



ENVIRONMENT & INNOVATION: PROJECT FINAL REPORT

Theme 2005/2007

sustainable mobility

Environment and Innovation

1. Delegation Identification

Country:	England
Organisation:	
Project Name:	Environment & Innovation - A project to promote schools' innovative environmental problem-solving By International Eco-Schools Programme (FEE) in partnership with Toyota Motor Europe
Activity Name:	
Date:	May 2007

2. School Identification

School Name / Group of Schools Name:	Millfield Primary School
Address:	Recreation Road North Walsham Norfolk NR28 0ES
Region:	Norfolk
Telephone:	01692 403172
Fax:	01692 405110
E-mail:	office@millfield.norfolk.sch.uk
Website or Project website:	www.millfield.norfolk.sch.uk
Contact person for this project:	Andrew Phoenix
- Position in school	Class Teacher
- Direct email	aphoenix@green.esinet.org.uk
- Direct telephone	
Type of school:	Primary
Age of students involved in the project:	4 to 11
Number of students directly involved in the project:	345 (all the school taking part); 35 directly involved with planning, decision making and implementation (members of School Council and Eco-Club)
Total of students in the School:	345
Number of staff/teachers directly involved in the Project:	30 (all staff working together on supporting and developing the project, supervising rewards sessions etc); 5 teachers on

	a specific working party to implement the project
Total of staff/teachers in the School:	30
Other participants involved (individuals and/or organizations) and the number of them:	<p>Outside the school:</p> <ul style="list-style-type: none"> • Berry Plastics UK Ltd (partner with us on product design and development; manufacturer of checkpoint units) • Interconnector UK (financial sponsor) • Keys Estate Agent (minor financial sponsor) • Victory Swim and Fitness Centre (provider of Park-and-Stride car parking, and donations of swim vouchers) <p>Providers of donated prize draw incentives, family session tickets, in-store vouchers etc:</p> <ul style="list-style-type: none"> • Run Wild children’s activity centre • Three Cottages Restaurant • Rossis Leisure - Striker’s Ten-pin Bowling • Tesco (Stalham store) • Heinz (Worstead factory onsite store)
Rural / Urban setting:	Rural Town
Other relevant information: (maximum 100 words)	

3. Project Identification

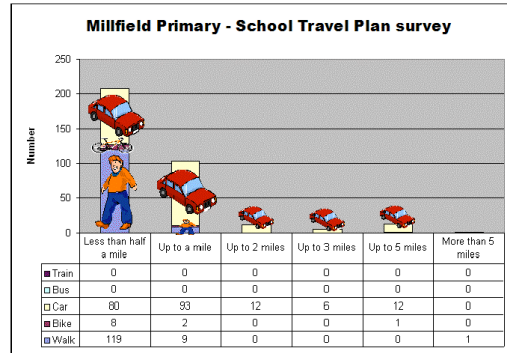
Project Title	Stamp Stanley (Walk-to-Millfield project)
Project keywords	Tokens, checkpoint, rewards, smile, Stamp Stanley, walk, cycle, prize
Project Summary	<p>Creation of a long-term and sustainable incentive for children to walk-to-school, by installing permanent checkpoint machines where children stamp a token on every 'green' school journey.</p> <p>Called 'Stamp Stanley', the smiley face stamped on tokens is children's proof of the green journey they have made.</p> <p>Tokens are saved up and exchanged in school for a wide range of rewards, used to 'buy' items, and also entered into prize draws to win family treats.</p> <p>Establishing strong relationships between businesses, neighbours, parents, staff and children, this project has a real and significant impact, with wide-reaching benefits for the school and community.</p>

Introduction and outline of the challenge addressed by our school

The aim of our project was to reduce traffic congestion associated with the daily school-run, by cutting the number of car journeys from the 55% figure revealed in a whole-school survey in February 2005.

In the past, we had obtained increases in eco-friendly journeys of up to 77% across the school during walk-to-school and jambuster weeks, but we found these were not sustained once the focus weeks were over.

We wanted to create a long-term solution to get children walking to school nearly all of the time, resulting in a significant reduction in car journeys, which would be sustained.



Statistics gathered for one week, just before the launch of our project, confirmed that school travel habits were still unchanged since our first survey, with only **46%** of children making 'green' journeys to school. (March 2007)

Liaison with local residents in the lead-up to our project launch revealed the significance of the problem to the wider community. One neighbour to the school, who has lived opposite the school for nearly 30 years, described how the school runs had changed his lifestyle over the years – he had learned to time journeys to and from his house to avoid school start and home times, because otherwise he couldn't gain access to his own driveway.

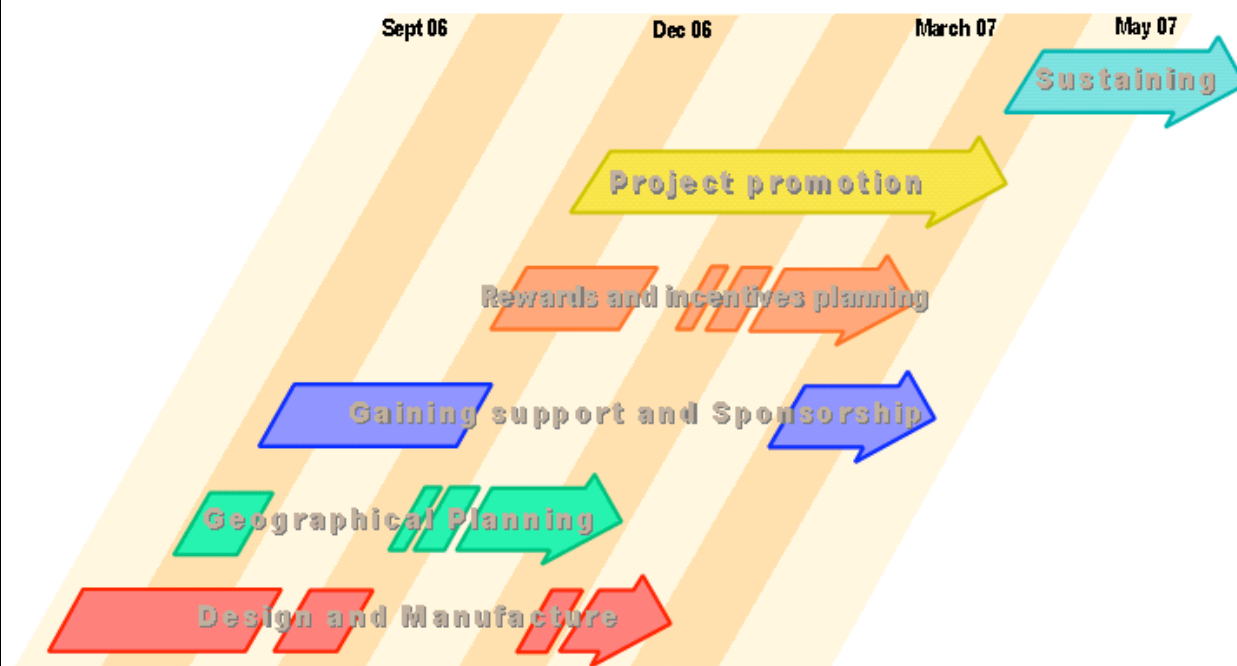
Photos we took before our project launch show the busyness of the roads around the school:



4. Project Description

Our project involved the design and manufacture of the checkpoint device to print a smiley face impression onto coloured tokens; the establishment of support from local businesses to commit to providing long-term family incentives; promoting and supporting ways for families to achieve green journeys while still meeting their other commitments (eg work, journey distance); liaison with local community and gaining support from County Council on the location of checkpoints within the school neighbourhood; planning and implementing rewards within school, and integrating new walk-to-school routines (timetabled reward time, distribution and collection of tokens, prize draws etc) as part of daily school life.

The implementation of the project has taken eight months, with many of the project phases overlapping as illustrated on the diagram below:



Design and manufacture phase

- Working with our local plastics company to develop the checkpoint design
- Testing and development of prototype checkpoint units
- Manufacturing of finished checkpoint units by plastics company
- Design and testing of different materials and thicknesses of tokens
- Production and supply of tokens by local printing company
- Obtaining permission from County Council for the installation of checkpoints on lampposts
- County Council Highways staff installing checkpoints on our behalf ready for the project launch

Geographical planning phase

- Route-mapping with all children in school to decide on locations for the checkpoints
- Distribution of 475 leaflets to neighbouring homes around the school, informing them of the project and promoting its benefits for the whole community
- Meeting with local community for consultation on the project aims and the checkpoint locations

Support and Sponsorship phase

- Writing letters to local businesses for donation of family rewards, vouchers, tickets etc
- Personal discussion and liaison with businesses to agree frequency and type of rewards they could offer

Rewards and incentives planning

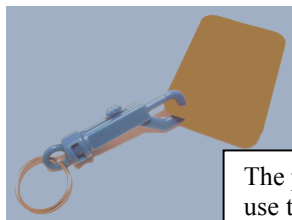
- Consultation by school council children with all classes to gain ideas for rewards
- Selection by school council of rewards to offer and how many tokens these should 'cost'
- Staff meetings to agree timetabling and staffing of rewards in school
- Organisation of systems in school for practicalities including token distribution, storage of children's personal token collections etc.

Project promotion within school

- Project name competition and Launch-day invitations competition held by school council to raise awareness of the scheme
- Letters sent to all parents informing them of the project and explaining the benefits and how to take part
- Parents meeting to discuss the project prior to its launch
- Staff discussions to identify potential problems and address children's and parents concerns or questions
- Launch day celebration held for all school, neighbours, and parents; with visiting 'celebrities' including boxer and charity runner Jackson Williams, our local MP, Mayor, and other 'officials'
- Displays and work in classes to promote the scheme and its rewards; further consultation with classes and school council as the rewards start up
- Letters to parents to clarify understanding of the scheme and its aims, as the scheme launches.

Sustaining the project

- Rewards for children organised in school – weekly 40minute session timetabled where classes 'double up' and half the staff supervise reward activities, while remaining children continue with other curriculum work
- Rewards taking place (using existing school equipment and areas) include : outdoor hoppers, balls and bouncers; sports nets; table tennis; adventure play area; art activities; pond and woodland nature activities; parachute games.
- Other occasional rewards planned, as extra 'treats' for children to save up tokens for: kite flying; bringing in roller-skates; biscuit making; giant bubble blowing
- Continuing liaison with local businesses for prize draw prizes
- Beginning broadening the scheme towards a wider ecological programme, where children can earn additional tokens through other 'green' contributions to school life, such as litter picking, gardening, recycling etc. We are planning these opportunities carefully to offer scope for children who are unable to collect tokens on their school journeys – e.g. taxi children, and children of school staff – as we do not want to lessen the impact on school journeys by children thinking they can easily earn tokens in other ways.
- Gaining support from LEA School Travel Plan officers to develop the future of the project and consider rolling-out to other regional schools



The plastic clips children use to carry their two tokens to and from school, attached to their bookbag.



5. Project Implementation

Five checkpoint units were installed, each around ½ mile away from school, except for one which was provided nearer to school only for local children (but which makes a different imprint on the tokens). We also have one checkpoint unit in school, which is used primarily by children in our Learning Support Centre, who cannot walk to school because they arrive by taxi. These children have been earning reward tokens for their eco-friendly activities in school, including tending their organic garden.

The scheme has been running for four weeks now, and 96% of children in the school have taken part.



① Innovation:

The innovation of our project resides in the use of checkpoints and tokens to give evidence of green journeys made, and the promotion of long-term commitment to green journeys by providing the children with flexible rewards and incentives which keep up their enthusiasm to collect and save up tokens. Our checkpoint system is certainly unique (we are considering applying for a patent to avoid the idea being taken and then charged to us or other schools) with nothing like this having been done in schools before. As well as offering children rewards in exchange for tokens, entering all spent tokens in an additional prize draw also gives family incentives too.

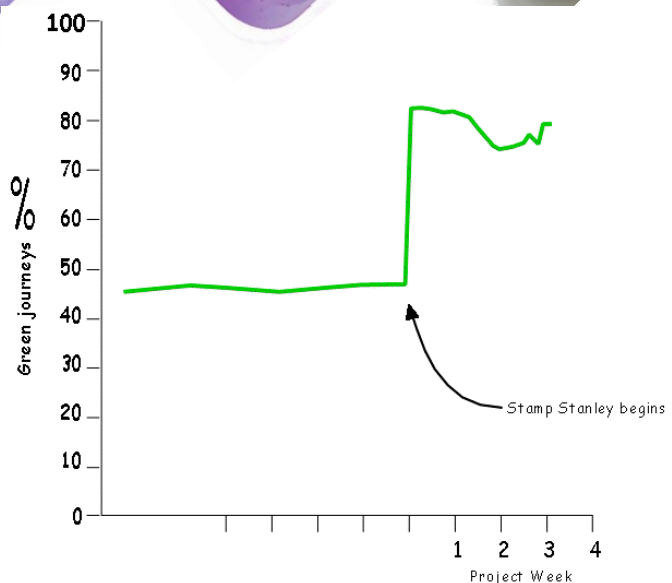
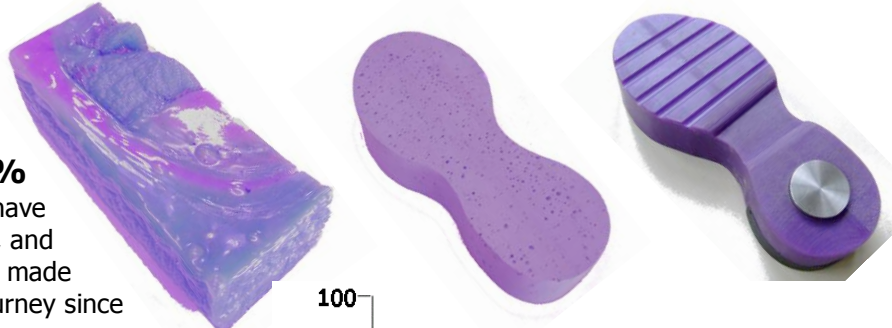
Manufacture of the checkpoint units themselves has broken new ground in use of waste materials. The checkpoints have been carved out of solid 'purgings' of waste plastic that are produced when moulding machines are cleared out at the end of a production run. These would normally be thrown away, but provided for us an ideal material from which the solid plastic shoe units could be carved.

② Implementation outcome

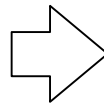
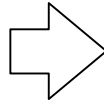
The project has been a huge success so far. **96%** of children in the school have taken part in the scheme, and 64% of the children have made every journey a green journey since the project began.

We have raised the overall percentage of 'green journeys' made from 45% to up to 82% (of all journeys made to and from school), and sustained this over the four weeks the project has been running so far. [Note that the majority of these 'green journeys' are zero-carbon because the whole journey is on foot or bike; however, a proportion of these journeys are made partway by car, with the children walking at least the distance from a checkpoint to the school.]

Although the number of green journeys being made dipped slightly after the first week, it started climbing again following the first rewards session and prize draw.



The difference on the roads around the school has been described as 'remarkable' – indeed they are eerily quiet of traffic now both morning and afternoon. One pupil even mistakenly thought the school was closed one day due to elections or something – but in fact it was simply that the road was so quiet and empty of parked cars due to the success of our project!



The planned outcomes we aimed to achieve were

- permanent reduction of vehicle congestion near school
- lowered emissions due to school runs
- eco-aware generations being educated in the importance of sustainability and the benefits of walking to school

The first two have certainly been achieved in the running of the project so far. The third outcome is a longer-term aim, but even so there is some evidence already of success here too – for example, we have done work in year 4 literacy on advertising, and we used the idea of advertising the benefits of this project to other schools. In their work, it was interesting to note that the majority of the children created persuasive arguments based not on the rewards they are getting, but on the part they are playing in helping save the environment and in becoming fitter and healthier.

Other benefits we aimed for were:

- improving children's health and fitness
- exercise energising children's minds to improve learning each day
- increasing children's contact with the environment and elements, and their appreciation of their part within the natural world.

Again, these are long-term outcomes, but certainly will be achieved should the project continue at the successful level it has begun so far.

Other unexpected benefits we have found so far are:

- Parents using walk-to-school as their daily fitness routine
- Children gaining life-skills in the saving-up of their tokens, even planning ahead how to spend their tokens and how many they need to earn by a certain time. Some Year 6 children have dubbed the tokens 'Millfield Money' – and it is in fact responsibility and budgeting skills they are exercising, similar to those needed in the financial world of later life.
- Increased opportunities for personal and social learning in school, through the rewards sessions – where children meet, work and play with others from different classes and other year groups

③ Teamwork

Businesses

- Berry Plastics UK: Close collaboration between us on product design, testing and prototype development, and planning for plastic token production in the future – excellent support and enthusiasm for our project from them from the start
- A strong relationship has been forged with Victory Swim and Fitness Centre for both parking facilities and a range of free swim incentives linked directly to the project
- Wide range of local businesses: Nine local businesses in all have recognised the potential for our project to make a long-term and worthwhile difference, and have teamed up with the school, giving freely of time, money, products and/or vouchers to support the project
- Long-term commitment: has been expressed from five of the businesses, to provide prizes and incentives for coming months or indefinitely

School

- School Staff – working together on implementing the project, and planning, providing and supervising rewards in school
- school and parents/residents : the project has opened up more dialogue between school and those living nearby on issues surrounding the school journey. The school has been able to support parents with direct recommendations on how they could change their journey patterns
- Parents and families: friends and family relations working together to find creative solutions to enable their children to walk to school more, including informal 'walking bus' arrangements where one parent agrees to take other's children to school with them
- Children: have become really committed to the benefits and values associated with walking to school
- their commitment and enthusiasm for the project is founded primarily in environmental values, and they encourage each other to make green journeys – and not just for the rewards, although they do like the idea that their efforts are being recognised
- School Council: The project has given the school council children very real and significant issues to discuss and resolve. They have had a very purposeful input into all stages of the project, and this is still on-going, because they can provide invaluable and genuine pupil feedback, criticism and ideas

④ Effectiveness

We have succeeded in following our planned strategy for implementing the project. No delays have occurred.

The only area of compromise we encountered was an inability to produce the tokens out of plastic, due to the prohibitively expensive cost involved in creating a mould (between ten and fifteen thousand pounds). The mould we had hoped to use could only produce tokens that were too thick and therefore too difficult to create an impression in with the checkpoint device.

We therefore had to adopt the temporary solution of using card for the tokens for the first term of the project, in order to get the project underway. Whilst the card tokens compromise the initial principles of use of production waste and ease of recyclability (although we are still recycling the cardboard after use), and are less robust and appealing than plastic would be, they have enabled us to prove the effectiveness of the project, and to put into place all the other aspects of the scheme.

Future plans are underway to finance the production of a special mould for our tokens, which would mould them with a very thin area where they can be imprinted with the smiley face. Finance for this may become available from our region's School Travel Action Plan team, as part of a possible roll-out by Norfolk County Council of our scheme to other Norfolk schools.

Careful planning and consultation with residents on the specific siting of the checkpoint units has avoided potential problems with vandalism or misuse. The solid design of the checkpoint units and the steel band installation have also helped ensure the checkpoints are secure and robust - a hook was even manufactured to enable the slots to be cleaned out if required, but this has not even needed to be used.

Financial breakdown:

Total expenditure: £1340 – on checkpoint unit manufacture, tokens, storage and key ring clips. See attached financial summary sheet.

⑤ Benefits to environment and community

Environmental benefits are reduction in traffic congestion, increase in road safety, reduction in pollution due to school runs, and educating present and future generations about the importance of responsible use of resources and sustainability.

Community benefits are the improved quality of life for residents local to the school (one of whom said "All the streets around used to get blocked by waiting vehicles, but now I can get my car out in the mornings – it's marvellous"), and positive links created with a range of local businesses who are able to demonstrate their own commitment to environmental and community values through supporting our project.

⑥ Advice to other schools wanting to adopt our project

Our Stamp Stanley scheme is an ideal project for other schools to adopt. Flexibility in the use of the tokens for rewards means that any school could adapt the scheme in line with the particular rewards and incentives they are able to offer their pupils. Any age of children could use the scheme – from infants up to high school; it could be adopted easily in other nations or cultures, with potential relevance even to schools world-wide.

While the manufacturing aspect of the project was a unique venture for us to set in motion, many of the planning and implementation phases we have used would need to be applied in other schools, to ensure success of the scheme.

Essential steps to adopting the scheme would include:

- Involving the children on the School Council from the beginning
- Establishing strong links with the community – gaining full support from both residents in the school's neighbourhood and local businesses
- Active involvement of all pupils in school in developing the scheme and promoting its benefits, through curriculum work, route mapping exercises, idea generation for rewards and incentives, poster/leaflet campaigns etc
- Close communication with parents, through meetings, personal liaison, letters etc., to promote the values of, and reasons for, the scheme – to gain their full support prior to the start
- Implementation of supporting school travel initiatives to help parents having to use cars for reasons of work or distance – e.g. Park-and-Stride car park facilities away from school; walking bus arrangements with other parents etc.
- A committee of staff to work on the implementation of the scheme in practical terms, including distribution and collection of tokens, follow-up of any misuse of the scheme etc.
- Timetabling of regular rewards activities, and other incentives (e.g. exchange of tokens for daily fruit snacks) within the school's existing structures for curriculum and staffing
- Long-term commitment from all staff to sustain the scheme and continue developing and enhancing it over time

⑦ Sustainability

We have already secured sustainable sources for the rewards and incentives we offer children – the items to 'buy' with tokens are excess stock collected for us by Tesco (items which would otherwise be treated as waste), and long-term commitment to providing family treats has been granted by five of our supporting local businesses. The rewards sessions offered to children each week are in themselves sustainable aspects of school life – and also promote further eco learning – being activities involving nature, woodland and pond areas; fitness, sport and play sessions.

In physical terms, there is currently a potential on-going cost in providing cardboard tokens that can only be used once. This should be reduced or eliminated if we can secure the production of plastic tokens from waste plastic, which can be returned for repeated re-moulding after use. (This will become viable if other schools adopt the scheme, and we can finance via our County Council School Travel Plan team the production of a mould specifically for the walk-to-school tokens – see Dissemination Strategy)

⑧ Specific implementation issues

Through our scheme, we have managed to successfully integrate school travel with use of the school grounds, nature and wildlife study, physical and social activity sessions, encouraging health and fitness out-of-school hours, and learning about sustainability and environmental responsibility.

Because our project is such a wide-ranging initiative, careful planning has been essential, and plenty of time was needed to ensure all these aspects of the project came together for the launch and smooth-running of the scheme.

One key aspect for the success of the scheme was gaining permission from the local council for permanent installation of the checkpoints onto lamppost. For this, the support of our MP and our School Travel Plan officer at the County Council were essential.

Three minor issues arose after the project started (which are almost insignificant given the large numbers of pupils, parents, local residents and others involved in and affected by the project)

One, cheating – while we had planned very carefully to avoid pupils being able to cheat (use of coloured tokens for each day; spare tokens kept locked in boxes in each class; a different stamp imprint on the checkpoint near to school; a stamp imprint that could not be forged, etc), we found that a small number of parents were cheating by asking their child to get out of the car to stamp a token before driving them to the school gate (this happened with about 3% of pupils and this is despite them having signed home-school agreement clauses about actively promoting walking to school). We acted on this with a letter to parents; outlining the sanction of confiscation of a child's tokens should they be found to be falsely stamped. Using information on who the offenders were (as confirmed by other children) we could talk to the individuals concerned and resolve the problem as we would any other matter of discipline in school.

Two, queuing – some people were taking ages to try and get a perfect smiley face on their token, resulting in delays at the checkpoints at home time. Again this was addressed through a letter to all parents, asking them to be quick and to ensure their child pressed the button only once, because they would not be penalised for having a faint smiley indent on their card. This issue could be further resolved in the future, with plastic tokens that would be easier to insert than card because they could not crease up, and an increase in the number of checkpoint units available e.g. one on each side of a road.

Three, one parental complaint – a group of 5 parents made a complaint to the school once the scheme had started, saying that they now had to change their route to school to cross one road to the checkpoint, where they could previously walk around on one pavement all the way (they were very local to the school). Even though we had already relocated one checkpoint prior to its installation, following parents feedback at the parents meeting we held, these individuals did not raise their road-crossing concern until after the consultation (meetings and leaflets) and installation had happened. This just goes to show how any project that asks people to make lifestyle changes will potentially be uncomfortable for some, and highlights the importance of keeping open dialogue with all involved; that planning and consultation phases are essential, as is follow-up on-going work such as road safety teaching in the curriculum.

6. Dissemination Strategy

Promotion of our project began with gaining the support of our MP, town Mayor, local District and County Councillors and School Travel Plan team, in addition to leafleting and calling a public meeting to publicise the project to local residents.

We also contacted local media, and children's television, and enlisted the support of rising sporting champion Jackson Williams, boxer and charity runner, for our launch day celebrations. (Jackson is about to run 3200miles across the USA for charity this June). The launch day itself promoted the project to a range of audiences, with officials attending from the LEA and Councils, and our MP Norman Lamb.



Significant media interest has been shown in our Stamp Stanley project, dating back to before we gained support from the Eco-Schools grant. To date, we have had five newspaper reports on the progress of the project, and an ITV local television news report.

Following this media coverage alone, we have already been contacted directly by two schools, enquiring about the possibility of adopting the scheme themselves – one school in Norfolk and the other in Gloucestershire!

Responding to a package of information, models and posters made by Millfield children, Blue Peter programme Editor Richard Marson has written to us personally, to express his interest in our scheme, and to say that he has passed our information on to his 'Forward Planning' team for future consideration.



Our key initial forum for sharing the project is within our regional School Travel Plan group. We are exhibiting the project to an audience of over 250 people (children and staff) from schools all across the Norfolk region, at the School Travel Plan Awards event at the Eco-Tech Centre in Swaffham on May 24th.



Josie Barnett, our County Council School Travel Plan officer, who attended our launch celebrations, has expressed interest in the idea of 'rolling out' our Stamp Stanley project to all Norfolk schools. Should this go ahead, funding will be provided to finance the manufacture of a specialised mould to create the recycled plastic tokens we had hoped to use in the scheme, and schools will be able to purchase and install their own sets of checkpoints. Berry Plastics have already expressed interest in continuing to develop the project, and want to maintain their partnership with us and extend this to the wider community of Norfolk schools.

Signature/name of the project responsible: Mr Andrew Phoenix

Place : Millfield Primary School, North Walsham, Norfolk, UK

Date: 22nd May 2007

ENV & INNOV PROJ REPORT TEMPLATE 0207

Walk to school scheme has stamp of approval

SNAPSHOT
A project to encourage children to walk to school is having excellent results. Teachers believe it could work elsewhere and be more effective than the draconian ban threatened by the government.

A Norfolk school has called for its pioneering scheme to encourage parents and pupils to leave vehicles at home to be adopted nationwide – rather than draconian government proposals introduced.

Top health official Tim Crayford, president of the Association of Directors of Public Health, has called for schools to issue permits which limit the number of parents allowed to drive to the school gates in an effort to improve safety and reduce child obesity.

However, teachers at Millfield School, in North Walsham, say their methods are not as heavy-handed but far more effective.

The Stamp Stanley scheme has been in place for a month and has proved popular with teachers, parents and children. It encourages children to walk to school by designing a unique footprint-shaped stamp machine, which they must stamp to gain rewards, such as roller-skating sessions, extra play time or healthy snacks.

All walkers are entered into a prize draw and can win family treats. Andrew Phoenix, the teacher spearheading Stamp Stanley said: "I think they would be far better to try a more positive scheme like ours. If you ask them what they like about the scheme they are more likely to say that they enjoy walking to school to help the environment or to keep fit than to get any of the rewards. We have already



On the right track: Millfield Primary School's Stamp Stanley scheme to get children to walk to school. Back, left to right, are Billie Gibbons, Andrew Phoenix and Sean Hall. Front is Eve Davies. Picture: IAN BURK

On the campaign trail

→ The Evening News Park Safe campaign began in 2006 to encourage parents and other motorists to drive responsibly around schools in the city, particularly when young pupils might be arriving or leaving.

→ Between October 2005 and October 2006, 53 children under 16 were seriously injured on Norfolk's roads and two had been killed. These were the statistics which led to the Park Safe campaign.

→ The campaign highlights unsafe areas around schools and helps parents and teachers to rally local

councils for measures to make nearby roads safer for children.

→ Last year, the Evening News took our Park Safe leaflets around schools in Norwich to highlight unsafe parking and inform parents about the



→ Parents, teachers and concerned home owners are encouraged to contact reporter Katie Cooper at the Evening News

with any concerns they may have about traffic or dangerous driving near schools, on 01603 772326 or you can e-mail katie.cooper@archant.co.uk

had interest from the county council in running Stamp Stanley Norfolk-wide and I think that it could spread elsewhere in the UK."

Headteacher Cathy Parkinson added: "I think this scheme will work much better than a government ban because we are harnessing something much stronger – pester power."

After just four weeks of the project an estimated 80pc of Millfield pupils walk to school, whereas when the school started the project just 45pc walked.

→ Do you have a story about motorists putting schoolchildren in danger? Call Katie Cooper on 01603 772326 or e-mail katie.cooper@archant.co.uk

Katie Cooper
katie.cooper@archant.co.uk

Tokens scheme inspires pupils

SAMBA and streamers added carnival colour when hundreds of schoolchildren from North Walsham took to the streets to celebrate the first week of their groundbreaking walk-to-school scheme.

Launch week saw 82 pc of Millfield Primary's 345 pupils walk, cycle or park-and-stride to school, helping their health and fitness, and relieving traffic congestion in a dense residential area.

The parade, headed by a samba band, marked the climax of a day's activities which also saw pupils putting their best feet forward to walk the equivalent of John o'Groats to Land's End.

Norwich boxer Jackson Williams, carrying baby daughter Poppy on his shoulders, officially launched Millfield's Stamp Stanley project which may be taken up by other schools, in Norfolk and further afield.

The scheme, masterminded by teacher Andrew Phoenix, sees shoe-shaped checkpoint units fastened to lampposts, strategically placed on streets around the school.

As each child passes a unit, they insert a recyclable token which is stamped with the smiley face of Stanley.

Accumulated tokens can then be swapped for rewards including attractive stationary, use of play equipment, roller-skating sessions and art activities.

And tomorrow the name of one lucky child will be drawn to win the first of fortnightly special prizes donated by local firms, such as a restaurant fish-and-chip meal, family tickets for bowling or swimming, or a play session at an activity centre.

"The children are absolutely



STEPPING OUT: Children take part in Millfield Primary's walk-to-school project celebrations. Pictures: ALEX HURRELL

thrilled with Stamp Stanley," said head teacher Cathy Parkinson. "They are highly motivated by it and there are queues to use the token machines!"

"We realise the novelty factor will wear off, and that sustainability is a big issue, so we will be introducing new rewards to keep the children stimulated."

"But if only half or a quarter of pupils who have taken part this week last the distance, it will have been a success."

Parents had commented that the scheme was already helping their children's fitness levels, and their own. One mum said her child's behavioural difficulties had considerably improved since they began regularly walking to school, according to Ms Parkinson.

Families who live further afield are encouraged to "park-and-stride" by leaving their cars in the Victory leisure centre car park and walking the rest of the distance.

David Craske, a Millfield granddad and near neighbour of the school, said the scheme had made a huge difference to morning and afternoon traffic congestion.

"All the streets around used to get blocked by waiting vehicles, but now I can get my

car out in the mornings – it's marvellous," he said.

North Norfolk MP Norman Lamb, North Walsham mayor Keith Dixon and Josie Barnett, Norfolk County Council school travel plan officer, joined the parade with Mr Williams, who is preparing to run across the USA for children's charities.

He later toured classes chatting to pupils and signed CDs of a pop song, written and performed by Mr Phoenix's class, urging everyone to walk to school.

Millfield is one of five UK schools whose schemes have been selected for possible promotion across Europe, or even worldwide. They hope to hear next month whether they have been successful.

Earlier in the day pupils took part in a sponsored walk around their school field and their combined distances equaled the 872 miles from the top to the bottom of Britain.

The event was organised by the Friends of Millfield School, who are aiming to raise £3000 towards a building project which will see a new entrance to the school, with new information and communications technology and library facilities, offices and a foyer.

Work is due to begin this summer.

Green stamps for pupils

An innovative green scheme to encourage children to swap comfortable car trips for journeys on foot launches today.

Pupils of Millfield Primary School, North Walsham, will have the chance to earn extra playtime and prizes if they walk or cycle to school.

Footprint-shaped checkpoints, dubbed Stamp Stanleys by the children, are installed on lampposts on all the walking routes to the Recreation Road school.

And each pupil using a green form of transport to get to school uses the machines to stamp a smiley face on plastic recyclable tokens.

By ROBYN GREENACRE

The more stamps they collect the more rewards they can earn, such as stationary and healthy snacks.

Plus, at the end of each week, a grand prize draw will take place, with every pupil who has used their legs instead of cars being entered to win meals out at restaurants or swimming time at the local leisure centre.

Local businesses have volunteered their car parks for parents who live too far away to walk in, so they can park and stride to nearby designated checkpoints so children can still get their tokens stamped.

The scheme was drawn up after teachers and pupils tried to find a way for the school to be more ecological and cut down on congestion outside the school.

And when the idea won funding from a European competition for solutions to environmental problems last year, the designs for checkpoints were sent to a manufacturer.

Now, after more than a year in the making, the scheme is finally up and running.

Teacher Andrew Phoenix, who organised the idea, said: "It's fantastic the high number of children already walking to school. "So far 93pc of children have

used the scheme. And 73pc of children are consistently using green methods to get to and from school. What's even more encouraging is the fact that, each day, more and more children are using it."

Now the design is set to be sent through to the finals of the European competition and the school could win a trip to Brussels.

Headteacher Cathy Parkinson said: "Our neighbours are thrilled with this scheme. They can now get in and out of their drives during school time."

"Parents say they're getting fitter and the children are becoming healthier."

NEWS 9

Walking to school may win a prize

An innovative north Norfolk school is taking a step in the right direction to encourage pupils to walk to school.

Millfield Primary at North Walsham is introducing a scheme which will reward those who use their legs instead of cars.

Teacher Andrew Phoenix said: "We spoke to the children to see what would encourage them to walk to school and they said prizes. "We've tried initiatives such as a park-and-stride campaign and walk-to-school weeks, but they haven't had a lasting impact."

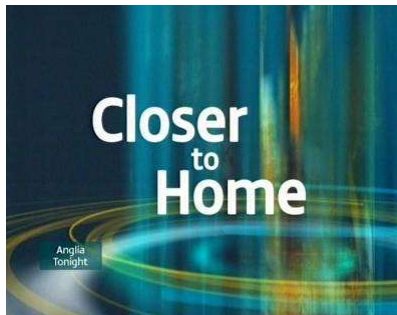
The school plans to install five checkpoints on the routes to school. Each time a pupil walks to and from school, they will have a token stamped by the machine.

Children can then enter a daily draw for small prizes, use their tokens for privileges such as use of play equipment at break time or save up and earn a reward for themselves and their family.

Berry Plastics is making the checkpoint units, and gas company Interconnector is financing the venture.

The school is entering the idea into a European competition for solutions to environmental problems.

Winning schools will benefit from grant money to develop their plans, and have their ideas publicised.



Millfield Primary School

Walk to School Expenditure

Date	Description	Supplier	£
06/10/06	Plastic Snap Hooks	Keyosk	£100.00
16/10/06	Book Tokens/Prizes	Waterstones	£15.00
09/01/07	Clippy Box & Lid	Roys (Wroxham)	£2.54
09/01/07	15 Disk Boxes	M K Cables	£43.01
19/04/07	Stamp Stanley Units	Berry Plastics	£950.00
	50,000 Tokens	Express Printing	To be invoiced (~£240)
Total			£1110.55

Income Received

Source	£
Interconnector	£300.00
ENCAMS/Toyota Europe	£900.00
Keys Estate Agents	£50.00
Total	£1250.00