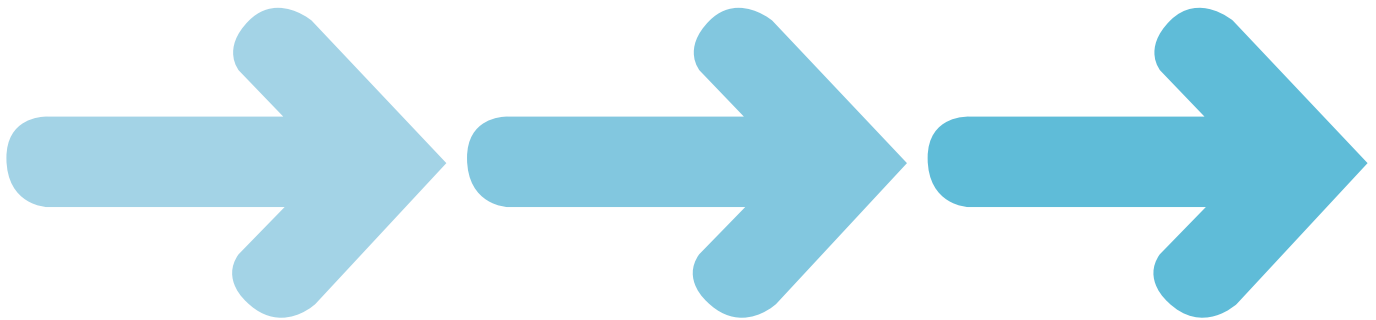


Promoting walking to and from school is not just popular here. There are various campaigns all over the world promoting walking, however many things have been learnt from the walking campaign that we have here in Britain.

The international Walk to School campaign (iWalk) aims to encourage a more walkable world by:

- encouraging physical activity
- raising awareness of how walkable a community is
- raising concern for the environment
- reducing crime and taking back neighbourhoods
- reducing traffic congestion
- sharing valuable time with local community leaders, parents and children

The website www.iwalktoschool.org provides details of a number of downloadable resources for schools to run their own campaign.



Epals

Epals is a great way to find out how pupils in other countries travel to and from school. Using ICT lessons, pupils can post emails to other schools in different countries and find out how they are travelling to and from school and what different landmarks they see on their journey.

Choosing somewhere completely different to the UK can be a very beneficial opportunity for pupils to learn about other communities in developing countries. This topic links especially well to 'sustainable schools'.

You could pose the question – How are other schools in other parts of the world more sustainable than us in terms of travel and transport? This can be linked to the curriculum.

With epals, all a school must do is log on and submit a description of what sort of information they would like to share with a school in another country and then wait for the emails to flood in.

For further information see www.epals.com



WoW

Walk on Wednesday/Walk Once a Week

The WoW scheme was developed as a way of enabling schools and local authorities to promote walking to school on a regular basis throughout the entire school year from September all the way through to July. So instead of just promoting walking for two weeks of the year, WoW encourages parents and pupils to walk to school at least once a week all year round.

WoW is a simple, flexible scheme which can greatly reduce the number of children who are driven to school regularly and increase the amount of physical activity children take in their everyday lives. The scheme asks schools to pledge to be a WoW school. A WoW school is one that agrees to promote walking to and from school on a regular basis.

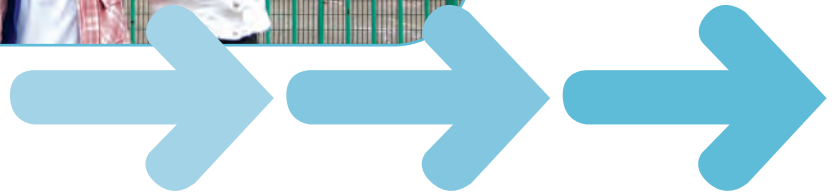
Every Wednesday

With this scheme, a school will be expected to promote walking to school to parents and pupils on Wednesdays. The most effective schemes encourage pupils and parents to walk to and from school every Wednesday in every week of the school year. At the end of the month, the pupils that have walked to school every Wednesday will receive a badge for doing so. At the end of the school year, schools will also receive a reward for their commitment to the scheme.

Once a Week

For some schools, Wednesdays may not be the most appropriate day of the week to promote walking to and from school. As the scheme is so flexible, the school can choose a different day to promote walking. Some schools may wish to allow each pupil to choose which day they wish to walk to school and this can be any day of the week. It is worth considering that this option of the scheme would require more monitoring than any other option. A school would need to know who walked to school every day of the week to ensure that the rewards are given out fairly.





Walk Whenever

It is possible that some schools may find it difficult to promote walking to and from school **every** Wednesday. Therefore, the scheme can be adapted to suit an individual school. A school may decide to promote walking to and from school one Wednesday every term, every month or every fortnight. Where this is the case, the reward system should vary too. For example pupils could receive badges at the end of every term.

Of course, for some pupils walking to school just once a week is not enough. At a particular school in Bromley pupils must walk more than once a week to earn their badges.

Resources

WoW is a very simple scheme to administer and its completely free which makes it even more attractive for a school. The following steps are recommended:

- The school introduces WoW – through an assembly or a similar event
- Pupils receive postcards at the beginning of each month to record how they travel each day
- The first time pupils walk they receive a certificate
- The school records how many pupils walk – this can be collated by class representatives or members of the student council.
- The school informs the relevant school travel advisor
- At the end of the month pupils receive a colourful enamel badge

And it works!

A third of London primary schools take part in WoW each month and of those schools many have reported huge increases in walking with some as much as 30%, as a result of participating in WoW.

Information on the WoW scheme is available from your local School Travel Advisor or the National Walk to School Campaign Coordinator on 020 7820 1010 or on the website at www.walktoschool.org.uk

WoW Events

The Big WoW

As part of the travel awareness campaign in London the third week in September is dedicated to the promotion of sustainable transport events. The Wednesday of this Week is used to promote the WoW scheme through a Big WoW event.

'Big WoW'

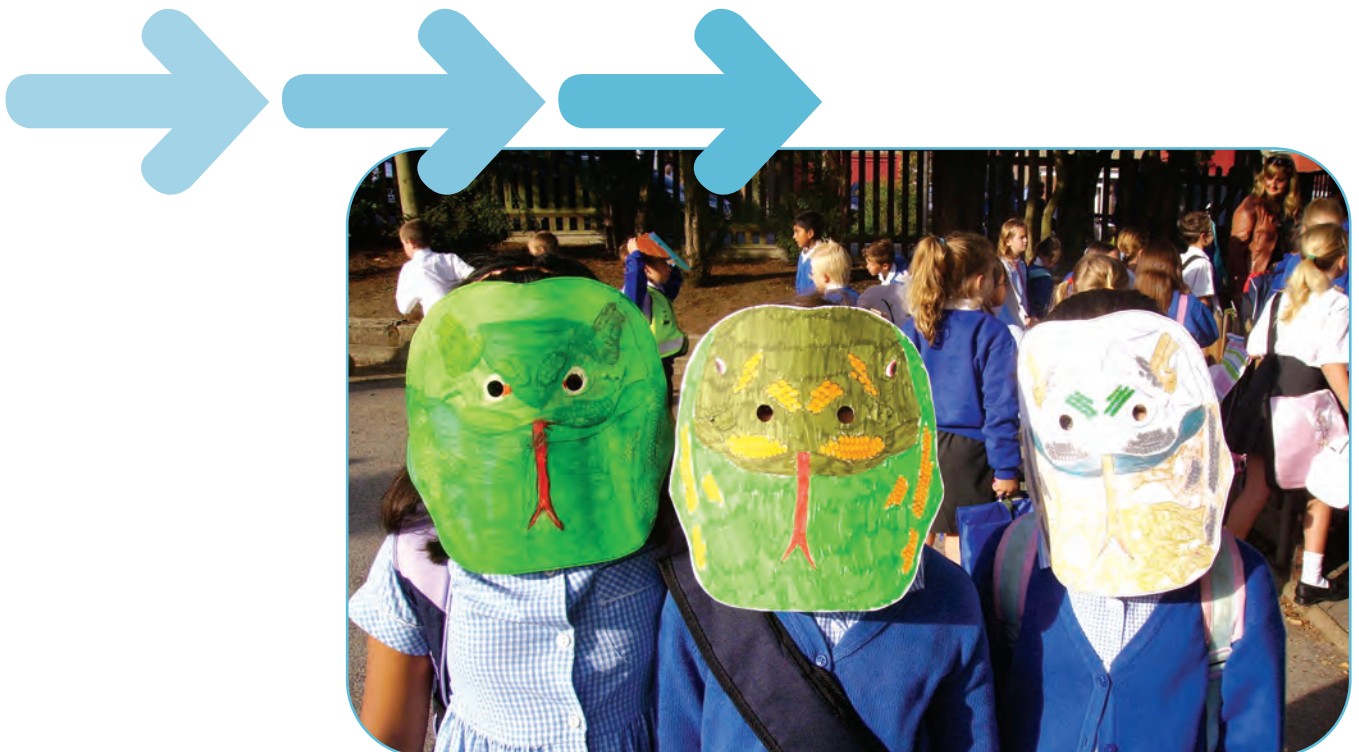
In 2006, local schools ran special events to promote WoW. Each participating school was rewarded with a tree to plant in its school grounds to demonstrate the benefits of walking to school on the environment. 33 schools in 18 London boroughs took part.

In one Bromley school, pupils arrived at school wearing animal masks. They applied stickers to a huge banner and there were wildlife experts on hand to do educational talks in class.

In Brent, a whole street was closed and decorated in the theme of a rainforest. There were wandering gorillas, stilt walkers and face painters.

The 'Big WoW' will run every year and your school can take part and join the fun! All you need to do is talk to your School Travel Advisor, tell them you want to take part and the rest will follow.

Help will be provided to plan the event and you will receive additional resources to make it a success.





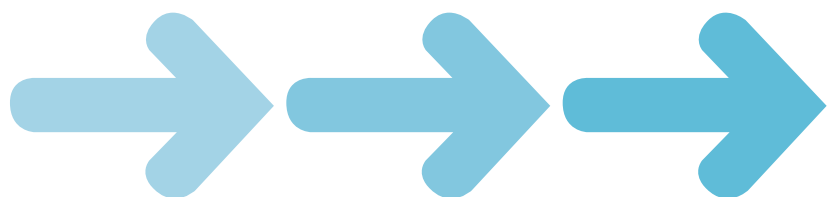
WoW Design Competition

Following the success of the pilot year of WoW, a competition was launched to design the next year of collectable badges. The first competition produced brightly patterned feet and the second produced badges with the designs of animals.

From cheetahs, to elephants and ladybirds to clownfish, each month of 2006-7 represents an animal vibrant in colour and personality. On a more serious note, many of the animals represented are under threat due to man's detrimental impact on the environment. Closely tied to the walk to school campaign is the global impact of increasing car use on the environment and the threat to habitats across the world.

Winners of the competition received their awards at a celebratory event held by Transport for London at the Rainforest Café in Piccadilly.

The competition will be an annual event which takes place in the Spring term. Why not get your school to take part? Information is available from your local School Travel Advisor or the National Walk to School Campaign Coordinator on 020 7820 1010 or the website at www.walktoschool.org.uk.



Pedometer Challenges

Another initiative that your school may wish to consider running is a pedometer challenge. Pedometers are instruments that count the number of steps a person takes whilst walking.

A school could run a number of competitions amongst pupils and classes to find out who walks the most during their journey to and from school. This could also be extended to other journeys outside of school.

Some ideas are as follows:

- Individual pupil competitions – pupils within one class each receive a free pedometer and record the number of steps walked on the journey to and from school during one week. The pupil with the highest number of steps receives a prize at the end of the week. This could be run in a number of classes and then produce an overall winner for the school.
- Class competitions – in the same way as above, classes compete against each other. If there are enough pedometers to go round then this can be done during the same week or if not, each class has a separate week and then the totals are compared at the end of the term/half term.
- School competitions – if there is another school in the local vicinity then they could be challenged to a pedometer competition.

Curriculum links

The use of pedometers can be linked to the schemes of work for certain elements of the curriculum:

- Numeracy planning – Block C Handling data and measures
- Science – KSI + 2 Unit 2A Health and growth, Unit 5A Keeping healthy, Unit 4A Moving and growing

Number of steps

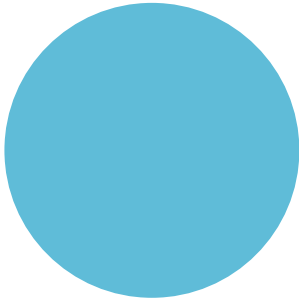
For any promotional work relating to these challenges, it is important to remember that the recommended guidelines for adults and children are as follows:

- Adults – 10,000 steps per day
- Girls – 12,000 steps per day
- Boys – 15,000 steps per day

Information on how to obtain free pedometers for your school is available from your local School Travel Advisor.

Schools on the Move is a school based pedometer promotion for pupils in Year 6-Year 9 provided by the Youth Sport Trust. The trust in conjunction with other partners has developed a cross-curricular learning programme which uses pedometers to promote physical activity.

For more information, check out the website at www.schoolsonthemove.co.uk





Walking Buses

Its a term many schools have heard of, but not all are sure what they are or how to run them. Basically, a Walking Bus is a group or 'bus' of children and adults who walk from home to school each day. The idea is that children are able to walk to school even if their own parents cannot take them. Each Walking Bus must have the correct ratio of adults to children who are trained and insured through the Council. There are a number of stops on an assessed route to the school along which children are picked up by the Walking Bus.

Further information on how to set up a Walking Bus is available from your local School Travel Advisor. A dvd is also available from the TfL School Travel Planning Team by emailing sta@tfl.gov.uk or on 020 7027 2938.

In December 2006, a walking bus grant was made available from the Department for Transport (DfT). The DfT website contains further information on this grant and a step by step guide on how to implement a Walking Bus. See www.dft.gov.uk.

Walking Audits

All School Travel Advisors in London have been trained in walkability audits. This means they are able to do a 'walk around' with schools, teachers and pupils, to identify problem locations around the school which could prevent or hinder walking to school.

If your school would like help with a walking audit please contact your local School Travel Advisor.

Zara Adams Award

The Zara Adams Award is made each year by Transport for London and Living Streets (the charity behind the Walk to School campaign). It is given to the London primary or nursery school that can best demonstrate their commitment to walking to school safely. The winning school receives a £500 prize.

Further information is available on the Walk to School website at www.walktoschool.org.uk.





Passport Walking Schemes

Passport walking schemes have been running for a number of years and are in operation throughout the country.

There is a very simple formula to follow for these schemes to work and they can be implemented at a very low cost to the school. Each child receives a passport or stamp book. This is used to record how often the pupil walks to school.

- Each time the child walks to school they receive a sticker or stamp to add to the passport.
- There may be stages/levels to the passport
- Once the passport is full or a level has been reached the pupil will receive a certificate.

A school can decide whether there should be certificates for different levels i.e. after 10 walks a pupil receives a bronze certificate, after 30 walks a pupil may receive a gold.

Further help and advice can be obtained from your Local School Travel Advisor.



Other Walk to School Projects

Green Miles/Global Walking

This is a walking challenge that gets pupils to collect as many 'green miles' as they can on the journey to school e.g. 10 miles for every day that they can get their parents to leave the car at home and walk, cycle or take public transport. This information can then be plotted onto a map.

The journey can be very general or quite specific. The idea is that the pupils/class accumulate a number of 'green miles' which are then used to plot a route. The winners will be the pupil/class that reaches the destination first.

For example a school could do one of the following:

- Walk around a London Borough
- Walk around London
- Walk around the United Kingdom
- Walk around the World

One way to take this idea further would be to get classes to compete against each other or even other schools. Perhaps there could be a borough challenge?

All a school needs is a large map of an area they wish to use and a pin to represent each class. Further help and advice can be obtained from your local School Travel Advisor. There is a worksheet on the Walk to School website which schools can use to calculate how far it is from your school to places around the world.

Green Footprints Challenge

In 2006 as part of the United Nations Climate Change Conference in Nairobi schools were encouraged to collect 'green footprints'. At the beginning of the second week of the conference, Climate Alliance presented more than half a million 'Green Footprints' to save the world's climate to the United Nations Framework Convention on Climate Change (UNFCCC).

This was done on behalf of more than 100,000 children aged 4 to 10 years old. One Green Footprint was awarded for each journey made by children using a sustainable mode of transport during a special week as part of Climate Alliance's campaign 'ZOOM – kids on the move 2006'.

Pupils contributed to the scheme by travelling to school in a sustainable way such as walking or cycling. Every kilometre travelled represented a 'green footprint'. The campaign sought to gather together enough footprints to symbolically cross all of the countries which have signed up to the UN framework Convention on Climate Change.

ZOOM children in Austria, Germany, Italy, Luxembourg, Sweden, Switzerland, The Netherlands, Turkey and Great Britain, got together to collect Green Footprints. The challenge was to gather at least 178,969 footprints, which equals the number of kilometres needed to travel through all 189 countries which have ratified the UNFCCC to date. The children in Europe gathered 599,142 Green Footprints and thereby actually tripled that distance!

The Europe-wide campaign 'ZOOM – Kids on the Move for Climate Protection' is coordinated by the Climate Alliance of European Cities.

ZOOM has been 'walking' since 2002 and continues into 2007 and the run up to the United Nations Climate Change Conference 2007.

For further information check out the website at www.climatealliance.org.





Case studies

There are a number of other initiatives that a school can use to promote walking and this guide is designed to promote just a sample of those available. We would love to hear about any other innovative schemes happening in your school.

In line with the London School Travel Plan Accreditation Scheme, the walking case studies on the next few pages are divided into three levels; sustainable, higher standards and outstanding.



Sustainable Level Case Study

Peter Hills with St Mary's and St Paul's CE Primary School

Contact: Peter Coello

School Travel Plan Coordinator

London Borough of Southwark

Peter Hills with St Mary and St Paul Primary School in Rotherhithe planned a fantastic Walk to School week in May 2005.

In the morning, teachers, pupils and parents recorded how each child got to school and the children wrote and drew pictures about their journey. Those who walked to school received high visibility vests embroidered with the school logo and also duffel bags full of goodies.

Results

- At least 75% walking to school from each class.
- Teachers and parents walking.

The highlight was a fancy dress event on the Friday of Walk to School week where prizes were awarded to individuals and classes who walked most often.





Higher Standards Level Case Study

St James Junior School
Contact: Helen McAuley
School Travel Plan Coordinator
London Borough of Newham

St James Junior School in Newham has done a wide range of walking related initiatives as a part of their school travel plan: There has been an excellent level of achievement in running many varied walking schemes at the school. As a result, there has been a 6% increase in walking to school in a year.

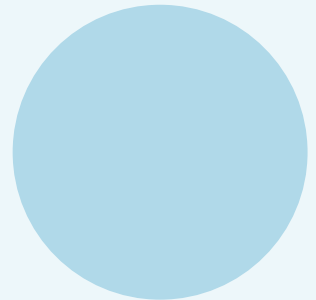
How has this been done?

- The school has been a part of WoW since 2004.
- The school participates twice yearly in walk to school week and in May tied this in with a healthy living week at the school to bring together school travel plan and healthy schools programmes.





- The school has organised whole school walkathons and has involved the local police, road safety unit and parents. In May 2006 the Healthy Living walkathon raised money for new play equipment in the playground.
- In October 2006 – Going Green Day – the school held another walkathon and to celebrate green travel all pupils were asked to dress in green for the day.
- In 2004 the school explored the idea of a walking bus and didn't think it would be feasible for the school. Instead the Junior Road Safety Officers started the walk with a buddy scheme. This is an informal scheme where pupils who wish to walk to school with someone can be matched up to a pupil near by whom also wants a buddy to walk with. The school has 6 pairs of buddies and hopes to expand this.



Funding

The school has received £49,000 from TfL and has implemented a 20mph zone around the school site. They have also used this to make designs into leaflets for walking signs and combined some with the capital grant to build a sheltered waiting area for parents.

Future Plans

The school will continue with their WoW campaign in 2007 and will also be looking to further expand the 'Walk with a buddy' programme. They have applied for a grant from the DfT to fund this initiative further.



'Walking and celebrating it, is part of each day at St. James Junior School'

Monica Curpen, Healthy Living Week Co-ordinator and Learning Mentor



Outstanding Case Study

Southborough Primary School

Contact: Louise French
School Travel Plan Advisor
London Borough of Bromley

Southborough Primary School was one of the pilot schools for the WoW scheme, and has continued the scheme since it began in 2004. The school has been recognised as achieving a massive increase in walking and a reduction in the numbers of pupils coming to school by car.

What has been achieved?

The school travel plan for Southborough Primary School was completed in September 2004. Following this, reviews have taken place in September 2005 and September 2006. Hands up surveys take place termly and provide the borough with data on modal shift.

- The percentage of pupils using cars to travel to school has reduced from 56% in May 2004 to 13% in October 2006. This is a massive 43% reduction in the number of cars on the school run
- The amount of pupils walking to school has risen from 43% in May 2004 to 65% in October 2006. A huge 22% more pupils are now walking to school as a result of Southborough's active school travel plan and walking initiatives

The school also took part in Bromley's inter-school walking competition and became the winning school with 83% of pupils walking to school.

How has this been achieved?

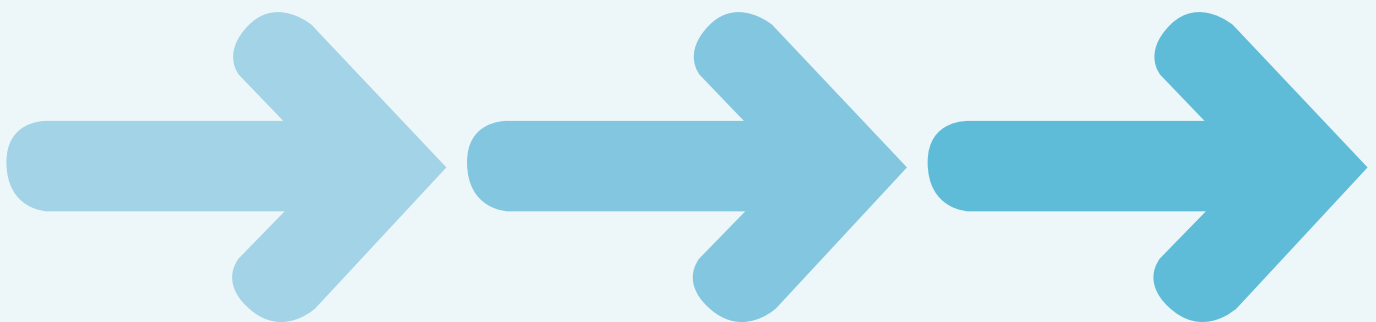
Car usage at Southborough Primary School has decreased due to the promotion of the WoW scheme. WoW has been promoted through assemblies from the London Borough of Bromley. The borough also held WoW colouring competitions to engage children in the idea of walking regularly. Walking and the fundamentals of road safety are also integrated into the curriculum. Road safety talks take place for year 2 and year 6 from the council's road safety officers.

The school newsletter provides regular updates to parents on the school travel plan, walking initiatives and road safety. A section has also been added to the school prospectus encouraging sustainable transport use.



‘Having reached a high percentage of children Walking on Wednesdays or Parking and Striding on Wednesdays, we were searching for ways of increasing the walking done by so many Southborough children. We decided to introduce a bit of competition by using the frequency cards to chart the class with the children who walk most often in any half-term period. That class wins an emblem, so far we have been using soft toy macaws as prizes.’

Melanie Laing, Deputy Head, Southborough Primary School



For further information or additional copies of this guide please contact:

Transport for London – School Travel Team
Direct Line: 020 7027 2939
Email: sta@tfl.gov.uk
Website: tfl.gov.uk

For further information on Walking Schemes in London visit www.tfl.gov.uk/walking or email walking@tfl.gov.uk

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