



Top Tips to get your Walking Bus off to a good start!

There are many ways to promote a Walking Bus

- Recruit volunteers at parents evenings/sports days
- Display posters/information on school notice boards
- Organise a poster design competition to get children interested
- Advertise in the school/local newsletter
- Get the children to design a 'brand' for the tabards to show your school has an official walking bus

Incentives

To maintain pupil motivation, you might want to reward regular bus users with merits, such as loyalty stickers/stamps for every journey made. The stickers/stamps could be traded in for prizes such as stationary, books or vouchers.

Publicity

Contact Travelchoice to organise a press release and photos. Publicity not only raises the profile of your school but it also raises support for the bus amongst pupils and staff and may result in more volunteers coming forward.

Thank the Walking Bus supporters

Hold a special 'thank you' event at assemblies for your volunteers and passengers. Celebrate the bus success with a yearly birthday party – or even celebrate the first month of walking bus success with a free breakfast for all walking bus participants.

Review and monitor

It is important to review the Walking Bus progress (contact Travelchoice for more information) and publicise achievements.

School Policy

To ensure the longevity of the Walking Bus, include a reference to it where possible:

- On your school website
- In the school prospectus
- Within your School Travel Plan
- As part of achieving Healthy, Eco-School or Sustainable School Status

