



OPEN

NORTH YORKSHIRE

A guide to setting up a **PARK AND STRIDE SCHEME**

This guide is useful for schools,
parents, and other interested parties



For more information, please contact
opennorthyorkshire@northyorks.gov.uk

WHAT IS A PARK AND STRIDE SCHEME?

A Park and Stride Scheme is designed to encourage those who drive to school, to park a little further away and walk the remainder of the way. This is usually 5-10 minutes and at a location agreed with the landowner. This could be a church car park, community hall car park or a local business (permission needed). It's a simple solution that encourages active travel on the school run, whilst reducing congestion and pollution around the school gates.

Studies show that students who have walked for 10 minutes or more of their journey to school arrive more alert and ready to start the day! Park and Stride Scheme's also helps reduce congestion around the school and improve air quality.



SPIKE



WHAT ARE THE BENEFITS OF A PARK AND STRIDE SCHEME?

There are several benefits to your school community, and the list below is not exhaustive:

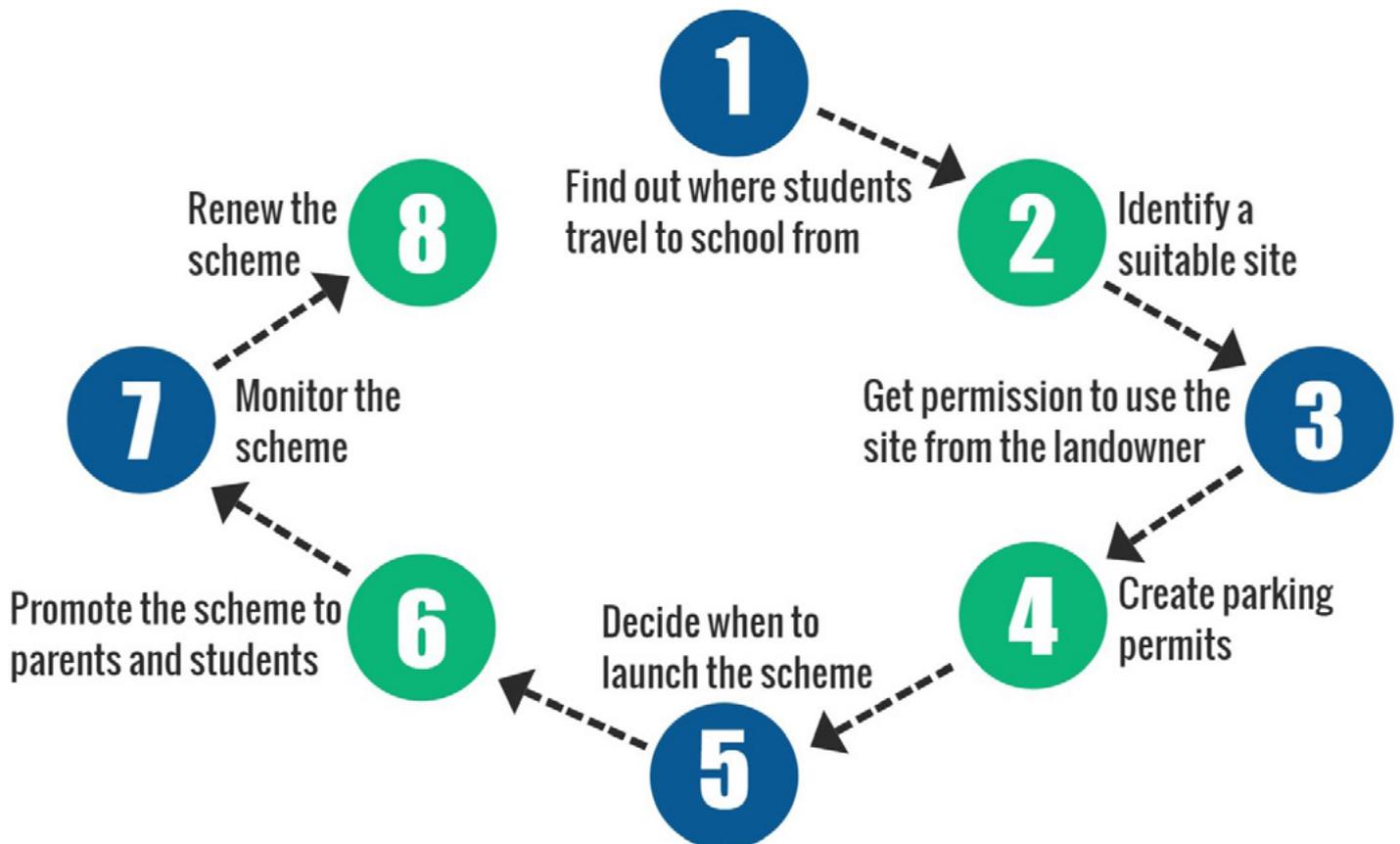
- A strong walk to school culture can help to gain Healthy Schools status, sustainable schools awards and Eco school status. OFSTED inspectors look favourably on schools that can show they are trying to promote walking.
- Improving road safety at the school gates and reducing traffic congestion on roads around the school.
- Improving air quality and the environment around the school.
- Students enjoy some exercise, making them more alert for the start of the school day.
- Students are more independent and have more time to chat with friends.
- Parents may save time driving and save money on fuel.
- Supports the Geography, PE and PSHE Curriculum.

The Park and Stride scheme has many benefits including children's physical health, lifestyle and the environment.

For more information, please contact opennorthyorkshire@northyorks.gov.uk



HOW DO I SET UP A PARK AND STRIDE SCHEME?



1

Find out where the pupils travel to school from

The school will likely hold postcode data which can be mapped to find out where pupils travel in from. You could even deliver an activity to find out common routes to school or speak with parents. It would be beneficial to complete a school travel survey to work out how many people already drive and how many already Park and Stride, as well as how many people would like to use a Park and Stride scheme. A travel survey can be completed easily using **Modeshift STARS** (modeshift.org.uk/modeshift-stars) and should be done prior to delivering a scheme for monitoring purposes.

2

Identify a suitable site

There may already be informal Park and Stride sites used by parents, so it is worth doing some preliminary research. Staff at the school may have good local knowledge, and you can also complete a desk-study. Suggestions of suitable sites include:

- Local Authority or privately-run car parks;
- Community Centre car parks;
- Church car parks;
- Local public house car parks;
- Recreation ground car parks; or
- Supermarket or shop car parks.

Some other points to consider when selecting a site:

- How long will the walking route be? Around 10-15mins walk is advisable, if possible.
- Are there safe crossing points, like zebra crossings, on the route? Do you need to risk assess the route?
- Will the route be lit when it's dark in the winter months? Will the walk be pleasant in general?
- How busy are the roads on the route? What is the air quality like?
- Are there already any parking conditions in place at the site? For example, there may already be 10/20mins free parking allowed.
- Will the scheme cause a nuisance for others around your chosen site? Will you need to contact local residents?
- Who owns the site and whose permission(s) will you need to gain?

If relevant, it may help to identify multiple sites for parents travelling from different directions.

3

Get permission to use the chosen site from the landowner

Prior to developing the scheme further you will need to get permission in writing from the landowner, which could simply be an email conversation. Many places may be willing to let their car parks be used, because school drop-off and pick-up times are generally short and it helps to forge good community links with schools.

4

Create parking permits

It is suggested that schemes use numbered parking permits which are issued to individual parents, with their name and vehicle registration(s) being recorded in a log against their permit number. For ease and GDPR purposes we would suggest that the school administers the permits and permit log, as they then hold all personal data.

Speak with the local district council (or landowner) as they may already have a permit design template in place and have information they wish to include. Permits should include all necessary information - including terms and conditions of use, dates and times it is valid and the vehicle registration - and should be displayed in the parent's car when in use. The times of day you need the permits to be valid for will depend on the school day and length of the walk, and should only be valid during term-time.

Using permits means that Parking Enforcement know that parents are part of the Park and Stride scheme and avoids any need to alter parking conditions and signage. It also shows a commitment from the parents that they are participating in the scheme.

5

Decide the best time to launch the scheme

The launch of the scheme should be at a time that is convenient for all parties. There may be other school events/activities which school staff have to prioritise, so it might be best to wait until they have the time to promote the scheme as much as possible.

If you want to make the launch an event in itself, you could invite guests such as your local councillor and the local Fire service and Police Community Support Officers.

You should also remember that there may be other delays out of your control. This may include any planned road works/resurfacing at the designated site(s) or in the surrounding area which may affect traffic congestion, as well as any other local events (e.g. cycle races like Tour de Yorkshire).

6

Monitor the scheme

It's useful to understand how popular the scheme is so having a log to monitor the number of permits issued can be useful. Site visits may also be useful to understand how often parents/students are using the site. This can ensure that the parking permits are being utilised effectively and will tell you if the scheme needs to be promoted more. Any qualitative and quantitative data you can get will support the case if you wish to continue with the scheme.

7

Renewing the scheme

If the scheme has been a success, you'll probably want to renew it! It's important to start thinking about renewing the scheme and seeking agreement from the landowner in plenty of time (e.g. well before the school break for summer).

Firstly, contact the landowner to make sure they're happy for the scheme to continue at the site and tell them about any successes. Make a list of anything that needs updating, e.g. permit dates and times, and contact the school in case there have been any changes, for example to the timings of the school day. You'll also want to consider how you'll promote the scheme again, especially in any transition activities for students going into Year 7.

Even if you've got agreement from the landowner to use the site for more than one year (or indefinitely), there will still be things to keep updated and promotion to do.



HOW TO PROMOTE YOUR PARK AND STRIDE SCHEME

INSIDE SCHOOL:

- Use wall charts to identify all those who are already making an effort to Park and Stride or walk to school.
- Don't forget incentives for those who already walk.
- Ask pupils to design car stickers to promote the scheme.
- Design a poster / banner / poem / song or anything to promote the scheme.
- Create a large A3 map / display to identify safe routes.
- Send out parking pledge to all parent/carers.
- Add the participants to any school celebration assemblies as a 'Well done'
- Work with students to design a walking or active travel map.

OUTSIDE SCHOOL:

- Send a letter to parents to explain your Park and Stride scheme.
- Include the local community let them know that you are trying to improve safety and reduce congestion and pollution. Display posters in local shops.
- Promote Park and Stride news on your school website, notice board, texts, Facebook and Twitter school pages.
- Send letters to local businesses to let them know about the scheme.
- Contact your local radio or newspaper and let them know about the Park and Stride Scheme.
- Share memories of walking, hold competitions on your school website or social media.



For more information, please contact
opennorthyorkshire@northyorks.gov.uk

To download a copy of the Park and Stride Parent/Carer letter and
local business letter please see **www.opennorthyorkshire.gov.uk**