Children walking to school help improve air quality around their school.
Introduction

For many of us, walking is the easiest thing to do as well as being the simplest way to travel. Yet evidence shows that we 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 carried out with local 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 35 percent walk to school on a regular basis. Instead, parents choose to deliver them to the school gate by car, fuelling fear about stranger danger and abduction, contributing to congestion on the roads around the school, poor air quality, and lower levels of health and fitness.

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 whenever possible.

This guidance document provides a summary of the walking initiatives currently in place, both in London and nationally, to promote walking to school. It also outlines who you can contact to get your school involved.

Persuasive walking messages

While there are many benefits that can be promoted to encourage people to walk, a recent report has indicated that the following messages are some of the most persuasive:

‘Children walking to school help improve air quality around their school.’

‘Walking one mile in 20 minutes burns the same number of calories as running one mile in 10 minutes.’

‘In heavy traffic jams, air quality can be poorer inside the car than outside.’

National Walk to School campaign

Walk to School week

Each year, there are two National Walk to School weeks. Across the country, schools sign up to promote walking for an entire week during May, and again in October.

This initiative has been in place since 1995 and encourages schools across the UK to work together to promote the importance of walking. Walk to School weeks have a huge take-up across the country, with the support of 65 per cent 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 the charity 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, while at the same time highlighting the huge range of benefits available as a result of walking.

In 2004, the theme was fun and friendship. 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.

Health and fitness was the theme in 2005. Schools highlighted the variety of benefits that regular exercise has on health levels among 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 their playgrounds.

In 2006, the theme was independence. Research indicates that fewer children now play outside. Fear surrounding abduction and road accidents mean that children play inside instead. The theme of 2006 was initiated to emphasise the role that walking to school can play in promoting safety and independent travel on regular journeys.
The Walk to School theme for 2007 was saving the planet by walking to school. This campaign encouraged pupils to do their bit for the environment by walking, and so being a superhero for their school.

To mark Walk to School week May 2008, Living Streets released the report ‘Backseat Children’, which highlights how children who do not walk to primary school are denied the chance to learn how to deal with traffic, so making them vulnerable on our roads.

In 2008, Walk to School week joined forces with Noise Action week and the theme was ‘make a noise about walking to school’. Pupils were encouraged to become ‘sound detectives’ and explore their local environment through sound to find out just how much experience gets missed each day by being cocooned in cars – whether it’s the tweeting of birds, the clip-clopping of shoes or the sound of their friends’ voices. It was also an opportunity to highlight the benefits of children getting to know their communities by walking to school.

To mark the launch of this year’s Walk to School week, seven councillors from the Royal Borough of Kensington and Chelsea watched around 300 pupils from five primary schools performing a concert with instruments made from recycled car parts. It was led by pupils from Middle Row Primary School and held in a neighbouring park. The week prior to the event, the pupils attended two workshops with trained musicians who helped them make the instruments and taught them a percussion rhythm.

Schools in Bexley took up the challenge and participated in a competition to make a radio advert about Walk to School week. Jubilee Primary School was the winner and its advert was played on radio station Time FM 106.8 for three weeks.

Walk to School week 2009 will be held 18 - 22 May 2009. The theme is yet to be decided, but you can keep up to date by checking the Walk to School website (details below).

Provision of a general theme allows schools the freedom to hold events tied to particular issues. Not only do these events remind children and parents why walking is such a good 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, contact your school travel adviser or the TfL School Travel Planning team.

Information about Walk to School week is available from your local school travel adviser 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

New campaign to get secondary school students walking to school

Living Streets, the charity behind the Walk to School campaign, is creating a new campaign to get secondary school pupils walking more.

The campaign will encourage every teenager to walk for at least 15 minutes as part of their daily journey to school. The campaign was launched in September 2008 and, by 2011, they plan to have involved 580 schools – increasing walking levels by an average of 15 per cent.

More information will become available on the website as the campaign develops – 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 during this month, all hoping to create communities that are safe places to walk.

A campaign was launched in October 2007, with materials available based around the theme of the local environment, and how walking to school can help create sustainable local communities. Every child who took part was encouraged to pledge to be a ‘Street Ranger’ by walking to school, using sustainable transport, supporting local shops, not dropping litter and appreciating their local environment.

October 2008’s Walk to School month is based around the theme of health, specifically the growing problem of childhood obesity. The event is about encouraging children all over the UK to ‘Power Up!’ by walking to school.

Every Journey Matters

In time for Walk to School month 2007, the School Travel Planning team at TfL launched resources for London schools which focus on journeys made by children all over the world. The Every Journey Matters story book was produced in conjunction with children’s charity Peace Child International and features real stories and experiences of travels to school, written by children from different countries. There is a dedicated website – www.everyjourneymatters.co.uk – which accompanies the book, with up-to-date information about travel, transport and the environment, games and activities for pupils, and KS2 lesson plans and resources for teachers.

Schools in London can order copies of the book from their school travel adviser, and the resources and lesson plans can be downloaded from the above website free of charge.
International Walk to School (iWalk) projects

Promoting walking to and from school is not just popular in the UK. In 2007, a record 42 countries and millions of walkers participated in International Walk to School month. There are various campaigns throughout the world which promote walking. However, many things have been learnt from the walking campaign that we have here in Britain.

iWalk

iWalk aims to encourage a more walkable world by:

- Encouraging physical activity
- Raising awareness of how walkable a community is
- Reducing crime and taking back neighbourhoods
- Reducing traffic congestion
- Sharing valuable time with your local community

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

ePals

Epals is the largest internet global community of classrooms. It is a great way to find out how pupils in other countries travel to and from school. Using ICT lessons, pupils can send 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 communities in developing countries. This topic links particularly well to the Governments ‘sustainable schools’ initiative, the site has community forums (for parents, teachers and pupils), and project forums with lessons about global warming, water, natural disasters, habitats and maps.

Pupils could pose the question – how are schools in other parts of the world more sustainable than the UK 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 arrive.

For more information, see www.epals.com

There are many ways that schools around the world promote International Walk to School month. Some examples have been provided here but TfL’s School Travel Planning team are always looking for new ideas to develop which help London schools promote and support active travel to school. So if your school has an idea then let your school travel adviser know.
Walk on Wednesdays
The Walk on Wednesday (WoW) scheme was developed as a way of enabling schools and local authorities to promote walking to school on a regular basis throughout the school year from September 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 significantly 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 – 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 on Wednesdays to parents and pupils. 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. 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 so 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 also vary. For example, pupils could receive badges at the end of every term.
Some schools who excel at walking implement more stringent targets for their pupils. At a particular school in Bromley, pupils must walk more than once a week to earn their badges.

Resources
WoW is a simple scheme to administer and it’s 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
- Pupils receive a certificate the first time they walk
- 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 adviser
- At the end of the month, pupils receive a colourful enamel badge

And it works!
All London boroughs now participate, and a third of London primary schools take part in WoW each month. Many have reported huge increases in walking, with some as much as 30 per cent, as a result of participating in WoW.
Information on the scheme is available from your local school travel adviser 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 the Big WoW event.

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. A total of 33 schools in 18 London boroughs took part.

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

In Brent, an entire street was closed and decorated in the theme of a rainforest; there were wandering gorillas, stilts walkers and face painters.

In 2007, the Big WoW’s second year, 60,000 primary school children in 10 London boroughs came together to sign a charter to help reduce congestion and pollution by pledging to try and walk once a week instead of using the car.

Two pupils from each school who had shown a commitment to the WoW campaign were selected to sign the ‘Walking Charter’ with their head teacher on behalf of their school. These two pupils then walked the charter to the next participating school where the process was repeated. The signed charters from each of the 10 participating boroughs were presented to the Mayor of London at City Hall by two pupil representatives from each borough.

In 2008, the Big WoW’s theme was ‘landmarks’. Participating schools were provided with a resource pack to help them organise an event, through identifying various local landmarks, choosing one within a good walking distance from their school and planning a route to it. Parts of the pack were designed to be photocopied by the school and delivered as part of an additional lesson plan.

The Big WoW will run every year and its easy for your school to take part and join the fun. All you need to do is talk to your school travel adviser, 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 Walking Zones

Eco Local and TfL have teamed up to produce a WoW walking zone teachers pack to help schools create a defined area around the school inside which everybody has to walk in order to qualify for their WoW badge.

The aim of launching this pack is to involve children in developing a WoW Walking Zone around their school. In doing so, they are able to explore issues around congestion, pollution, climate change and healthy living. It includes a five-week lesson plan and resources which link with the curriculum.

A walking zone is a useful way of highlighting to pupils and parents that journeys to school are often a walkable distance. Many people over estimate the distance and time it takes to walk short journeys, often believing a journey is too far to walk. A walking zone helps to show parents and pupils the journey to school is walkable and therefore encourages them to leave their car at home.

It can also be useful for encouraging everyone to participate in WoW. Those parents/pupils who live too far from school to walk the whole distance are provided with a set point from which they need to walk in order to qualify for their WoW badge, so providing clarity and encouragement to walk for everyone.

Schools in London can order packs from their local school travel adviser. Packs can also be ordered via the Walk to School website or by emailing walktoschool@livingstreets.org.uk
Walk to School assembly plans
A number of assembly plans are being developed to support Walk to School and WoW. The first one – what is carbon dioxide and how can we help? – is available free on the Walk to School website now (www.walktoschool.org.uk).

This is the first of a number of planned assemblies for promoting Walking to School – others will follow shortly.

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

‘The seasons’ was the theme for the 2007/08 competition. Winning designs depicted autumnal leaves, poppy fields, sandcastles, and Rudolph the red-nosed reindeer, among other things that we associate with specific British seasons.

The theme for the 2008/09 competition was landmarks. The 11 winners picked up their awards in June 2008 at St Paul’s Cathedral. A total of 1,000 pupils from 350 schools around the UK entered, with the winners’ designs depicting many famous British landmarks, including the White Cliffs of Dover in the South, Hadrian’s Wall in the North, and the Giants Causeway in Northern Ireland. The designs will form the WoW badge designs for 2008/09.

The competition is 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 adviser 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 the school may like to consider running is a pedometer challenge. Pedometers are instruments that count the number of steps a person takes while walking.

A school could run a number of competitions among 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.

Here are some ideas for challenges:
• Individual pupil competitions – pupils in a 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, to 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, 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 – KS1 + 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:
• 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 adviser.

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

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

It’s 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 of ‘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 adviser. A DVD is also available from the TfL School Travel Planning team by emailing sta@tfl.gov.uk or calling 020 7027 2938.

Walking audits

All school travel advisers 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, contact your local school travel adviser.

Passport walking schemes

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

There is a very simple formula to follow for these schemes to work and they can be implemented at 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, and after 30 walks a pupil may receive a gold.

Further help and advice can be obtained from your local school travel adviser.

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, for example, 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 UK
- 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 adviser. 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 four to 10 years old. One green footprint was awarded for each journey made by children using a sustainable means 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 the countries which have signed up to the UN framework convention on climate change.
Children taking part in ZOOM 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 so 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. By December 2007, a total of 128,000 children participated in the 2007 ZOOM campaign – more than ever before. All the green footprints collected by children throughout Europe were handed over to the participants of the 13th UN Climate Conference in Indonesia. The same is planned for ZOOM’s seventh year – green footprints will be handed over to the participants of the 14th UN Climate Conference, to be held in Poznan, Poland, in December 2008.

For more information, go to www.climatealliance.org

Walking the World

The London Borough of Bromley has developed a walking miles scheme linked to WoW, with its own interactive website for children promoting sustainable travel, healthy lifestyles and the environment on a global scale.

The website allows schools to earn world miles when their pupils walk to school. The more children that walk or cycle the further around the world schools can go.

Along the way there are country stops where teaching staff can download curriculum links, fun activities, colouring competitions and comprehensive lesson plans, which cumulatively cover all subjects in the National Curriculum, to deliver in class. There are also interactive games that pupils can try out at home.

Many schools already promote sustainable transport for the school journey and the aim of this website is to allow schools in Bromley and across the globe, to share ideas and best practise and have some fun along the way.

The website will be launched in time for October 2008’s Walk to School month – www.schoolswalkingtheworld.com

There are a number of other initiatives that a school can use to promote walking. 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

St Joseph’s Catholic Primary School
Contact: Peter Coello
School Travel Plan Coordinator
London Borough of Southwark

St Joseph’s Catholic Primary School took part in a pedometer challenge for Walk to School Week May 2008. The school has received Sustainable level accreditation for its school travel plan.

What has been done?
The school borrowed pedometers from Southwark Council. Different classes took the pedometers for a day each from Monday to Thursday, and classes competed against each other to rack up the largest number of steps. The winning class was announced in a dedicated assembly on the Friday of Walk to School week, attended and coordinated by Southwark Council’s transport planning staff, community wardens and a local councillor. The event received press coverage in Southwark News and the South London Press.

Funding
An official photographer for the day cost £120. Merchandise and prizes were sourced from the materials purchased for all schools in Southwark, including official Walk to School merchandise, badges and stationery.

Future plans
The school has recently completed its school travel plan review, in which the school aims to increase walking from 59 per cent (in 2008) to 70 per cent (in 2009). This year’s walk to school week activities have kick-started this effort, and the school is also now participating in WoW to increase walking to school.

Higher standards level

Field End Junior School
Contact: Wendy Rogers
School Travel Plan Coordinator
London Borough of Hillingdon

Field End Junior School has implemented a wide range of walking-related initiatives as a part of its school travel plan. Combining participation in many existing campaigns and activities, with development of its own house-points incentive scheme to pull all the walking activities together and generate team spirit and added incentive. As a result, they have managed to attain a high level of walking throughout the year (around 69 per cent), and a steady decrease in car use from 53 per cent in 2005 to 37 per cent in 2007.

How has this been done?
- The school has been participating in WoW since 2003
- The school takes part in National and International Walk to School weeks and months
- A full programme of walking events is arranged each year, linking use of pedometers with awareness-raising events
- As well as WoW badges, the pupils who participated in every event by walking to school also received a plaque on prize-giving day in 2006. A point system was also in place to ensure that those pupils who didn’t manage to achieve every event – still got recognition for those they did participate in. The points were used to create totals for each of the four school houses – creating a team incentive as well as a personal one. At the end of the year, the team with the most points won the Walk to School Challenge Trophy.
- In 2007, the school had a full programme of events and generated more opportunities for children to take part by instigating a ‘drop and go’ system, whereby children could be dropped off at nominated points away from the school, walk and receive their badge.
- The school received funding to establish a walking bus in 2007
- In 2007/08 it added a ‘class of the month’ competition to its established ongoing incentive programme. The pupils were consulted to help decide how awards should be issued. They decided that the class with the highest percentage is awarded a certificate and displays the class of the month poster outside their classroom for the whole school to see. There is also a plaque which is kept in the classroom until a new winner is identified.
Southborough Primary School was one of the pilot schools for the WoW scheme, and has continued the scheme since it began in 2004. It has been recognised as achieving a massive increase in walking and a reduction in the number 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. In September 2007, the school successfully completed a full school consultation and three-year rewrite. Over these three years the school has made some fantastic achievements.

- The percentage of pupils using cars to travel to school has reduced from 56 per cent in May 2004, to 13 per cent in April 2008. This is a massive 43 per cent reduction in the number of cars on the school run.
- The amount of pupils walking to school has risen from 43 per cent in May 2004, to 65 per cent in April 2008. Twenty-two per cent 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 per cent 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