

Go For It



ACTIVE TRAVEL REWARD SCHEME

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INTRODUCTION

WHAT IS GO FOR IT?

Go For It is an active travel reward scheme for primary schools, designed to encourage children and their families to travel actively to and from school through walking, cycling, wheeling and scooting.

This programme supports:

- ✓ Safer Routes to School initiative
- ✓ School Travel Plan objectives
- ✓ Healthy Schools programmes
- ✓ Eco-schools initiative
- ✓ Cycle Friendly Schools

Key benefits:

- Reduces car trips to school, decreasing congestion and pollution
- Promotes healthier, more active lifestyles
- Encourages sustainable travel habits
- Builds community engagement around active transport

How pupils earn rewards

Pupils earn points for each active journey to school on foot, by bicycle, scooter or wheelchair, building up scores to gain rewards.

HOW GO FOR IT! WORKS

Schools can access the Go For It Digital Travel Tracker at:
goforit.org.uk

1

Teachers select a class

At morning registration, teachers can select their class

2

Pupils tap their avatar

Each pupil can tap on their avatar

3

Input travel mode

Each pupil then inputs their travel mode that day

Points mean prizes

Each active journey earns points:

5

5 journeys = Small prize

10

10 journeys = Medium prize

20

20 journeys = Big prize

Pupils can choose from a list of rewards such as stickers, bike lights, yo-yos, hats, and more. There are big prizes to be won too, including local rewards.

Please contact your local **Go For It** officer for further information about prize options.

Administration

- Your local **Go For It** contact will help teachers get their classes set up on the digital tracker
- The tracker has the option to anonymise pupil's personal data (first names) once they are registered
- Older pupils, prefects and Junior Road Safety Officers (JRSOs) can help with promotion and use of the tracker

DROP-OFF POINTS & EXCLUSION ZONES

Exclusion zone

Schools can establish a clearly defined exclusion zone around the school to:

- Reduce congestion at school gates
- Encourage partial active travel for those arriving by car
- Extend opportunities to school transport users

Designated drop-off points

- Located outside the exclusion zone
- Chosen to minimise unsupervised road crossings
- Maximise safety for children
- Allow parents/guardians to accompany children for the walking portion

NOTE: Parents/guardians are encouraged to accompany children during the active portion of their journey.

RECORDING ACTIVE JOURNEYS

Qualifying journeys

One point is awarded for each active journey when pupils have:

- Walked/cycled/wheeled/scooted all the way to school from home or a friend's home (any distance)
- Walked/cycled/wheeled/scooted to school from outside the exclusion zone
- Walked/cycled/wheeled/scooted from designated drop-off points



REWARDS AND INCENTIVES

Schools have flexibility in structuring their reward system:

Interim Rewards (Optional)

Small incentives can be awarded at various milestones to maintain motivation:

- Reflective badges, stickers, snap bands
- Pencil cases, pencil toppers, erasers and pencil sharpeners,
- Reflective bands, logo-badges, spoke badges
- Other health, physical activity, environment, or road safety related items

Awards can be distributed by your local **Go For It** officer, or a supply of prizes can be given to the school to be distributed internally.

BENEFITS OF THE REWARD SCHEME

The scheme delivers multiple benefits:

For children:

- Motivation to actively travel through specific incentive targets.
- Habit formation encouraging continued active travel beyond the scheme.
- Health benefits from increased physical activity.
- Environmental awareness through sustainable transport choices.

For families:

- Engagement with local businesses through rewards.
- Encouragement to use facilities independently after scheme completion.
- Community connection through shared active travel goals.

For schools and communities:

- Reduced congestion around school areas.
- Improved air quality through decreased car use.
- Enhanced safety through organised active travel.
- Stronger community partnerships with local businesses.



CYCLING GUIDELINES

Special consideration for cycling:

- Exclusion zones may not be necessary for cycling.
- Drop-off points typically not required.
- Bikeability Scotland Level 2 completion may be required (school decision).
- School location and bike accessibility determine feasibility.

Your local **Go For It** officer can support schools with delivery of initiatives such as walking and biking buses, to help promote safe and active journeys to school.
Get in touch with your local officer to find out more.



NOTE: Each school should assess whether cycling is realistic and achievable based on their specific location and infrastructure.

CONTACT INFORMATION

**For further information, support,
or to discuss participation:**

Email: Emily.Bowie@hitrans.org.uk

Highlands & Islands Regional
Transport Partnership (HITRANS)
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The 'Go For It' logo, featuring the words 'Go For It' in a stylized, bold, blue font with a white outline. A green swoosh underline is positioned beneath the text.



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