



# Travel Guide 2025 -2026

(Middle & Secondary Schools)

# Active Travel for Schools

Walking, cycling, scooting, wheeling & sustainable travel - training, information, and resources guide for schools

# Foreword

Welcome to the 2025 – 2026 Academic School Year Active Travel Guide.

The Active School Travel Team have produced this guide annually since 2021 to help schools plan their school calendar to link physical activity into daily school life. Our guide includes a review of our previous academic year with mini case studies from schools that have made a difference to their pupils and local community with our support.

There are many reasons for school staff to think about the journey to and from school. Childhood obesity and inactivity along with a lack of independence and road awareness continues to be a concern in many of our county areas. Encouraging walking, wheeling and cycling to school increases daily activity with children happier, more alert and less stressed when arriving for lessons.

A range of resources and expertise are on hand with additional opportunities that we share how to get involved via your ESchool Newsletter as campaigns are released. Resources are aimed at specific themes and outcomes which include:

- Walking to School
- Cycling, scooting training and safety
- Health improvements
- Local area – improvements
- Pupil Power – Eco and School Council

*“from a health point of view, activity is **one of the best things you can do** for both physical and mental health.”*

Professor Sir Chris Whitty

Please share copies of this guide sent to you with your teaching and wider staffing group to ensure they are aware of the support we can offer. Pop it in the staff room and raise active school travel at a staff meeting or inset day!

**Thank you from the Active School Travel Team**

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# Meet the team

## Who we are, what we do and why

**Staffordshire's School Travel Advisors, Debbie, Jess, Angie, Tasha and Max (*image shown*) have a vast background of working in schools, with children and the community. They provide the link to wider teams and partners to bring support and activities directly to your school to increase safe and active travel on the school journey.**

Team Leader Ryan Procter and Project Manager Cath Stephenson make up the wider team bringing years of experience and local knowledge.

The benefits of increasing physical activity are known and listed on the following page. However, the benefits to the local community and environment are felt, smelt, heard and can make the daily transition from home to school feel positive to a pupil. Cleaning the streets of unnecessary vehicles and poorly parking cars will make a real difference to your community which the new Active Travel Inspectors pupil activity addresses. See page 13 for how to get involved in

this new activity where our team and your pupils can help your school identify issues and find solutions to making local improvements. Every activity and campaign within this guide is delivered or facilitated by your School Travel Advisors. Working with wider partners to bring the right activities to suit your needs. Your mode of travel survey results along with school site audits help to provide the evidence. School Travel Plans continue to provide a long term plan for the school using Modeshift STARS, all our advisors deliver travel plans to schools across the county.



Over 125,000 pupils attend Staffordshire Schools with just over 8,800 eligible for home to school transport that leaves a huge 115,000 pupils on the "school run". Across the many schools in the county the local need can be very different.

**New to 2025/26 the School Travel Advisors will be working with schools that have a travel plan to introduce Active Travel Inspectors, a Primary resource to inspect the area around the school with opportunities to feed information to Community Highways teams.**

Last year the team reviewed our Walking Bus schemes which will continue into this year, along with additional support for Transition between schools where good active travel habits need to be reinforced.

Training, resources, support and guidance are on hand throughout the school year.



**Scan this QR  
to Contact the  
School Travel  
Advisors**

# Let's get active get moving get involved

## Benefits

It is proven that children who travel actively to school by walking, cycling and wheeling will be happier, more alert and ready to learn. They will also have greater independence, improved social skills, better road safety awareness and will be fitter and healthier overall.

Even families that live further away and must use the car for part of the journey can get involved by parking away from the school and walking the rest of the way to school. The benefits to the pupils, staff, residents and families will be less congestion, safer school entrances and cleaner air.



# Health and physical activity

for children and young people (5-18 years)

Be physically active and spread activity throughout the day. All activities should make you breathe faster and feel warmer. Include muscle and bone strengthening activities 3 times per week.

Builds  
**confidence &  
social skills**

Develops  
**coordination**

Improves **sleep**

Improves  
**concentration  
& learning**

Strengthens  
**muscles & bones**

Improves  
**health & fitness**

Maintains  
**healthy weight**

Makes **you**  
**feel good**

**Sit less. Move more**



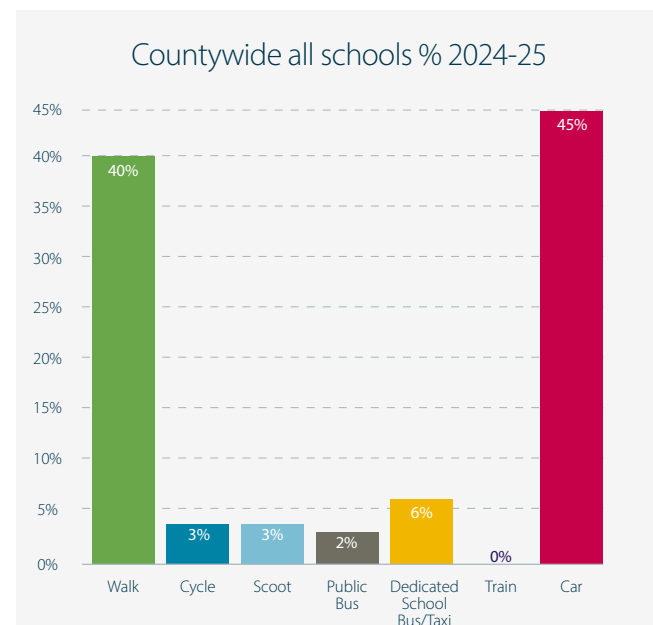
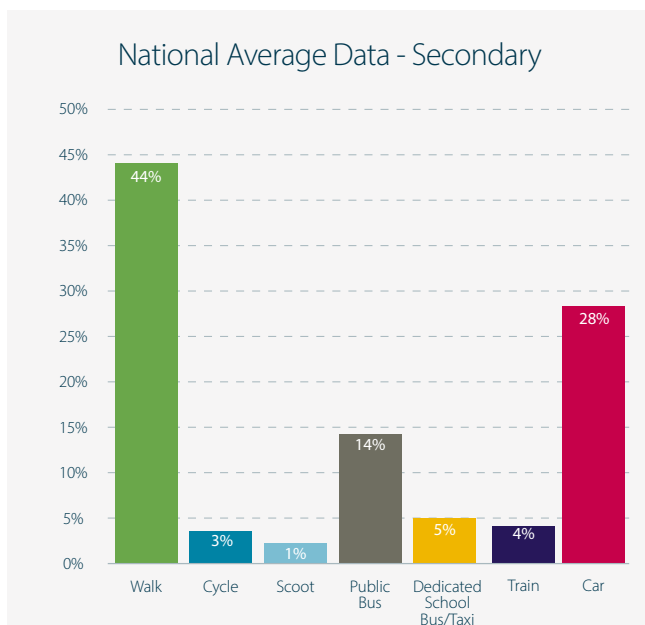
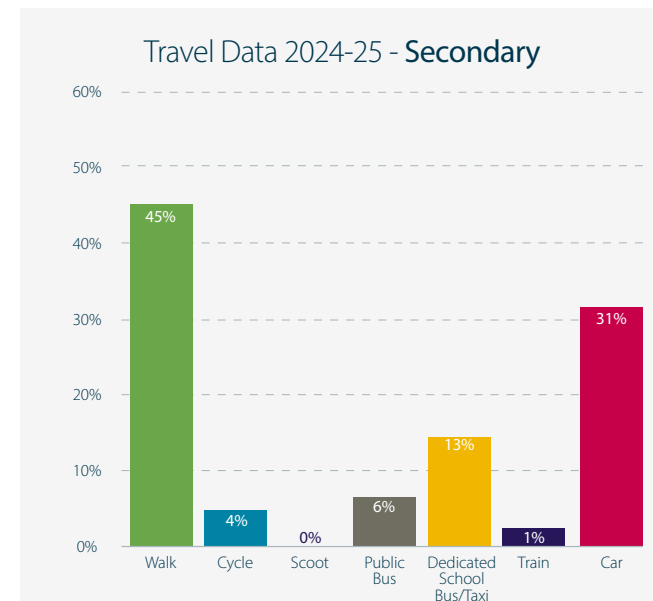
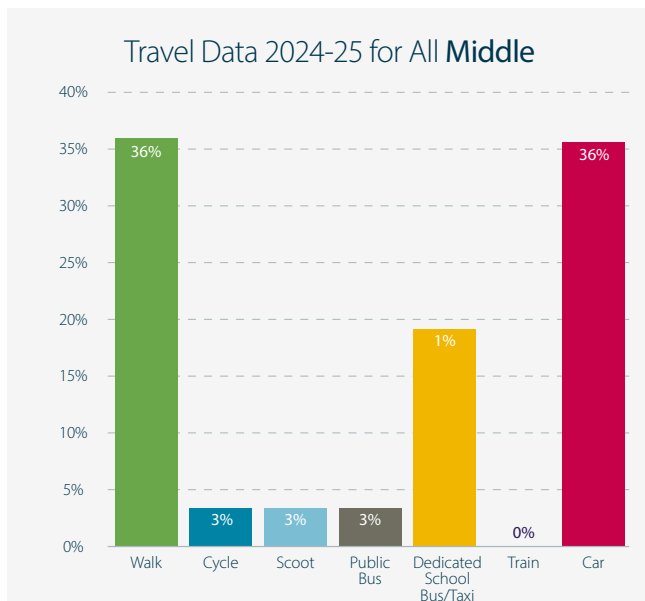
**Aim for  
at least  
60 minutes  
everyday.**

# 2024-2025 Active School Travel – Year in Review

**89% of schools responded to the annual census in 2024. This data provided has been used for funding bids for a variety of projects. Thanks to all schools that responded with this valuable data.**

Car use has remained the same for the third consecutive year whilst walking rates have risen slightly but is still below the national average.

Please complete the 2025 Mode of Travel Survey as part of your Annual School Census in the Autumn Term 2025-26.





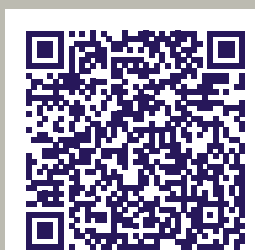
## Active Travel Ambassador

Does your school have a school council or Eco Club?  
Then here are some campaigns that they can get involved with and make a real difference for your school.

## Anti-Idling Campaign

The anti-idling campaign is free to access for all Middle and Secondary Schools and can be delivered at any time of year. Schools that deliver campaign tell us that by the end of the week the pupils are struggling to find cars that have their engines running as they educate the parents throughout the week.

To request an anti-idling toolkit or download lesson plans and resources, check out our Air Quality Pages.



## Parking Toolkit

The Active Travel Ambassadors at Samuel Allsopp School, kitted themselves out with hi-vis jackets, polite parking notices and bundles of enthusiasm to target drivers who illegally park on double yellow lines or the zig-zag markings near their school! One pupil said, "We feel like the Police and it's making a difference!"

Having children deliver this campaign proves to be hard hitting with parents. Following the success of this campaign, the pupils can't wait to do more. Deputy Head Miss Keyworth-Edwards said, "Parking has always been a serious issue at Samuel Allsopp, it has been exciting to see our pupils rise to the challenge of highlighting illegal parking".

### Would you like to run this campaign?

Speak to your School Travel Advisor or email us at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



# Bikeability

**Staffordshire County Council offers FREE Bikeability Training to every school in Staffordshire. If your school are already taking part in Bikeability that is fantastic, but if not, we would love to bring you on board.**



To see what training is on offer and to book in Bikeability training for your school please visit our Staffordshire County Council Bikeability Webpage by scanning this QR code.



## Bikeability Level 2



Teaches children how to grow more confident with each turn of the pedal. Our expert instructors will lead riders onto quiet roads, to experience “real” cycling, and with our instructors on hand, your child will feel confident and safe in no time at all.

Most children take part in Level 2 at school during Year 5 or 6. This is when they are between 9 and 11 years old.



Scan this QR to watch a short video about Bikeability is Staffordshire

## Bikeability Level 3



Will equip pupils with the skills needed to stay safe in more challenging urban situations and learn more advanced skills.

This can be delivered to any cohort from year 7 onwards.

## Learn to Ride Training

Learn to Ride Training is available on request to support pupils who are unable to ride unaided, get in touch via our Bikeability webpage to request this

# The year ahead 2025-2026

## Autumn Term



### September

#### Modeshift Month

Mode Shift Month is a month-long celebration dedicated to all things walking, wheeling, cycling, and journey sharing by public transport or car.

It provides the perfect opportunity to enable people to choose the way they travel, and present realistic travel alternatives to employees, students, and the wider public. This will ensure we can all live in happier, healthier, and more inviting communities.

Mode Shift Month is all about working together, to inspire individuals to try something new, be it cycling to work, walking to school, car sharing, or using public transport for longer journeys, by providing people with the tools and inspiration to make a Mode Shift.

To find out more about Modeshift Month and to sign up for free resources scan the QR code below



### October

#### Walk to School Month

Walk to School Month is a National Campaign delivered by thousands of schools nationwide. To request free certificates to promote this campaign please email us at

**INTO@staffordshire.gov.uk**

and check out the Living Streets Webpage for more great ideas and how to take part.

October also sees **Cycle to School Week** take place between the 13th and 17th October. For more information visit the Bikeability Webpage by scanning this QR code:



### November

#### Be Bright – Be Seen

When the clocks go back in Autumn, and it gets darker much earlier it is time to think about the Be Bright – Be Seen campaign. This campaign encourages pupils to be safe on their journey to school by making themselves visible to road users.

If you would like to know more about this campaign you can request resources by emailing us at **into@staffordshire.gov.uk** and if you have a Travel Plan and are already working with one of our School Travel Advisors and would like a Be Bright – Be Seen Assembly delivered in your school then please contact your School Travel Advisor directly.

You can also check out the THINK.Gov website for educational resources for Road Safety Week 17th – 23rd November 2025.





# The year ahead 2025-2026

## Spring Term



### February

#### Love Your Journey

Lack of exercise and overexposure to air pollution are two of the main contributing factors leading to heart disease. Every year around Valentines Day we invite Pupils, Parents and Staff to get involved in the "Love Your Journey" campaign.

The week before Valentines Day which this year falls on a Saturday is the perfect time to run the campaign.

Every school in Staffordshire will experience greater levels of air pollution around schools at pick up and drop off times but for those in urban areas it is even worse. Encourage parents, pupils and staff to try an alternative mode of travel that week which will help increase activity levels and reduce air pollution.

Scan the QR code below for more information about how air pollution and inactivity can lead to an increased risk of heart disease.



British Heart Foundation

air aware

Staffordshire County Council

### March

#### Sustrans Big Walk and Wheel

The Big Walk and Wheel is a national campaign run by Sustrans aiming to increase physical activity on the journey to school and reduce congestion at the school gate. Free resources are available on the Sustrans website by scanning the QR code below. Last year Barnfields School in Stafford took part and ended up winning a fleet of bikes for their school.



### April

#### Anti Idling Campaign

The Anti-Idling campaign is back for 2026 to reduce idling engines around our county. For schools we have signage, posters, banners, digital support, and classroom activities. There is so much to access, and the benefits are massive.



Don't fume at the fumers, let them know to "turn it off", remember 1 minute of idling can fill approximately 150 balloons with pollution.

air aware  
Staffordshire

The pupil led Anti-Idling campaign is informative, raising awareness of the harm of idling, delivered in a positive way. To request an anti-idling toolkit or to download lesson plans and resources check out our Air Quality pages.



# The year ahead 2025-2026

## Summer Term



### May

#### Walk to School Week

Walk to school week is back again for 2026. Last year we sent railing banners, posters, bookmarks, and digital resources to over 130 schools around Staffordshire and we would love for you to take part again this year.

The railing banners do not have campaign dates on them so if you still have them from last year, please reuse the same one to keep the campaign more sustainable.

Watch out for our email with the link to sign up for this year's campaign in the Spring Term. We will again be offering bookmarks as rewards for anyone who has made the effort to walk all or some of the journey to school.



### June

#### Clean Air Day

Clean Air Day takes place Thursday 18th June 2026. You can access the anti-idling toolkit to raise awareness across the week and download and use our lessons from our Air Aware Schools page by scanning the same QR code on page 9 for Clean Air Day.

Also check out the Clean Air Day website for more information by scanning the QR code below.

If you require additional support contact us at [AirAware@staffordshire.gov.uk](mailto:AirAware@staffordshire.gov.uk)



### July

#### Transition Resources

Way2GO and other transition resources are designed to be used as a classroom activity led by school staff delivered to new Year 6 intake in July or when they start Year 7 in September

They cover topics including health benefits, environmental benefits, Public Transport, route planning, road safety and many other useful topics. If you'd like to see a digital copy, or to order these for your school please contact us at the email address below.

To request these resources email us at [INTO@staffordshire.gov.uk](mailto:INTO@staffordshire.gov.uk)



## Modeshift STARS Travel Plan

A School Travel Plan (STP) is a document which sets out how a school will promote safer, active and sustainable travel, with the main emphasis on reducing the number of journeys made by private vehicles.

An effective School Travel Plan should contain an action plan of initiatives to reduce the number of vehicles on the journey to school, encourage more active and sustainable travel choices, and improve safety on the journey to school.

School Travel Planning is supported by the Department for Transport through the Modeshift STARS accredited scheme. Schools benefit from a range of additional funded activities to help them achieve award levels from Green to Platinum which non-participating schools would be unable to access.

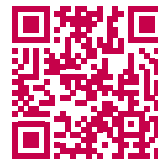
We currently work with around 60 schools in Staffordshire with a Modeshift STARS school travel plan.



## Sustrans

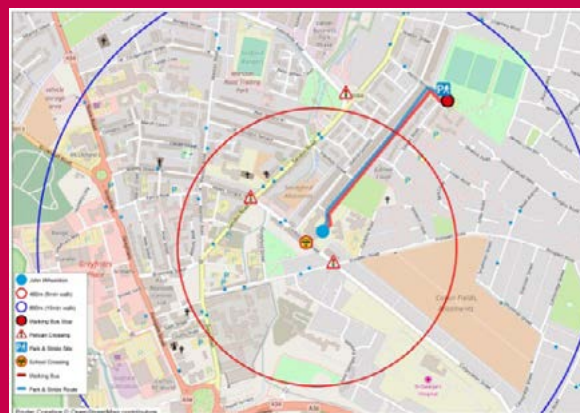
Sustrans are a national charity behind such campaigns as The Big Walk and Wheel featured earlier in this guide. They also offer several resources to schools to encourage active travel. If you would like to know more about Sustrans and the work that they do follow this weblink to get more information and see what resources are on offer.

[www.sustrans.org.uk](http://www.sustrans.org.uk)



## Pindar Maps

Would you like a bespoke map for your school to help promote Active Travel? If so then get in touch with us and we can produce a digital map for you free of charge. You can include details such as Park & Stride locations, Walking Bus Routes and safer walking routes to school.



## Road Safety and Think.Gov

At Staffordshire County Council we have a dedicated Road Safety Team who work with all Secondary Schools. They can also offer any school in Staffordshire resources for Road Safety Sessions delivered by school staff. To check out all of the resources available to KS2 and KS3 pupils check out their page by scanning this QR code or search online for Staffordshire Road Safety Education.



There is also a suite of Road Safety Education Resources on the THINK.GOV website. These cover all age ranges from Nursery up to School Leavers. Just type **think.gov.uk** into your web browser to discover what resources are available for your school.





# Get in touch with the team



The best way to contact the team  
is by email in the first instance:

**into@staffordshire.gov.uk**

## Active School Travel Team

Then get in touch with us or check out our webpages

Staffordshire County Council:

[www.facebook.com/yourstaffordshire](https://www.facebook.com/yourstaffordshire)



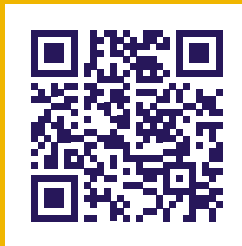
School Crossing Patrols:

[www.facebook.com/schoolcrossingpatrols](https://www.facebook.com/schoolcrossingpatrols)



Air Aware:

[www.facebook.com/AirAwareStaffs](https://www.facebook.com/AirAwareStaffs)



Staffordshire  
County Council



**[www.staffordshire.gov.uk/activeschooltravel](http://www.staffordshire.gov.uk/activeschooltravel)**

