

Sawbo Travel Challenge

Summary document updated 20/10/16

The Sawbo Travel Challenge is a multi-school and Sawbridgeworth Town Council initiative supported by Hertfordshire County Council (HCC) and East Herts District Council (EHDC) designed to encourage sustainable journeys to school and walking in Sawbridgeworth generally. It took place from 26 September to 1 October 2016.

The Challenge proved highly successful with four primary schools totalling over 850 pupils taking part – Fawbert and Barnard Infants' School, Mandeville Primary School, Readings Junior School and Spellbrook Church of England Primary School.

The initiative is now planned as an annual event. It is hoped that more local schools will participate, and that it will continue to help move Sawbridgeworth residents away from car usage.

The initiative:

- Travel Challenge Passport – every pupil was provided with their own “passport” covering five days in which they recorded their journeys to school. If they came to school via sustainable means – walk, scooter, cycle, bus, park & stride – they received a stamp for that day (Figure 1 & 2 below).
- Travel Challenge Competition – schools competed to have the highest percentage of pupils journeying sustainably. Schools recorded the number of journeys on a bespoke spreadsheet. The winning school was presented with a trophy by Sawbridgeworth Mayor David Royle in a ceremony held at council offices on 11 October.
- Town 'Selfie' Walk – pupils were asked to bring their families to an event between 11am and 2pm on the Saturday at the end of the week organised by the Town Council where they were encouraged to explore Sawbridgeworth on foot (Figure 3 below). They were issued with a leaflet listing 'selfie' stops (Figure 4 below) and a map showing the town's twitchells, and received a further stamp in their “passport” for attending.

Promotional activities:

- Branding – development of initiative's name with support from EHDC marketing team.
- School assemblies – each school held an assembly at which Lindsey Day from HCC Road Safety in Schools explained the initiative to pupils, accompanied by Buster the Dinosaur, HCC's sustainable journeys to school mascot.
- Letter to parents/carers – each school sent a letter home to pupils' parents/carers outlining the initiative and asking for their support.
- Signage – banners were sited outside each school and around Sawbridgeworth promoting the initiative.
- Local press – the initiative was previewed in local newsletters including Church & Town, CM21 and the Sawbridgeworth Flyer, and a promotional press release and photographs from the assemblies was used in the Herts and Essex Observer newspaper. A follow up press release and photographs was also sent to various publications.

- Passport day themes – to promote participation pupils were given the opportunity to wear an item to school each day of the Challenge e.g. Eco Monday wear something green, Wacky Wednesday wear something bizarre.
- ‘Selfie’ stops – the Town ‘Selfie’ Walk featured ‘selfie’ stops to encourage walking to various key points around Sawbridgeworth. At each stop families could pick up a toy bug supplied by HCC to promote road safety for younger children, collecting six different bugs in total. They could upload their own photos and ‘selfies’ to the Sawbridgeworth Town Council Facebook page. They also received a passport stamp and could have their photo taken with Buster.
- Stalls – a number of groups had stalls at the Town ‘Selfie’ Walk including Everyone Active from Leventhorpe Pool and Gym, The Orchards, Air Ambulance, Sawbridgeworth Fire Service and, Cyclepods which ran a scooter competition. Refreshments were provided by a stall run jointly by the schools’ PTAs.

Costs and funding

In terms of budget, a £500 grant from Sawbridgeworth Town Council covered:

- Printing of 1,000 passports
- 40 x custom-made stamps
- Winning school’s trophy and part funded participants’ trophies.

Additional funding was provided by HCC to cover banners and participants’ trophies for runner-up schools. Over 2,000 toy bugs were also provided by HCC.

Impact and Feedback

Evidence shows the initiative had a significant effect on reducing the number of car journeys to school in Sawbridgeworth. The data listed below illustrates all schools witnessed a rise in sustainable journeys.

School	Sustainable journeys prior to Challenge Week as percentage of pupils	Sustainable journeys during Challenge Week as percentage of pupils
Fawbert and Barnard	84%	91%
Mandeville	82%	91%
Reedings	70%	95%
Spellbrook	10%	73%

Spellbrook Church of England Primary School in particular saw a substantial rise in sustainable journeys. The school implemented both a Walking Bus from Sawbridgeworth and a Park & Stride scheme using The Three Horses public house car park during the Challenge Week.

PCSO Amanda Higham stated: “The feedback we can give is that it greatly reduced the volume of vehicles around the schools during the week which is a good thing for everyone concerned.”

An estimated 300 families attended the Town ‘Selfie’ Walk during which feedback was gathered (see Figure 10 below). Feedback was extremely positive both about the Challenge Week and the Town ‘Selfie’ Walk, including comments on the enjoyment of walking, the communal aspect of the week and a desire to do the initiative annually. Feedback also highlighted issues for local authorities

around dog muck and crossing the road at Spellbrook. Feedback from pupils has also been extremely positive and schools are continuing to collect feedback from parents/carers.

Next steps

The Sawbo Travel Challenge working group is due to meet again in January 2017 to discuss further activities.

Further details are available from Annelise Furnace, Governor, Mandeville Primary School, email: AFurnace@mandeville221.herts.sch.uk

Supporting material

Details of supporting material and documentation are provided below.

Supporting materials

Figure 1: Sawbo Travel Challenge Passport front page

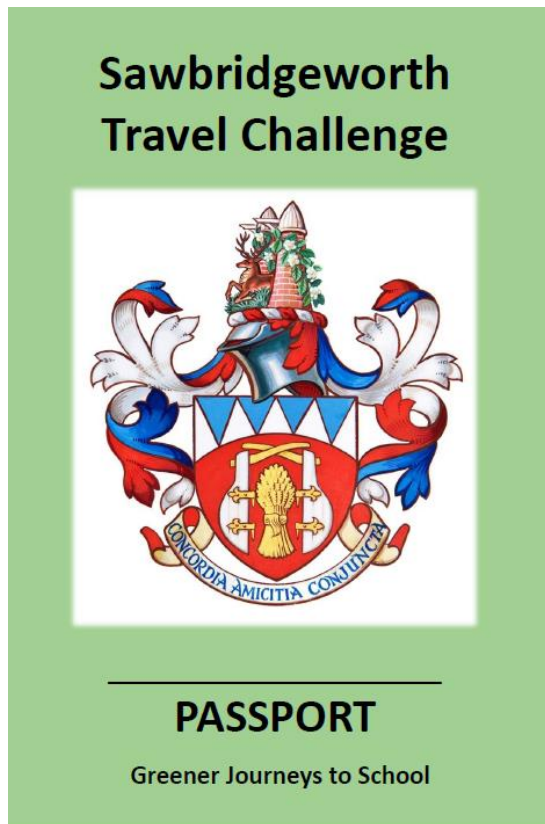


Figure 2: Passport's inside pages showing themed days

	MONDAY ☐ Walk ☐ Scooter ☐ Cycle ☐ Bus ☐ Park & Stride Eco Monday – wear something green About my journey	
	TUESDAY ☐ Walk ☐ Scooter ☐ Cycle ☐ Bus ☐ Park & Stride Trainer Tuesday – wear your trainers About my journey	
	WEDNESDAY ☐ Walk ☐ Scooter ☐ Cycle ☐ Bus ☐ Park & Stride Wacky Wednesday – wear something bizarre About my journey	
	THURSDAY ☐ Walk ☐ Scooter ☐ Cycle ☐ Bus ☐ Park & Stride Fun Hat Thursday – put on a hat of your choice About my journey	
	FRIDAY ☐ Walk ☐ Scooter ☐ Cycle ☐ Bus ☐ Park & Stride Funky Footwear Friday – dress up your feet About my journey	
	SATURDAY is the Sawbo Travel Challenge Town 'Selfie' Walk Between 11am & 2pm at Bell Street Car Park – see details overleaf I brought ____ members of my family with me About my day	

Figure 3: Advertisement for Town 'Selfie' Walk

Town 'Selfie' Walk

Saturday 1st October 2016.....11am to 2pm

Please join us for an hour or so and explore the town on a short walk (1 hour) by visiting our 'Selfie Stop-Off' points. Map supplied.

Have a fun time taking your 'Selfies' with some unusual characters!

And of course Buster the Dinosaur

For more information please visit our website
www.sawbridgeworth-tc.gov.uk

"Come and meet me and enter our free Scooter Competition"

Location—Bell Street Car Park (look for the signs directing you to collect your map)

Please note that 'Selfie Stop-Off Points' will finish at 2pm, so give yourself plenty of time to get around.

Refreshment stall available



Figure 4: Town 'Selfie' Walk leaflet

Welcome to the Town Selfie Walk and thank you for coming along.

Please collect a Map of the town and see opposite the locations of the **Selfie Stop-Off Points** where you can collect your bugs and take your selfie photos. There will be props at the locations for you to have your photo taken with, be as imaginative as you wish. If your **Selfie Stop-Off Point** is busy you may just wish to take a selfie with your bug. It is up to you. There are no rules today except to have fun, get walking and explore your beautiful town.

Once you have taken your photos on your devices you can either send them to us via email.....
jo.sargant@sawbridgeworth-tc.gov.uk
Or upload them to our facebook page
www.facebook.com/SawbridgeworthTownCouncil

The decision to send us your photos is entirely yours, and we will only feature uploaded photos onto our own media platforms.



Start off by collecting **Breeze the Butterfly** in **Bell Street car park**, don't forget to collect a town map if you need help with locations.



Come and find me**Luna the Ladybird**
I will be in **Church Park**— it is safest to walk through the church yard to find me by the swings.



Hello I am **Webster the Spider**
I will be at the **Selfie Stop-Off Point** with the Rotary Club Cow at the top of **Bullfields**, opposite Knight Street



Baxter the Bee
will be busy looking for Wally down at the Evangelical Congregational **Church on London Road**



Poncho the Caterpillar
Will be having fun in **Vantorts Park** (off Springhall Road) or use the twitchell from Fair Green



Finally come back to the **car park** and find me **Pipo the Ant**
to complete your set of bug buddies.

Figure 5: Template letter for parents/carers

Dear Parents and Carers

SAWBO TRAVEL CHALLENGE is coming soon..

The four primary schools in Sawbridgeworth – Mandeville, Spellbrook, Fawbert and Barnard and Reedings have got together with Sawbridgeworth Town Council and have come up with an exciting community initiative to try and get everyone out of their cars in order to achieve 'greener', more sustainable journeys to school.

Every child from each school will be given a special passport and from Monday 26th September to Friday 30th September they will use these passports to record their journeys to and from school. So if you can, ditch the car for that week and walk, cycle, scoot or even take the bus to school. And if you can't ditch the car, why not 'Park and Stride'? The 'greener' journey needs to take at least five minutes to accomplish, so parking your car opposite the school doesn't count! Each day the passports will be stamped in the appropriate box of 'transport' used. And to make it even more of a challenge, it's a competition between the four schools. Go on – you know you want your school to win.....

Each day will have a different theme such as Trainer Tuesday, Wacky Wednesday (wear something bizarre) or Funky Footwear Friday, which no doubt will keep the interest and enthusiasm going throughout the week with the children. And on Saturday 1st October between 11 and 2pm, Sawbridgeworth's Town Council will be putting on a family walk to various key spots around the town, where there will be silly selfie stops, bugs and stamps to collect and stalls and refreshments in the carpark. It will also be a great place to support your PTA and local organisations. Look out for Buster too - Hertfordshire's travel mascot dinosaur will also be making an appearance during the day.

In October, representatives from each of the four schools will attend a presentation at the council chambers, to see the winning school receive a fabulous trophy by the mayor, David Royle.

YOUR SCHOOL AND TOWN NEEDS YOU – let's make this a fun, enjoyable week and let's see if we can make an impact on the environment and all that pollution.....

Figure 6: Article and photos for Herts & Essex Observer newspaper

SAWBO TRAVEL CHALLENGE

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From Monday 26th September to Friday 30th September, every child from each school will be given a special passport which they will use to record whether they walk, scoot, or even 'Park and Stride'. And for those children at Spellbrook, who it's too far to walk, Sawbridgeworth Town Council will run a special mini bus, picking up and dropping off at various stops along the way.

Each day the passports will be stamped in the appropriate box of 'transport' used. And to make it even more of a challenge, it's a competition between the four schools – which one can do the most sustainable journeys in that week...

Gill Vise, Headteacher at Spellbrook commented, 'The children are looking forward to all the different themed days during the school week and the special family event on the Saturday. Our school's location isn't ideal for getting to and from school without a car, but we are going to put in a "supreme" effort during this week and are hoping it will have a future impact on trying to consider greener and healthier travel options in our school community. We will also be promoting our Walking Bus at the start of the week, which some of our parents are already very keen to support.'

Kara Hales, Headteacher at Mandeville also said ' We are really looking forward to the Sawbo Travel Challenge and very excited about four local schools and the Town Council coming together in this way to promote sustainable journeys to school. We hope that this initiative will have a positive impact and will be really enjoyed by our pupils and parents/carers/'

Children at each school attended a special assembly run by Lindsey Day from Herts County Council, who explained how The Travel Challenge would work, Each day will have a different theme such as Trainer Tuesday, Wacky Wednesday (wear something bizarre) or Funky Footwear Friday, which no doubt will keep the interest and enthusiasm going throughout the week with the children.

And on Saturday 1st October between 11 and 2pm, Sawbridgeworth's Town Council will be putting on a family walk to various key spots around the town, where there will be silly selfie stops, bugs and stamps to collect and stalls and refreshments in the carpark. Buster the dinosaur, Hertfordshire's walking travel mascot will also be making an appearance during the day.

'The children were so excited to see Buster in their school assembly and can't wait to meet him again on the Sawbo Selfie Walk,' said Christine Stewart, Deputy Head of Reedings.

In October, representatives from each of the four schools will attend a presentation at the council chambers, to see the winning school receive a fabulous trophy by The Mayor, David Royle. 'The Town council is very proud of our primary and junior schools for organising the sustainable journeys week and are pleased to support it and the Town Walk on the Saturday. We hope both will become annual events and lead to some changed attitudes to always driving to school', commented David Royle.

Terry Douris, Hertfordshire's Cabinet Member for Highways said 'We want to encourage parents to leave their cars at home as often as they can. Getting the children involved in Walking Week is a fantastic way of engaging their enthusiasm. Not only will it help to cut congestion on our roads, but will encourage the children to stay fit and healthy. Hertfordshire's County Council's Road Safety Team, Sawbridgeworth Town Council and the schools involved, have worked hard to create this excellent sustainable travel initiative.'

Sawbo Travel Challenge

26 September to 1 October 2016

Four Sawbridgeworth schools taking part in the Sawbo Travel Challenge 2016

Pupils from Fawcett and Barnard Infants' School with Sawbridgeworth Mayor David Royle and Buster the Dinosaur, Hertfordshire's sustainable journeys to school mascot



Pupils from Mandeville Primary School with Sawbridgeworth Mayor David Royle and Buster the Dinosaur, Hertfordshire's sustainable journeys to school mascot



Reedings Junior School with Deputy Head Teacher Christine Stewart, Sawbridgeworth Mayor David Royle and Buster the Dinosaur, Hertfordshire's sustainable journeys to school mascot



Pupils from Spellbrook Church of England Primary School with Buster the Dinosaur, Hertfordshire's sustainable journeys to school mascot



Figure 7: Photographs during the Sawbo Travel Challenge Week sent to Herts & Essex Observer

Sawbo Travel Challenge photographs

September 2016

Eco Monday at Mandeville



Trainer Tuesday at [Readings Junior School](#)



Wacky Wednesday at [Fawbert and Barnard Infants' School](#)



Wacky Wednesday on way to [Fawbert and Barnard](#) and [Readings](#)



Wacky Wednesday at [Readings Junior School](#)



Wacky Wednesday on way to [Fawbert and Barnard](#) and [Readings](#)



Wacky Wednesday on way to [Readings Junior School](#)



Fun Hat Thursday at [Fawbert and Barnard](#)



Fun Hat Thursday at Foxbert and Barnard



Funky Footwear Friday at Mandeville |



Funky Footwear Friday at Mandeville



Figure 8: Follow up article and photos from Sawbo Travel Challenge Award Ceremony sent to Herts & Essex Observer

On Tuesday 11th October, pupils from the four Primary schools in the Sawbridgeworth area who took part in the Sawbo Travel Challenge were treated to an award ceremony at the Sawbridgeworth Town Council Chambers.

The Mayor, David Royle presented each school with a trophy and a framed certificate for participating and the winning school, Reedings, also received a larger special winning trophy

"It was very exciting going up to meet The Mayor and I felt really happy to receive the award on behalf of Reedings. Our school were the greenest and created the least amount of pollution" commented William.

Over one week, the four schools competed with each other to see who could achieve the most sustainable journeys to school by ditching the car, whether it was walking, cycling, scooting or even 'parking and striding'. Children had special passports stamped each day to show their involvement and wore bizarre clothes and footwear throughout the week. A town 'selfie' walk where over 2000 furry bugs were collected on the Saturday, was a great end to a very successful and productive week.

Local PCSO Amanda Higham said of the week "The Sawbo Travel Challenge greatly reduced the volume of vehicles around the schools during the week which is a good thing to everyone concerned. We managed to walk with Spellbrook's walking bus on the Wednesday and this was very well attended."

And in fact, according to Lindsey Day, Hertfordshire's Senior Road Safety Officer, the percentages of people not using their car were really considerable with Spellbrook going from 10.27% to 73.15%. Mandeville from 82.2% to 91.63%. Fawbert and Barnard from 84% to 91.17% and Reedings from 70.3% to 95%.

Terry Douris, Hertfordshire's Cabinet Member for Highways commented 'We want to encourage parents to leave their cars at home as often as they can. Getting the children involved in Walking Week is a fantastic way of engaging their enthusiasm. Not only will it help to cut congestion on our roads, but will encourage the children to stay fit and healthy. Hertfordshire's County Council's Road Safety Team, Sawbridgeworth Town Council and the schools involved, have worked hard to create this excellent sustainable travel initiative.'

Some parents made the following comments in their feedback:

"It's good to take part in community events and we always like to support the town. We walked every day and it encouraged better behaviour. Thank you.

"Wacky Wednesday was fab and getting to use the scooter more was fun! Yes definitely annual event! Such fun!"

"The themed days were a great idea. It's a fantastic way to get us walking about and meeting people too. We thoroughly enjoyed all of it."

"The children were really excited to walk daily to get their stamp in their passport. A great event Saturday – proved how unfit mummy was! Absolutely annual event!"

Sawbo Travel Challenge Award Ceremony 11 October 2016

Representatives from four Sawbridgeworth schools gather at Sawbridgeworth Town Council offices.



Winning school **Reddings** Junior School was awarded with the **Sawbo** Travel Challenge Trophy with 95% of its pupils travelling sustainably to school during the challenge week. Trophy presented by Sawbridgeworth Mayor David **Boyle** and Lindsey Day from Hertfordshire County Council.



Mandeville Primary School also had 91% sustainable journeys.



Spellbrook Church of England School had 79% sustainable journeys up an amazing amount from 10%.



Participant schools **Spellbrook** Church of England Primary School, Mandeville Primary School, **Fawbert** and Barnard Infants' School also did fantastically well.

Fawbert and Barnard Infants' School had 91% sustainable journeys.



Figure 9: Coverage in Herts & Essex Observer to date



Figure 10: Feedback gathered during Town 'Selfie' Walk on 1 October 2016

Good to take part in community events, we always like to support the town. We walked every day so it encouraged better behaviour. Thank you.

What a great walk we have had! Such a good and well organised event. Hope it happens again 😊

Great fun, well done, everybody involved.

We always walk to school because we live near but the children really enjoyed the week and it made the walk more fun. It was a fun community event!

My child loved having something new to do each day and while we often walk it definitely encourage do to do it more in the week. They also love the Saturday walk and collected the teddies! Thanks.

Fantastic – slightly longer until the afternoon e.g. 3pm. Really enjoyed whole week (except finding something bizarre!). Made us a lot more active 😊

We really enjoyed dressing up this week at school and the town walk was fantastic! Thank you very much.

Very well organised event. Children enthusiastic about whole week 😊

Wacky Wednesday was fab, getting to use scooter more was fun! Yes definitely annual event! Such fun!

[Child] I got some fresh air and got some exercise and had fun with my family. I also got to dress up. But I didn't get any bugs.

My child thought the week was amazing. Yes to annual event.

Wonderful event, really well organised. Excellent!

They have enjoyed the week even though it rained on the last day. Kids had fun. Thank you.

Every two years. Very good afternoon. Sam like the walking.

We are close to school so walk anyway. But this is a great idea to get people out together and walking generally. So nice to see so many families out together. Yes annual. Treasure hunt idea is great.

Kids really loved it! Enjoyed the bug hunt too. I'm sure they'd like it annually.

He enjoyed the journey of the walk. He is far more enthusiastic about walking to school. Yes he believes it should be annual event to encourage more youngsters to walk.

Kids enjoyed waking to school and getting passport stamped each day. Dog poo remains constant problem! Annually please! Love the bugs.

I think this will be fantastic as an annual event. It's a great, exciting way to get out walking. The themed days were a great idea. It's a fantastic way to get us walking about and meeting people too. We thoroughly enjoyed all of it.

They love the dressing up and the toy hunt was fantastic!

Excellent event. Ran out of soft toys but great that they will be delivered to school. Lots of fun. Defo should be annual event.

What a wonderful event – the activities of clothing through week been fantastic as has the walk today. Excellent and thank you all so much – we've loved it.

Fantastic day, thank you. We go to High Wych by taxi but great day.

Kids loved it. Definitely do it again.

The week has been great, we did lots of things. We sent to Sawbridgeworth travel challenge and we took Bruno the Bear from F&B school. He had a great time. The weather was the only thing for improvement but that is in the hand of Mother Nature herself, and we have walked to school this week.

The children were really excited to walk daily to get their stamp in their passport. A great event Saturday – proved how unfit mummy was! Absolutely annual event!

We walk to school all the time but we enjoyed the whole week and the bug event brought the whole community together.

My child really enjoyed participating this week, particularly “Funny Footwear”. The event today has been really enjoyable – what a great idea for the community – very popular.

Both my girls really enjoyed this week. We walk to school anyway but they have used their scooters and bikes this week too.

Yes we really enjoyed the event and think it’s a fab ideal for an annual event. The kids enjoyed getting involved at school. Great work and thank you ☺

The children had a lovely time dressing up and scooting/walking to school. We are very lucky that we live in such a wonderful village with such a great community spirit x

Fantastic week. Thank you! Children have loved the themed dressing up. Parents have loved it because it was easy to join in with minimal ‘costumer’ effort. Giving way the ‘whole set’ of fluffy animals on Saturday was fantastic – it encourage loads of children to join in. Definitely an annual event please. Thanks for all your hard work in organising it!

We enjoyed it, even though she is not in school yet, she still got the chance to join. [?] good and love the town.

We thought it was all brilliant. Really good to encourage exercise. We loved the toy collection today. Definitely should be an annual event.

It’s the first time he has requested a walk so that can only be good. Thank you x

My children have really enjoyed taking part this week. It’s been fantastic.

Excellent idea, should be every year.

It was a good excuse to walk everywhere and we loved the bug hunt. It should definitely be an annual event.

Family activity, completing a challenge whilst exercising. It should be an annual event.

They enjoyed dressing up each day. They usually walk as we live near. Yes [to annual event], that would be great.

They both loved it. It was great to have themes which were easy i.e. trainers. Plus loved the Saturday walk. Great, great, great.

The children enjoyed walking with their friends. We did find some points difficult to pass where the bushes are overgrown. PLEASE PLEASE PLEASE can we have a crossing outside Spellbrook.

Lots of different challenges each day. We usually walk to school anyway but this made it fun. Yes, definitely an annual event – we loved the walk!

Great fun event. My child had lots of fun. Would be good to do it again.

My grand-daughter thoroughly enjoyed her week of dressing different for school. We had a great time despite the rain on Saturday.

Excellent idea for an active week and to encourage the children. As an annual event would be ideal. Improvements, perhaps some fund raising stops on the course. Thanks.

My child said it was “very fun” and walking is important to keep healthy.

[At Spellbrook school] – cars failed to stop for road-crossing would try to overtake stopped cars. Car travelling 50/60 instead of 30mph. Large amounts of litter, broken glass, fly tipping, laughing gas canisters. Children really enjoyed and would love to do it again. I was very scared to cross the road even with walking bus.

An excellent idea. Loved it. Yes annual.

My children enjoyed the different themes and loved the walk on Saturday. Great idea – should def be an annual event. Thanks.

Like walking to school with friends. Definitely annual event. Thank you.

I thought the whole week as a brilliant idea and encourages children not to just jump in the car to go somewhere. I definitely think it should be an annual event.

My daughter liked the hat day the best! We walk anyway so didn't really change anything for us but we enjoyed the week and had a great time doing the selfie walk. Definitely a yearly event please!

Great fun – really enjoyed the walk to school week and this was the perfect end. Great to see less cars near the school.

Definitely annual event. Great fun. Sunshine!

Great event for all children to promote walking! Annual event would be great.

She enjoyed walk to school week mainly because of the dressing up. We always walk to school anyway as parking is too stressful , so it didn't change anything for us, just made it fun!

Very worth doing.

We walked every day, it was fabulous, well organised, really enjoyed it.

Such a lovely thing to do. We walk everyday anyway.

Fantastic event. Should definitely be an annual event.

It was a great experience for kids and walking.

My children loved this event. They liked doing different things at school each day. I think an annual event would be brilliant.

We walk for from 3 mile pond to spellbrook. The paths are blocked by bushes along the way forcing children into road and crossing the road was stressful. A crossing is needed.