



SWAP THE SCHOOL RUN FOR A SCHOOL WALK

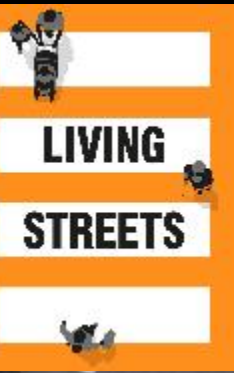


Jenni Wiggle
Senior Director, Living Streets (UK)



LIVING STREETS (UK)

The UK charity for everyday walking



OUR VISION, MISSION AND VALUES



VISION:

A nation where walking is the natural choice for local, everyday journeys.

MISSION:

To achieve a better walking environment and inspire people to walk more.

VALUES:



EXCELLENT

We are knowledgeable, evidence-based and totally focused on our mission.



INSPIRING

We will lead the charge for walking, building momentum with every step.



POSITIVE

Our attitude is confident, enthusiastic, 'can-do'.



COLLABORATIVE

We work with others towards common goals, because we can do more together.



OUR KEY CAMPAIGNS

WALKING CITIES:

We want cities designed around people not vehicles and want to ensure that cities across the UK are world-class places for walking. Our Blueprint for Change is a guide for campaigners and decision makers to create walkable cities in seven key steps.

PAVEMENTS FOR PEOPLE:

We believe that everyone should be able to rely on pavements being safe and clear. The main issues we face are pavement parking, street clutter, and badly placed electric vehicle chargers. We have created an action pack on each of these issues to support people in getting their local decision-makers on the case and to raise awareness in their area.

NATIONAL WALKING MONTH

Is our month-long annual celebration of walking and streets which takes place every May. Each year we focus on raising awareness and creating change on a specific issue related to walking through our presence in the press. Other staple Living Streets' initiatives take place in May, such as Walk to School Week and Happy Shoesday.



WOW



WOW IS OUR FLAGSHIP YEAR-ROUND WALK TO SCHOOL CHALLENGE AND IT OPERATES IN THOUSANDS OF SCHOOLS ACROSS THE UK.

WOW is a pupil-led scheme where children self-report how they get to school every day using the interactive WOW Travel Tracker, and if they travel sustainably (walk, cycle or scoot) once a week for a month, they get rewarded with a badge. The badges are made from yoghurt-pot material off-cuts that were otherwise destined for landfill; they feature designs drawn by pupils from around the UK. There are eleven different themed badges that pupils collect over the school year.



Welcome to
WOW

the year-round walk
to school challenge

Walk
whatever
the
weather!



Walk the Seasons

2018/19

FAMILY WALK TO SCHOOL KIT

STEP-BY-STEP TIPS FOR STRESS-FREE
WALKS AND SAFER STREETS—ALL SORTS
OF IDEAS FOR ALL KINDS OF FAMILIES.



Little feet

a walking activity
for early years

ages 2-5 yrs



School route audits

Identifying barriers to modal shift on the school run



Policy calls to government

Make the walk to school safer and easier



Department
for Transport

Cycling and Walking
Investment Strategy

Putting Pupils First

Making the walk to school safer and easier

This Walk to School Week 2014 Living Streets are setting a challenge to the Prime Minister to support us in our vision that every child who can walk to school does so.



March 2016



The results



Children's walking levels increased **26 per cent** in five weeks – an increase sustained at **23 per cent** a year on.



Car use on the school run fell by around a third, from **39 per cent** to **26 per cent**.



Overall, an estimated 5.7 million journeys are now taken on foot rather than by car.



SWAP THE SCHOOL RUN FOR A SCHOOL WALK

**OUR SOLUTION FOR ACTIVE
CHILDREN, HEALTHY AIR
AND SAFE STREETS**

A LIVING STREETS REPORT

Overcoming Barriers to Walking to and from School



1. Distance
2. Land Use Mix
3. Street Design and Maintenance
4. Independent Mobility
5. Culture



RECOMMENDATION 2:

Schools should use their PE and Sport Premium to support more children to walk to school.

Birchfields Primary School, Manchester



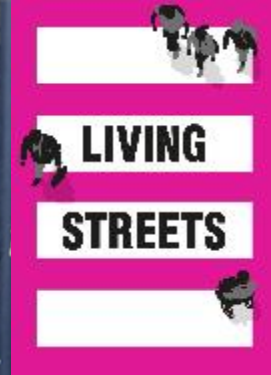
“It has been brilliant for the children to work with Living Streets over the last year. The project has brought the whole community together; children from Birchfields and MEA Central schools, West Point Residents Association, staff, parents and governors.

Everyone has noticed the health benefits, not just the exercise walking and cycling to school but also less polluting traffic on Lytham Road. I can highly recommend this project.”

Sam Offord

Headteacher

Birchfields Primary School



RECOMMENDATION 4:

Schools should proactively partner with local authorities and parents and carers, working together to support more children to walk to school.

Hanley St Lukes CofE Primary School, Stoke on Trent



“Road safety is one of our top priorities and the council has done a lot of work in recent years to tackle inconsiderate and dangerous parking around school gates.”

“This is a good example of how we listen to concerns in our communities and look at what we can do to improve the situation.”

Cllr Daniel Jellyman

**Cabinet Member for Regeneration, Transport and Heritage
Stoke-on-Trent City Council**



RECOMMENDATION 5:

Schools should mainstream walking into the school day by identifying opportunities for children to experience their local area on foot, to normalize walking for shorter trips and learn road safety skills interactively within the school day, for example as part of geography lessons

St Swithun Wells Catholic Primary School, Hampshire



RECOMMENDATION 8:

Local authorities should make 20mph the default speed limit for all streets where people live, work, shop and play, and consider other road safety enhancements to provide the maximum safety benefit for children.



RECOMMENDATION 10:

Local authorities should support calls for street closures through pilot projects and roll-out schemes on a permanent basis where these are proved to be effective.

Glebelands Primary School, Leicester

CAR-FREE MOORTOWN



OCTOBER IS INTERNATIONAL WALK TO SCHOOL MONTH and Living Streets Moortown are working with Moortown Primary School to trial a 'Car-free Zone' around the school gates. While the 'Car-free Zone' is **voluntary in some places**, reducing school gate traffic will, after many benefits to families travelling to school:

- > Cleaner air
- > Better access for blue badge holders
- > Improved safety
- > Pavements free for walking
- > More enjoyable, child-friendly streets
- > Happier, healthier families

All journeys will be automatically recorded as part of morning registration, so all you need to do to take part is enjoy a short walk or other active trip and avoid the 'Car-Free Zone' wherever possible.

THE 'CAR-FREE ZONE' (SHOWN IN PINK)



PUPILS COULD WIN A GREAT PRIZE...

'Car-free Moortown' - 1 Week **PRIZE** > £10 Love to Shop Voucher!

> Make an active journey * to school every day during 'Car-free Week' (1-5th October) to go into the prize draw.

'Car-free Moortown' - 1 Month **STAR PRIZE** > £20 Love to Shop Voucher!

> Make an active journey * to school every school day for the whole month (1-28th October) to go into the 'star prize' draw.

* An active journey is an entirely 'car-free' journey or a 'Park & Stride' from somewhere outside of the 'Car-free Zone'. Why not try walking, skipping, hopping, cycling, scooting or bouncing on a pogo stick if that's your thing!

TOP TIPS

- > MBS (10m away) has 200 free (2 hour) spaces available and journeys from there count as Park & Stride!
- > Avoiding the 'Car-free Zone' entirely around school times will improve safety and air quality around the school gates.
- > If you'd like to join in but have personal circumstances that may prevent your family from observing the 'Car-free Zone', please contact Mrs Taylor who will be happy to help with this.



FAMILY WALK TO SCHOOL KIT

STEP-BY-STEP TIPS FOR STRESS-FREE WALKS AND SAFER STREETS—ALL SORTS OF IDEAS FOR ALL KINDS OF FAMILIES.





“I am delighted to see School Streets in action. Promoting active and sustainable travel is one of our main priorities, and by creating a safe and relaxed atmosphere near our schools, we are encouraging this from a very early age.”

Councillor Lesley Hinds
Transport Convener
Edinburgh Council



Benefits of the Walk to and from School

1. Physical and Mental Wellbeing
2. Arrive to School, Ready to Learn
3. Road Safety Skills and Improved Social Skills
4. Safer Streets for the Whole Community
5. Improved Air Quality
6. Reduced Peak Time Congestion

WALK TO SCHOOL TODAY

Living Streets' walk to school campaign supports **970,000 children** in **3,100 schools** to walk more through national schemes and events making it one of the UK's leading behaviour change campaigns for young people.





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