

WALK TO SCHOOL WEEK

INFORMATION PACK FOR SCHOOLS

On Wednesdays (or Mondays, or even Fridays) we walk!

This three-week initiative is designed to incentivise students to commit to a healthier commute in a way that's attainable and sustainable.

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WALK TO SCHOOL WEEK

Experiment details

Walking to school isn't just better for the environment – it's great for students' mental and physical health, too. Sometimes students need a little extra push to make the move to more active ways of getting to school.

The Walk to School Week initiative offers students a simple, attractive and useful reward for walking to school. Whatever the day, students who walk or wheel to school instead of coming by car or bus can claim free, branded, limited-edition stationery from an allocated location at school.



How to measure results

You'll need to decide how you'd like to capture the impact: for example, a chat during registration, show of hands in assembly, or an online survey. We'll get in touch to find out the results.

How it works

- 1 Announce the Walk to School Week experiment to get students and parents excited ahead of time.
- 2 We'll give you posters, email and social material to help.
- 3 Measure the number of active journeys before the experiment begins. You can do this through a show of hands in class or an online survey for parents.
- 4 If they walk to school once the initiative starts, students can collect their Walk to School Week branded stationery from an allocated location at school.
- 5 Capture the number of Walk to School Week trips – this could be a show of hands, a survey, or students keeping a note of their active journeys.
- 6 The experiment should run for around three weeks.
- 7 Offer a reflection session to allow students to share their experiences of the Walk to School Week experiment.



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Experiment Launch Pack

Materials included in this pack

Walk to School Week reward examples

Email to parents

Posts for chat groups and social media

Posters to put up at school



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WALK TO SCHOOL WEEK

Walk to School Week Stickers



Contact us to order your materials.



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WALK TO SCHOOL WEEK

Walk to School Week Stickers



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Sample email to parents

New message



To all@school.co.uk

Subject Walk to School Week initiative

We're delighted to be taking part in Walk to School Week, launching in September. It will run for [3 weeks], and is designed to incentivise more students to walk or cycle to school.

For each walk (or wheel) to school, students can claim a reward, with branded stationery and stickers available to collect from [location].

Choose any day that suits you best

We hope you will join us in swapping out your usual commute for an active trip instead. For parents with essential car journeys, parking further away from school and finishing the trip with a walk is also a great way to get involved.

We're taking part in Walk to School Week to see how effective rewards are in changing the school-commute, and our students' enjoyment of walking and cycling to school. It's part of a wider initiative where different schools are trying different techniques to encourage more people-powered journeys to and from school.

We hope you can join in!

Send

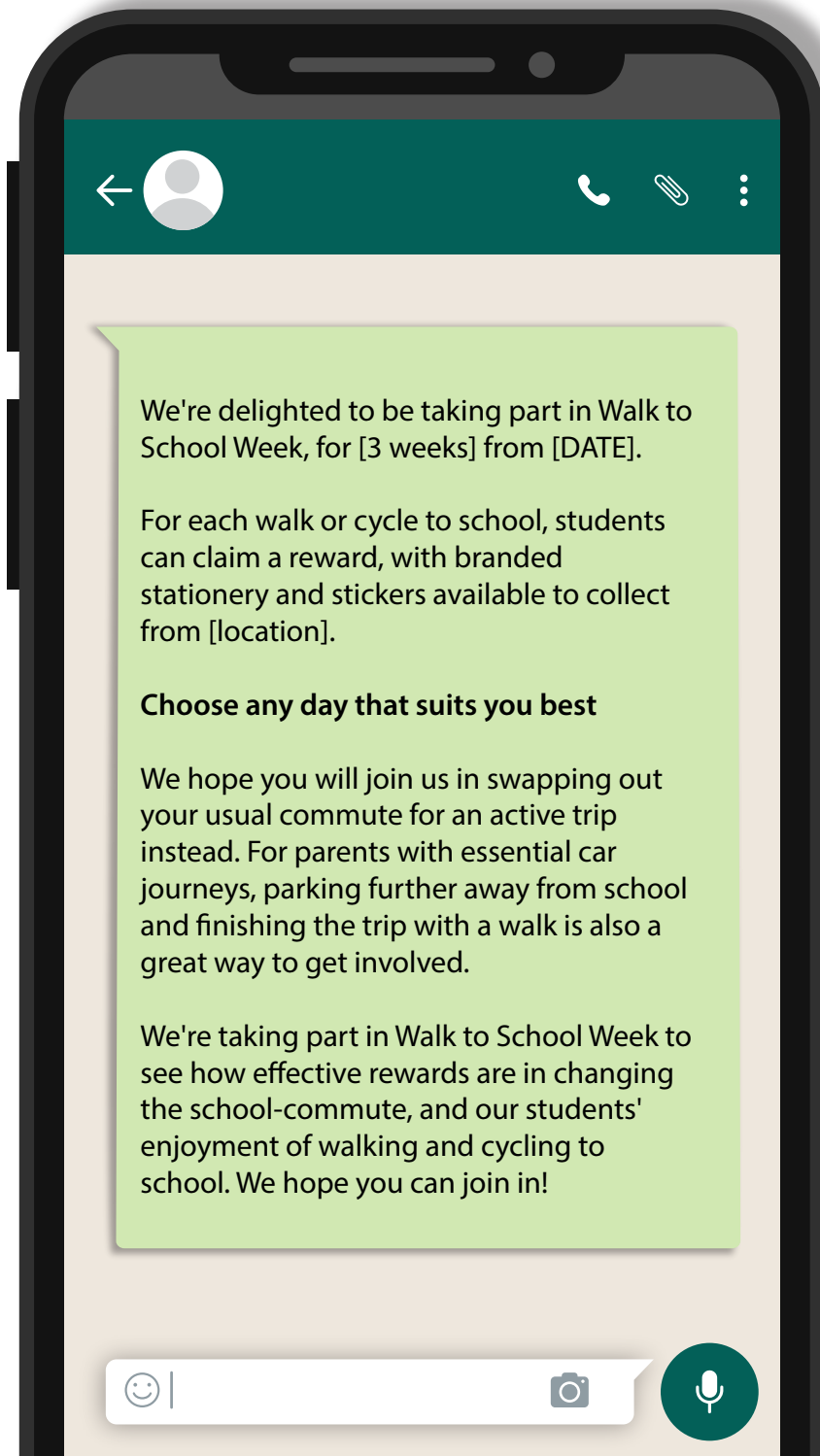


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Sample text or group chat
message to parents



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Sample text or group chat
message to parents



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YOU'RE INVITED!

WALK TO SCHOOL WEEK

DATE

Get walking and collect limited-edition stationery!

Pick a day, walk to school, then collect your prize.

