
Issue 11 - October 2025 School Active Travel Newsletter

To start off on this newsletter we would like to welcome Ben Fieldhouse to the team. Ben has taken up post as Active Travel Manager so will work closely with us to enhance and increase active travel for schools across the County. Ben is looking forward to supporting the work of the team to encourage safe and sustainable travel to and from schools, as well as drive forward the better inclusion of active travel as part of Shropshire's future.

Ben said, "It's great to join the team at Shropshire and I look forward to working on active travel initiatives to improve the environment for all of us to walk, wheel or cycle more safely. With twin-preschoolers, safe and sustainable travel is definitely both a professional *and* personal passion".

Please circulate this newsletter and copy any of the articles to your own newsletters and social media channels and staff.

If you would like any further information or support, or have anything to share with other schools, please contact the team by email at sustainabletravelplanning@shropshire.gov.uk

Best wishes

Ben, Andrea and Vicky

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It's not too late to take part. Make pledges on what your school plans to do and download the supporters pack.
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Gear up for Cycle to School Week 13th – 17th October

For more information on anything you have seen in the newsletter or if you would like to speak to us, please email: sustainabletravelplanning@shropshire.gov.uk



Cycle to School Week is an event organised by the Bikeability Trust and last year, thousands of families and schools across the country made pledges to swap their usual school run for cycling, creating a positive impact on both children's wellbeing and the environment.

Schools and families can get involved by [making a pledge to participate](#)

For families:

- Cycle to school every day during Cycle to School Week
- Swap one car journey for cycling
- Discover somewhere new on my cycle
- Go on a cycle ride with my family

For schools and teachers:

- Encourage my pupils to cycle to school
- Put up a Cycle to School Week poster
- Download and use free classroom resources
- Make your own pledge!

For our Modeshift Schools – why not incorporate some modeshift accreditation initiatives into cycle to school week.....

C1	Dr Bike Maintenance
C3	Bikers Breakfast
C8	Take part in Cycle to School Week
C15	Bling up your Bike

..... and don't forget to send us your photographs for future newsletters

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Huge congratulations go out for our latest Modeshift STARS Awards



Schools that have recently received accreditations for their travel planning are:

Beckbury C of E Primary and **Criftons C of E Primary** were both awarded the Green / Approved accreditation, whilst **Greenfields Primary**, **Greenacres Primary**, **Mount Pleasant Primary** and **Longlands Primary** all achieved Bronze / Good accreditation.



Round-Up



Here's a round-up of what some of our schools have been involved in, whilst working towards their Active Travel accreditations.

Shropshire Councillor Chris Naylor was honoured to visit **Longnor C of E Primary** school to present their certificate for achieving Good Travel Plan status from Modeshift STARS.

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Clee Hill Community Academy school used Shropshire Council's **FREE Road Safety Education** videos and worksheets to teach their Reception Class how to cross the busy road outside their school safely.



..... and last but not least, well done to the children from **Longlands Primary School** who recently took part in a Cross Country Event, where pupils helped out with ensuring everyone taking part travelled safely to get to the event. Wet and windy but still smiling 😊



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Unicorn Park, Oswestry Project

The pupils and staff at The Meadows Primary School in Oswestry have been integral to a project around their local park, to encourage more children to walk to and from school safely and for Unicorn Park to be used by more people of all ages.



Members of The Meadows School Council, Headteacher, Schools Active Travel Officer and Kier Contract Manager – underneath one of the new bespoke archways.

The whole school took part in an assembly and survey to determine what they thought would improve the park and make them use it more. The School Council went on site visits meeting the contractors and also attended the final sign off meeting.

A grant of £500,000 was awarded to this project by central government via their UKSPF funding – which paid for new solar lighting throughout the park, a new raised crossing on the entrance, games on the pathways, cutting back of vegetation, additional benches and seating, cycle racks, a unicorn treasure hunt, a 1km marked out run, improved signage and the welcoming feel to the park, a quiet area and colourful plants and fruit bushes.

As the park is situated in the middle of a housing estate surrounding the school, the improvements have made it safer and accessible for all and it's now used by more and more mums, dads, grandparents and children to actively and safely walk to school or use their scooters and bikes instead of using the car.

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Operation Spotlight highlights the 'Fatal Four'

Last year, more than 500 people were killed or seriously injured in road traffic collisions on our roads. Across Herefordshire, Shropshire and Worcestershire 57 people died and 517 were seriously injured, 20% of these were **17-24 years old**.

Common factors listed in these collisions include;

- Speeding or inappropriate speed
- Distractions, such as mobile phone
- Driving under the influence of drink or drugs
- Not wearing a seatbelt.

Over the next two weeks WM Police will be supporting a national initiative '**Operation Spotlight**' to highlight the work being done to tackle these issues.

Inspector Darren Godsall said: "Everyone understands the law around seatbelts, drink/drug driving and mobile phones and the importance of adhering to the speed limits. Of particular concern are those road users between 17-24 years old who form a significant percentage of those killed or seriously injured. Enforcing the law on our roads is a year round, 24/7 commitment using all available resources including marked and unmarked police vehicles. We are committed to making our roads safer for all users and to target those road users who chose to break the law."

Police and Crime Commissioner John Campion said: "Too many lives are being lost on our roads, so it's vital that we are doing all we can to change that sad fact. Operation Spotlight provides opportunity to highlight the work taking place - enforcing the law, educating motorists and collaborating with highways authorities to improve road engineering. By focusing on the three Es - Enforcement, Education, and Engineering - I am confident we can turn the tide on this all-too-familiar story and significantly reduce the harm being caused on our roads."

And finally.....

[Shyre Bikes](#), is a Shropshire-based business passionate about helping children and families spend more time outdoors, discovering the joy and freedom of cycling.

They would love to connect with local **schools and clubs** who share that goal. Through their [affiliate partnership](#), you can:

- Earn a **10% commission on every order** made through your unique link (typically £28-£40 per sale)
- Give your followers **5% off** with an exclusive discount code
- Access a **ready-to-use Media Pack** - logos, captions, and post templates
- Join a **community that's all about getting kids moving and celebrating outdoor fun**

It's an easy, positive way to support healthy outdoor activity and raise extra funds for your school or club while working with a local Shropshire business.

If you'd like to get involved [follow this link to signup](#) (it takes just 2 minutes). Or, if you'd simply like to stay updated on local cycling initiatives and community opportunities, you can [join our mailing list here for 10% off your first order](#).

[Active Travel dates for your calendar](#)

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Why not take a look at the calendar and see if there's anything that your school could get involved with and don't forget it counts for Modeshift.

The links will take you to the webpages with resource packs available for some initiatives.

Calendar of events	
Activity Name & Description	Resources
<p>Walk on Weds <i>Introduce at any time – change the day if you wish – make it weekly or monthly – whatever works for your school.</i></p> 	<p>WOW - the walk to school challenge</p>
<p>Brake Kids Walk - Spring 2026  <i>Every year, thousands of schoolchildren aged 4–11 take part in Brake's Kids Walk – a short, supervised walk to share important road safety messages</i></p>	<p>Brake's Kids Walk Brake</p>
<p>Big Walk & Wheel event <i>From 21st March – 1st April 2026</i></p> 	<p>Sustrans Big Walk and Wheel - Sustrans.org.uk</p>
<p>Modeshift STARS Deadlines 31st March 31st July 31st December</p> 	<p>Contact the Sustainable Travel Team: sustainabletravelplanning@shropshire.gov.uk for more information.</p>
<p> Walk to School Week - 18 – 22 May 2026 <i>School organises a 'Walk to School Week'</i></p>	<p>Walk to School Week</p>
<p>Clean Air Day 2026 - 18 June 2026</p> 	<p>Clean Air Day Action for Clean Air</p>
<p>Catch the Bus Month <i>Every September</i></p> 	<p>Catch the Bus Month • Bus Users</p>
<p> World car free day – September 2026 <i>All around the world, towns and cities allow people to experience streets free of motor traffic!</i></p>	<p>World Car Free Day</p>
<p>Cycle to School Week 13th – 17th October 2025</p> 	<p>Cycle to School Week - Bikeability</p>
<p>Road Safety Week 16th – 22 November 2025 <i>Biggest road safety campaign with a fun theme each year</i></p> 	<p>Road Safety Week Brake</p>

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