

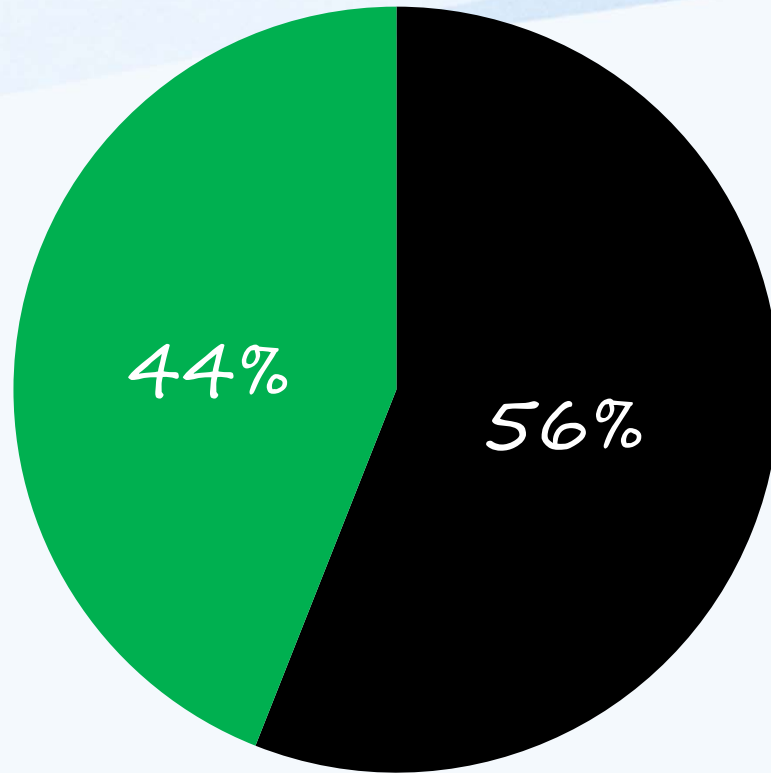


'Going Green for our Kids'

A sustainable travel campaign

*Eileen McDonagh, Key Stage 2 Phase Leader
Lucy West, School Travel Coordinator*

Current Travel Habits



Hands up survey in February 2015

*Most families live within the catchment area -
mostly less than a mile from the school!*

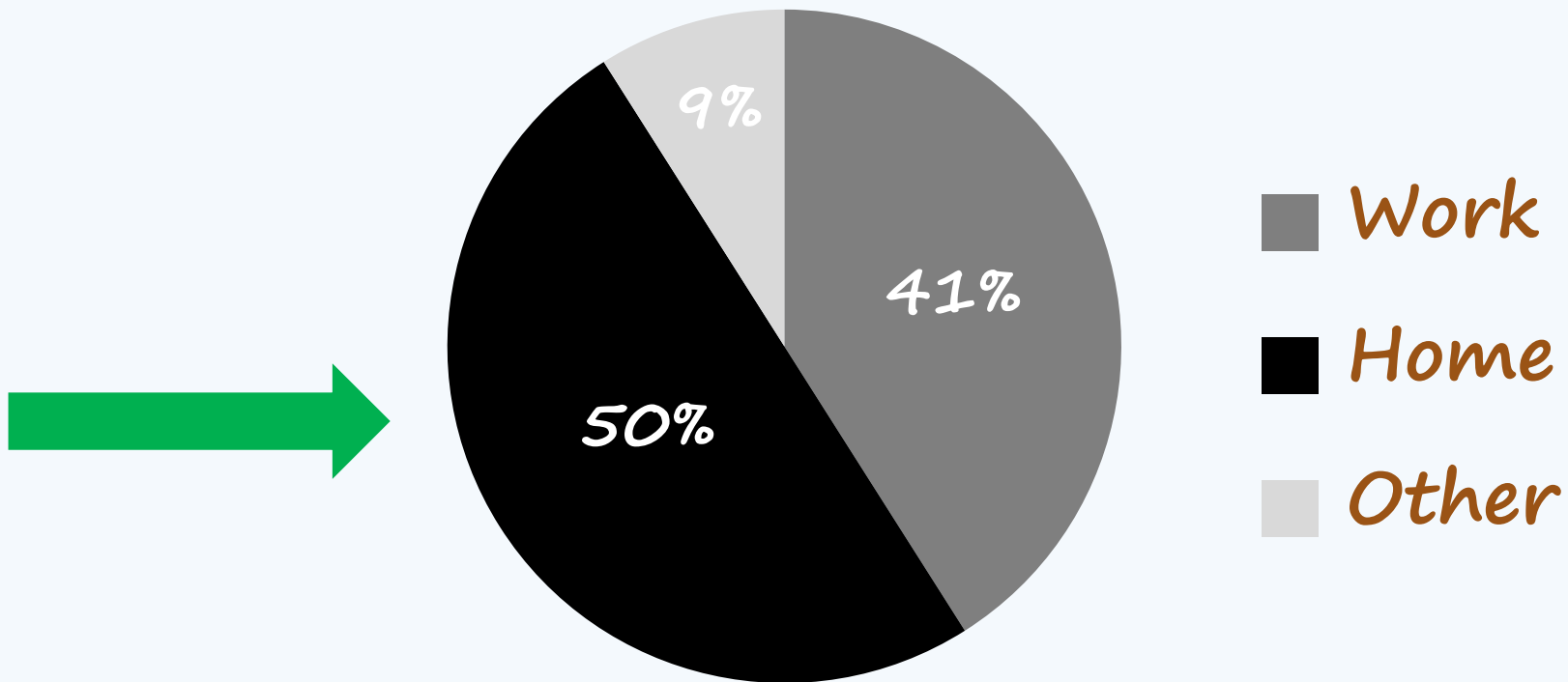
Current Vicious Cycle

*Rushed parents
jump in their cars*

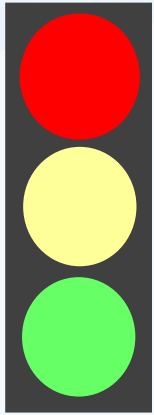


More traffic and less parking

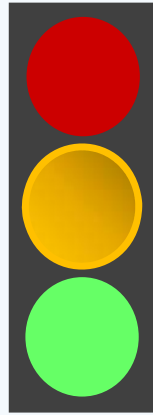
Where do parents driving go after dropping their child off?



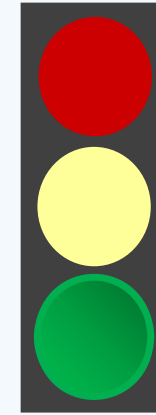
Target Audience



Parents who aren't going to change



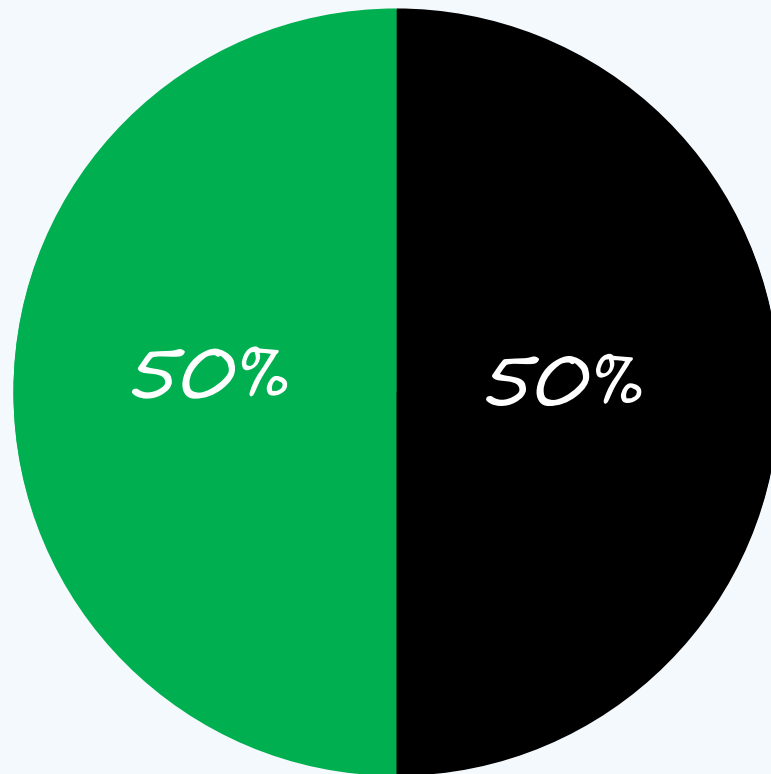
Parents who are too busy/stressed to think about the issues, but if informed/encouraged, might change their behaviours



Parents who think/care about the issues and do the right thing already



CU Target Travel Habits



■ Car

■ Non-car

Campaign objectives

1. To reduce traffic around our school



2. To make school runs quicker, safer and more fun

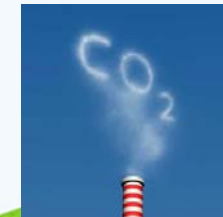
3. To improve our children's health and fitness



4. To obtain resources for our school



5. To reduce pollution around the school



Sustainable

Travel:

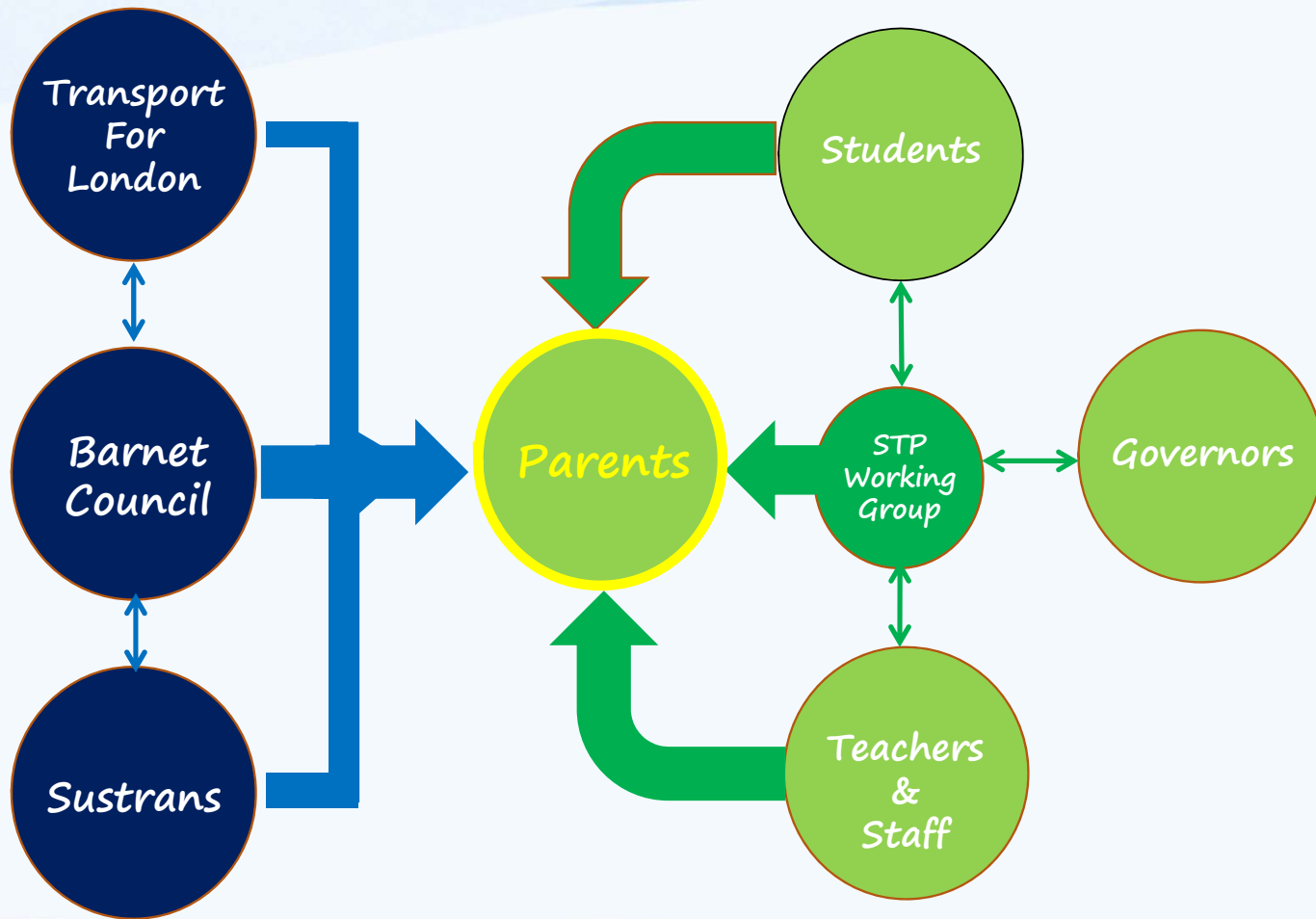
Active

Responsible

Safe

Transport for London Travel Scheme

Our Stakeholders



STP Working Group

Lucy West, School Travel Coordinator

Eileen McDonagh, KS2 Phase Leader

Simon Hartley, Year 2 Teacher and Governor (cycle training)

Richard Logue, Governor

Connie Kaphouris, Barnet Safe and Sustainable Travel Team

Arthur Shearlaw, Sustrans

Last year, we achieved
Bronze accreditation...



This year, we're going
for Silver... or maybe
even Gold!?



Going Green for our Kids Activities 2015/16

Autumn Term

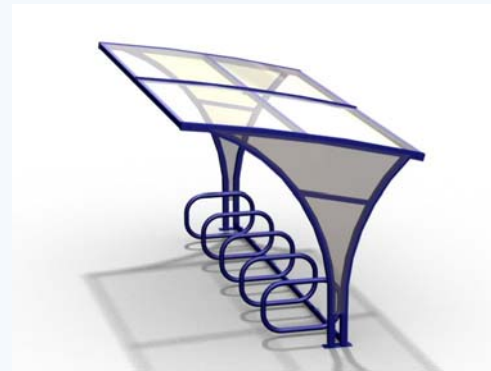
- Junior Travel Ambassadors (sub-committee of School Council)
- Be Bright, Be Seen Day
- Sustrans Bike-it host school
 - Launch assemblies
 - Dr Bike (visiting mechanic)
 - Biker breakfast
- Project display board and walking zones map



Going Green for our Kids Activities 2015/16

Spring Term

- Scooter and bicycle shelter
- Bicycle training
- Road Safety training (Nursery and Year 6)
- Parent Parking Pledge
 - Active School Travel Policy and Guidelines
 - JTA morning monitors



Going Green for our Kids Activities 2015/16

Summer Term

- Walk to School Week (May)
 - Students interview their parents about how they travelled to school
 - Schoolwide competition - which class drives the least during week
 - Pedometer challenge (Leigh Carmichael vs. Lucy West!)



Summary

'Going Green for our Kids' is a sustainable travel campaign that will:

- *enhance school spirit*
- *demonstrate active leadership and school values*
- *attain STARS Silver or Gold status*
- *attract resources*
- *increase exercise for children (health and academic attainment benefits)*
- *decrease traffic around school*
- *reduce the school's carbon footprint*





'Going Green for our Kids'

A sustainable travel campaign

*Eileen McDonagh, Key Stage 2 Phase Leader
Lucy West, School Travel Champion*

Slides by Oliver West, 4J