

# ACTIVE TRAVEL MASCOT - PR28

This is a fun and engaging way to encourage pupils, staff and families to choose active and sustainable journeys to and from school. By creating or adopting a travel mascot, schools can develop a recognisable character that promotes walking, wheeling, cycling, scooting and other sustainable travel behaviours throughout the school community. By involving pupils in the design, development and promotion of the mascot, schools can strengthen pupil voice, raise awareness of the benefits of active travel, and create a lasting symbol that supports healthier, safer and more sustainable journeys for everyone. Whether the mascot appears in assemblies, newsletters, reward schemes, competitions, displays or social media posts, it can help to build enthusiasm for active travel and reinforce positive travel habits. The initiative can be adapted to suit the age, size and needs of your school, making it an accessible and enjoyable project for the whole school community.

## THE BASICS ACTIVE TRAVEL MASCOT

**Create or Design a Travel Mascot:** You could either use HCC's Basil Bird Mascot or create your own school travel mascot.

**Choose a Mascot:** Pick a friendly, memorable character that pupils can relate to and easily use on posters and displays.

**Purpose:** Encourage active travel through fun events and consistent messages.

**Engagement Activities:** Use the mascot for assemblies, events, and promotional material.

## MAIN TRAVEL INITIATIVES

**Active Travel Campaign:** Create your mascot in Autumn and make it the face of active travel throughout the year.

**WWCT Big Walk and Wheel:** Use your mascot to launch and promote this free national event.

**Park and Stride:** Use your mascot to launch or relaunch Park and Stride.

**Road Safety Assembly:** Use your mascot to deliver memorable, engaging road safety messages to pupils.

## PROMOTIONAL ACTIVITIES

**Basil Bird:** A full body active travel costume / mascot that can be borrowed from HCC. Speak to your Travel Planning Officer.

**Design your mascot:** JRSOs could run an exciting mascot design competition to champion active travel.

**Launch Event:** Celebrate the mascot's arrival with an exciting school-wide launch.

**Mascot News Reports:** JRSOs can interview pupils about how they travelled to school.

## SUPPORTING ACTIVITIES

**JRSOs/Eco Team:** Every week, the school active travel mascot could go home with a different pupil for an active travel adventure. Pupils could record the mascot's journey in their own way, using photos, drawings, diary entries or even a comic strip. When the mascot returns to school, the JRSOs/Eco Team could add the latest adventure to the mascot's travel diary, creating a shared record of active journeys across the school.

## RELATED CAMPAIGNS, EVENTS & WEBSITES

### Events:

**March:** Walk Wheel Cycle Trust's Big Walk and Wheel

**May:** Walk to School Week

**June:** Clean Air Challenge Week

**October:** Walktober

### Useful websites:

HCC's Termly Calendar / Planner

Sign up for regular My Journey newsletter

PR28 Active Travel Mascot

AT4 Active Travel campaign  
C5 WWCT Big Walk and Wheel  
AQ4 Park and Stride  
R9 Road Safety Assembly

CU16 Activities led by pupils  
PR22 - PR30 Other Promotion Initiatives - running a competition and launch event

PU4 The School Travel Plan is discussed at pupil meetings  
CU16 Activities led by pupils

C5 WWCT BW and W  
W6 Walk to School Week  
AQ10-AQ18 Other Air Quality Initiative - Clean Air Challenge Week

