

# Car sharing promotion

Better by...



## About this activity

Suitable for primary and secondary schools.

Car sharing helps reduce congestion around the school gate by encouraging families to combine their journeys to school. Parents/carers can partner with a family who lives nearby and take it in turns to drop off and pick up their children at the beginning and end of the school day. You can also encourage staff who live close to one another to share lifts.

This activity works well when introduced at the beginning of a school year. It can be run alongside Park and Stride, too.

Always make sure you have permission before sharing parents'/carers' contact details. You can adapt the example car share participation form to your needs.

Do a car park survey before and after you launch car sharing promotion to see how successful you've been.

## How it helps

- eases congestion at school gates
- encourages parental participation
- reduces the impact on your local environment.

## Resources

- Forms and templates to support this activity.

**This activity can count towards your Modeshift STARS accreditation:**

Travel activity - C16-C18

Supporting: Promotion PR1, PR7



## Activity steps

- 1. Know your numbers**  
Survey pupils to find out how many share lifts to school.
- 2. Who's interested?**  
Speak with parents/carers to find out how many would be interested in car sharing.
- 3. Gather contacts**  
Put up a poster or map to which parents/carers can add their contact details and general location. They can then find and contact other interested families who live nearby.
- 4. Spread the word**  
Promote car sharing and its benefits in newsletters, on notice boards and at parents' evening.
- 5. Check for success**  
Survey pupils to find out how many are now sharing lifts to school, and ask parents/carers for their feedback (see example survey form in Resources).
- 6. Share your story**  
Sign in to Modeshift STARS to add your story and include pupils' feedback. Explain the activity and add photos and any posters or promotional materials. Feedback to your borough officer.