

One method to highlight the benefits of walking in a proactive and positive way is to launch a school walking pledge. For this, the school writes to parents / carers asking them to “sign up” to a pledge that they will walk to school .

Resources needed from the school:

* Letters for all parents / carers
* Production of stickers to return to parents / carers
* Thank you letter for parents signing the pledge

Example resources for you to tailor to your school are provided overleaf.

SCHOOL ADDRESS

SCHOOL LOGO

Dear Parents/ Carers,

**The [INSERT SCHOOL NAME] Walking Pledge**

As many of you will know, as part of our School Travel Plan we are encouraging safe and sustainable travel to / from school.

Walking is really important not only to encourage more exercise, but also to help reduce congestion and pollution around our school gates. By walking your child to school you will be helping us achieve our aim of creating a safe and healthy school environment. We are therefore launching a “Walking Pledge”, to encourage as many parents / guardians as possible to walk their child / children to school. This is being run alongside a number of other initiatives to achieve our goals!

Once you’ve signed up to the “Walking Pledge”, we will give your child / children a sticker to show your commitment to safe and sustainable travel to school. This will hopefully encourage other parents and guardians to do the same.

The school’s leadership team, alongside the School Travel Plan Champions will be responsible for monitor the success of your pledge and there will be lots of challenges and competitions throughout the year to celebrate those who travel sustainably into school.

Thank you!

Yours Sincerely,

[NAME]

[TITLE]

[SCHOOL]

**The [INSERT SCHOOL NAME] Walking Pledge**

I agree to:

🗸 walk to school whenever possible - which may include parking further from the school and walking the last bit of the journey.

🗸 Consider taking part in the Walking Bus scheme

🗸 Get involved in as many walking initiatives as I can

🗸 If I ever have to drive to school, I pledge to park sensibly, and never on the “school keep clear” zigzag lines, within 10m of a junction or on double yellow lines.

-----------------------------------------------------------------------------------------------------------------

REPLY SLIP

Walking Pledge

I / We agree to support the [INSERT SCHOOL NAME HERE] to make our roads around the school safer

Child’s Name: ……………………………………………………..

Child’s Class: ……………………………………………………..

Parent / Carer’s Name:…………………………………………..

Signed:…………………………………………………………….