

# Modeshift National Sustainable Travel Awards 2021



## **Excellence in Walking – Winner**

**Ladywood Primary School, Derbyshire County Council**

**‘A Mile in my Shoes’**

**Sponsored by Hubspoke Media**

### **What did the project involve?**

Initiated in November 2019, 'A Mile in my Shoes' is a school community led project promoting anti-stigma and positive wellbeing through walking. It began with the wider school community being invited to join pupils to walk the Daily Mile around the playground. The school also created an art installation where staff were encouraged to be brave and line shoes along the corridors with a tag attached with a message about what it feels like to walk a mile in their shoes. The success of the community Daily Mile has since been expanded to include "walk & talk" themed trails around the local community. This has included trails to finding Santa hats on the run up to Christmas, looking for book covers for World Book Day, and going on a Number hunt. The initiative also integrated the importance of active travel for the school journey by whole heartily embracing the Local Authority music-themed Travel Smart week, playing songs with lyrics about walking as children arrived and left school each day.

### **Who was involved and what was their role?**

The project was led by two members of staff from Ladywood Primary School and 12 pupil ambassadors who were involved in organising events and activities, and establishing a social media presence on Twitter: @amileinmyshoes2

### **What was the cost and how was the project funded?**

The initiative has effectively operated on a 'shoestring' with no major source of funding and has succeeded due to the good will and enthusiasm of those involved.

### **How did this project meet at least two of the Awards criteria?**

‘A Mile in My Shoes’ demonstrates its innovation and creativity by adapting the Daily Mile to include the wider community, giving a prompt and time to focus on having a conversation with others. The project successfully engaged and involved pupils, staff, and the wider community, particularly on social media, and linked with other initiatives promoting mental well-being and physical activity.

The project also successfully complements the schools focus on active travel in helping them to reach Modeshift STARS Gold accreditation. The initiative is easily duplicable, requiring very little if any budget, representing its cost effectiveness and value for money. Even despite the barriers presented by the Covid pandemic, they were overcome by engaging with the target audience through social media to encourage people to continue walking and talking.

### **What were the results, and what future plans do you have for the project?**

Interactions on social media demonstrate the reach and engagement that 'A mile in My Shoes' has had. Lots of plans were in place pre-covid, including a 'Mile under the Moon', which gave the opportunity for all school staff in school clusters to meet up one evening to walk the Daily Mile in the moonlight and share a bite to eat. We also worked alongside Erewash Borough Council in a Big community Litter pick. Hopefully as restrictions lift, these will be activities that can now be carried out. The initiative has been instrumental in the school maintaining their Modeshift STARS Gold accreditation.

### **Endorsements:**

**Su Severn, Big Kirk Hallam Project** (a lottery funded scheme to spend £1 million over ten years on community projects): *"It has been an absolute pleasure to be part of the 'A Mile in My Shoes' journey. Particularly during lockdown. The Christmas, Easter and World Book Day Trails were exciting and engaging for all the family, particularly how they mirrored the World Book Day trail in school for the Key Worker children. We look forward to continuing our support of this fantastic initiative and introducing more residents to the beautiful countryside we have around Kirk Hallam, and helping them explore their feelings/emotions and the mental health benefits of walking and talking."*

### **Feedback from the Expert Panel of Judges:**

"This project has a nice link between walking and wellbeing – and brings the best practice of the Daily Mile out beyond the school gates."

"A great example of what can be achieved on a budget and to create something which has a strong legacy."

"With limited resources this excellent scheme is raising awareness of the environment, including the school and wider community in working together to improve Health and well-being of the community and working with partners to improve the environment."

### **Evidence:**

[A Mile In My Shoes on Twitter: "Walking on Sunshine @LadywoodKH @Be\\_Travel\\_Smart https://t.co/bQyIUHuevG" / Twitter](https://t.co/bQyIUHuevG)

<https://twitter.com/AMileInMyShoes2/status/1367168799942864897>

[A Mile In My Shoes on Twitter: "This is exactly why we started 'Let's Walk and Talk' For amazing moments like these!" / Twitter](#)

[A Mile In My Shoes on Twitter: "How does it feel to walk a mile in your shoes today? #shareyourshoes #beingbrave https://t.co/nyXqy9HZDh" / Twitter](#)

[https://twitter.com/AMileInMyShoes2/status/1391385363801849858](#)