

WALK TO SCHOOL MONTH - W7

October is International Walk to School Month, and in Hampshire, we celebrate it with Walktober – a fun and active initiative run annually by Hampshire County Council’s Travel Planning Team since 2016.

Walktober encourages children, families, and school communities to embrace walking, wheeling, scooting, or cycling to school. It’s a great way to promote healthier lifestyles, reduce traffic congestion around schools, improve local air quality and build community spirit. Let’s make the journey to school part of the adventure!

Find out more and register your school by visiting our Walktober webpage [Walktober Hampshire](#).

THE BASICS WALK TO SCHOOL MONTH

Register: Visit Hampshire County Councils Walktober page to register.

Resources: Register with HCC to receive free resources and competition details.

Plan: Set goals and involve pupils and staff in planning.

Who: Involve JRSOs/School Council in planning and promotion.

Celebrate: Highlight the month-long event weekly in assemblies, on social media, and through JTA feedback.

W7 Walk To School Month

MAIN TRAVEL INITIATIVES

Park and Stride: A great time to launch or relaunch to support families who drive.

Road Safety Assembly: Remind the school how to cross roads safely.

Living Streets WOW Campaign: Contact Living Streets to register and get resources for promoting active travel.

Walking Map: Create a walking zone map in STARS and share it to encourage walking.

AQ4 Park and Stride Scheme
R9 Road Safety assembly
W1 Living Streets WOW Campaign
W8 5/10 minute walking zone in place

PROMOTIONAL ACTIVITIES

Competitions: Sign up for HCC’s Walktober to enter and win great prizes.

Join Forces: Team up with local feeder schools to run the campaign.

Newsletter: Promote Walktober in advance and share feedback afterwards.

Assembly: Share the free Walktober PowerPoint provided upon HCC registration.

Social Media: Promote before, during and after Walktober to keep it live.

CU1 School takes part in competitions promoted by others
P2 School works with other schools
PR1 Newsletter
PR10 Social Media Campaign

SUPPORTING ACTIVITIES

JTAs/School Council can be involved with organising and running the event. They can arrange to deliver the assembly, give updates in the assembly during the month, run competitions and write social media posts.

Local Businesses: Ask your local estate agent if they'd support Walktober by providing signage to families living within walking or wheeling distance of the school.

P3 Pupils undertake work to complete school travel plan
RBLC4 School seeks the support of the business community to promote safe and active travel

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:

Sept: [Modeshift Month](#)

Oct: [HCC’s Walktober](#)

Year-round: [My Journey School Calendar and Planner](#)

Useful websites:

[Walktober Hampshire](#)

[Living Streets WOW](#)

W7 Walk To School Month
W1 Living Streets WOW Campaign

POTENTIAL TOTAL: 5 TRAVEL INITIATIVES, 5 SUPPORTING INITIATIVES AND 2 CONSULTATIONS