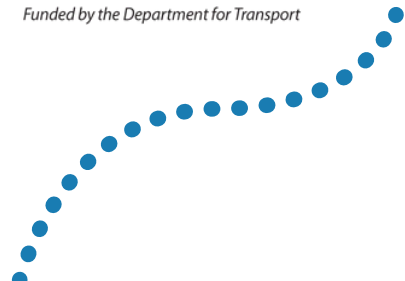




Walk to School



Project Report 2023 - 2024



Walk to School



About

Stride Active has been commissioned by Herefordshire Council to deliver the Walk to School programme from February 2023 - February 2024. This is the second continuous year of delivering this programme and we have been able to build on successes and lessons learnt from the previous contract. The programme targets primary schools in the city and market towns, whilst also providing a universal offer for any school in Herefordshire that would like to increase levels of active travel.



Context

The Cycling and Walking Investment Strategy has a target of 55 per cent of primary school aged children walking to school by 2025. New statistics show that the number of 5-10 year olds who normally walk to school has dropped from **52 per cent in 2020 to 49 per cent in 2021.**

However, the latest Sports England Active Lives Survey for Children and Young People indicates that there are **one million (11.5%) more children and young people walking, cycling or scootering to get places** than there were five years ago (academic year 2017-18), as increases in active travel during the pandemic have been maintained since society returned to normal.

Our Approach

Following the success of last year's Walk to School programme, we centred much of our work around Walk to School week, with further campaigns and activities during the summer and autumn terms. This included a mix of face to face delivery with schools (assemblies and workshops) in target areas, bespoke resources for schools to use and links to further information via our website and social media platforms.

Walk to School



Engaging with Schools

Assemblies

Our in-person assemblies highlighted the benefits of walking to school, with a specific focus on the environmental benefits. We identified this theme as it complemented Living Street's 'Walking with Wildlife', whilst also being a topic area that schools and young people are passionate about. These were delivered to a range of year groups, from reception to year 6. Two of the schools we engaged with are new for this year.

9 assemblies
8 schools
1840 pupils

14 workshops
7 schools
416 pupils

Workshops

The workshops complemented the assemblies, providing more detail and activities. We particularly focussed on what pupils could see, hear, feel and smell whilst outside and how they would not have the same experience if they were in a car. The workshops engaged pupils from years 1 - 5. Three of the schools that took up the workshops were new to the programme this year.

Hands up Survey

As part of the workshops we did a hands up survey with the children to gather vital insight about their active travel habits. We ensured schools received this information so they could benchmark changes in behaviour.

47% walked to school
7% cycled
9% scooted
37% came by car or bus
1% other

18 schools
3,300 Walk to School
challenge cards

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 free Living Streets' Walk to School pack/resources to give to each of their pupils. Of the 24 schools that were offered the challenge packs, 18 took them up, with one school requesting more packs so the whole school could take part.

Walk to School



Engaging with Schools

Communications and resources

Newsletter

A **newsletter for schools** included a range of information such as that detailed below, alongside further activities and services available to schools to support and improve the levels of active travel (e.g. Bikeright training, active travel plans and road safety). The newsletter can be accessed [HERE](#).

Existing Resources

We highlighted the resources that we created last year, an **activity pack for parents**, **activities for the classroom** and **guidance on how the PE premium** could be used to support active travel.

Walking Champions Guide

To supplement this, we created a **Walk to School Champions Guide** for young people that want to become walking champions in their school. It contains ideas about how they might be able to promote active travel in their school, including doing a hands-up survey, delivering an assembly, or organising activities and events in their school. The guide can be found [HERE](#).

6 week challenge poster

We also created a **6 week challenge poster** for schools to use to encourage longer-term behaviour change beyond the walk to school week. These are printed as A1 posters, with space for children in a class, or small school, to record their active travel. We have encouraged classes to have a competition against one another to increase take-up.

PE Premium Guidance

We have also updated the PE premium guidance that we produced, due to the new guidance that has been released by the DfE. This makes schools aware of how they can use their PE Premium, in line with funding conditions, to support active travel in their school.





Communicating with families

Our communications strategy is divided between reaching schools and families. We have used our social media platforms and Active Families programme to reach families and parents.

Active Families

Our Active Families programme supports families in targeted schools to increase physical activity levels. Through one-to-one support over a period of 12 weeks, we encourage families to engage in new or additional physical activity, such as walking to school. There are a number of families that have increased the amount of walking they do by choosing to walk to school.

This parent from Leominster Primary School requested support around physical activity to support her mental health and to engage her children in activities:

'[The support] made me more aware and reminded me to get outside and do stuff. Reminded me to walk to school again which I wouldn't have done without Active Families. Overall, it has had a positive effect.'

Feedback from other families share further examples of where parents and children are choosing to walk to school to help increase their physical activity levels:

One parent told us how she changed their swimming day so her and her child could walk to school an extra day in the week.

Riverside Primary

"[We] increased walking to school, from 3 days to 5 days a week."

St Martins Primary School

"My children now walk to school twice a week and walk the dog too."

St Martins Primary School

Walk to School



Social Media Campaigns



We have once again used both Facebook and Twitter to promote walking to school. This allows us to share messages, resources and good news stories with both schools and parents.

At the start of the year, we widely promoted last year's walking bus video that was produced in partnership with Stretton Sugwas School at the end of the previous contract. This was the post that received the most engagement and impressions on Twitter, showing that videos are often more popular and visible on social media.

During May, we linked much of our content with the national Living Streets theme 'Walking with Wildlife'. We shared content, alongside developing our own, which focused on the environment.

We have encouraged co-creation of social media content through a walk to school competition. We asked schools to either send photos to us, or tag us in their social media posts, highlighting their walk to school week. We had 6 schools that engaged with this and there were some great examples and photos of their walks to school.

Walk to School



Social Media

Stride Active @stride_active · 08 May 23
Are you ready? It's nearly @LivingStreets' #WalktoSchoolWeek!
Walking to school is a great way to up your daily 🦶 but also protect & interact with your local environment. We have lots of activities for you to try at bit.ly/3LJGq9s
[@choosehereford](#) [@greener_feet](#)

170

Orleton Primary School is 🥰 feeling fantastic.
22 May 2023 · 🌐

Ditch the car week has started with a bang! We've had bikes, scooters, roller blades and a walking bus. Well done everyone. Don't forget to send us your pics and we'll send the best ones off to [Stride Active](#).



Withington Primary @Withington_hfds
Day 2 of walk to school week and we all enjoyed our evening stroll home. Today we showed the teachers from @Aylestone_hfds our lovely route home and they enjoyed sharing it with us. #WalkToSchoolWeek #Walkingisfun #winddown



Stretton Sugwas @strettonsugwas

Our Walking Bus enjoyed looking at nature this morning and seeing the beautiful countryside around our school. Thanks to everyone for supporting this week so far. [@stride_active](#) #team



17:18 · 18 May 23 · 142 Views

Lugwardine Primary Academy, Hereford 21 h · 🌐

Tomorrow is the start of Walk to School Week.

Pupils will be encouraged to walk, wheel, cycle and scoot to school every day of the week, earning stickers as they go along, with a special reward up for grabs at the end of the week!

Look forward to seeing as many as possible for our walking bus leaving at 08:35!



Withington Primary News 1 d · 🌐

We are looking forward to taking part in Walk to School week and Living Streets Walk with Wildlife challenge.



Madley Primary School @MadleyPrimarySc
30 to 40 children every day come rain, snow or shine walk to school as part of our Park and Stride [@stride_active](#) been going for years everyday of the year and is part of our walking culture



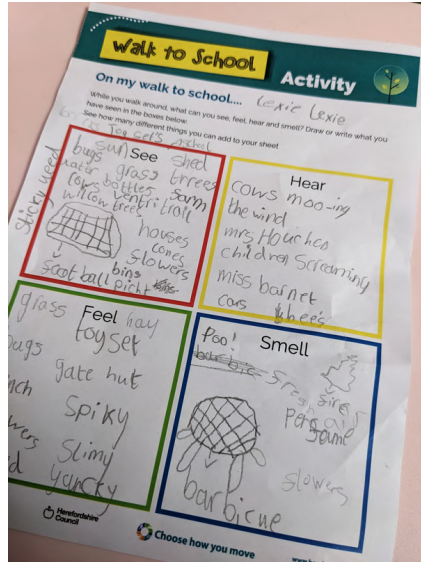
Walk to School



Social Media

Stride Active @stride_active · 16 May 23
 We've talked lots about the environment, climate change, nature & wildlife during our assemblies & lessons. Every time we choose our 🚶 instead of the 🚗 we're helping to take care of our 🌍

Living Streets @livingstre... · 16 May 23
 Today is day 2 of #WalkToSchoolWeek and pupils are 'walking for sustainability', learning about the impact walking or wheeling to school can have on the planet.



Orleton Primary School
 22 May 2023 · 🌍

What a superb start to our Ditch-the-Car week! The sun is shining and we are all loving our journeys to school this morning.

Come and join our walking bus everyday this week. Drop off is between 8 and 8:15am outside The Boot pub.

Well done to everyone who made us that much more eco-friendly today.



Withington Primary @Withington_hfds
 We are off! The first day of #walktoschoolweek has been a hit. It was great to see so many children walking and riding today. It was also Day 1 of walking the whole school home this week. #WalkToSchoolWeek #chattingtofriends #winddown @stride_active @livingstreets

Orleton Primary School
 24 May 2023 · 🌍

We had a sing-a-long on our walking bus this morning. What a fantastic way to start the day.

Pupils also biked, scooted, skated and skipped in! Keep it up 👍



19:57 · 15 May 23 · 97 Views

Our Lady's RC Primary School Hereford
 1 d · 🌍

It's Walk to School week so today we've had a whole school assembly by a guest speaker and Year 3 were lucky enough to have a workshop!



Walk to School

Social Media



It's been fantastic to see more of our [#team](#) cycling and walking to school this week [@stride_active](#) for [#MentalHealthAwarenessWeek](#) [@SchoolofKind](#). Th children have been even more alert in lessons and thank you to parents for supporting so far. [#action](#)



Day 3 of [#WalkToSchoolWeek](#) and this 2 young men found some interesting things including a May bug. [#WalkToSchoolWeek](#) [#whatcanyouspot](#) [#nature](#) [@stride_active](#) [@livingstreets](#)



It was great to see children walking to school in a variety of ways. We had bikes, scooters, wheelchairs and trailers yesterday, amazing [#inclusivity](#) [#WalkToSchoolWeek](#) [@stride_active](#) [@livingstreets](#)



Orleton Primary School is [🥰](#) feeling amazed. 23 May 2023 · 🌐

Day 2 of Ditch-the-car week and we had a record 58 pupils join the walking bus! Wow!

We've also had pupils come to school on horse back, on bikes, on scooters, with friends and sharing cars.

We're smashing it team [Orleton Primary!](#)



Orleton Primary School 25 May 2023 · 🌐

Day 4 of Ditch-the-Car-Week and the sun is still shining on us! The walking bus is gettin... See more



Orleton Primary School 26 May 2023 · 🌐

What a fab way to end ditch-the-car week! We have loved every minute!

Thank you to all the staff, parents, pupils, The Boot and Mother Nature for making it a wonderful week...



Stride Active [@stride_active](#) · 19 May 23

In our assemblies we talked to pupils about the opportunity to make connections whilst walking to school! A walk and talk with friends is also a brilliant way to support mental health, this [#MentalHealthAwarenessWeek](#) ❤️

Living Streets [@livingstre...](#) · 19 May 23

Today marks the last day of [#WalkToSchoolWeek](#) and pupils are 'walking for friendship', reflecting on how walking to school provides an opportunity to be with our friends, or make new ones ...



Walk to School

Wildlife Walks



Using our connection with the Herefordshire Wildlife Trust we wanted to build on the theme of 'Walking with Wildlife' during Walk to School week. We therefore offered schools the opportunity to pilot a Wildlife Walks in partnership with the Wildlife Trust, based on their walk to school route (typically from park and stride locations).

Schools were asked to submit a short expression of interest as to why they would like to take part in this opportunity. Through this process, we selected 3 schools who are all committed to developing active travel. The walks were led by the Wildlife Trust and highlighted the different wildlife and nature that children would be able to see on their usual walk to school route.



Walk to School



Wildlife Walks

Following the success of last year's walking bus video, we decided to use these walks as our next case study. The overarching message of the video is to encourage more families to walk to school and enjoy the natural environment in Herefordshire, whilst also reinforcing the wider benefits such as being active, taking notice, protecting the environment and learning about our natural environment.

'It was brilliant yesterday and the children loved it! They really felt like movie stars as well as enjoying the time outside which was brilliant. It was actually nice to take the time to explore the local area more as we so often just wizz past it getting to one place or another.'

Headteacher - Lugwardine Primary School



Click [HERE](#) to watch the video!

Walk to School



Case Study - Withington Primary School

Walk Home Wednesdays!

"Withington is a small rural school (87 pupils). Access to the school via public footpaths is limited, and many children are driven to school daily. As the school has grown there has been an increase of traffic flow and limited parking which makes school drop off and pick up dangerous. Due to the rurality, limited bus routes and high number of children on FSM (28%) this means our pupils have very inactive lifestyles, and they cannot access extracurricular clubs or afford to access these clubs.

As a school we wanted to address these barriers and change people's attitudes in regards travelling to school, encourage a more active everyday lifestyles to benefit both their physical and mental health whilst also continuing to develop our community links and at no costs to the families."

When speaking to parents their attitudes were:

"I don't have time to walk I'm busy"

"My children don't want to walk and neither do I,"

"I'm not walking with my toddler".

"The path is muddy and wet."

"It's not safe to walk".

"Why walk when I can drive the car!"

"We introduced Walk Home Wednesday alongside the Living Streets Walk to School scheme, purchasing the online tracker and initially 20 badges a month and launched in January.

We set a low threshold initially asking children to make at least 1 journey to school each week on foot. To allow all children an opportunity we started Walk Home Wednesday in which children would be walked home by staff and parents to the village hall 0.53 miles away.

The first week we launched we could have not asked for better weather: the heavens opened, and the rain poured! All the children looked at us in disbelief as we donned our wellies and waterproofs, kitted them up in hi vis jackets (also purchased with sports premium) and headed to the door. On our first week we had 8 pupils, 2 staff and 1 parent and by the time we reached the village hall we were very soggy, but were still smiling."

We held an assembly the following Monday to tell the children more about our walk to school project and explained we wanted to encourage both them and their families to get more active. We explained that if they walked to school once a week for 4 weeks, they would achieve a badge and over the year could achieve 12 badges in total."

Walk to School



Case Study - Withington Primary School

The Impact of 'Walk Home Wednesdays'

"The great thing about Living Streets tracker is that, as well as developing physical skills it also develops key skills such as honesty with the children. Each child was added to the online tracker, when they arrive in school each day they have to find their icon and identify how they travelled to school that day. As the children added more active journeys a circle builds around their icon, much to their excitement and when they have achieved their goal, an image of the badge appears.

When we first started Walk home Wednesday we had 8 pupils, this has grown and during our last session, we had 29 pupils walking home, which is a 1/3 of our school. As well as taking part in this session, we have seen an increase in families walking to school and those who said they wouldn't now are at least once a week.

Due to the number of children taking part, we also purchased some special badges to award to children each month for reasons we felt were appropriate; maybe they had walked every day, taken responsibility for younger ones when walking, walked in all weathers, these badges as well were funded through Sports premium and were a hit.

In February we launched the new badge and we have seen a gradual rise in children achieving badges. The activity rate rose to 31% and 39 badges were achieved.

This idea has been a hit and we now aim to target children who are not walking and find ways to support this, as well as developing a positive approach to everyday physically activities. It has also had a positive impact on teachers mental health and relationships with children, as Walk Home Wednesday allows an opportunity for them to chat to other pupils about their day and on our return walk to school an opportunity to unwind whilst enjoying our beautiful surroundings."

"This is the best day ever!"

A pupil after our first muddy Walk Home Wednesday

"The initiative has grown in popularity and each week we have over 25 children joining us. This has reduced the amount of traffic around the school by at least half.

Parents also like the scheme and have organised their own walk home from school on other days, which again has reduced the congestion around the school. "

Catherine Willis: Head of Primaries

Walk to School



Key Learning

Timings

One of the challenges we had was the limited time to promote opportunities and content in the build up to Walk to School week due to Purdah.

Face to Face delivery

We have had a really good take up on the assemblies and workshops that we offered. We altered the focus of these from last year so we were able to present to some of the same children as last year in order to reinforce the messages, without duplication.

Campaigns

Engagement with bite sized videos was better than static posts on social media, particularly where we used our staff or children. This is something that we would like to develop in the future.

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 school engagement. It also helped schools to understand the connectivity between all of our activities.

The partnership that we have developed with the Wildlife Trust over this year has been really positive especially as the theme of Walk to School week was 'Walking with Wildlife'. There are elements of this work that we would like to continue as a result of this partnership.

Integrating this programme into work we are already doing

By integrating this programme into the wider work of Stride Active, such as Active Families, we were able to link aspects together, send out consistent messages and engage more schools, families and pupils. This is something that has the potential to be built on, and a great way to engage more families and parents in walk to school.

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

