

Dear School Travel Ambassador

We are really pleased that you have become a School Travel Ambassador (STA) in your school. It is a very important job.

Your job as a School Travel Ambassador (STA) is to encourage everyone in your school to keep safe and active on their journeys. Use whatever ways you can think of to do this, but make sure that you get your adult helper's approval first!

These pages will give you some information about how to be an STA, and also some ideas that you can use. You might have lots of ideas of your own as well. Please take some photos of your work, as we would like to see some examples of the excellent activities that you have carried out. If your school is a '**Modeshift STARS**' school*, or is interested in getting an award for your sustainable travel and road safety work, these activities will all count towards that.

*If you're not sure whether your School is a Modeshift STARS school, check with your adult helper.

We hope that you enjoy your work as an STA and do lots of things to help people in your school stay safe on the roads and choose more sustainable ways to travel!

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GETTING STARTED

Now you've started your new job, you need to think about what to do next!

Find out which member of staff will be helping you, and try and arrange a meeting with them and the rest of your team.

Start planning

We have provided an Action Plan outline for you to begin to plan your first activities. Find out about what the main issues in your school are and then think about what you could do to try and solve the problems. Use the examples in this pack to help. Your adult helper has been sent some ideas too.

The information that we have sent you will give you some ideas for different Road Safety / Sustainable Travel topics and will help you plan your work. There are lots of topics that you can use more than once and at any time of the year. You can also come up with themes of your own if there are different issues at your school.

You might want to carry out research using the internet. We have included details of some useful websites later in this pack.



Using a Notice Board

Hopefully you will be able to have an area or notice board that you can use to display messages and information, so find out where that will be. Decide on a theme for your first display or activity, linked to your action plan.

You could include details of who you are, as well as road safety and sustainable travel information. This would also be a great way to tell people about competitions, show winning competition entries and display photographs from initiatives that you have organised.

Talking to people

You might need to talk in assemblies, in class or to small groups of people about different topics.



TOP TIPS:

- ☺ Pick a good time, when people aren't doing other things and they can listen to what you have to say.
- ☺ Make sure you have researched the topic so that you can answer any questions.
- ☺ Give yourselves enough time to prepare and practise, so that you know what you are going to talk about and then you will feel more confident.
- ☺ Think about what you want to say, and then say it slowly and clearly in a loud voice. Try to look at people as you are speaking so they know that the message is for them.
- ☺ Ask questions to get the people who are listening involved.

Organising competitions

Organising a competition is a really good way of getting people to think about Road Safety & Sustainable Travel.



TOP TIPS:

- ☺ Decide when to have the competition, what the topic will be, which classes it will be for, and how to tell everyone about it. You could put up a notice or announce it in assembly.
- ☺ Remember to ask your adult helper about your idea first.
- ☺ Decide who will judge the competition and how many winners you will have. For example, it could be one or two winners from each key Stage or class. You will also need to agree what the prizes will be and how you will present them. We have certificates that you could use if you wish, or you could design your own.
- ☺ Choose a theme for your competition. It might be telling people how to stay safe when walking, scooting or cycling to school; warning people about the dangers of not wearing seatbelts and child car seats, using a phone when walking or driving, parking near the school entrance, playing near the road, or not wearing a cycle helmet; Be Bright Be Seen; or promoting sustainable travel.
- ☺ Your competition could be to ask people to create a poster or a leaflet, perform a song or a rap, write a story or poem or to design clothing to make people easier to see when it's darker or an environmentally-friendly form of transport. These are just some ideas.
- ☺ Why not hold a 'Bling your Bike / Scooter' competition and see how many pupils can scoot or cycle to school on a set day? We're sure that you will have lots of other ideas, and there will be other suggestions sent to you throughout the year.
- ☺ Make sure that you tell everyone to put their **FULL NAME** and **CLASS** on their entry.

Organising reward schemes

One way to reduce the number of children travelling to school by car and improve road safety around your school is to organise a reward scheme which gives recognition for travelling actively and sustainably.

TOP TIPS:

- ☺ Decide whether you want to promote one mode of travel or whether to include walking, scooting AND cycling together.
- ☺ Think about whether you are going to hold a one day event, or run a scheme over a longer period of time like a month or a half term. Some schools choose one day a week where all pupils are encouraged to use active travel. Speak to your adult helper about what would work best in your school.
- ☺ Decide what the incentive will be - will you reward classes or individuals? Is it for the highest number taking part or the biggest improvement? Your adult champion will be able to help you decide. What will the reward be? You could give certificates, have a trophy that is passed around the best classes each week, or may even be able to arrange extra 'active' playtimes for your winners, where they can use their scooters or bikes.
- ☺ Announce your plans in assembly and think about how you will inform parents / carers e.g. through newsletters, the school website or social media. Give people plenty of notice as they may need to make changes to their plans.
- ☺ There are some national and local schemes that you could get involved in:
 - 'Go Green' challenge
 - The Big Pedal / The Big Shift (Sustrans)
 - Living Streets - Walk on Wednesdays / Strider's Healthy Walking Challenge
 - Scootember (Leeds City Council)
 - Walkshire
- ☺ Or you could come up with your own ideas, for example:
 - A Winter travel challenge
 - A Spring travel challenge
 - A Christmas travel challenge.



Road Safety / Sustainable Travel Quiz.....

Why not promote road safety and sustainable travel using a fun, informal quiz? The Otley Road Safety committee have organised a quiz for local schools for over 10 years, which has been enjoyable and educational for all those taking part. Decide what would work best for you - class vs class, staff vs parents, kids vs parents, or a different format. It could be run at any time of year, and you could even charge a small entry fee to raise money for road safety / sustainable travel initiatives. We have a bank of questions that you could use, or you could come up with your own. We can even provide small prizes for schools that are keen to try out this idea.

Other Ideas

There are lots of other ideas for activities that you could run to promote road safety and sustainable travel:

- ☺ Use our '**Speed Indication Device**' to record the speed of traffic on roads close to school.
- ☺ Try our '**Brake Reaction Timer**' - which demonstrates car stopping distances.
- ☺ Borrow our Key Stage 1 Role Play '**Crossing kit**' or '**Teddy Takes a Tumble**' story sack.
- ☺ **20mph resource pack** - if your school is part of a 20mph area, we can provide details for assemblies and 'design a sign' competitions.
- ☺ Organise a '**Walking Bus**' with adult volunteers who will 'pick-up' pupils on the walk to school (we can provide you and your adult helper with guidelines and some resources to support this).
- ☺ **School Gate Parking Activity pack** - the pack is full of suggestions for a range of activities which can be used to try and reduce inappropriate / illegal parking outside your school.
- ☺ Work with the local Police to run a '**Mini Police**' project where you can patrol with police officers and hand out 'penalties' to people parking inappropriately around school. You could even hold a '**kids court**' to speak to those driving above the limit.
- ☺ Organise a '**Car-Free Day**' where pupils and staff are encouraged to find alternative ways to travel.
- ☺ Offer an '**active travel**' breakfast for those who walk, scoot or cycle to school.
- ☺ Set up a '**Park and Stride**' location where parents can park away from school and pupils walk the rest of the journey. We can provide you and your adult helper with support to set up a scheme like this.

WEBSITES WITH USEFUL INFORMATION

www.leeds.gov.uk/roadsafety - Leeds Road Safety team

<http://talesoftheroad.direct.gov.uk/>

<http://think.direct.gov.uk/education/early-years-and-primary/>

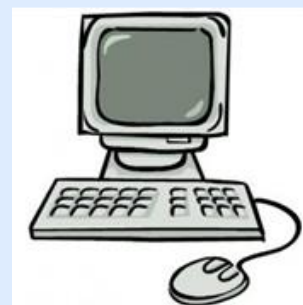
<https://www.bmweducation.co.uk/safe-on-the-streets/>

<https://www.livingstreets.org.uk/what-we-do/projects>

www.rosipa.com/roadsafety

www.childcarseats.org.uk

<http://walkshire.generationm.co.uk>



FURTHER HELP / CONTACT US

If you need any further help to plan your activities, please feel free to contact the Influencing Travel Behaviour team.

Tel: 0113 3787306

Email: road.safety@leeds.gov.uk

THEMES / ASSEMBLIES:

- **Walking Safely** (including Green Cross Code and distractions)
- **Be Bright Be Seen** (Being seen in dark, dull or gloomy weather)
- **Active Travel / Clean Air** (walking, cycling or scooting to school instead of going by the car)
- **School Gate Parking**
- **Safety in cars** (Seatbelts, car seats and distractions)
- **Cycle / Scooter Safety**

COMPETITIONS:

- Design a poster / leaflet
- Create a song, rap or poem
- Write a quiz, crossword or wordsearch
- Invent a new, sustainable method of travel or item of clothing to make you more visible
- Bling your Bike / Scooter
- Design a School Gate Parking banner
- Hold a road safety / sustainable travel quiz



QUICK IDEAS FOR SCHOOL TRAVEL AMBASSADOR ACTIVITIES

REWARD SCHEMES / EVENTS:

- Walk to School Week / Month
 - The Big Pedal / The Big Shift
 - Bike Week
 - 'Go Green' challenge
 - Living Streets 'Strider's Healthy Walking Challenge'
 - Scootember / Scoot the Route / Ben-E-Fit walking challenge
- Contact us for more details about any of these schemes.*