

Setting up and promoting a Park and Stride location

The first step before setting up any new initiative is to conduct a travel survey in order to find out how the pupils are getting to school and which areas can be improved. The easiest way to do this is to do a Hands Up Survey at registration. It is important to do this before and after the launch of the event to monitor the success of the initiative.

Once the survey has been completed and you have decided you would like to go ahead with setting up a Park and Stride location you need to organise a staff member to work with the school/ eco council or JRSOs in order for them to set it up.

On average you will need to meet a minimum of 3 times to complete the setup with enough time between the meetings for the children to have completed their tasks. This process has worked really well in the schools that have a dedicated staff member and a proactive pupil group.

Below is a suggested lesson plan for setting up the Park and Stride scheme.

MEETING 1

- Preparation: Print large map of the school area clearly showing any suitable parking spaces within in 10 minutes walking distance. If you are struggling to obtain a map large enough then you can [request one here](#).

Introduction to P&S to group

What is P&S, what are you asking the parents/ pupils to do

Is there a suitable location within 10 minutes of school- church/ pub/ sports club carpark- mark on map

Think about how you are going to gain permission to use the premises

Think about the content that you want to put in the letter to the land owner

If you are struggling to find a suitable location think about 5 minute walking zone or park at my house scheme instead

- Homework/ work to be done before the next meeting: Prepare a letter to be sent out to the land owner asking for permission (see template)

MEETING 2

- Preparation: make sure the head teacher has ok'd the letter to be sent

Timed walk out to the proposed location and delivery of the letter ensuring it has been copied to any other relevant participants

Brain storm promotional ideas- letters home, assemblies, posters, competitions

- Homework/ work to be done before the next meeting:

MEETING 3

- Make sure you have gained permission to use a location before going ahead with further meetings

Split the group in half and have half of them ..

Work on letters home to parents informing them of the new location and the plan to use this from now on

And the other half...

Design posters and a presentation for an assembly to the rest of the school

- Homework/ work to be done before the next meeting: Finalise letters, posters and assembly presentation

Other ideas to really get the scheme going could be:

Organise a launch morning- arrange for as many parents, children, dogs, neighbours as possible to meet in the location and have a giant bus walking into school.

Run a banner competition- ask the pupils to design a banner to be made into a vinyl gate banner asking parents not to park outside of school and have it made into the real thing. For more information please contact the [Choose How You Move Team](#).