

# Sustrans School Travel Case Study:

## Archbishop of York's CE Junior School, Bishopthorpe, York

website: [www.saferoutestoschools.org.uk](http://www.saferoutestoschools.org.uk) tel: 0117 915 0100 email: [schools@sustrans.org.uk](mailto:schools@sustrans.org.uk)

**Title of project:** Very Bright Competition  
**School location/ type:** Suburban, Junior (7-11)  
**Local Authority:** City of York Council  
**Key Features:** Walking, Cycling, School Travel Plan, Curriculum, Pupil Involvement.

**Summary:** A competition to design a logo to go onto the back of reflective vests.

**Initiative:** The children were asked to come up with their own logo to encourage people to get out of their cars and walk, cycle or scooter to school. They were given entry forms with a picture of a plain old boring jacket on which to write their ideas and these were handed out at Autumn half term holiday – just when the clocks went back. Prizes were offered – a jacket, colour of their choice, from BrightKidz onto which we would put their logo in reflective letters from Cyberglow. Originally we had put the idea forward to the local authority schools travel team but they were unable to source sponsorship to take the idea city wide so we did it just within our own school.

### Outcomes:



There were some very innovative logos. The two winners were 'No Car, I'm a Star' and 'Walk – the Solution to Pollution'. Other good entries included 'Use those Shoes', 'Super Scooter', 'Bike It – Like It' and from a parent 'Burn calories not fossil fuels' (parents have no sense of poetry!). We were very pleased with the awareness raised amongst children and parents; some parents ordered extra jackets for their children and we sent photos of the winners to the companies we had bought prizes from. We had a group photo in the local paper and I've heard that our local PCSO has mentioned the competition at community meetings. The winners received their prizes at a special assembly and wear their jackets when cycling to school and in the evenings.

**Costs and Funding:** We paid for the jackets (£10 each) and the letters (50p each) out of our school walking grant. There was also a photocopying cost for 200 sheets of paper.

**Problems and solutions:** We'd have had more entries if the competition had been run during the term instead of over the holidays. We would also have liked to run an adult competition at the same time but would have had to source a prize from outside the walking grant.

### Case study contact details:

Romy Dunn, Governor  
Archbishop of York's CE Junior School  
Copmanthorpe Lane  
Bishopthorpe YO23 2QT

**website:** [www.archbishops-jun.york.sch.uk](http://www.archbishops-jun.york.sch.uk) **tel:** 01904 706272 **email:** [ayjs@york.gov.uk](mailto:ayjs@york.gov.uk)

### [www.sustrans.org.uk](http://www.sustrans.org.uk)

Sustrans is the UK's leading sustainable transport charity, working on practical projects so people choose to travel in ways that benefit their health and the environment.

Registered charity No.326550 (England and Wales) SC039263 (Scotland)