

CAR FREE DAYS - AQ2

Active travel plays an important role in supporting children's health, wellbeing, independence and readiness to learn. Encouraging pupils to walk, wheel, cycle or scoot for everyday journeys can help reduce traffic congestion, improve local air quality and create safer, more pleasant environments around the school community.

Taking part in a Car Free Day is a great way to encourage families to consider alternative travel options and experience the benefits of leaving the car at home. These events provide an opportunity to raise awareness of sustainable travel, engage pupils and families in active travel activities, and promote positive travel behaviour change.

Whether introducing the event for the first time or building on previous activities, the guidance can be adapted to suit local circumstances and the needs of the community.

THE BASICS CAR FREE DAYS

Clear Aim: What do you want to achieve on this day? Reduce congestion at the school gates?

Choose a date: Consider the weather and maybe tie in with an appropriate national event.

Communicate early: Inform families early in order to plan for alternative transport options.

Promote alternatives: Share information of bus timetables or Park and Stride options for parents/carers who need to travel further by car. Consider those with medical needs, blue badge holders and staff requirements.

AQ2 Car Free Days

MAIN TRAVEL INITIATIVES

Walking Bubble Map:

Generate a Walking Bubble Map through your Travel plan and promote to your families.

Promote Public Transport:

Circulate the local bus/train timetables, add them to your Travel page on the website.

Park and Stride: Launch or relaunch your Park and Stride campaign, again adding the map to your website.

Parking Pledge: Use HCCs Parkwise Promise scheme. Contact your local Travel Planning Officer for advice.

W8 5/10 minute walking/wheeling zone
PT2 Promote Public Transport

PROMOTIONAL ACTIVITIES

Promotion is crucial with this initiative, so ensure it is promoted through every available means:

- Newsletters
- School Noticeboards
- Assemblies
- Social Media
- Website Travel Page
- JRSOs reminding pupils
- Use your School Travel Mascot to promote the event

Work with other local schools to run the event on the same days as families may have children at more than one school in the area.

The above list contains 7 possible Supporting Initiatives: PR1, PR7, PR10, PR13, CU16, PR28 and P2

SUPPORTING ACTIVITIES

Monitor Active Travel: The JRSOs or Eco Team could survey pupils on how they actively travel to school (walking, wheeling, cycling or scooting) before the event and again on Car-Free Day to track the impact of the initiative.

Staff: Encourage colleagues to support Car-Free Day by trying a more sustainable way to travel to work. Walking, cycling, public transport and car sharing are all great alternatives. Set aside time during a staff meeting to discuss and promote the available options.

PU2 Pupils conduct cycle counts
S2 The School Travel Plan is discussed at staff meetings

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:

September: Living Streets World Car Free Day

October: Walktober

March: WWCT Big Walk and Wheel

May: Walk to School Week

June: Clean Air Challenge Week

Useful Websites

HCCs Parkwise Promise Resources

HCCs Termly Calendar and Planner

AQ2 Car Free Days
W7 Walk to School Month
C5 WWCT Big Walk + Wheel
W6 Walk to School Week

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