

Raising awareness of the Travel Plan (including its purpose, targets and actions) is vital to its success. The school should promote the Travel Plan to the entire community, including potential pupils / new starters and their family.

To raise awareness the school could include a section on the School Travel Plan and its associated green credentials within the school prospectus, or a dedicated page on the school website. Additionally, the school could issue a letter to parents / guardians of new starters, which could be sent out prior to the start of the school term (for example with information on school uniform etc). An example letter has been provided overleaf.

SCHOOL ADDRESS

SCHOOL LOGO

Dear new Parents/ Guardians,

**The [INSERT SCHOOL NAME] School Travel Plan**

As some of you may already know, our school is an Active Travel School, meaning we are committed to encouraging safe & sustainable travel to school. Most schools around the country have problems with too many cars arriving at the school gates, leading to parking problems, increased accident risk to children walking / cycling to school and also conflicts with neighbours.

To help reduce these problems and encourage healthier happier children we encourage as many parents / carers / staff as possible to leave their car at home and walk / cycle / scoot or car share to school instead. As well as bringing numerous health benefits, active and sustainable travel to school will also help reduce carbon emissions and improve the quality of air that our children are breathing in.

We encourage new parents / guardians to think about how they will bring their child/children to school when school starts. The car isn’t always the best option – you often get stuck in traffic and finding a parking space is often very frustrating! As such, we have provided a few suggestions below for you to consider:

* Park & Stride – Try parking a short distance away from school and walking the rest of the way. You and your child/children get some exercise and you avoid having to search for parking outside the school. We have dedicated Park & Stride sites available at [INSERT PARK & STRIDE LOCATIONS].
* Car Sharing – Sharing a car with another family who live nearby is a great way of saving money on petrol, as well as reducing the number of cars on the road. Knowing someone who is willing to drop-off or pick-up your child / children is great in emergencies, such as having to stay late at work, or having to attend a doctor’s appointment.
* Walking Bus / Cycle Train – These are where a group of children walk / cycle to school accompanied by one or more adults. They follow a set route and timetable, just like a bus or train, and provide a great opportunity for children to walk/cycle to school with their friends. The initiative helps develop independence within a safe environment and frees up your time to get to work, take other children school etc.
* Walking and Cycling – Walking and cycling are free ways to get to school. It’s good for the environment, and also contributes to the recommended 60 minutes of physical activity per day!
* Public Transport – Using the bus or train to get to school can also be an option. Most children are entitled to FREE bus travel if their nearest qualifying (catchment area) school is 2 miles or more away from home. Ask the school about local bus routes, as well as whether your child/children qualify for free bus travel.
* Driving – Sometimes driving is the only option you have available, and that’s okay! We ask all parents driving to school to consult our [parking guidance](file:///X:\47074367%20Nottinghamshire%20CC\60554755%20-%20Nottinghamshire%20Access%20Fund\001%20-%20Project%20Management\Toolkit\Resources\Management\Parking%20Issues\Parking%20Good%20Practice.docx), as well as consider signing the [Parking Pledge](file:///X:\47074367%20Nottinghamshire%20CC\60554755%20-%20Nottinghamshire%20Access%20Fund\001%20-%20Project%20Management\Toolkit\Resources\Management\Parking%20Issues\Parking%20Pledge%20-%20NCC%20Toolkit%20DSG.docx). This is to ensure everyone parks safely and responsibly, minimising disturbance to our neighbours as well as safeguarding children walking/cycling to school. Our first priority is getting children to/from school safely!

Please keep an eye out for upcoming events, challenges and competitions (such as Bikeability training, Walk to School Week and Cycle Permits), which you will be informed about via letters home, the school newsletter and the website.

Thank you for getting involved!

Yours Sincerely,

[NAME]

[TITLE]

[SCHOOL]