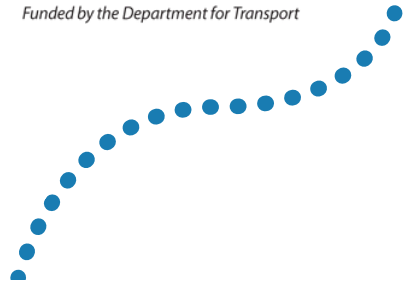




# Walk to School



## Project Report 2021-22



# Walk to School



## About

In November 2021, Stride Active received funding from Herefordshire Council (through Department for Transport funding) to deliver a walk to school project for schools in the city and market towns.

### What is the issue?

- A generation ago 70% of primary school children walked to school but this has now dropped to 51%
- Only 46% are taking part in an average of 60 mins physical activity per day. Nearly a third of children take part in less than an average of 30 mins activity per day
- 1 in 4 cars in the morning rush hour are taking children to school

### Why Walk to School?

There are so many benefits to Walking to School that we have been promoting to schools, including:

- Increasing levels of physical activity
- Improving mental wellbeing
- Improving safety around the school gates
- Increasing awareness of environmental issues

### Our Approach

Through this programme, we offered schools 2 different options of support:

1. The Living Street WOW programme
2. Local delivery of assemblies and workshops

All of the schools that engaged with the programme requested local resources and delivery.



## Engaging with Schools

### Communications and resources

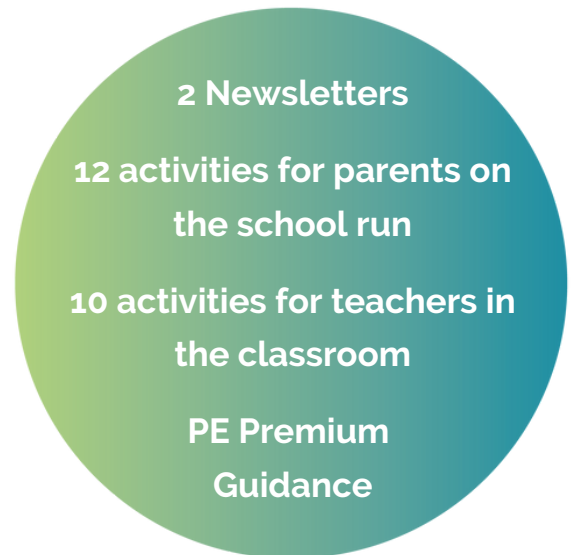
Just before the Easter break, we sent out a **newsletter to parents** (via schools). It highlighted the benefits of walking to school, information about national Walk to School week and the School Games walking challenge.

A **newsletter for schools** included the information detailed above, but also the activities and services available to schools to support and improve the levels of active travel to school (e.g. Bikeright training, active travel plans and road safety).

As part of walk to school week, we created an **activity pack for parents**, which they could do on the walk to school with their children. This ranged from observation tasks and challenges to topics to discuss whilst walking.

We also provided teachers with some **activities for the classroom** to make pupils more aware of walking to school and active travel. The activities were linked to other areas of the curriculum, to encourage schools to make use of them.

The final resource we produced for schools was **guidance on how the PE premium could be used to support active travel**. This included examples of things they could do, how it links in with the Government's key indicators for the funding and how to measure it the impact, in order to report on it.



# Walk to School



## Engaging with Schools

### Social Media Campaigns

We have delivered 3 social media campaigns at strategic points throughout the year. The campaigns targeted both schools and parents; we therefore used Twitter and Facebook as the platforms to reach both audiences.

The first campaign took place in March, to coincide with spring and lighter mornings. The purpose was to raise awareness of the benefits of walking to school.

We then ran a second campaign in the build up to Walk to School week (6-16th May). This was to encourage both schools and parents to take part in the week and sustain walking beyond this. Finally, we delivered a 'walk back to school' campaign during the last week of the summer holidays and the first week of term to kick-start a behaviour change at the start of the academic year.

23 POSTS  
2719 FB REACH  
98 FB REACTIONS  
6746 TWITTER IMPRESSIONS  
3.45% TWITTER RATE

Independent research on Herefordshire Council active travel social media identified:

'Awareness of specific initiatives Bikeability (95%), Beryl Bikes (94%) and **Walk to school week (81%)** were found to be the **most well-known initiatives in 2022**.

The awareness of Bikeability had more than doubled since 2019; similarly, **awareness of Walk to school week had almost doubled.**'



# Walk to School



## Engaging with Schools

### Assemblies

Our assemblies focused on highlighting the benefits of walking to school, including physical, mental, social and environmental. These were delivered to a range of year groups, from reception to year 6!

10 assemblies  
8 schools  
2345 pupils

10 workshops  
6 schools  
420 pupils

### Workshops

The workshops complemented the assemblies and provided more detail and activity. They gave children an opportunity to take part in activities that they could do on the school run and think about how they might be able to speak to their parents about walking to school more. We also asked children to make a walk to school pledge.

### Hands up Survey

As part of the workshops we did a hands up survey with the children. We then asked the teachers to repeat this later in the year,

At the start, an average of 45% children walked to school, a few months later, 56% said they walked.\*

### Walk to School Week

Using the national Living Street resources, we encouraged schools to take part in the national Walk to School week. Target schools were offered the Living Street Walk to School pack/resources to give to each of their pupils.

11 schools  
2010 Walk to School  
challenge packs

6 schools  
5982km walked

### Walk to School Challenge

As part of Walk to School week we offered all schools the chance to take part in our School Games Walk to School week challenge - to walk from the Gold Coast to Birmingham, to coincide with the Birmingham 2022 Commonwealth Games. We didn't quite make the distance but we did make it from Canada to Birmingham!

\*Results from 3 different schools.

# Walk to School



## Engaging with Schools

St Paul's Primary  
@StPaulsPrimary1

Year 4 are learning all about the benefits of walking to school with the wonderful staff from Stride Active. We are preparing for Walking to School Week next week.  
@stride\_active #walktoschoolweek



9:48 AM · May 10, 2022 · Twitter for iPad

St Paul's Primary  
@StPaulsPrimary1

We are learning how walking to school is good for our health. Walking and taking on our beautiful field is a great way to find out more about our friends and be active at the same time. Thank you @stride\_active  
#walktoschoolweek



Twitter for iPad

Lugwardine Primary Academy,  
Hereford

30 Jun · 🌐

Today Year 2, 3 and 4 started getting ready for our walk to school week next week. Stride Active came in to help us learn about the benefits of walking and ensure we are safe on our route.



7

Lugwardine Primary Academy,  
Hereford

4 Jul · 🌐

It was great to see so many smiling faces this morning for the first day of our walking bus.  
Day 1 is all about teaming up. Walking to school with friends or family is a great way to start the day. You can chat about your day and the exercise will make you feel good too!



Lugwardine Primary Academy,  
Hereford

6 Jul · 🌐

Today is day 3 of our walk to school week. Today's focus is all about boosting our health. It's recommended that you carry out 60 minutes of physical activity every day. Walking to school every day will help to keep us fit, strong and healthy. Walking is excellent exercise. As we walk, our hearts beat faster, our breathing gets quicker, we warm up and we feel energised.



10

Stretton Sugwas  
@strettonsugwas

It was the final day of #walktoschoolweek and another great turnout! #strideactive Thank you to all the children who walked to school! Well done #team .



9:55 AM · May 20, 2022 · Twitter Web App

Broadlands Primary School  
@Broadlands\_hfds

Living Streets Walk to School week: Broadlands have now totalled up the number of km that the children in each year group have walked. Collectively they have walked a massive 652km! Well done everyone who participated. Mrs C is super Proud! 😊 @stride\_active #walktoschoolweek



### SCHOOL GAMES WALKING CHALLENGE!

16th - 20th May is National Walk to School Week.  
To coincide with the new School Games eco value, we are challenging schools in Herefordshire to walk the distance from Gold Coast (distrial where the last commonwealth games took place) to Birmingham (UK) where this years commonwealth games are taking place! All in one week!  
This is 16, 636 kilometres for 10,337 miles!  
We know it is a long way but if every pupil walks just a few miles during the week we know we can make it!

Prizes for the winning schools!  
Please submit the number of kilometres your school has walked and the total number of pupils in your school.

SPONSORED BY STRIDE ACTIVE AND STRIDE ACTIVE



Withington Primary  
@Withington\_hfds

Reception class finished #walktoschoolweek off with a lovely stroll home with their teachers. Well done everyone. @stride\_active

Walking my class home 🏡  
Distance 1.68 mi  
Elev Gain 79 ft  
Time 50m 16s



Wantsuite Inc.

# Walk to School



## Engaging with schools

### Stretton Sugwas: Walking Bus

As part of Walk to School week, Stretton Sugwas set up a walking bus which we have followed over the last couple of months. We spoke to Stretton about why they decided to do this, how they went about it and what impact they have seen.

#### Why?

*We decided to do it to encourage families to explore a healthier lifestyle. It was an opportunity for parents and children to get active and was also a chance to try and have a positive impact on the environment. Changing to a healthier, more sustainable culture happens one step at a time and this was a chance to do that.*

#### What did you do?

*In order for it to happen it needed the support of staff, who would be available to supervise the walk on a rota basis. Often new initiatives can be down to a finite group of staff but we were overwhelmed by the majority of the staff who were able to commit to one or more mornings to join in on the walk. Once we knew we had the staff support, it was simply a case of sending a message out to parents to notify them the timings and the route. We found that the support from children and parents was equally as impressive.*

#### The Impact and Sustainability

*The impact has been that parents and children seem far more aware of healthier ways of coming to school. We've noticed a lot more bicycles and walkers in the morning. The difficulty with anything new is getting started. Having started this initiative and seen how well-received it was and how easy it was to co-ordinate, it means things like this can grow and be a sustainable event in the active life of the school.*

We have worked with senior leaders at Stretton to create a video case study so we can share an example of best practice with other schools.



Stretton Sugwas  
@strettonsugwas

The Walking Bus was back up and running today. A great way to start the morning and arrive at school just in time for Wake Up Shake Up. #team



8:47 PM · Sep 21, 2022 · Twitter for iPhone

The Stretton Walking bus back up and running in September

# Walk to School



## Key Learning

### The offer

At the start of the report we stated that two delivery options were presented to schools (Living Street WOW programme and Stride Active local delivery). Despite promoting these equally, all schools opted for local resources and delivery. This enabled each school to have a more bespoke offer which was appealing.

### Face to Face delivery

We have had lots of feedback from schools that the face to face lessons and assemblies have been great. During the pandemic, there were no external deliverers going in and the teachers felt that having us in was really good for the children.

### Campaigns

Engagement with bite sized videos was better than static posts on social media, particularly where we used our staff or children.

### Partnerships

We worked closely with Mosodi, Bikeright and the Council to promote active travel more widely. By developing those relationships and working to promote each other, all partners benefitted from schools getting in contact. It also helped schools to understand the connectivity between all of our activities.

### Integrating this programme in to work we are already doing

By integrating this programme of work into the wider work of Stride Active, such as the School Games Eco Value, we were able to link aspects together, send out consistent messages and engage more schools.

### Flexibility

Not all schools could coincide their walk to school week with the national dates. Therefore, having the flexibility to choose their own week increased engagement throughout the year.



# Walk to School

