



# New Families Campaign tool kit guidance



## Introduction

### Is this the campaign for you?

Change is easier when people are entering a new situation or stage in life, for instance when children start at a new school, their parents or carers are often more open to changes in travel patterns. This campaign is therefore relevant to every school, which bits of it you choose to adopt are up to you. **If your school only does one campaign, this is the one you should do.**

**This campaign raises awareness of** the benefits of active and sustainable travel and informs parents of your school's healthy ethos and active travel policy.

**Target audience:** Families of new pupils – parents and carers

### Objectives:

- **To let new families know about the school's policy in relation to health, environment and travel**
- To prevent car use on the school run from becoming a habit
- Reduce the number of families who choose to travel to school by car
- Increase the number of new families who choose to travel by foot or bike

### Features:

By the end of this campaign you could have developed the following communication tools, and you will know how and when to use them -

- Travel Policy statement – for the school's prospectus and on website
- School travel leaflet, which includes a pupils winning campaign poster
- Lesson plan - pupils campaign posters developed through curriculum work
- New parents conversation brief (for use at home meetings, parents evenings and for the school office)
- Parking commitment and walking pledge
- Personal travel plans for all new families (developed by Year 6 pupils)
- School Travel Notice board display (promotion of travel policy using pupils posters)

### Timeline:

- This campaign mostly slots in alongside already existing activities – such as new families meetings, prospectus production. (Generally across the months of May to September).
- **Total hours work to run this campaign:** we estimate between 2 hours and 12 hours, largely depending on how much of the work you delegate to others. For example if your year 6 pupils do the personalised travel planning (PTP) work in a lesson, this element could be complete in 1 hour. If however you ask office staff to do it, it could take significantly longer.



## Campaign outline

| Core Activities                              | Activity details  | Materials                                   |
|--|---|---|
| <b>Lesson plan / poster competition</b>      | Use the <b>plan</b> to hold a lesson which incorporates time for pupils to design a poster/ page in a leaflet for the families of new pupils.   | Lesson plan template - NP2                  |
| <b>School travel leaflet</b>                 | Include the winning poster in the leaflet along with information about active travel to school, a map, and eco-driving information. A template is provided which can be tailored to your school.  | Leaflet template - NP3                      |
| <b>school travel policy creation</b>         | If you have not created a school travel policy for your school now is the time to do this, this can then form the basis of elements of this campaign, including a statement contained on the <b>website</b> , in the schools <b>prospectus</b> , in the <b>School Improvement Plan</b> and in <b>Home School Agreements</b> . | Example school travel policy template - NP4 |
| <b>Parking commitment and walking pledge</b> | To be signed and returned to the school, could be included in new families packs, or provided at either a home visit, or at new parents meeting.  | Parking commitment - NP5                    |
| <b>New Families meetings</b>                 | Meetings should include information on the importance of active school travel.  | Conversation brief - NP6                    |

| Bolt-on Activities                        | Activity details   | Materials   |
|---|--|---|
| <b>Personalised Travel Planning (PTP)</b> | Prepare PTP's for each new pupil. Either, Year 6 pupils, office staff, volunteers or students from a nearby Secondary school can do this.  | Use PTP template NP7 and PTP development Guidance sheet - NP8 |
| <b>Home visits</b>                        | Home visits could include a <b>conversation</b> about school travel (setting out the schools travel ethos) and be used to deliver the <b>personal travel planning</b> information developed by pupils/ or office staff if this element of the campaign has been carried out. | Conversation brief - NP6                                      |
| <b>Noticeboard / display</b>              | Use pupil's posters, a copy of your school travel policy, leaflet and some facts and figures about active travel to make a display for the foyer, so that new families and other parents see this in September.  | Pupils posters come from lesson - NP2                         |



## Your Campaign Planning Guide / Timeline

### What to do when

This campaign is slightly different from the others in that it is difficult to prescribe exact timings of activities as some of these very much depend upon each individual school. For example when your prospectus is being printed, how often you are able to up date your website or in which month you hold your new parents meetings.

We are therefore providing a checklist of activities, which fall into two groups.

- Group 1: Things that need to occur first (work that forms the basis of the other actions/ preparation of communication tools)
- Group 2: Actions that generally relate to the interaction opportunities that you will have with parents, during which you can use your communication tools to pass messages about your school's active travel ethos. This checklist / planning guide is part of resource NP1.

## Template Resources

|  | Template no. |
|--|--------------|
| Campaign planning guide ( <b>action plan</b> )   | <b>NP1</b>   |
| We are an Active Travel School <b>Lesson Plan</b> (poster development)                             | <b>NP2</b>   |
| New Parents School Travel <b>Leaflet</b>   | <b>NP3</b>   |
| School Travel <b>Policy</b> template – pupil led   | <b>NP4</b>   |
| School Travel Policy template  | <b>NP4b</b>  |
| Parking Commitment and walking <b>pledge</b>   | <b>NP5</b>   |
| <b>Conversation brief</b> to be used in home visits  | <b>NP6</b>   |
| <b>PTP</b> - Personalised travel planning <b>template</b> for new parents and carers of new pupils | <b>NP7</b>   |
| <b>PTP</b> - ICT Lesson plan / <b>guidance</b> for development of personalised travel plans        | <b>NP8</b>   |

## Who to involve / who can help

|                 | Who?  | What for?  | Contact details:   |
|-----------------|---|--|--|
| <b>External</b> | School Travel Advisor   | Support with school travel policy or New Families campaign templates   | <a href="mailto:Road.safety@brighton-hove.gov.uk">Road.safety@brighton-hove.gov.uk</a><br>or call (01273) 292357 |
| <b>Internal</b> | School Office Staff   | Staff should receive copy of the conversation brief to support them with any interactions with new families about travel   |  |
|                 | Year 6 pupils   | Develop Personal Travel Plans for new families. This session can also be used as transition support –pupils can also develop a personal journey plan for the route to their new school |  |
|                 | Pupils  | Poster design work and help do a travel display  |  |
|                 | School staff in charge of new families meetings /induction and prospectus development | These staff can ensure that travel and transport issues are covered at these opportunities   |  |