



Travel Guide 2026 -2027

Active Travel for Schools

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

Foreword

Welcome to the 2026 – 2027 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.

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. Parking and congestion can also cause issues between the community and your school.

Encouraging walking, wheeling and cycling to school increases daily activity with children happier, more alert and less stressed when arriving for lessons.

The School e-bag is used by the Active Travel Team throughout the year with links to our wide range of free resources to support campaigns as they are released. This can range from posters, banners, leaflets and booklets that school staff can order for pupils and useful links to grants and opportunities for competitions.

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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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.**

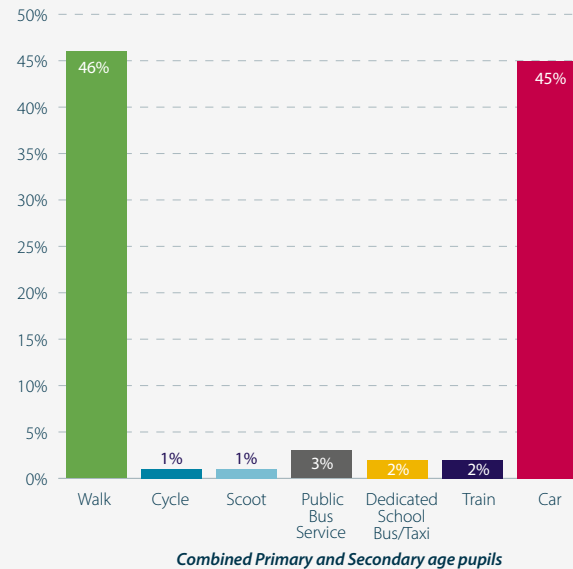
2025-26 School Mode of Travel Data

Thank you to all the 328 schools (87%) that responded to the annual census in the Autumn Term 2025. This mode of travel data is used to shape the work the Active School Travel Team provide to all types of school across the county.

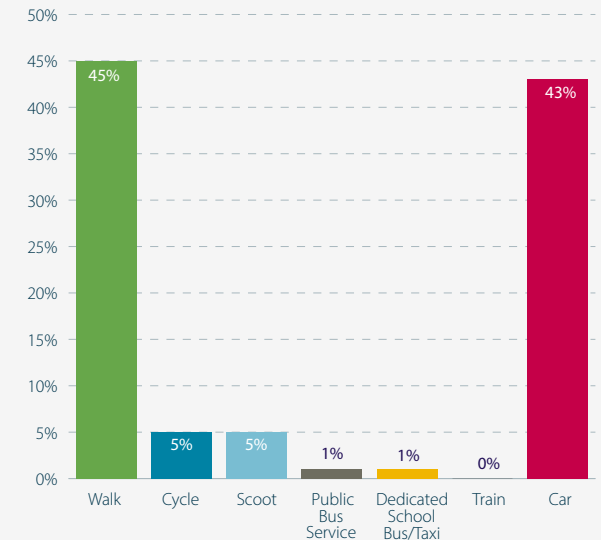
As a county we are below the National Average, however when looking at schools in our urban areas our data shows walking to school is gradually improving. Schools engaged with an advisor through travel planning see much higher responses for walking and cycling.



National School Travel Data 2025-26

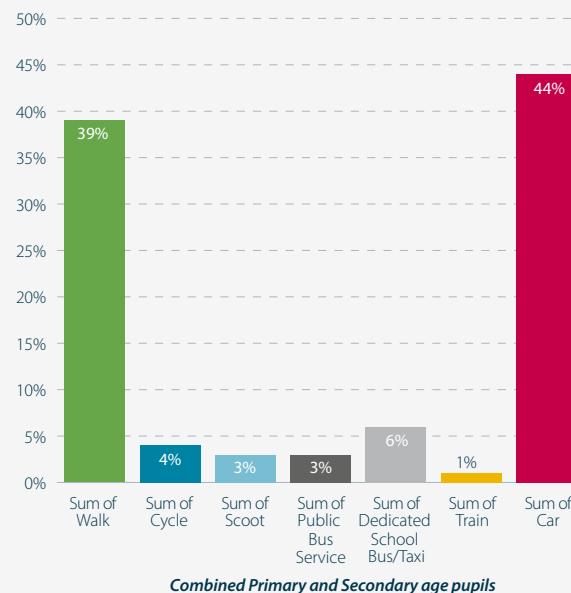


Infant School Travel Data 2025-26

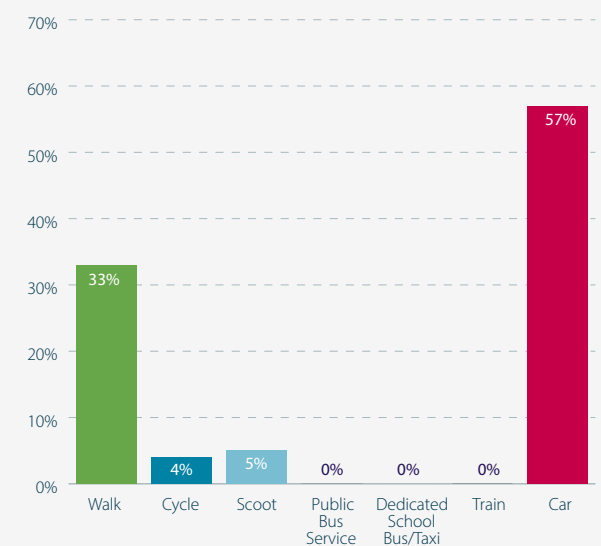


Infant Schools are often well embedded in local community.

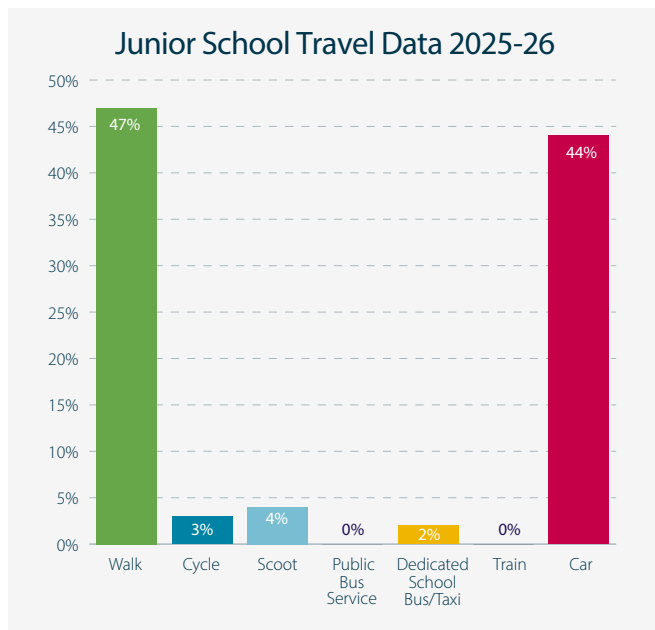
Staffordshire All Schools Data 2025-26



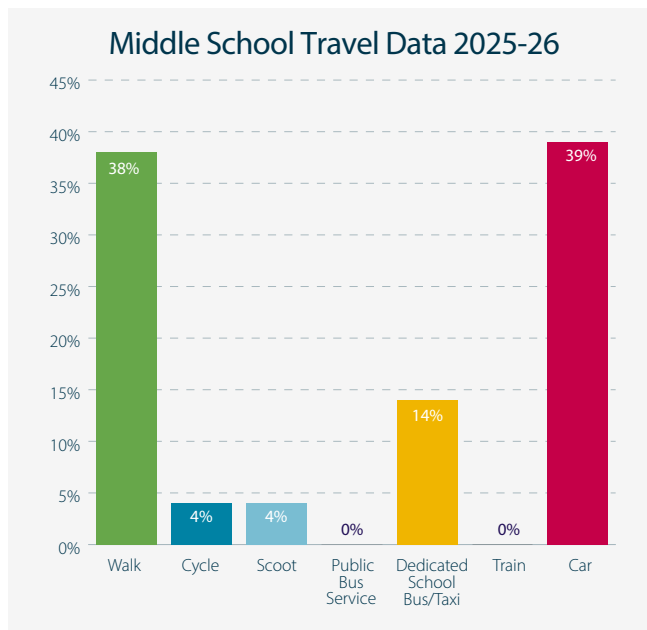
First School Travel Data 2025-26



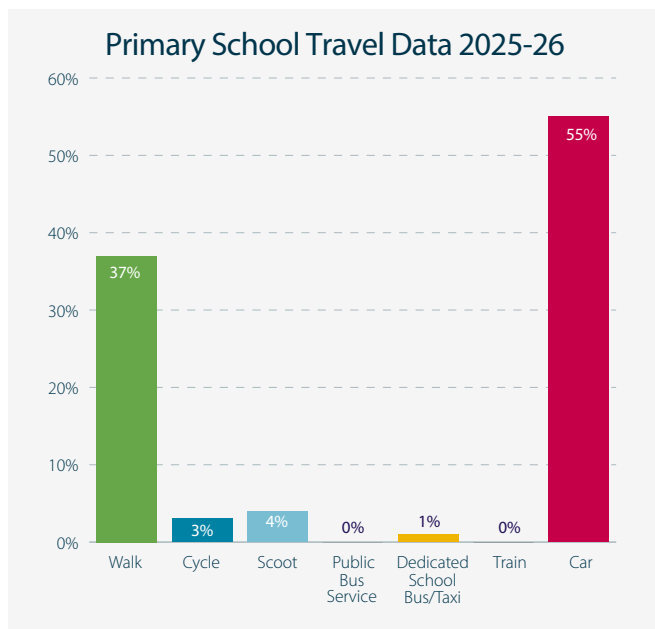
A high percentage of first schools are located in rural areas.



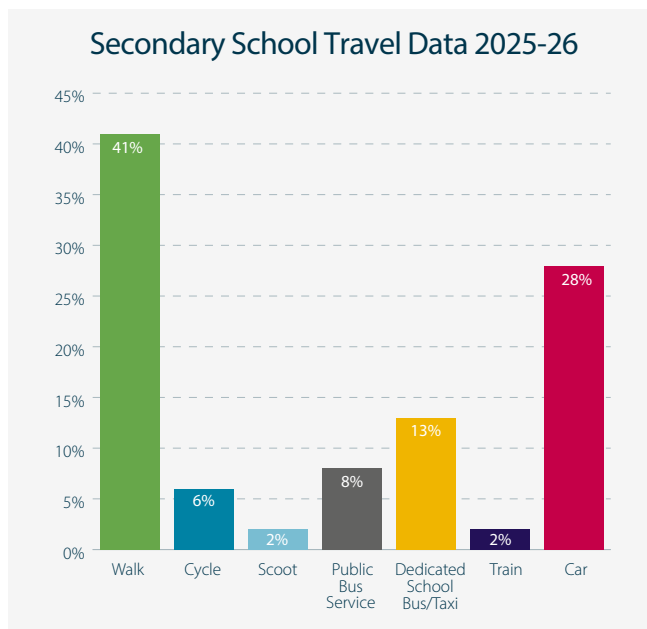
Highest percentage of walking rates per school type.



Allows for independent scooting and cycling opportunities.



Free choice of school means greater distances can be travelled.

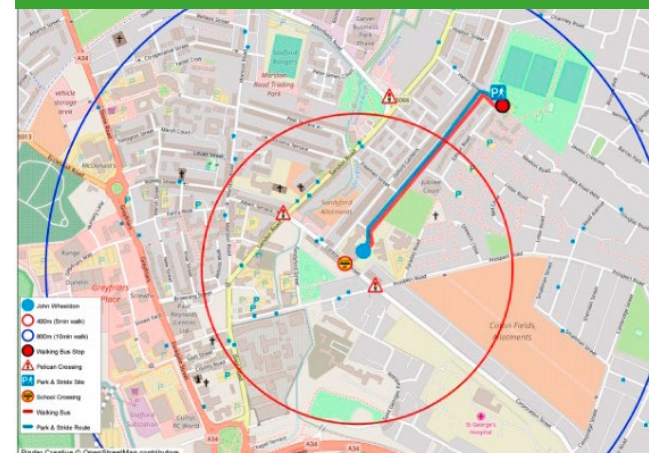


Higher dedicated transport with more independent travel.

Bespoke Travel 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.



Pupil Power – Our range of pupil-led activities

Active Travel Ambassadors

Active Travel Ambassadors are a pupil-led group in school to lead and support the campaigns shown in the calendars on pages 7-9. They are supported by Staffordshire County Council with Badges, Caps, Newsletters and resources.



Anti-Idling Campaign

The Anti-Idling Campaign educates drivers who drop off near to the school about the effects of vehicle pollution on pupil's health. The toolkit contains everything they need to run a successful campaign over several days.



Parking Toolkit



The Parking Toolkit is a pupil-led campaign aimed at highlighting and tackling problem parking around schools, containing banners and leaflets with full teacher notes on how to get the best out of the campaign.



Active Travel Inspectors

Active Travel Inspectors is a KS2 & KS3 pupil activity to audit the infrastructure around the school to identify ways of making active travel easier and more enjoyable for their fellow pupils.



The year ahead 2026-2027

Autumn Term



September

Modeshift Month

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

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

For more information scan the QR code below.



October

Cycle to school Week

From Monday 5 to Friday 9 October 2026, schools and families across the nation are invited to join in with Cycle to School Week. A national celebration of everyday cycling. Whether you're already rolling or just getting started, it's your chance to build confidence, try something new, and discover how good the school run can feel on wheels.

Use this time to ensure you have booked your Bikeability Training for 2027. See page 10 for more on Bikeability.

Scan the QR code below for more info on Cycle to School Week.

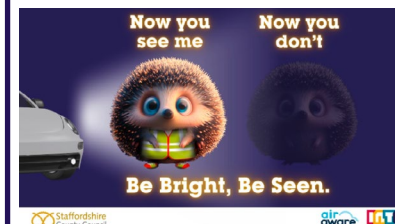


November

Be Bright – Be Seen

When the clocks go back at the end of October it gets darker much quicker and earlier during the winter. Be Bright-Be Seen encourages pupils to dress smart for their journey to school to ensure they are visible to other road users.

You can request a PowerPoint assembly and other resources to promote this campaign in your school. Speak to your School Travel Advisor or email us at into@staffordshire.gov.uk to request the resources.



The year ahead 2026-2027

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 after Valentines Day which this year falls on a Sunday 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 below for more information about how air pollution and inactivity can lead to an increased risk of heart disease.



March

Sustrans Big Walk and Wheel

The Big Walk and Wheel takes place from 15th – 26th March 2027 and is a national campaign 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.

Schools in Staffordshire have won prizes like cycles, cycle storage and scooter storage by taking part in this campaign.



April

Anti Idling Campaign

The Anti-Idling campaign aims to reduce idling engines around 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.

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 2026-2027

Summer Term



May

Walk to School Week

Walk to school week takes place from 17th – 21st May and encourages pupils to Walk, Wheel, and Park & Stride where they can.

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 17th June 2027. 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 8.

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



July

New Families and Transition Resources

We know schools are very busy in the last few weeks of term, but it is a really important time for getting the message across to parents and pupils to encourage Active Travel.

Our new family resources can be provided for your new intake to encourage active travel from day one of starting school.

Our Transition Resources can be given to current year 6 pupils going to secondary school or your new Year 7 intake if they haven't received them from their previous school.

To request these resources email us at 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.



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

What is Bikeability training?

Funded by Active Travel England through Staffordshire County Council to encourage more children to cycle more regularly, improving skills, health and wellbeing. From the first pedal to independent journey planning and riding the following modules are available.



Bikeability Level 1

Is an exciting gateway to starting your cycling adventure which takes place off-road, normally on the school playground. This means that children can learn in a traffic-free environment and prepares pupils for Level 2.

Most children take part in Level 1 at school during Year 3 or 4. This is when they are between 7 and 9 years old.



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.



Bikeability Level 3

Will equip pupils with the skills needed to stay safe in more challenging urban or rural situations and learn more advanced skills. This can be delivered to any cohort from year 7 onwards and sometimes in year 6 when already completed level 2 training.



Learn to Ride Training

Is for children who can balance but can't pedal. It can be delivered to pupils alongside any of the Level 1 or Level 2 courses for those not able to complete those levels and it is suitable for all ages.



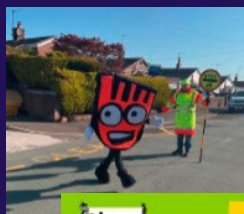
Living Streets WOW Campaign

Over 50 schools in Staffordshire already take part in Living Streets WOW outreach, do you want to join them, it's FREE to take part!

The graph below shows that participating schools have seen Walking and Wheeling rates increase by 6%, Park & Stride increase by 15% and cars coming all the way to school decrease by 22%.

If you would like to know more about this campaign or to sign up immediately, please scan the QR code below. Please hurry though as ideally, Living Streets would like all new schools signed up as close to the start of the school year as possible.

You can also email: grace.boyle@livingstreets.org.uk directly to sign up.



The Walking Bus

Why have a walking bus at your school?

- It will reduce congestion
- Increased physical activity
- Increased attendance and pupil alertness
- Better Road Safety skills
- It is also loads of fun... **so why not?**

Walking Buses are not suitable for all schools, but our process will check suitability and audit the route with the support of our highways team.

Want to know more about setting up a Walking Bus at your school click on the link below or email us at

walking.bus@staffordshire.gov.uk



Staffordshire County Council Road Safety

At Staffordshire County Council we have a dedicated Road Safety Team who work with a priority list of schools to deliver campaigns such as Stepping Out.

Whilst they cannot offer this level of training to all schools, they will offer any school in Staffordshire resources for Road Safety Sessions delivered by school staff. To check out all the resources available to KS1, KS2 and KS3 pupils check out their page by scanning this QR code or search online for Staffordshire Road Safety Education.



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



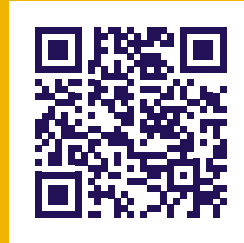
School Crossing Patrols:

www.facebook.com/schoolcrossingpatrols



Air Aware:

www.facebook.com/AirAwareStaffs



Staffordshire
County Council



www.staffordshire.gov.uk/activeschooltravel

