

PARK AND WALK/ STRIDE - AQ4

While we encourage everyone to walk, wheel, cycle, or scoot all the way to school, we understand this isn't always possible due to distance, schedules, or personal circumstances. A great alternative is the Park and Walk/Stride - where families drive part of the way, park safely, and complete the rest of the journey on foot or by wheeling.

This simple approach adds active travel to the day, eases congestion at school gates, and creates a safer, more pleasant environment. Studies show pupils who walk at least 10 minutes to school arrive more alert and ready to learn. Let pupils, parents/carers and staff know why the Park and Stride site exists- less congestion, a safer environment, and more active travel. Understanding the benefits helps everyone get on board.

THE BASICS PARK AND STRIDE

Purpose: To locate a safe parking area a short distance away from the school for those that have to drive.

Location: If using a car park or private land, get the owner's permission and check they have public liability insurance.

Time: Be realistic, a 5-10 minute walk away will be sufficient.

Safety: There needs to be safe places to cross any roads on route to school.

AQ4 Park and walk/ stride scheme

MAIN TRAVEL INITIATIVES

Park and Stride Map: Contact your HCC Travel Planning Officer to discuss.

Parkwise Promise: Launch simultaneously to promote safe, considerate parking.

Road Safety Assembly: Ideal for teaching safe road-crossing to all pupils.

Driver Safety Training for young adults: Distribute to all families safety information on seat belts and car seat regulations. Contact HCC's Road Safety team for information.

AQ4 Park and Stride Scheme
AQ8 Parking Pledge Scheme
R9 Road Safety Assembly
R23 Driver Safety Training for young adults

PROMOTIONAL ACTIVITIES

Newsletter/Social Media: Share the event at least two weeks in advance.

Media Coverage: Reach out to local media to spread the word.

Assembly: JRSOs/School Council to lead an assembly explaining Park and Stride.

VIP Guest: Invite a local Councillor to boost the event's profile.

Banner: Use school railings to promote Park and Stride.

Basil Bird Mascot: Contact your Travel Planning Officer to borrow Basil for the launch.

PR1 Newsletter
PR3 Local Media Attention
PR9 Assembly
PR10 Social Media Campaign
PR14 Councillor/ MP/ Mayor invited to event
PR19 School Railings Banner
PR28 Active Travel Mascot

SUPPORTING ACTIVITIES

JRSOs/School Council: Involved in promoting and launching the the Park and Stride for your school.

Route Audit: Pupils conduct a route audit between school and the Park and Stride site to identify any barriers to active travel.

Involve all staff with the launch of the Park and Stride. Request that they discuss it in class and encourage pupil participation.

PU6 Other pupil consultation
P6 Junior Travel Inspectors to inspect the local area
S3 Other staff consultation

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:
Sept: Modeshift Month
Oct: Walktober
Nov: Your Time To Shine
Mar: Walk Wheel Cycle Trust Big Walk and Wheel
May: Walk To School Week
Jun: Clean Air Challenge Week

Useful websites:
Parkwise Promise
Create a Park and Stride Map

AT5 Modeshift Month
W6/7 Walk To School Week/Month
R10 Be Bright Be Seen
C5 Walk Wheel Cycle Trust's Big Walk and Wheel
AQ10-18 Clean Air Challenge

POTENTIAL TOTAL: 5 TRAVEL INITIATIVES, 6 SUPPORTING INITIATIVES AND 3 CONSULTATIONS

