



walking BUS

INFORMATION PACK FOR SCHOOLS

Ding ding! All aboard the Walking Bus!

Walking Buses are a fun and active way to travel to school. With the addition of our creative accessories as incentives, children can get to school alongside their classmates safely and sociably, reducing congestion around schools at pick-up and drop-off times.

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Experiment details

Walking Buses inject a little more fun and teamwork in the trip to school – especially when there are fun props and accessories to get the students more involved.

Our experiment packs include cut-out-at-home bus stop paddles, designed for volunteers to hold to denote 'stops' along the walking bus route – which can change depending on how and where the route operates. Our props are designed to make the walking bus initiative as flexible and stress-free as possible for parents and volunteers.

Parents and students join at a designated stop and wait for the Walking Bus to arrive. The buses are led by volunteer parents or guardian 'drivers', and students can collect stamps on their Walking Bus passes to show how many times they've travelled to 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 Walking Bus experiment to get students and parents excited ahead of time.
- 2 We'll give you posters, email and social material to help spread the word.
- 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 Host a Walking Bus introduction session where parents and guardians who want to volunteer can collect bus stop paddles and bus driver props from school. Students can also collect their Walking Bus Pass from school.
- 5 Alternatively, parents and guardians who want to volunteer can collect bus stop paddles and bus driver props from school.
- 6 Students collect their Walking Bus Pass from school.
- 7 Volunteer parents or guardians set up the bus with stops and a map. We can design a map for a specific route if required, supplied in digital and/or print format as needed.
- 8 Capture the number of Walking Bus trips using students' passes. These can be marked on the back of the pass, showing the trip made and the day it was made on.
- 9 The experiment should run for around 3 weeks.
- 10 Offer a reflection session to allow students to share their experiences of the Walking Bus experiment. You can also invite volunteers, parents and guardians to share their thoughts and experience of operating and using the initiative.



Experiment Launch Pack

Materials included in this pack

Walking Bus pass, bus stop
paddle, and sticker designs

Email to parents

Posts for chat groups and social media

Posters to put up at school



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Walking Bus pass, bus stop paddle,
and sticker designs



 This bus pass belongs to: _____

Tick the days you've joined in:

	M	T	W	T	F
Week 1					
Week 2					
Week 3					
Week 4					

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Contact us to order your Walking Bus materials.



Walking Bus pass, bus stop paddle,
and sticker designs



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Sample email to parents

New message



To all@school.co.uk

Subject Walking Bus initiative

We're delighted to be launching our very own Walking School Bus in September. For set days over a 3-week trial, we'll invite students to hop on board – the purpose is to understand whether the novelty and fun of a Walking School Bus is enough to tempt more students into people-powered trips to school.

As well as teamwork and the fun factor, we also hope our students might develop their knowledge of the local area.

To kick off our Walking Bus

We'll host a short session to introduce the idea to students, and hand out Walking Bus timetables and bus passes to get them excited!

The Walking School Bus will start at [place in local area] and end at school, with stops along the way for you and your child can wait to join. The buses will be led by a team of volunteer parents and all stop times will be listed in the Walking School Bus timetable.

We're launching our Walking Bus as part of a wider initiative, where different schools try different techniques to encourage more people-powered journeys to and from school.

We hope you can join in!

Send

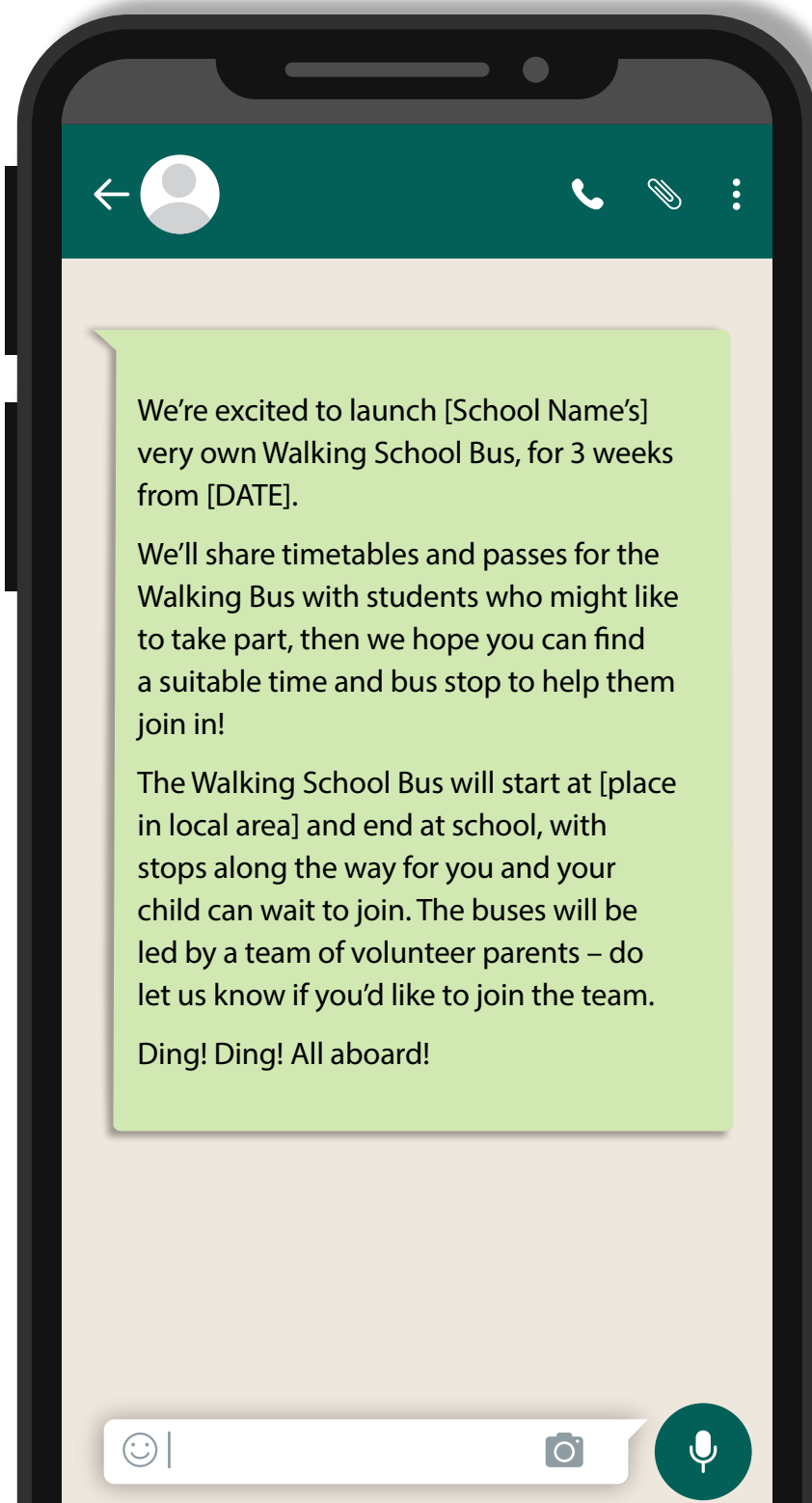


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Sample text or group chat
message to parents



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message to parents



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Walking BUS

YOU'RE INVITED!

DATE

**DING DING! THE WALKING
BUS IS ABOUT TO ARRIVE!**

**Grab your Walking Bus Pass
and hop on board!**

