

The Prospectus and Website

To promote car sharing as part of the culture of the school, you should include a section on travelling to school in your prospectus and on the website. This will give out a strong message to new parents about what you as a school are trying to achieve. It is a good idea to include a contribution from pupils: a good task for the School Council or Eco Council! Outline your position on sustainable travel and why you are trying to promote it. And tell parents your preferred means of travel: walking or cycling if they live within walking distance; school bus if you have one and families are eligible; car sharing if they have to travel by car. The example shown is from Dalwood's School Prospectus and includes a piece from two pupils.

The website could include a section where the School Council or Eco Council give updates on your promotional activities, e.g. a short piece and photographs about Walk to School Week, or news of Bike Days or Car Share Days you are holding.

HOW WILL MY CHILD GET TO SCHOOL ?

Being a rural school we are very aware of the issues of public transport in village communities. We are also very aware of the impact that lots of cars have on congestion along country roads and pollution around the school. We are trying to reduce car use on journeys to and from school. The children very much involved in trying to encourage less car use. Please read on to find out what they have to say.

REDUCE YOUR USE

By Lizzie

All over the world children use cars to get to school. In our school we get to school using three different types of transport, which are: by bike, on foot and in the car. Some that travel by car share a car with other people.

Walking and cycling to school are 'green', which is great for the environment and for you. Traveling to school on foot or by bike saves you money on fuel. Money spent on fuel and wear and tear on the car costs over £300 a year. Parents in the UK drive an average of 600 miles a year driving children to school, which is why money for fuel and wear and tear is so much.

Going to school by car is not environmentally friendly. Cars run on fossil fuels, which will run out one day. When you burn fossil fuels they produce greenhouse gasses, which cause global warming. Petrol and diesel are both fossil fuels and produce greenhouse gasses when we use cars. If you live near a friend that goes to the same school, why not try sharing a car with them. It's greener than two cars going to the same place.

Next time you go to school, why not try a greener path.