

# School Engagement Report – East Herts Local Cycling and Walking Infrastructure Plan (LCWIP)

## 1. Introduction

This report summarises the school engagement activities undertaken as part of the public consultation of the East Herts Local Cycling and Walking Infrastructure Plan (LCWIP) in September and October 2025. The engagement programme was designed to ensure that young people, parents, school staff, and wider school communities were informed of the LCWIP proposals and were able to contribute their views to the consultation. Schools are key stakeholders in shaping future active travel patterns, and their participation played an important role in highlighting barriers and opportunities for safer walking and cycling within East Herts.

## 2. Overview of Engagement Activity

A total of 81 schools across East Herts were engaged during the LCWIP development process. This comprehensive outreach encompassed all state schools within the district’s boundary, with a focus on ensuring consistent messaging, accessible information, and opportunities to contribute feedback.

In addition to district-wide communications, **11 priority schools** received an enhanced level of engagement due to their proximity to proposed priority walking and cycling routes. Activities at these schools included:

- Hand delivered information packs
- Simplified mapping and visual plans
- Displays in school reception areas and communal spaces
- Materials prominently positioned for events such as parents’ evenings, school plays and open days
- Newsletter content and tailored school communications

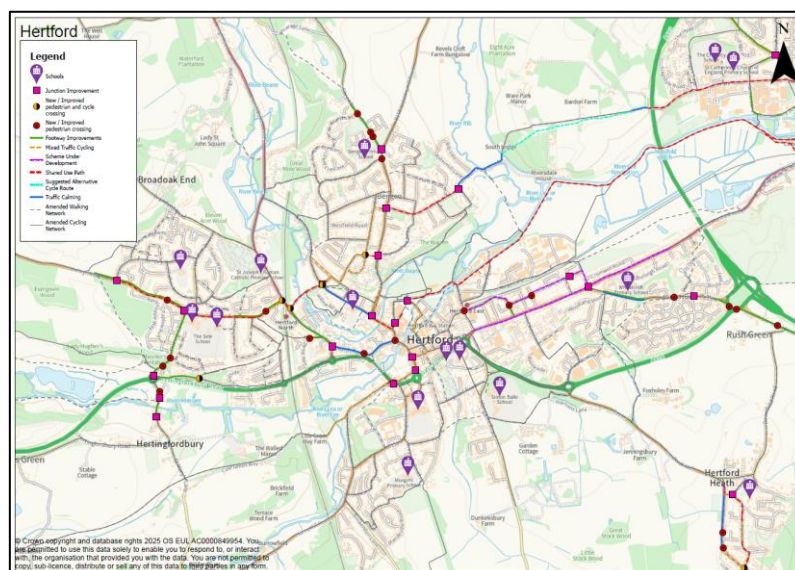


Figure 1 - Simplified Map of Hertford Proposals

Engagement was further strengthened through a suite of pupil centred initiatives such as a poster competition, links to Cycle to School Week, collaboration with Bikeability, and integration with School Travel Plans.

### **3. Schools Consulted**

The consultation encompassed a diverse range of school types to ensure representation across all education stages. Schools engaged included:

- First schools
- Infant and junior schools
- Primary schools
- Middle schools
- Secondary and upper schools
- All-through schools
- Special Educational Needs and Disabilities (SEND) schools

This broad inclusion enabled the project team to gather perspective from younger pupils through to older students travelling independently.

### **4. School Communications**

All 81 schools received a standard communication package to help promote awareness of the LCWIP. Materials provided included:

- A parent information letter
- A newsletter article for school bulletins
- A briefing email for staff
- Posters advertising the LCWIP proposals and consultation

Schools were encouraged to share these materials via newsletters, school websites, social media channels, and physical noticeboards.

### **5. Priority School Engagement**

Eleven schools received deeper engagement based on recommendations from the core LCWIP project team, reflecting their alignment with key active travel corridors. These schools included settings in:

- Hertford
- Ware
- Hunsdon
- Walkern
- Much Hadham
- Sawbridgeworth
- Bishop's Stortford

The priority schools were provided with simplified maps and visual proposals to aid understanding. These were displayed within reception areas, classrooms, and corridors, and in some cases uploaded onto school websites. This approach helped ensure that pupils, parents, carers, and school staff were aware of local walking and cycling improvements and encouraged broader community engagement.

## 6. Pupil Poster Competition

As part of the engagement programme, a pupil poster competition was delivered across seven schools.

Submissions were reviewed by a small judging panel and a winner selected, with a prize awarded to recognise their contribution. This activity fostered enthusiasm for the LCWIP while encouraging pupils to reflect on safe and sustainable travel.

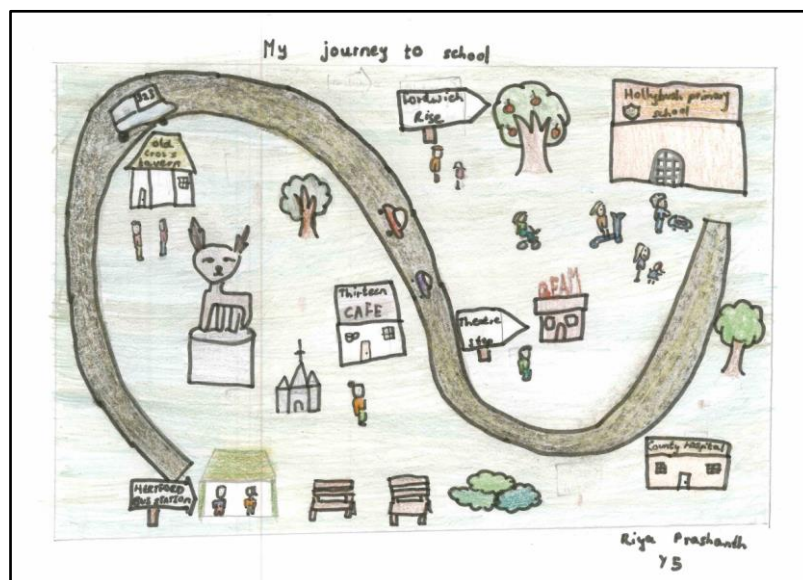


Figure 2 – Poster by Riya – Year 5, Hollybush Primary School (Hertford)



Figure 3 - Poster by Evelyn and Ava, Bengoe Primary School (Hertford)

## 7. Cycle to School Week Collaboration

During Cycle to School Week, several schools chose to engage with LCWIP materials, with Bengoe Primary School providing a particularly strong example. Pupils integrated LCWIP themed poster activities into the week's events, helping connect national active travel campaigns with local walking and cycling proposals.



*Figure 4 - Bengoe Primary School, Year 2 and Year 6 pupils – EH LCWIP posters designed during Cycle to School Week*

## 8. Bikeability Collaboration

At St Mary's Junior School, Ware, LCWIP engagement was linked with Year 6 Bikeability training. Pupils participated in LCWIP poster based activities alongside their on road cycling sessions, reinforcing key messages around active travel safety and route improvements.



Figure 5 - St Mary's Junior School Ware, Year 6 pupils - Bikeability pupils with EH LCWIP posters

## 9. School Travel Plan Integration

Engagement was carried out in partnership with:

- Hertfordshire County Council's ModeShift STARS Lead Officer
- Sustainable Travel Officers
- School Travel Plan Champions

Schools were encouraged to log LCWIP related activities within their **School Travel Plans**, helping embed the LCWIP into long-term travel planning and supporting accreditation through the ModeShift STARS programme.

## 10. Summary

The school engagement programme ensured that young people, parents, and school staff across East Herts were actively involved in shaping the LCWIP. Through broad communication, targeted engagement with priority schools, and child focused activities, the LCWIP development process captured a range of perspectives and supported increased awareness of local active travel opportunities.

This engagement will continue to play a vital role as the LCWIP moves into implementation, supporting behaviour change and encouraging safe, sustainable travel for school communities across East Hertfordshire.