

PARK AND WALK/ STRIDE - AQ4

While we encourage everyone to walk, wheel, cycle, or scoot all the way to school, we understand this isn't always possible due to distance, schedules, or personal circumstances. A great alternative is the Park and Walk/Stride - where families drive part of the way, park safely, and complete the rest of the journey on foot or by wheeling.

This simple approach adds active travel to the day, eases congestion at school gates, and creates a safer, more pleasant environment. Studies show pupils who walk at least 10 minutes to school arrive more alert and ready to learn. Let pupils, parents/carers and staff know why the Park and Stride site exists—less congestion, a safer environment, and more active travel. Understanding the benefits helps everyone get on board.

THE BASICS PARK AND STRIDE

Purpose: To locate a safe parking area a short distance away from the school for those that have to drive.

Location: If using a car park or private land, get the owner's permission and check they have public liability insurance.

Time: Be realistic, a 5-10 minute walk away will be sufficient.

Safety: There needs to be safe places to cross any roads en route to school.

AQ4 Park and walk/ stride scheme

MAIN TRAVEL INITIATIVES

Park and Stride Map: Contact your HCC Travel Planning Officer to discuss.

Parkwise Promise: Launch simultaneously to promote safe, considerate parking.

Road Safety Assembly: Ideal for teaching safe road-crossing to all pupils.

In car safety for young adults: Distribute to all families safety information on seat belts and car seat regulations. Contact HCC's Road Safety team for information.

AQ4 Park and Stride Scheme
AQ8 Parking Pledge Scheme
R9 Road Safety Assembly
R23 In car safety for young adults

PROMOTIONAL ACTIVITIES

Newsletter/Social Media: Share the event at least two weeks in advance.

Media Coverage: Reach out to local media to spread the word.

Assembly: JRSOs/School Council to lead an assembly explaining Park and Stride.

VIP Guest: Invite a local Councillor to boost the event's profile.

Banner: Use school railings to promote Park and Stride.

Basil Bird Mascot: Contact your Travel Planning Officer to borrow Basil for the launch.

PR1 Newsletter
PR3 Local Media
PR9 Assembly
PR10 Social Media Campaign
PR14 Councillor invited to event
PR19 School Railings Banner

SUPPORTING ACTIVITIES

JRSOs/School Council can be involved in promoting and launching the the Park and Stride for your school.

Junior Travel Inspectors Download the resources from Modeshift STARS to inspect the area around your school, identifying ways to make walking, wheeling, and cycling easier and more enjoyable for school journeys.

Involve all the staff with the launch of the Park and Stride.

P3 Pupils undertake work to complete the school Travel Plan
P6 Junior Travel Inspectors to inspect the local area
S3 Other staff consultation

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:
Sept: [Modeshift Month](#)
Oct: [Walktober](#)
Nov: [Your Time To Shine](#)
Mar: [Walk Wheel Cycle Trust Big Walk and Wheel](#)
May: [Walk To School Week](#)
Jun: [Clean Air Challenge Week](#)

Useful websites:
[Parkwise Promise](#)
[Create a Park and Stride Map](#)

W16-W18 Modeshift Month
W7 Walk To School Month
R10 Be Bright Be Seen
C5 School takes part in Sustrans Big Walk and Wheel
W6 Walk to School Week
AQ10-12 Clean Air Challenge

POTENTIAL TOTAL: 5 TRAVEL INITIATIVES, 6 SUPPORTING INITIATIVES AND 3 CONSULTATIONS

