

# Encouraging Active Travel

Guidance for schools and parents/carers and  
volunteers



# Note

This document has been produced by the Sustainable Travel Team at Shropshire Council as part of our new Active Travel Toolkits for schools. The information provided should be treated as guidance and can be used by schools and parents/carers.

# Contact

For questions about this guidance please contact us by email:  
[sustainabletravelplanning@shropshire.gov.uk](mailto:sustainabletravelplanning@shropshire.gov.uk).

# Contents

- Introduction
- Barriers towards Active Travel and how to overcome them
- Exploring Park and Stride / Walking Zone options
- Setting up a Walking Bus
- Bikeability Training
- School Streets
- Active Travel Campaigns



**Sustainable Travel Team**

sustainabletravelplanning@shropshire.gov.uk

# Introduction

Active Travel encourages changes in behaviour to increase walking, wheeling and cycling to and from school – decreasing congestion, air and noise pollution and increasing both mental and physical health benefits.

Remember that each initiative / engagement that you undertake is one step closer to your Modeshift STARS accreditation. We are here to help you with your Modeshift progress, every step of the way. So, keep our team informed of everything you do.

## Barriers towards Active Travel and how to overcome them

### Rurality

Shropshire, is a rural county – smaller rural schools do not find it as easy for their pupils to walk or wheel to school, as families live further away, but a Park and Stride / Walking Bus or a Walking Zone could be an alternative option.

### Security of Bikes and Scooters

Schools may not currently have bike and scooter racks / shelters, keeping the equipment safe / dry – these can be inexpensive and fund raising by the pupils and the PTA can assist with their purchase and installation.

Security marking of bikes and scooters can be done in conjunction with local PCSOs as a bring your wheels to school initiative.

Why not arrange a 'Dr Bike' session at your school? – to safety check all bikes ridden to school that day.

### Not learnt to ride or scoot

We provide free Bikeability training to all Shropshire Schools, for all levels of capability.

**Level 1 (Years 2 to 4)** For new riders learning to control and master their bikes in a space away from traffic usually a school playground.

**Level 2 (Years 5 and 6)** Takes place on local streets, giving a real cycling experience.

**Level 1/2 (Years 5 and 6)** A combination of level 1 and 2.

**Level 3 (Year 7 and above)** Builds on level 2 training and equips trainees with skills for more challenging roads and traffic situations.

Shropshire Council has provided free Scootability sessions during the 2024 summer holidays at 5 locations around the county and to the 5 School Street Schools.



**Sustainable Travel Team**

[sustainabletravelplanning@shropshire.gov.uk](mailto:sustainabletravelplanning@shropshire.gov.uk)

# Exploring Park and Stride / Walking Zone solutions

Park and Stride is a simple idea for families who live too far from the school to still enjoy the health and wellbeing benefits of walking / wheeling to school, as well as reducing traffic congestion and improving air quality outside the school.

Find a safe and considerate place to park, approximately 10 minute walk from school - this could be a car park, a village hall, a pub car park, layby.

## Setting up a Walking Bus

There are many Walking Buses within Shropshire. If you are considering setting up a Walking Bus to ease congestion around your school and to benefit the mental and physical well-being of your pupils find out how to set one up and what to consider in our 'Setting up a Walking Bus' Tool Kit.

## Bikeability Training

Cycling is healthy and fun - Bikeability aims to get more people cycling, more safely, more often.

In Shropshire it's our aim that every child leaving primary school at the end of year 6 will have had the opportunity to take a Bikeability level 2 training course.

We're now able to offer the three Bikeability levels more flexibly. We're also offering the new 'Bikeability Plus' scheme which is a suite of additional cycling activities and training modules based around the core Bikeability course.

Bikeability training is provided free of charge to schools in Shropshire using government grant funding.

To find out more about what courses we can offer schools, for different ages and to book, click on this link [Bikeability | Shropshire Council](#)



**Sustainable Travel Team**

sustainabletravelplanning@shropshire.gov.uk

# School Streets

A School Street is a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic. The result is a safe, healthier and pleasant environment for everyone. Supporting these changes as a community in and around the school will reduce road danger, create a cleaner environment, encourage more active travel so improving mental and physical health.

Shropshire Council have received grant funding for 5 School Streets

- Woodside Primary School Oswestry
- Gobowen Primary School
- Whitchurch CofE Junior Academy
- Mereside CofE Primary Academy
- Market Drayton Junior School

Cameras monitor traffic at designated times of the school day, in and out of the School Street Zone. Residents who live within the zone or work at the school receive free permits allowing access.

Parents and children will be encouraged to walk or wheel to school for either the entire journey or from outside of the School Street Zone.

The School Streets website, provides additional information and resources for schools that are considering the suitability of their school as a School Street. [School Streets Initiative - All the information you need](#)

If you think that your school meets the criteria and would benefit from being a School Street please contact us.

## Active Travel Campaigns

Every year there are several national campaigns that schools can participate in, to encourage more walking or wheeling to and from school.

Our web page has the full list of upcoming national events and links to find out more.

You can build further awareness and fun into these campaigns to suit your school – for example – National Bike to School Week – why not add ‘bling your bike’ day and judge the best dressed up bike? or have a biker’s breakfast one day? These national campaigns are only the start – introduce any activity that is suitable and will benefit the pupils at your school.



**Sustainable Travel Team**

sustainabletravelplanning@shropshire.gov.uk