



Go for Gold



Guidelines

Updated by the School Travel Advisor in April 2016



GO FOR GOLD GUIDELINES

1. Introduction

Go for Gold is an incentive based scheme developed to encourage children and their parents to use sustainable travel modes for the school journey. This can include walking, Crocodile Trail, cycling, scooting, bus, train, park & walk or car sharing.

The aim is to reduce the number of car trips made to and from school, ease congestion and pollution; encourage active travel; promote healthier lifestyles for pupils and their families and reduce our carbon footprint on the world.

In March 2004 Go for Gold achieved international recognition when it was awarded the first International Walk to School Award.

Go for Gold celebrated its 10th Birthday in October 2010.

It has been awarded a London 2012 Inspire Mark. This recognises fresh, vibrant and exceptional projects that have been inspired or energised by the 2012 Games. Special Edition passports, certificates, stickers and badges have been produced to mark this achievement. We have developed an “Inspire Book” with ideas for activities, events, campaigns and projects that schools can organise to support the London 2012 Go for Gold.

2. How does it work?

Children are issued with a ‘passport’ which is stamped each time they make a sustainable journey to school, from outside a designated “Exclusion Zone” (see below)

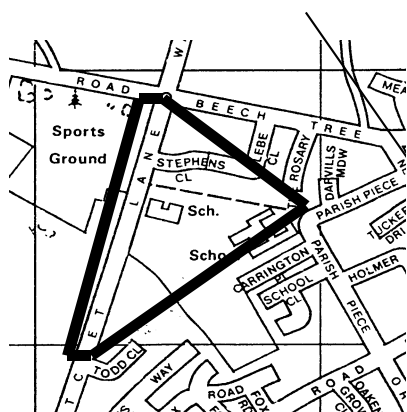
Each school will decide the most appropriate method of administration. Below are some suggestions:

- **Parents** - Passports marked by parent volunteers at the school entrance or an agreed area. Ideally a rota should be established to ensure volunteers are available every day
- **Pupils** - Passports marked by older children (Year Six pupils or JRSOs) at the school entrance or an agreed area.
- **Staff** - Passports marked in class at morning registration, or, by a member of staff at the school entrance or an agreed area.

3. What is the Exclusion Zone?

To help reduce congestion around the school it is necessary to set an “exclusion zone” or a clearly defined distance from which children must walk to qualify for a stamp in their “passport”. This zone will depend on the location and accessibility of the school and pupil age. This information needs to be clearly communicated to parents at the start of the scheme.

Example



The children's passports will be stamped if they have walked:

- All the way to school from their own/friend's house (including those living in the "exclusion zone")
- From Park and Walk sites
- From somewhere outside the "exclusion zone" (see Map)
- Walked with the Crocodile Trail

OR if a child has :

- Cycled
- Used the bus or train
- Shared their car journey with another family.

4. How do we organise the stamping of passports?

Any child registered for Go for Gold walking to school from beyond the exclusion zone or from their own/friend's house inside the zone; taking part in a Crocodile Trail; cycling; using the bus; train; or car sharing on a Go for Gold day is entitled to receive a stamp in their passport.

- Add one stamp using a marker/stamper pen
- Issue one stamp if they have walked the required distance. If in doubt ask where they walk from
- Issue one stamp if they have come to school by bike, bus, train or car share.
- In some cases ONE extra stamp may be required (e.g. late arrival on previous day, mislaid passport, walking on a very rainy day). Parents are advised that they must inform the 'stamper' if this is necessary.
- Stamps can also be awarded for the journey home from school if using sustainable methods. Parents can initial a child's passport to show that this has occurred and the passport can then be stamped the following day.

For the scheme to work at least one 'stamper' should be available at each location, every morning on an agreed Go for Gold day, come rain or shine! A 'stamper' is responsible for informing the Go For Gold co-ordinator if they are unable to assist, and ideally should find a substitute or replacement.

5. What are the incentives?

Certificates and stickers are awarded along the way. Once they have completed a passport they can redeem this for one of many free activities that Buckinghamshire County Council have negotiated with a number of leisure centres throughout Buckinghamshire. These include swimming, bowling and golf.

Certificates and/or incentives can be awarded in either class or assembly. Schools can choose to source their own incentive materials, although a range of products can be ordered from our online shop, at minimal cost.

6. What do we need to run Go for Gold?

The “passports”, stickers and certificates are available from the School Travel Advisor at Buckinghamshire County Council. The school will need to provide pens to mark/stamp the passports.

It is a good idea for an adult (parent, teacher or TA) to be the Go for Gold Co-ordinator. They will be responsible for making sure stampers are available every day the scheme runs, ordering resources, arranging for certificates to be awarded, promoting the scheme to pupils and parents and dealing with any issues. They will be the point of contact for the School Travel Advisor.

Above all you need enthusiasm and commitment to promote and encourage pupils and parents to join in!

7. How to promote Go for Gold?

Schools can run Go for Gold to suit their needs and availability of resources. However the idea is that it encourages sustainable travel to school all year round! Here’s a few ideas for campaigns and promotions.

- **Walk to School Week or Month** - join in these national campaigns. Schools often take this opportunity to launch their scheme.
 - **WOW** – walk once a week
 - **COW** – cycle once a week
 - **SOW** – scoot or share once a week
 - **WOT** - walk once a term - choose one week per term and get everyone to join in.
- choose a day when everyone tries to walk, cycle, scoot or car-share at least part of the way to school.*

Contact us

If you would like anymore information about Go for Gold please email schooltravelplanning@buckscc.gov.uk.