

Sustainable Travel Month

Brentford School for Girls

Hounslow Council

Description

A group of Year 7 pupils from Brentford School for Girls were inspired to run a campaign to promote walking & cycling during June which they called Sustainable Travel month, after some Theatre in Education workshops. They came up with 4 activities that they promoted and ran themselves: oyster card competition, pedometer challenge, bike raffle and stall at summer fayre

Who was involved

Holly Wheatley - Year 7 Teacher helped the girls to book suppliers and purchase prizes First, Vivien, Zenab and Biha - Year 7 pupils who came up with all the concepts, designed

posters, powerpoints and ran all the campaigns over the month and manned the summer fayre stall
Aisha Butt - organised the theatre and funding

Costs

Pupils received £1000 from the STA: £300 - printing the oyster wallet £60 - ingredients for smoothie bike £110 - hiring smoothie & bubble bike £60 - prizes for bike raffle £150 - pedometers £50 - sports direct vouchers for top 5 walkers £50 - tutor group prize for winners of pedometer challenge Raised their own money by selling the oyster cards and rides on the smoothie & bubble bike

Development

After the initial theatre show the girls came up with a month long plan of activities as they thought it would have more impact on pupils and staff. 2 activities changed as the slap wrap was too small and they couldn't book the cycle skills in time. But the girls adapted and developed their strategy to activities that still promoted cycling and walking.

Outcome

The campaigns were a huge success. The whole school got involved in the pedometer challenge and the girls enjoyed the summer fayre as they got to reach the wider community. Future plan include cycle skills workshops to increase confidence cycling on road and month long cycle challenge to get a mufti day.

Criteria

The pupil led campaign was creative & innovative - they put a twist on regular activities. Instead of giving out oyster wallets they ran a design competition. Instead of a pedometer challenge for individuals they done an inter house challenge with each tutor group. Running the stand at the summer fayre opened them up to the wider community & they raised money. The campaign had a positive impact: "We have been travelling more sustainably by walking to school instead of taking the bus" "I now know that sustainable transport is travelling without harming the environment" Sustainability is high as the girls have future plans to book cycle skills workshops, funded by the money raised at the summer fayre. Any school can use these activities as a template to run in their school with very little changes. Cost effective as it - targeted walking & cycling & captured the imagination of pupils who want to run campaigns.

