

**Tips on Promoting your Travel Plan**

It’s important to:

* Let people know that you’re preparing a School Travel Plan;
* Promote specific actions that you’re working on; and
* Let people know how you’re getting on.

The best approach is to start with an announcement, provide bigger updates on specific actions, and then provide ‘little and often’ updates.

This is because a lot of people drive solely because they see it as being “normal”. The overall aim of promotion is to make walking, cycling and public transport as “normal” as driving. This will encourage more people to try it.

Regularly talking about school travel also helps maintain:

* Momentum,
* Inspires people to ‘give it a go’
* Recognises success.

Ways you can promote your travel planning activity include:

* Letters to staff, parents / carers and neighbours on launching the plan (see template in the toolkit for this);
* Creating a school travel noticeboard at your main school entrance.
* Updating during school assembly.
* Articles in school newsletters;
* Certificates for those who’ve helped with the travel plan;
* Website – especially good for visitors and parents / carers of new students;
* Social media – twitter, Facebook etc.
* School prospectus – putting sustainable travel at the heart of your school ethos.

Remember: most people are more likely to change their habits and behaviours while they are undergoing periods of change. It is therefore most effective to promote walking or cycling to school at the start of the academic year, with particular focus on new students and families.

The changes of the seasons are also important! Trying to encourage people to walk / cycle in the winter will be difficult, but this might be the best time to promote “Be Safe; Be Seen” road safety messages.