

## A GUIDE TO SETTING UP PARK & STRIDE

### What is a 'Park & Stride' Scheme?

'Park & Stride' works in a similar way to the Park & Ride schemes in many of the larger towns. Parents who normally drive their children to school are encouraged to park away from the school gate (usually in a designated area) and walk with or allow their children to walk the last part of the journey to school.



### Why set up a 'Park & Stride' Scheme?

The main aim of a 'Park & Stride' scheme is to reduce the amount of traffic at the school gate and alleviate some of the related problems this traffic causes. There are of course additional benefits:

- Promotes active travel and increased exercise levels in children.
- Research suggests increased activity improves concentration levels in children.
- Children can learn essential pedestrian skills.
- Parents can save time by avoiding congested school gates.
- Provides opportunities for schools to work with the local community in setting up the scheme.
- Reducing congestion can help reduce pollution levels.
- Can link in with many other school-based initiatives such as Modeshift STARS, Eco Schools and 5-minute walking bubbles.

### Who is 'Park & Stride' suitable for?

A 'Park & Stride' scheme is suitable for both primary and secondary schools. This type of scheme is particularly suitable for schools where many children live outside reasonable walking distance or catchment, or where a significant number of parents are driving their children to school.

## Setting up a 'Park & Stride' Scheme at your school

1. Gauge parents' enthusiasm for such a scheme.
2. Identify suitable locations for a 'Park & Stride'. Try to identify more than one site to avoid the congestion just being moved to another location, suggestions for sites include:
  - Shop car parks
  - Pub car parks
  - Church/village hall car parks
  - Quiet stretches of road, away from the school which will not disturb local residents
3. Seek permission of owners/managers of possible sites. Talk to local residents who may be affected.
4. Risk assess the route.
5. Try out the site(s) for a one-off Park & Stride event (many schools link this with other initiatives such as Walk to School Week).
6. When you feel you have chosen the right location, promote the scheme to parents.
7. Try and link your Park and Stride to another walking scheme such as Walk Once a Week.

## Ideas for promoting a 'Park & Stride' Scheme

How well the 'Park & Stride' Scheme is promoted might determine its success. The following ideas may provide some inspiration:

- Write to parents to explain the benefits of the scheme. Point out important facts or use relevant statistics to highlight the benefits.
- Encourage children to design promotional materials for the scheme.
- Consider using incentives for pupils and parents (a local business may provide help with this).
- Launch the scheme and seek wider publicity from the local media.
- The Active Travel team will provide 10-12 child hi-vis tabards for schools participating in Park & Stride

## Monitoring

Monitoring the success of your 'Park & Stride' scheme is essential and is a good way to involve pupils.

- Pupils could do counts to establish if there has been a reduction in the number of cars parking at the school gate.
- Charts can be used in the classroom to monitor travel modes, perhaps with incentives.
- Remember to provide feedback to pupils and parents. If permission was given for parents to park, also provide feedback to the owners/managers.