

# INFORMATION ON WEBSITE: PR13

The school website can be a powerful tool for promoting active and sustainable travel, providing useful information to parents and setting out the school's aims and intentions in regards to active and sustainable travel to school. Having a dedicated 'Travel to School' page on the website also gives the school a useful place to direct parents and residents to for providing information on parking regulations, complaints procedures and demonstrating the work school is doing to mitigate parking and traffic issues which can impact residents. A 'Travel to School' page also helps with Modeshift Accreditation, where information on initiatives, and evidence can be found easily for upload onto Modeshift STARS.

## 'TRAVEL TO SCHOOL' WEBPAGE SET UP

**Location:** Where on the website will the page have the most impact? As it's own tab, within the parents / carers tab or within the 'How to Find Us?' If residents will be directed to this page when contacting school ensure it is prominent as this will aid engagement.

**Layout:** Taking time to consider layout and formatting can really help with user navigation and engagement. Use images to break up text and photos of the children travelling actively (with permission) to engage parents.

PR13: Information on Website

## POSITIVE FOCUS AND BENEFITS

When creating travel related webpages, sometimes the quantity of information can override a focus on the benefits of travelling actively. Focusing in on the multiple benefits to pupils and families is crucial for incentivising change and demonstrating why the school is engaged in behaviour change.

Remember to highlight:

- **Health and Wellbeing Benefits**
- **Environmental Benefits**
- **Air Quality**
- **Reduction in Congestion and Traffic at school gates**

CU2 and CU3: School teaches the health / Environmental benefits of safe/active travel

## WHAT TO INCLUDE

**Statement Of Intent:** What do you hope to achieve? What benefits are you hoping to promote? Any specific issues you want to tackle?

**School Travel Policy:** Link your school's Travel Policy. If you don't have one, please see the Modeshift School Travel Policy Template (see Useful Links column)

**Parkwise Promise:** Link the leaflet, parking regulations information and reporting procedure.

**Park and Stride:** Promote benefits, possible site locations and maps.

PR6: School has an active travel policy

## FURTHER CONTENT

**How Could You Travel to School Booklet:** HCC provide this booklet for parents and carers sharing information on active and sustainable travel.

**Highway Code:** Quote relevant sections of the highway code both in regards to parking and the hierarchy of users.

**Initiative and Event Info:** Share details and photos of recent travel initiatives or events to show what the children have been doing to promote active travel. Could you introduce the JRSOs? Share competition details? Promote Walk to School Week?

AQ6: Highway code is promoted to students, staff and parents

## USEFUL LINKS TO REFERENCE

[MyJourney Travel To School Webpage Toolkit](#)

[MyJourney Parkwise Promise](#)

[MyJourney How Could You Travel to School Booklet](#)

[Modeshift School Travel Policy Template \(upload\)](#)

[Living Streets Park and Stride Set Up Guide](#)

RBLC1: Residents are informed of the school's efforts to promote safe and active travel

POSSIBLE TOTAL: 6 Supporting Initiatives