# A blue and yellow sign with a white background AI-generated content may be incorrect.Mode Shift Month – September 2025

10th September 2025

Dear Parents/Guardians,

We are excited to announce that William Gilbert Endowed C of E Primary School and Nursery will be taking part in Mode Shift Month this September! Following our fantastic participation in Travel Smart Week last year, which earned national praise and won the award for ‘Best Modeshift TravelWise Week Campaign – School Category’, we are thrilled to continue promoting active travel in our school community.

This year, Team Mode Shift has extended TravelWise Week into a full month of celebrations, now called Mode Shift Month. It’s a wonderful opportunity to encourage walking, wheeling, cycling, and using public transport, helping us all live in happier, healthier, and more sustainable communities.

Here’s what’s happening at William Gilbert during Mode Shift Month:

* Launch of Mode Shift Month with communication to pupils and parents encouraging active travel.
* Relaunch of our school's **'Parking Pledge'** with a new commitment to travel actively whenever possible. Families who return their pledge will receive raffle tickets for a prize draw at the end of the month.
* Participation in Duffield’s annual Scarecrow Trail (17th–21st September) themed 'Around the World in 80 Days'. Our pupil-made scarecrow will be on display, and we’ll encourage families to explore the trail by walking, scooting, cycling, or wheeling.
* **Love to Ride?** This year we are engaging in the Love to Ride campaign for Cycle September. As Headteacher, I’ve signed up and will log my cycling miles. We invite families to join us in logging rides with the goal of collectively cycling 423 miles – the distance from Duffield to the Eiffel Tower! If we reach our goal, we’ll celebrate with our popular Active Breakfast on 30th September for all pupils. You don’t have to cycle to school to take part, family cycle rides at weekends count too! As a parent, if you regularly cycle to work or for pleasure, you can join in and log your miles for the William Gilbert Wheelers! Follow the link below to take part. You're invited to join The William Gilbert Wheelers on Love to Ride. Check it out and join here: <https://www.lovetoride.net/england/groups/6213?group_invite=true&ic=f0c62f77&locale=en-GB>

***See the attached PowerPoint for more information and top tips and links for***

***cycling with children.***

* The return of the much-loved 'Lucky Lock' – each week, a randomly selected bike or scooter will win an active prize.
* Year 6 pupils will take part in Bikeability Level 2 training on 15th, 16th, and 17th September.
* Safeguarding and Safety Assemblies delivered to all pupils with a focus on **Road Safety** to provide vital reminders on how to cross the road safely and how to keep themselves safe when travelling actively to school.
* **Scooter Safe workshops for all pupils on 18th September**, delivered by our Senior Transport Officer, Rob Bounds. More information to follow shortly. Parents are invited to attend short sessions to learn more and support safe scooting. I know some parents have expressed concern that the pavements near school are too narrow for safe scooting. Rob Bounds will share his top tips with parents and then reinforce these key safety messages with pupils during the class workshops. Our Junior Travel Ambassadors will help create a 'Scooter Code'.
* Hosting a **'Car Free Day' on Monday 22nd September** as part of our School Street pilot – the first in Derbyshire! Even though Vicarage Lane is closed to almost all vehicles (permit required during the School Street operating hours 8:20 – 9:05am and 3:00-3:45pm) we will be encouraging everyone who can to leave the car at home and walk, scoot or wheel to school or catch the bus, after all it is ‘catch the bus month’ in September too!

We hope you’ll join us in making Mode Shift Month a fun and active celebration for all. Your support helps us build a stronger, healthier school community. If you have any questions, please don’t hesitate to get in touch.

Yours sincerely

Mrs E H Britten  
Headteacher