

Walk, park and stride!

Wallacewell Primary School came up with an enjoyable (and competitive) way to encourage pupils to walk or park and stride to school thereby reducing local pollution as well as lowering their carbon footprint. Their JRSO committee asked all pupils to record how they travelled to school and if they chose active travel at least once a week for a month, they could earn a badge. Each month the design of the badge changed and so the children loved trying to collect all the different badges.

The committee measured the number of active journeys before and after their campaign and this showed that initially 53% of journeys were active, with this rising to a peak of 88%. The percentage of active journeys is now consistently above 80%.

The scheme was extremely popular and really encouraged children not to be driven the whole way to school.

This simple but effective reward system resulted in long term behaviour change for the pupils and the families with an accompanying visible impact on the school and the local community.

