

# Walk to School

## PROJECT REPORT

2024-25

PRODUCED BY



STRIDE  
ACTIVE



## About

This is the third year that Stride Active has delivered the Walk to School programme in Herefordshire.

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% of primary school aged children walking to school by 2025.

In 2022, 53% of trips to and from school were made by walking, by children aged 5 to 10, a rise from 46% in 2019 (pre-pandemic).\*

The latest Sport England Active Lives Survey for Children and Young People supports this and indicates that 59.2% of children travelled actively in the last week.\*\*, This is a slight increase on the last academic year.

In Herefordshire, we have engaged 26 schools in the Walk to School programme over 3 years and are aware that other schools have engaged more widely with active travel programmes such as road safety sessions and bikeability, all contributing to awareness and activity locally.

## Our Approach

This year, we adopted a more flexible approach to delivery as identified in the recommendations last year.

We have engaged with schools all year round (not just Walk to School Week) which has led to different schools becoming involved. We have also developed ways in which walking to school can be more peer led through delivery of Walk to School Champion sessions.



\*Data taken from the national travel survey 2022

\*\*Data taken from Active Lives Children and Young Peoples survey 2023-24.

# Engagement with Schools

## Promoting the benefits of active travel

Walk to  
School

**12** schools  
**14** assemblies  
**2568** pupils

Our in-person assemblies highlighted the benefits of walking to school and showcased the national Walk to School Week theme 'the magic of walking'. These were delivered to a range of year groups, from reception to year 6. We engaged 3 new schools this year who have not received assemblies before.

**5** schools  
**8** workshops  
**195** pupils

The workshops complemented the assemblies, providing more detail and activities. There was an activity for each of the magical reasons to walk, including how it felt to move and walk, learning new things about the partner they were walking with and thinking about what had made them happy on their walk. .

The workshops engaged pupils from years 3-6. Two of the schools had not previously engaged with the programme before.

## Safer Routes to School and School Streets

There are 5 schools involved in these wider Council projects. We used the Walk to School programme to further raise the profile of walking to school and encourage more children to travel actively.

- Lugwardine - delivery of an assembly and promotion of Walk to School packs
- Lord Scudamore - delivery of champion training and whole school assemblies
- Riverside - delivery of champion training and KS2 assembly alongside the champions
- Broadlands - delivery of an assembly and promotion of a walk to school week
- Trinity - no engagement this year



# Engagement with Schools

## Promoting the benefits of active travel through social media

Using some of the footage from last year, we created some mini videos for Walk to School week, based on the 5 magical things about walking; the magic of friendship, movement, community, happiness and nature. These have been used throughout the project to highlight the wider benefits of walking.

Mini Videos for Walk to School Week (click to see the full videos)

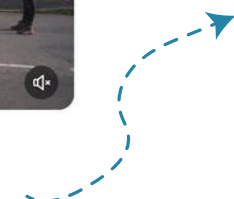
### The Magic of Friendship the Magic of Movement the Magic of Happiness

**Stride Active** @stride\_active · 22 Oct 24  
**Walk and Talk!**  
Walking to school gives us the time and opportunity to build friendships and connect with other people.  
What would you talk about on your **walk** to school?

#internationalwalktoschoolmonth  
@HfdsCouncil @ChooseHereford



**Stride Active** @stride\_active · 10 May 24  
Walking for movement! #WalkingtoSchool is a great way to build some physical activity into your day! Get those muscles working, heart pumping and explore the ways you can journey to school on foot!  
#TheMagicOfMovement  
#TheMagicOfWalking @choosehereford @greener\_feet @HfdsCouncil



### The Magic of Community The Magic of Nature

**Stride Active** @stride\_active · 17 May 24  
Walking for community!  
We live in a great county and #walktoschool is an opportunity for us to get to know our surroundings and members of our community.  
@Withington\_hfds #TheMagicOfCommunity  
#TheMagicOfWalking #walktoschoolweek  
@choosehereford @greener\_feet  
@HfdsCouncil



**Stride Active** @stride\_active · 15 May 24  
Walking for friendship!  
Many children **walk** to school with family and friends. #WalkingtoSchool is a chance to talk, connect with others & even make new friends!  
@Withington\_hfds #TheMagicOfFriendship  
#TheMagicOfWalking @choosehereford @greener\_feet @HfdsCouncil



**Stride Active** @stride\_active · 13 May 24  
Walking for happiness!  
#WalkingtoSchool is a wonderful way to start the day, look after our wellbeing & have fun, just like the children in the video!  
#TheMagicOfHappiness  
#TheMagicOfWalking @choosehereford @greener\_feet @HfdsCouncil  
@Withington\_hfds



Magic of walking social media videos

Walk to  
School





# Engagement with Schools

## Walking Champions

This year, we worked with schools to train groups of young people as 'Walking Champions'.

We asked the champions to think about why we might want children in their school to walk more, what the barriers might be and then how as champions they might be able to encourage more children to walk to school.

### Riverside Primary School - School Council (12 pupils)

Riverside are one of the schools taking part in the Safer Routes to School programme.

We met with the Headteacher to talk broadly about the programme and where we could provide support. These conversations included implementation of a walking bus and walking champions. The walking bus required more investigation into insurance and parent volunteers so is yet to be established.

We delivered a champion's session with the school council members and they went away with an action plan, supported by the school council lead teacher.



Winning poster

Their first action was to use the 'school council question' to gather some information about walking to school. This was completed by all classes and gave the walking champions some insight into why their peers thought walking to school was good.

The second action was to deliver a Walk to School assembly. Using the presentation we delivered during Walk to School Week assemblies, each of the walking champions took one of the 'magic of walking' themes and delivered this to the year 4, 5 and 6 pupils.

The final action was launching a Walk to School poster competition which ran across the whole school. Pupils were encouraged to think about the magic of walking and create a poster that could be displayed across the school and used on social media to raise awareness amongst parents. .

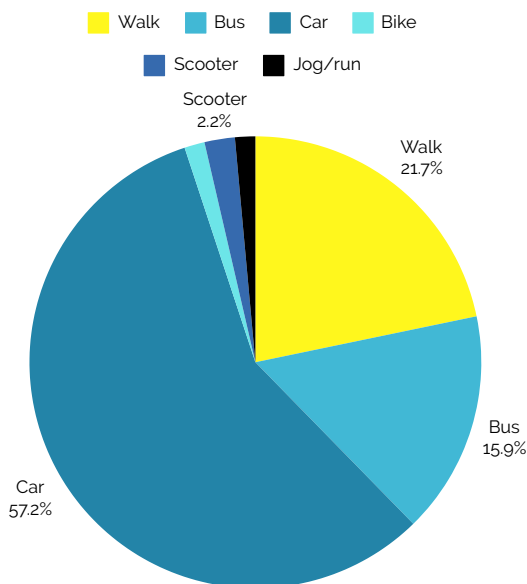
# Engagement with Schools

## Walking Champions

### Wigmore - House Captains

Wigmore Primary School were new to the Walk to School programme this year. Although they are a more rural school, they were really keen to encourage more children to engage in active travel.

We started with an assembly to the whole school and then delivered a training session to the 4 house captains who were going to be their Walking Champions. The champions started by conducting a hands up survey with the whole school to find out how children were currently getting to school.



They found that nearly 60% of children came to school in the car and only 27% got to school in an active way.

They also asked who could walk to school and then who would like to walk to school.

64% said they couldn't walk to school but 66% said they wanted to walk to school.

The champions then considered how they could help more children to walk to school. The first thing they did was to write an article for the school newsletter. This was to raise awareness with parents of what they had done to encourage more of them to support their children to travel actively.

The champions also discussed making posters and running a house walk to school competition.

[Newsletter article](#)

Walk to School

### Walking to School

Last week, the House Captains were talking to Emma from Stride Active about the importance of walking to school. They discovered that walking to school means less cars on the roads which therefore is helping to stop pollution.

Here are some other reasons why walking to school is good for you:

- You become more social and make new friends
- You get fresh air (instead of the same air going around in a car)
- Appreciation for the world around you grows
- Walking to school keeps you healthy
- It saves money on petrol
- When you walk it gets your blood pumping and you feel better after it
- You feel more awake after your walk
- Less screen time because you'd be walking instead of playing online games in your car

Last Wednesday, the House Captains did a travel survey and these were the results. More than half of the school came by car (57%). Less than a quarter of the school walk (22%). What they also found out was that 66% wanted to walk but only 36% thought they could. Do you think we could improve that?

If you think that you can't walk to school, here are some ways you can help your child:

- You could drive halfway and walk the rest (Bury Lane is a good place to walk from).
- Bring an umbrella and wellies in case of rain and sun cream and hat if it is sunny.
- You can meet with friends - if possible- to walk together and chat. If you want to walk but always arrive late then try to leave earlier.

The House Captains plan to make posters to alert children and parents about why walking to school is important. In the mornings, they will try to walk laps with the children so that children who can't walk to school have that opportunity to walk daily and get more exercise. They are also going to create a KS1 assembly and one for KS2 as well so that they will understand it better. Making a walking house point chart will also hopefully help to encourage walking to school.

Thank you for reading, please spread the word around and hopefully walking to school will improve.

Bonnie, Meghan, Charlotte and Libby

# Engagement with Schools

## Walk to School Week

Using the national Living Streets 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 23 schools that were offered the challenge packs, 12 requested them.

We liaised with the schools who used the packs to identify any outcomes:

The classes each had their charts up and children were keen to participate.

[During the week we] encouraged all pupils to actively walk or scoot to school. Some parents parked a few streets away to encourage some walking.

[As a result more children walked to school during that week]. The families and children always participate and are keen to improve. However, the willingness drops off in the rain and during the Autumn Term. One girl asked her Mum to park at Belmont and walk the rest of the way! Quite an achievement.

**Headteacher - St Francis Xavier RC Primary School**

We used the book marks and the stickers. The Posters were not used and they were not clear. If you want to do a poster, perhaps one we can copy for the classes to keep their tally's on?

We did have more children walk in / biking and scooting to school as a result.

Some have continued to scoot or bike which is fantastic! We've never had so many bikes and scooters in school 😊

**Teacher - Broadlands**

Walk to  
School





# Engagement with Schools

## Walk to School Social Media

This is a selection of the activities that happened in schools during Walk to School week.



### Clehonger CofE Primary School & Little Gems Pre-School

18 Jun 2024 · 🌐

Some of Our Year 6s and Responsibility Rangers worked with Emma Gardner, the Education and Health Manager at Strive Active, on Friday to discuss ways of getting more active. This team led a Fantastic Assembly on Monday to the School promoting walking to school! Stride Active [#walktoschool](#) 🚶🚶🚶



### Withington Primary News

8 Nov 2024 · 🌐

Little Owls were out exploring this afternoon. We went on a hunt to find lots of different signs of nature in the local environment.



### Orleton Primary School

3 Jul 2024 · 🌐

Even the rain can't stop the walking bus or dampen our spirits.

Remember, tomorrow is film day. If you'd like to get involved please complete the consent form.



### Ashfield Park Primary School and Nursery

24 May 2024 · 🌐

Pear Tree Nursery have celebrated Walk to School Week. We drew maps of our journey to school, we did a scavenger hunt on our way to school, we made roads and train tracks and we looked for our houses on Google Maps. We read We're Going on a Bear Hunt and acted out the story together using actions. We then drew maps to help remind us of all the obstacles we came across during the story.



### Lugwardine Primary Academy, Hereford

17 May 2024 · 🌐

Walk to school week is next Monday onwards! The walking bus will leave the village hall at 08:30 and all children who are on the 'bus' will get a walking sticker each day.



### Orleton Primary School

1 Jul 2024 · 🌐

What a great start to 'Walk to School' Week. Well done everyone who walked, skipped, scooted and bounced their way to school today.



Walk to School





# Engagement with Schools

## Communications and resources

### Newsletter

A **newsletter for schools** included a range of information such as the areas listed 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:

- Activity pack for parents
- Activities for the classroom
- Walking Champion guide
- Guidance on how the PE premium could be used to support active travel.

### Street Tag

We supported the Council's Street Tag pilot, promoting directly to schools via our PE Co-ordinator contacts, through social media channels and also through our School Games events.

Walk to  
School



# Engagement with Schools

Walk to School

## Active Families

Through our Active Families programme, we encourage children and families to Walk to School and consider active travel as a simple way to achieve their active minutes.

This year, we updated our Walk to School activities for families and created a set of ring cards that could be given to families to give them some ideas of how to make the walk to school more engaging.

The walk to school cards were given to one family to help ease anxiety over going to school. The games and activities that could be played on their walk helped to take the child's mind off going to school.

“

[It is] a lot easier to get her school, she still has bad days but overall, an improvement on her coming into school.'

”

“

when out on a walk we talk about what we see and make up stories.'

”

One family explained how they are now adding activities to their walks. Mum now walks to school and children use their scooters. They now walk in the woods at weekend too.

walk to school family resources



Through promoting active travel, many families have now increased the number of days they walk to school and have also started walking at the weekends.

For example, one family who were walking to school twice a week have now increased this to 5 times a week. They also do an additional 2 days walking for an hour each day and use bikes 4x30mins a week. This shows that through a small amount of encouragement, there have been changes in physical activity behaviour for both the children and the adults.





# Walking to School with Orleton Primary School!

Walk to  
School

This year for our promotional video, we worked with Orleton Primary School who showcased the amazing number of active ways that they travel to school.

The Chief Medical Officer recommends that children and young people should be active for an average of 60 minutes every day, and we therefore used this as the theme of video. 60 active minutes also links to our wider work through the School Games programme.

The video was filmed during the summer term and we were able to share on social media during International Walk to School month in October to highlight the different ways that children could travel to school..

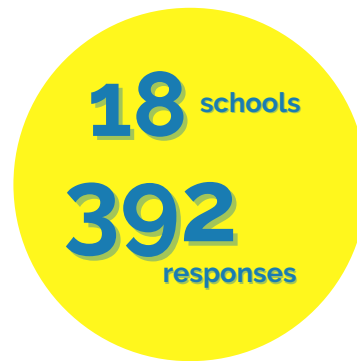
Click [\*\*HERE\*\*](#) to watch the video





# School Travel Survey

We used an online survey platform to ask pupils and families about their travel habits. This allowed us to see how many pupils were travelling actively to school, the barriers to active travel and what might encourage them to change the way they get to school.

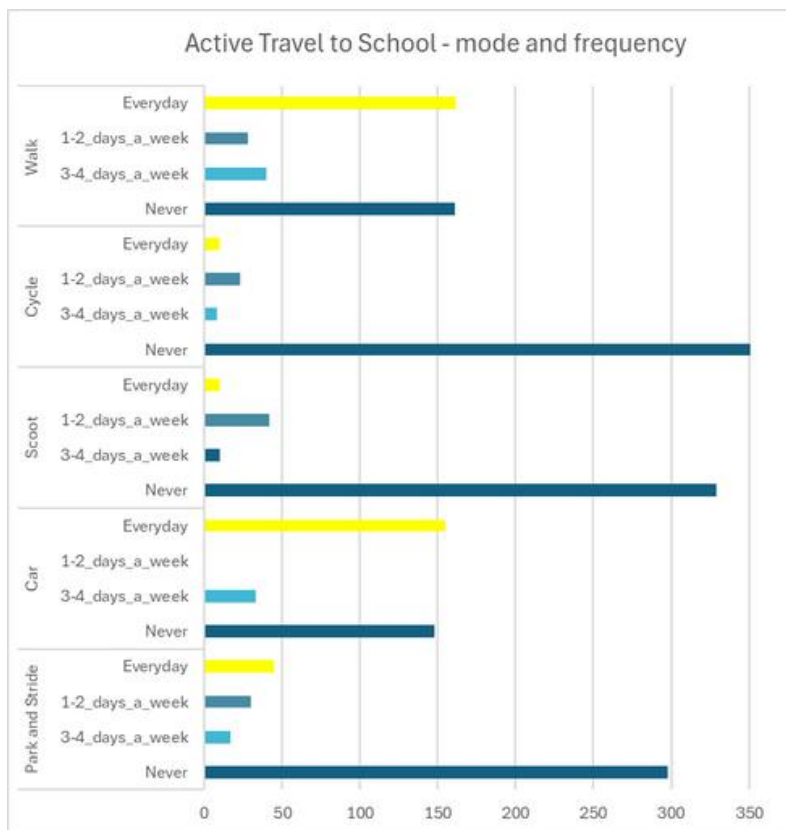


Walk to School

Schools that had over 10 responses were:

- Bosbury
- Broadlands
- Ewyas Harold
- Ledbury
- Leominster
- Lord Scudamore
- Shobdon
- St James
- Sutton
- Weobley
- Withington

We asked how far the individual completing the form lived from the school. Nearly 50% of respondents lived less than a mile from the school with 22% living more than 3 miles away.



Walking and car were the most frequent modes of transport in getting to school.

The biggest barriers to active travel were:

- It's too far to walk
- It isn't safe - practical e.g. traffic
- Can't fit it into my work patterns
- Don't have enough time

The things that would encourage people to travel actively to school are:

- Safer walking routes
- Safer cycling routes
- More/improved cycle paths
- Slower traffic speeds near the school



# School Travel Survey cont.

Walk to  
School

We further analysed the data, according to how many walked everyday or 3-4 times a week and those that walked 1-2 times a week or never.

## Those that walked everyday or 3-4 times a week

Why did they choose to get to school this way:

- 24%** Live close to school
- 13%** Experience the outdoors/fresh air/nature
- 10%** Maintain/improve physical health and fitness
- 10%** Convenience

What stops you from travelling actively:

- 11%** The weather
- 6%** Don't have enough time
- 4%** Can't fit it in to my work patterns
- 45%** None of these

What would encourage you to travel actively to school?

- 21%** Safer walking routes
- 14%** Slower traffic speeds near school
- 12%** More/improved cycle paths

## Those that walked 1-2 times a week or never

Why did they choose to get to school this way:

- 18%** Don't live close to the school
- 15%** Need car for onward journey
- 8%** Time savings
- 8%** Poor access to walk/cycle routes
- 8%** Lack of alternatives

What would encourage you to travel actively to school?

- 18%** Safer walking routes
- 17%** Safer cycle routes
- 13%** More/improved cycle paths
- 10%** Walking bus

What stops you from travelling actively:

- 17%** It's too far to walk
- 13%** It isn't safe - not practical e.g traffic
- 13%** Can't fit it in to my work patterns



# Key Learning

Walk to School

## Leadership opportunities for schools

This year we have delivered a number of sessions with young leaders to develop their skills as Walking Champions. We have seen so much enthusiasm from young people and they have come up with ideas and implemented them in their schools. This gives them transferable leadership skills such as communication and organisation, but also the peer led activities can lead to better engagement.

We aim to further support these leaders during the build up to Walk to School week 2025

## Integrating this programme into work we are already doing

By integrating this programme into the wider work of Stride Active, such as School Games, 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. This year we went out to 4 schools in September and October as this was a better period for them to take part in the programme.

## Working with partners

During a conversation with Clehonger Primary School in July, they expressed an interest in signage for the school to promote active travel. We fed this back to Herefordshire Council and as a result, they were able to access the resources to implement this at school.





# Walk to School



STRIDE  
ACTIVE

 Herefordshire  
Council



Choose how you move