

GO FOR IT

...and Get Fit!

Walking/Cycling Reward Card



The Highland
Council
Comhairle na
Gàidhealtachd



Go For It... and Get Fit

Walking / Cycling Reward Card



Contents

Introduction	1
How GO FOR IT Works	1
Criteria	2
Stamp cards /chart ticking	2
Registering	2
Drop off Points	2
Parental Responsibility	3
Rewards and incentives	3
The main reward	3
Benefits of reward card scheme	3
Contact details	4

Introduction

GO FOR IT is a year round school-based incentive project which seeks to encourage children and their parents to travel actively to school, even just part way, where possible.

The scheme links with the Safer Routes to School and School Travel Plan objectives of enabling and encouraging active travel to school, and making it sustainable for the future.

GO FOR IT will help encourage active lifestyles and at the same time reduce congestion and pollution outside schools. We want to encourage everyone to take part and are making allowances for this.

Pupil gain points for trips they make to or from school on foot & bicycle, thus building up these scores to gain rewards.

How 'GO FOR IT' WORKS

There are 2 ways **GO FOR IT** can run in your school – the choice is yours!

1) Reward Card

Pupils who register for the scheme are given a 'reward card' which is stamped each time they walk/cycle to or from school.

2) Wall Chart

Participating classes will be given a **GO FOR IT** wall chart, on which teachers will list pupils' names. Every time a pupil walks/cycles to or from school they will get a tick on the wall chart.

Criteria

Pupils will earn a point for each **active** trip to school - a **maximum of 2 stamps can be earned per day**. Pupils' cards will be stamped or wall chart marked if they have:

- ❖ Walked/cycled all the way to school from their/a friends' home, whatever the distance from school
- ❖ Walked/cycled to school from somewhere outside the exclusion zone
- ❖ Walked/cycled from one of the designated parking/drop-off points



Stamping Cards or Chart Ticking

Teachers, parent volunteers, elder pupils, prefects or Junior Road Safety Officers (JRSOs) can carry out this duty. The card can also be initialled by a parent if a pupil has walked/cycled home from school, fulfilling any of the above criteria.

Once a pupil has earned **50 stamps/ticks** they earn a reward card that can be redeemed for free access to certain leisure facilities or pupils can chose a reward, see www.highland.gov.uk and in the search bar type **Go For It**.

Schools can determine whether they wish to provide smaller incentive rewards once a lower number of stamps/marks have been collected (see page 4).

Registering

Schools should obtain parent/guardian consent for pupils to take part in **Go For It**. Only then will the Reward Cards/Wall charts be issued.



Drop off Points

It is a good opportunity to establish Drop off Points close to your school in order to reduce congestion at the school gate. This will encourage those brought by car to walk part of the way to school.

It is important to identify points that offer safe walking routes and safe or supervised road crossing points on the route to school.

If your school already has a drop-off/park & stride point **Go For It** will further encourage pupils to use these locations and increase active travel to school.

The scheme is inclusive and can be extended to activities in the playground to enhance health & wellbeing by offering those travelling by school transport the opportunity to be involved in **Go For It**.

Parental responsibility

Schools must ensure that parents/guardians are fully aware that the school is running **Go For It** and understand how the scheme and drop off points operate.

Where schools opt for Stamp Cards to record journeys parents/guardians can initial their child's card when the journey home from school is made on foot/cycle. Parents/guardians are also to ensure their child follows the scheme honestly and do not request stamps/ticks when the requirements have not been fulfilled.

Rewards and incentives

Each school can determine how they wish to run the scheme. Some may prefer offering incentives and rewards to pupils at different stages of the scheme, thus encouraging them to build up to the main reward.

For example at the half way point (25 journeys) smaller incentive rewards can be awarded to encourage pupils to complete the **Go For It** challenge set by the school. The Road Safety Unit will supply incentive prizes to schools on request that include:

- ❖ Reflective stickers
- ❖ Pencils
- ❖ Reflectors
- ❖ Reflective bands.

Alternatively, all focus could be placed on reaching the target number of stamps/ticks to achieve the main award, without such intermittent incentives.

The main rewards

Local leisure attractions are invited to participate in the scheme, by offering the free incentive to pupils completing the required number of journeys walking/cycling to/from school. A voucher or card will be issued to each child completing the scheme that can be redeemed for their chosen reward see www.highland.gov.uk and in the search bar type **Go For It** then click the on screen link to **Rewards**.



Benefits of GO FOR IT

Such an award fulfils various criteria:

- ❖ It encourages pupils to walk/cycle to school for a specific number of days, by offering an incentive to stick to the project.
- ❖ It encourages pupils to continue walking, even after the scheme has finished, thus promoting sustainable active travel to school.
- ❖ The smaller incentives awarded all relate to aspects of safer routes and active travel to school.
- ❖ It encourages pupils to use the school drop off point independently of the **GO FOR IT** scheme and reduces vehicle congestion at the school gate.



Contact details

For further information please contact the Road Safety Unit at:

Highland Council
Development & Infrastructure
Road Safety Unit
Glenurquhart Road
Inverness IV3 5NX
Tel: 01463 252923 / 252930
Email: road.safety@highland.gov.uk