

COMPETITIONS RUN WITHIN SCHOOL

'OTHER' PROMOTION INITIATIVE

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

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

Everyone loves a competition, and it perfectly complements initiatives like Walk to School Week/Month or can stand alone as an engaging activity. Various competitions can be organized not only by adults but also by the JRSOs, Eco Team, or School Council to promote and support active travel.

Keep the competition clear and simple. Participation often increases when peers in school run and promote the competition. Ensure thorough promotion within the school through assemblies, newsletters, the website, noticeboards, and social media. Arrange for your JRSOs to visit classes to remind students about the competition.

THE BASICS COMPETITIONS IN SCHOOL

Focus: What is the purpose of the competition? Can you link it to an event or to develop an idea/campaign within school?

Plan: Allocate sufficient time to develop competition ideas, organise prizes and schedule the completion and judging of the competition.

Who?: Can you deliver the competition with support from your JRSOs/Eco Group/School Council?

Celebrate: The competition entries and the winners in school and on your website.

PR22 - PR30 Other Promotion Initiative

COMPETITION IDEAS

Road Safety Poster: After a road safety assembly, launch a competition for a Road Safety Poster eg How to cross the road safely.

Interclass Competition: The winner is the class who actively travelled the most. Win 15 minutes extra break time?

Bling Your Bike Day: Turn your Bling Your Bike day into a competition, give it a theme, have a parade.

Lucky Ticket: Active travellers receive a raffle ticket for a prize draw.

PR9 Road Safety Assembly/presentation
W16 - W27 Other walking/scooting initiative
C15 Bling Your Bike Day

PROMOTIONAL ACTIVITIES

School Railings Banners: Run a competition to design a new banner to promote active travel.

Work with the PSCO: Collect traffic data and run a competition to guess how many vehicles pass the school.

Creative Writing: Write a poem, story, song or journal about active travel or their favourite part of their active journey.

PR19 School Railings Banner
P1 School works with PCSO
PR22 - PR30 Other Promotion initiative

SUPPORTING ACTIVITIES

Liaise with local businesses: Ask local businesses to offer prizes for the competitions you run. Offer free advertising for them when promoting the competition.

Consult with all the staff: How can they support the competition via their roles? Make sure they understand the health and environmental benefits behind encouraging active travel.

RBLC4 School seeks the support of the business community to promote safe and active travel
S2 other staff consultation

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

My Journey Hampshire

Living Streets

C5 School takes part in WWCT Big Walk and Wheel
W6/W7 Walk to School Week/Month

