

JTA/JRSO'S IN PLACE

'OTHER' PROMOTION INITIATIVE

ANNUAL OR REPEATED 'OTHER' INITIATIVES:
REUSE THE SAME 'OTHER' CODE.

NEW 'OTHER' INITIATIVES:
USE A DIFFERENT, UNASSIGNED 'OTHER' CODE.

The most important group to involve in your Travel Plan are the pupils themselves. Appointing Junior Travel Ambassadors, Youth Travel Ambassadors, Junior Road Safety Officers, or Green Travel Reps is crucial for the successful implementation of your plan. These students will act as Champions, promoting and supporting all active and sustainable travel initiatives within the school, thereby easing your workload. When chosen wisely, they can form an enthusiastic team passionate about making a difference, helping the environment, and improving the health and well-being of their peers and families. Their fresh and innovative ideas are often more readily accepted and acted upon by their fellow students than those delivered by adults alone.

THE BASICS JTA/JRSO'S IN PLACE

Numbers: A minimum of 2 pupils is advisable for your Travel Team. You may want 1 pupil from each class to feed back ideas.

Application: Explain the role and offer to pupils with a genuine interest in and motivation to promote active travel.

Regular meetings: Once a week/fortnight is ideal to feedback/work on ideas, especially if they are delivering the initiatives.

Active Travel Pack: provide them with a notebook, pencil etc to take away to draft out any ideas they have.

PR22 - PR30 "Other" Promotion Initiative

MAIN TRAVEL INITIATIVES

Your Travel Team could...

Bikers Breakfast: deliver a simple bikers breakfast.

Bling Your Wheels Day: Promote and run the activity. A perfect accompaniment for any planned event.

Road Safety Assembly: Contact local travel planning officer to sign up for JRSO training in order to deliver a road safety assembly.

Be Bright Be Seen Day: Hand out stickers to pupils dressed in brightly coloured clothing, create a bright/dark clothing display in school.

C3 Bikers Breakfast
C15 Bling Your Wheels Day
R9 Road Safety Assembly
R10 Be Bright Be seen Activities

PROMOTIONAL ACTIVITIES

Your Travel Team could...

Newsletter: Write an article for the school newsletter or produce their own Active Travel Newsletter.

Active Travel Noticeboard: House in each classroom. Pupils could be responsible for updating their own boards following on from a group meeting.

Competitions: Organise and deliver competitions. Pupils respond well to their peers.

Active Travel Shop: Always popular, the team can run an active travel shop during breaktimes.

PR1 Newsletter
PR7 Travel information on a noticeboard
PR22-PR30 Other Promotion Initiative
PR27 Active Travel shop

SUPPORTING ACTIVITIES

Your Travel Team could...

Bike Counts by Pupils: Conduct bike counts before/ during events like Clean Air Scooter Challenge Week to measure impact and guide future initiatives.

Pupils Work on Completing the School TP: A dedicated team of pupils is essential for implementing school travel initiatives effectively. Their involvement ensures active participation and ownership of the process.

Travel Plan Meetings: Attend regular meetings to plan/ organise events and feel supported in their actions.

P2 Pupils conduct bike counts
P3 Pupils undertake work to complete the school Travel Plan
PU4 The school Travel Plan is discussed at meetings

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:

October - Walktober

March - WWCT Big Walk and Wheel

May - Walk To School Week

June - Clean Air Challenge Week.

Useful websites:

Living Streets

Walk Wheel Cycle Trust

W7 Walk To School Month
C5 Takes part in WWCT Big Walk and Wheel
W6 Walk to school week
AQ10 - AQ18 Other Air Quality Initiative

