



# Travel Guide 2024 -2025

(Middle & Secondary Schools)

# Active Travel for Schools

Walking, cycling, scooting, wheeling & sustainable travel - training, information, and resources guide for schools

# Foreword

Welcome to the 2024 – 2025 Academic School Year Active Travel Guide.

At the start of every school year, we aim to bring you a useful guide to support your activity planning where walking and cycling training, activities and campaigns can play a part to help you achieve your outcomes. Within this guide there are also the highlights from 2023/24 in our Year in Review.

2024/25 will see our offer to all schools take on a few big changes. We have been fortunate to receive funding to bring in additional staff capacity for the next 2 years to increase active travel through key projects. Four new School Travel Advisors will begin in September to join our existing team members. Along with our new team members we also have a new Bikeability provider to deliver our consistently excellent cycle training which is still free to all schools.

Climate change, the cost of living, decreases in activity levels and increased physical and mental health challenges are just a few of the negative impacts affecting families and school staff currently.

By increasing individuals active travel this contributes to the recommended minutes activity per week. It is often easier than people think too. With your help our aim is to influence the school run making our streets safer, our residents happier and our children healthier.

Please share copies of this guide sent to you with your teaching and wider staffing group to ensure they are aware of the support we can offer. Pop it in the staff room and raise active school travel at a staff meeting or inset day!

**Thank you from the Active School Travel Team**

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# Let's get active get moving get involved

## Benefits

The benefits of active travel - walking, cycling and scooting to school are proven.

Children will be happier, more alert and ready to learn, have increased independence, better social skills, be more road safety aware and will be fitter and healthier.

Even families that live further afield and need a car for part of the journey can get involved by parking away from school and walking the rest of the way. The benefits to the school, residents, staff and all families will be less congestion, safer school entrances and cleaner air. **#DoingOurBit**



# Health and physical activity

for children and young people (5-18 years)

Be physically active and spread activity throughout the day. All activities should make you breathe faster and feel warmer. Include muscle and bone strengthening activities 3 times per week.

Builds  
**confidence &  
social skills**

Develops  
**coordination**

Improves **sleep**

Improves  
**concentration  
& learning**

Strengthens  
**muscles & bones**

Improves  
**health & fitness**

Maintains  
**healthy weight**

Makes **you  
feel good**



**Aim for  
at least  
60 minutes  
everyday.**



**Sit less. Move more**

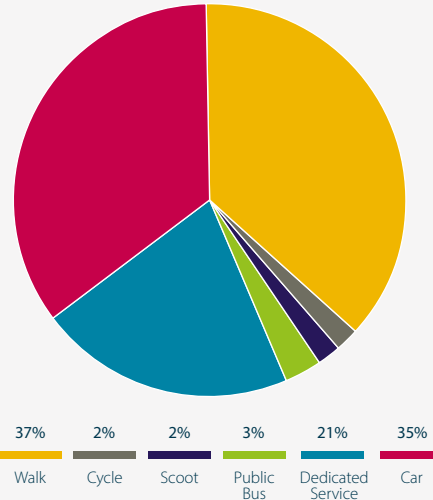
# 2023 – 2024 Active School Travel – Year in Review

**84% of schools responded to the annual census. This data provided has been used for funding bids for a variety of projects. Thanks to all schools that responded with this valuable data.**

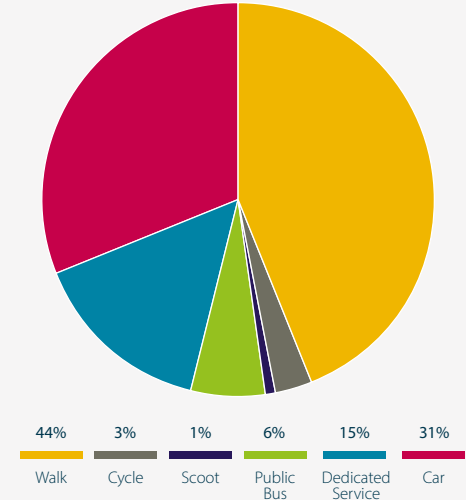
Car use has remained the same for the second consecutive year whilst walking walking rates have fallen slightly and this is below the national average of 53%

Please complete the 2024 Mode of Travel Survey as part of your Annual School Census in the Autumn Term 2024-25.

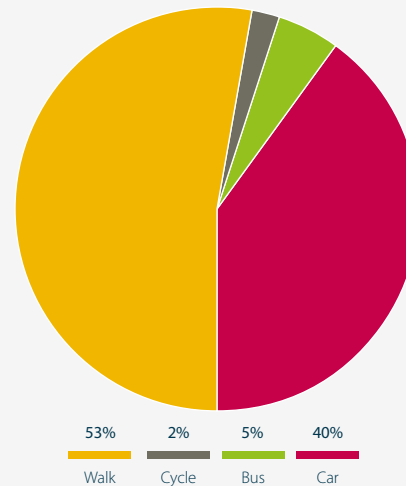
Travel Data 2023-24 - Middle



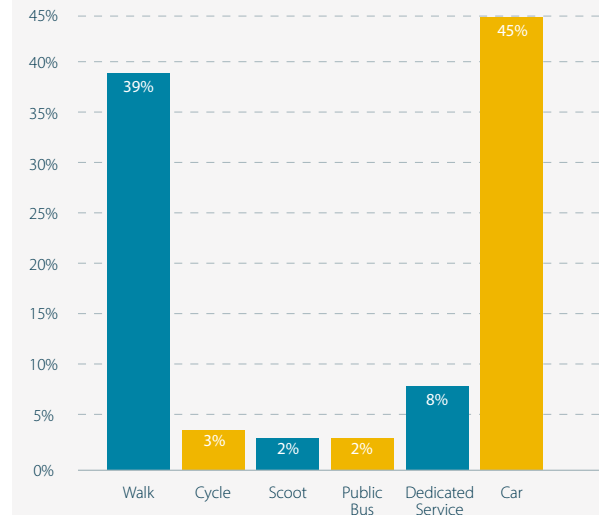
Travel Data 2023-24 - Secondary



National Average Data - Secondary



Countywide all schools % 2023-24



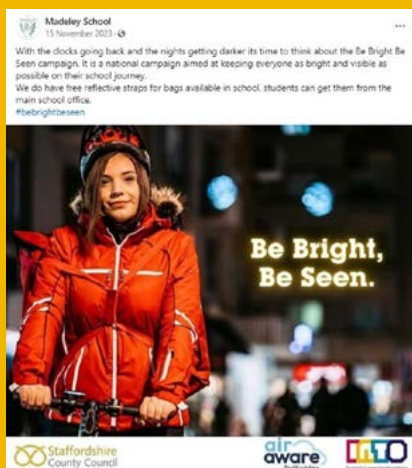
# Year in Review - continued

## Be Bright Be Seen Campaign

We rolled out the new look Be Bright Be Seen campaign to all schools in Staffordshire (in the school e-bag) with some brand-new resources. This campaign is designed to complement Road Safety Week in November and encourages pupils to wear bright clothing and accessories on the journey to school over the winter months.

We had many schools promoting this campaign around the county like Madely High in Newcastle Borough, who gave out Hi-Vis backpack tags to all pupils who walk or cycle to school.

If you would like more information about this campaign, or to have an assembly delivered or request resources, please contact us at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk).



## Walk to School Week 2024

For Walk to School Week in May this year we offered every school in Staffordshire the opportunity to request resources to promote the campaign over 150 schools from around the county signed up and encouraged walking and/or park and stride for the whole week. They received railing banners, posters and bookmarks as rewards for pupils taking part.

It is a great time of year to promote a Park & Stride location for the summer term. In March look out for the sign-up form coming out to you to request your free resources for the same campaign for May 2025.



## Anti-Idling Campaigns

This ever-popular pupil-led campaign has again been seen by many drivers around Staffordshire this year, thanks to all the pupils who have been involved. Pupils at Richard Wakefield school ran the campaign to educate their parents about air pollution by handing out leaflets and car stickers and asking their parents to sign a pledge. They measured the air quality around the school during the campaign and monitored how many cars they saw idling each day for the weeklong campaign.

By the end of the week, they were struggling to find any cars with their engines running and the pollution levels had fallen dramatically. They were armed with a megaphone and banners too, to make sure no-one passing by would fail to notice them in action.

This toolkit is free to access for all middle and secondary schools in Staffordshire. If you would like to request this campaign speak to your School Travel Advisor or email us directly at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



# Year in Review - continued

## St Edwards CofE Academy, Leek – A Case Study

St Edward's CofE Academy is an Urban Middle School in Leek very close to two First Schools. Like many Middle and Secondary Schools in Staffordshire a high percentage of their pupils travel to school on a dedicated school bus, however the other 60% of pupils choose how they travel to school in many cases.

Road Safety around St Edward's was a major concern due to the high volumes of traffic generated by their school and the other nearby schools.

We supported the school with a travel plan which was developed with school staff to highlight the issues and identify potential solutions to alleviate them. They have set up a group of ambassadors in the school to lead

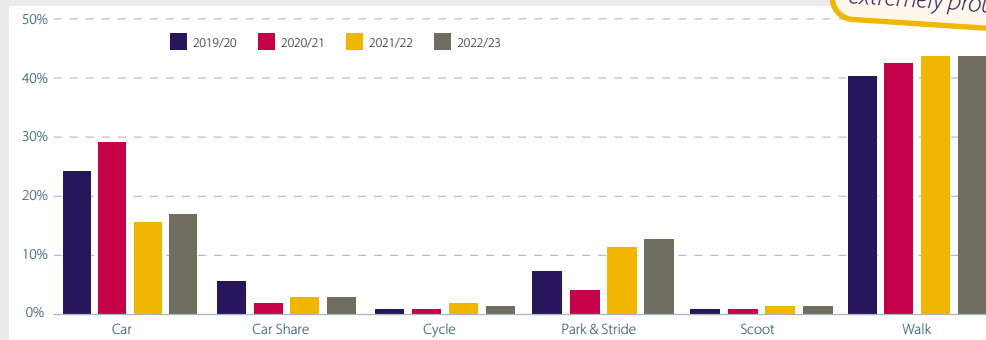
on sustainable travel (you can read more about these on page 13) and to promote campaigns to encourage active travel. The school also take part in Bikeability Training.

The result of this is that car use has fallen, whilst cycling and park & stride rates have risen as well as walking the whole journey. All of this has also had a positive effect on air quality around the school and pupils are getting more exercise, meaning they are healthier as a result.

In 2023 St Edward's won an award for their efforts, winning the school of the region for the whole of the midlands. This meant they had a trip to London to take part in the National Modeshift Awards where they shared their story with other finalists from around the UK.



Mr Simm, Vice Principal at the school said, "It's been fantastic to see the hard work and dedication that our Travel Ambassadors have shown and to win the School of The Year for 2023. They are passionate about what they do and their commitment to improving our Academy travel plan has been outstanding! For them to achieve what they have, in such a short period of time is a truly remarkable achievement and myself and the Academy are extremely proud of them."



# The year ahead 2024-2025

# Autumn Term



## September

### Act Travel Wise Week

Taking place between 16-22 September each year, Modeshift TravelWise Week promotes active travel, public transport, and other cleaner and healthier transport choices, and culminates in World Car Free Day when everyone is encouraged to find an alternative mode of travel for just one day.

This campaign provides the perfect opportunity to present realistic travel alternatives to staff, pupils and the wider public, whilst raising awareness around the impacts of travel choices on an individual's health and wellbeing, and on the environment. To take part and for more information go to [www.travelwiseweek.org.uk](http://www.travelwiseweek.org.uk)



## October

### Walk to School Month

Walk to School Month is a national campaign celebrated by thousands of schools throughout the country throughout the month of October. Encourage your Active Travel Ambassadors or School Council to set up rewards for pupils walking to and from school, use trackers to collate numbers walked and look out for competitions and activities to theme your walks. To request certificates for this campaign email us at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



Check out [www.livingstreets.org.uk](http://www.livingstreets.org.uk) website for other ideas to encourage walking to school and resources you can use within school.



## November

### Be Bright – Be Seen

When the clocks go back in Autumn, and it gets darker much earlier it is time to think about the Be Bright – Be Seen campaign. This campaign encourages pupils to be safe on their journey to school by making themselves visible to road users.

If you would like to know more about this campaign look at the section on Page 5 in this guide to request resources and check out the THINK.Gov website for educational resources for Road Safety Week 19th – 25th November 2024



# The year ahead 2024-2025

## Spring Term



### February 14th

#### Love Your Journey

Lack of exercise and overexposure to air pollution are two of the main contributing factors leading to heart disease. Staff, pupils and parents can all get involved by using their heart on their journey to school for St Valentine's Day. Air pollution is a problem around most urban schools in Staffordshire, but all schools will see pollution levels worsen at pick up and drop off times. You can do your bit to help improve the air quality around your school and increase activity levels, both of which can lessen the risk of heart disease.



### March

#### Sustrans Big Walk and Wheel

The Big Walk and Wheel is a national challenge aiming to increase physical activity on the journey to school and reduce school gate parking issues, which takes place during March. Free resources are available to schools at the point of registration via **Sustrans**. This campaign is open to **ALL** schools for staff, parents and pupils, they have great prizes too!



### April

#### Air Aware Anti-Idling

The Anti-Idling campaign is back for 2025 to reduce idling engines around our county. For schools we have signage, posters, banners, digital support, and classroom activities.



There is so much to access, and the benefits are massive.

Don't fume at the fumers, let them know to "turn if off", remember 1 minute of idling can fill approximately 150 balloons with pollution. The pupil led Anti-Idling campaign is informative, raising awareness of the harm of idling, delivered in a positive way. To request an anti-idling toolkit or to download lesson plans and resources check out our Air Quality pages.





# The year ahead 2023-2024

# Summer Term



## May

### Walk to School Week

Walk to school week is back again for 2025. Last year we sent railing banners, posters, bookmarks and digital resources to over 150 schools around Staffordshire and we would love for you to take part again this year.

The railing banners do not have campaign dates on them so if you still have them from last year, please reuse the same one to keep the campaign more sustainable.

Watch out for our email with the link to sign up for this year's campaign in the Spring Term. We will again be offering bookmarks as rewards for anyone who has made the effort to walk all or some of the journey to school (on request if required).



## June

### Clean Air Day

Clean Air Day takes place on Thursday 19th June 2025. You can access the anti-idling toolkit to raise awareness and/or download and use our lesson plans from our Air Aware Schools pages here:

If you require additional support contact us at

[AirAware@staffordshire.gov.uk](mailto:AirAware@staffordshire.gov.uk)

Will you join us this Clean Air Day?



## July

### Way2GO!

Way2GO! is an interactive activity book designed for pupils moving into Middle/Secondary School. You can request these for your new intake in July for their transition days to help encourage sustainable and active travel.

They cover topics including health benefits, environmental benefits, Public Transport, route planning, road safety and many other useful topics. If you'd like to see a digital copy, or to order these for your school please contact us at the email address below.

[INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



# General activities for any time of the year

## Climate Action Fund

Staffordshire County Council's Climate Action Fund is open to all schools in Staffordshire to apply. Schools can apply for any amount from £500 up to £5,000 for any project to support sustainability, including school travel. Last year Outwoods Primary School in Burton were granted £1,500 to help fund their brand-new scooter and cycle storage area. The result was a huge uptake in scooting and cycling to school helping them change behaviour of pupils to more sustainable modes of travel.

For more information about the Climate Action Fund, please scan this QR Code.



## Active Travel Maps

Your school can request a FREE digital active travel map bespoke to your school. These maps can be shared with the school community to promote active travel and share any Park & Stride locations with parents.

If you would like one of these maps for your school just drop us an email at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk) to request it.



## Park & Stride

For those families not able to walk all of the way to school, suitable Park & Stride locations can be identified and suggested to parents, to ease congestion in the close vicinity of the school. (Staff who live local to your school should be able to assist in this matter – they know the local area well).

Typically, a good Park & Stride location is 5-10 minutes walk away from the school and has ample parking – a public house, supermarket, village hall are ideal. (Permissions should be obtained from the landowner). More information can be found here <https://www.livingstreets.org.uk/walk-to-school/park-and-stride/> download a pack to get you started.



# School Streets

Congestion around schools can be horrendous during pick up and drop off times, and an hour later the area can look totally different. Air pollution, congestion, unsafe and inconsiderate parking is an issue for many schools. Not every school can reduce the traffic flow by having a temporary road closure, but for some locations this is an ideal option.

Across the country many local authorities are involved in this scheme which is supported by Active Travel England.

We are looking for 10 schools to work with us to bring School Streets to Staffordshire.

## What is involved?

Our team will work with you to assess the suitability looking at the location of your school, proximity to other services and alternative routes. Working with Highways, Sustrans and other stakeholders to bring about all changes required to restrict traffic at key times. We will also support you with resources to promote alternatives during the process.

## Do you want to be involved?

If you are interested in finding out more, and potentially being part of this scheme, you can get the ball rolling by completing some basic information to help us to get you started.



## Survey for School Streets



# Bikeability

Staffordshire County Council offers FREE Bikeability Training to every school in Staffordshire. If your school are already taking part in Bikeability that is fantastic, but if not, we would love to bring you on board.

We are proud to be working alongside BikeRight to deliver this important training to as many pupils as possible in Staffordshire.

BikeRight have been working with us since taking over the contract in April 2024 and are keen to work with you.

You can book in your Bikeability Training direct with them by contacting them on [midlands@bikeright.co.uk](mailto:midlands@bikeright.co.uk)

You can also visit our Staffordshire County Council Bikeability Webpage by scanning this QR code.



## Bikeability Instructors

Do you know someone who has a passion for training who is also passionate about cycling? If so, then they may want to consider becoming a Bikeability Instructor themselves.

For more information have a look at our website here



## Bikeability and Cycling

Bikeability – Cycle training. The following are funded by the Department for Transport to SCC to encourage more children to cycle more regularly, improving skills, health and wellbeing.

From Year 5 things get very exciting for cycle training. It isn't just about the core levels and outcomes, this is where the transition from riding a bike to becoming a cyclist happens.

Your students (up to year 11) can experience Bikeability Ride and Bikeability Fix to complement the level 3 training. Journey planning, using cycle infrastructure and how to ride like a pro by the experts. Who needs a car anyway!

**Bikeability Level 2:** On road training to increase confidence, understand the road and signals, how to negotiate junctions and share the road with other road users.

**Bikeability Level 3:** From age 11 students advance their skills for busier roads and more complicated junctions or faster roads.



Scan this QR to watch a short video about Bikeability in Staffordshire



“The staff were fantastic! So friendly, making the children feel at ease. Their expertise was exceptional, and I have already booked for the next academic year. A fantastic service offered; I just hope we can get more pupils to sign up next time round!” –

*Amy, Anglesey Primary Academy, Burton*

“Everyone involved in the Bikeability process was excellent. My contact to arrange the training was helpful, quick at responding to emails and happy to answer any questions. The instructors were excellent and engaged the children brilliantly with the training. They supported all the children meeting their individual needs and were great at feeding back to us at the end of the day. The booking process is easy to understand as the parents have to complete it themselves and our local contact was able to add a few children last minute without any problems. Excellent all around.”

*Hannah, Pye Green Academy, Cannock*

# Pupil Power

## Active Travel Ambassadors

### What is an Active Travel Ambassador?

Our Active Travel Ambassador scheme is open for all schools to take part in. The pupil group can be run as an after-school club, lunchtime club, or as part of your Eco Club or School Council.

These enthusiastic pupils help lead and support campaigns in school to encourage walking and wheeling and to lead on campaigns to educate and inform parents. Each group will receive a welcome pack, Ambassador Badge and choice



of beanie hat or baseball cap, as well as being supported with termly newsletters. If you would like to introduce this to your school please get in touch with us at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk) to get more information or request a pack.

Could you be an active travel ambassador? Check out our Active Travel Ambassador Video here:



## Parking Toolkit

Our Pupil Parking Toolkit has been out and about in Staffordshire this year targeting drivers who illegally park on double yellow lines or the Zig-Zag markings near to the school or park irresponsibly. This Pupil led campaign has proven to be really effective when run over consecutive days and has made parents aware of their obligations if travelling to school by car.

Mr Newcombe at Anglesey Primary in Burton said, *"We have had some serious issues taking place outside our school involving near misses and dangerous parking. Our Active Travel Ambassadors ran this campaign to educate parents and send out a strong message to anyone not obeying the law. They were so enthusiastic and made a real difference"*.

The parking campaign can be supported by the civil enforcement team in some cases, and if you would like to request this free resource for your school get in touch at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



# School Travel Advisors

Hello! That's us!

Staffordshire County Council has a team of School Travel Advisors dedicated to working with schools around the county to help implement all the schemes, resources and campaigns within this booklet. The exciting news is that we have a bigger team than ever for 2024/25 with six staff able to support schools with Walking Buses, Travel Plans, Campaigns, Assemblies and Resources. This enthusiastic team will work with your school to help improve activity rates, cut congestion around the school and help the school be more sustainable and help you meet the Sustainable Schools Net Zero by 2030 commitments.

Most of our team have worked in schools for years, and we are very much aware of how busy schools are and want to help you deliver these initiatives without too much effort on your part and make life easier for your team. The benefits of working with us are many and fit in with PHSE activities, STEM activities and Citizenship.

If you would like to meet one of our team, please drop us an email at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk) and we will be happy to discuss anything in this Travel Guide with you in person or on Teams.



# Modeshift STARS Travel Plan

A School Travel Plan (STP) is a document which sets out how a school will promote safer, active and sustainable travel, with the main emphasis on reducing the number of journeys made by private vehicles.

An effective School Travel Plan should contain an action plan of initiatives to reduce the number of vehicles on the journey to school, encourage more active and sustainable travel choices, and improve safety on the journey to school.

School Travel Planning is supported by the Department for Transport through the Modeshift STARS accredited scheme. Schools benefit from a range of additional funded activities to help them achieve award levels from Green to Platinum which non-participating schools would be unable to access.

We currently work with around 60 schools in Staffordshire with a Modeshift STARS School Travel Plan.



## Modeshift School of The Region

Staffordshire County Council have supported schools to win *Modeshift Stars School of The Region* FOUR times in the last 5 years.

The latest school to win the award was St Edwards Middle School in Leek. Their Travel plan was rated Outstanding by the panel of judges and were awarded the best school award for the Midlands Region. There are only 5 regions in the country so winning this award means they are only one of 5 schools in England to do so.

As a result they were invited to London to take part in the School of the Year Final for 2023. Sadly, they didn't win the big award but just to be in that position was a huge achievement.

Mr Simm of St Edwards is pictured with the team of Active Travel Ambassadors at the school and he said, *"The work the Active Travel Ambassadors do is really important to us as a school to help tackle climate change and to improve the safety of our pupils coming to school. It also improves the health and wellbeing of pupils and supports them to lead health happy lives"*.



# Living Streets WOW campaign

Living Streets are offering all schools in Staffordshire the opportunity to take part in their Schools Outreach Programme for their WOW campaign. Schools would normally have to pay for this resource which includes a free travel tracker that records how children travel to school, and free badges at the end of each month to reward those that make the effort to Walk, Wheel or Park & Stride to school.

If you would like to know more about this campaign or to sign up immediately the complete this online form by **scanning the QR code below**. Please hurry though as ideally, they would like schools signed up by the end of September 2024 if possible.

You can find out more information by checking out the Living Streets Website by typing in this link in your browser: <https://www.livingstreets.org.uk/walk-to-school/walk-to-school-outreach/>



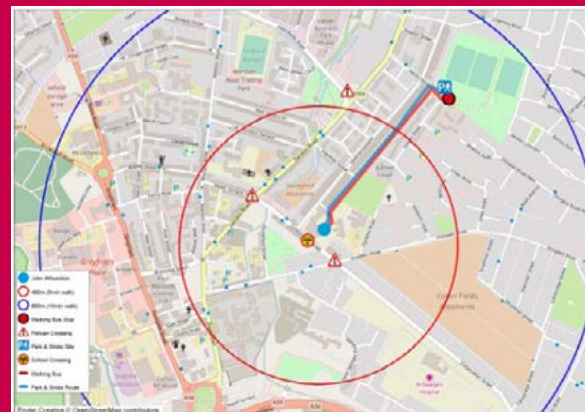
# Sustrans

Sustrans are a national charity behind such campaigns as The Big Walk and Wheel featured earlier in this guide. They also offer several resources to schools to encourage active travel. If you would like to know more about Sustrans and the work that they do follow this weblink to get more information and see what resources are on offer.

[www.sustrans.org.uk](http://www.sustrans.org.uk)

# Pindar Maps

Would you like a bespoke map for your school to help promote Active Travel? If so then get in touch with us and we can produce a digital map for you free of charge. You can include details such as Park & Stride locations, Walking Bus Routes and safer walking routes to school.



# Road Safety and Think.Gov

At Staffordshire County Council we have a dedicated Road Safety Team who work with middle, secondary and high schools to deliver road safety education packages across Key Stages 2 to 5. Check out the resources available for use by school staff and those which may be delivered by the team by scanning the QR code or search online for Staffordshire Road Safety Education.



There is also a suite of Road Safety Education Resources on the THINK.GOV website. These cover all age ranges from Nursery up to School Leavers. Just type [think.gov.uk](http://think.gov.uk) into your web browser to discover what resources are available for your school.



# Get in touch with the Team

Staffordshire County Council's Active School Travel Team have a wealth of knowledge and experience to assist your school. From training and activities to resources to promote and encourage active and sustainable travel for the whole school community, we can help.



The best way to contact the team is by email in the first instance:

**[into@staffordshire.gov.uk](mailto:into@staffordshire.gov.uk)**

## Other Useful Contacts

Student Transport Team -  
[student.transport@staffordshire.gov.uk](mailto:student.transport@staffordshire.gov.uk)

Public Transport Team -  
[public.transport@staffordshire.gov.uk](mailto:public.transport@staffordshire.gov.uk)

Road Safety Education Team -  
[roadsafetyeducation@staffordshire.gov.uk](mailto:roadsafetyeducation@staffordshire.gov.uk)

School Crossing Patrol Team -  
[scp@staffordshire.gov.uk](mailto:scp@staffordshire.gov.uk)

BikeRight Bikeability Training -  
[midlands@bikeright.co.uk](mailto:midlands@bikeright.co.uk)

## Active School Travel Team

Feel inspired to get involved?

Then get in touch with us or check out our webpages *(click icons to connect)*



Staffordshire County Council: [x.com/StaffordshireCC](https://x.com/StaffordshireCC)



Air Aware: [x.com/AirAwareStaffs](https://x.com/AirAwareStaffs)



Instagram: [@AirAwareStaffs](https://www.instagram.com/AirAwareStaffs)



YouTube: [www.youtube.com/user/StaffsCC](https://www.youtube.com/user/StaffsCC)



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