



'Making St Augustine's safer one step at a time'



What was the aim of our campaign?

After carrying out some research, including a road traffic survey, we decided we wanted to encourage more active travel and improve road safety

- Increasing active travel will reduce car use which will help reduce congestion
- Reduced congestion should help improve road safety outside school

Clean Air Day!

On Clean Air Day we held our competition

- Everyone who travelled to school actively or did park and stride was given a raffle ticket on their way in to school
- We had a raffle draw with lots of prizes on offer - we bought some prizes (using our campaign junction money) and had others donated after writing to local businesses for support
- We also had some bike lights to reward our cyclists



What did we do first?

- We started by making a plan!
- We worked out what we wanted to do and what we might need funding for
- We took part in 'Campaign Junction' presenting our ideas to a panel of experts and asking for funding
- The panel agreed to fund our campaign!

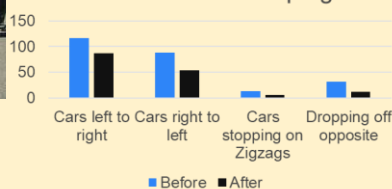


Were we successful?

We think so!!
We have increased active travel and park and stride, reduced congestion whilst having lots of fun!!!



Traffic survey results – before and after campaign



And what did we do next?

We publicised our campaign by

- Promoting park and stride with displays, producing walking bubble maps and through information on the website and information sent home
- Promoting road safety with an all school presentation
- Promoting the walking/park and stride competition we planned for Clean Air Day, even getting on the local radio!



What's next?

- We are having banners printed to go outside school to discourage stopping on the zig zags and encourage drivers to reduce their speed - we also plan to lobby our local councillor for a 20mph limit outside school
- We are going encourage new members to join, especially from the new year 7
- We plan to organise events for TravelWise week in September 2023 to kickstart our next year of ATA activities

