



Giant Walking Bus 2014

evaluation report

Prepared August 2014



About Giant Walking Bus

[Giant Walking Bus](#) is an annual event co-ordinated by Brake, and sponsored in 2014 by webuyanycar.com, involving primary schools, and other groups such as beavers and brownies, across the UK celebrating the benefits of walking, and encouraging drivers to slow down and drive at 20mph around schools, homes and shops, and to encourage the government to make 20mph the default urban speed limit as part of Brake's [GO 20](#) campaign.

Schools taking part in their event take their pupils on a supervised march for road safety (in a crocodile of children, holding hands on safe pavements or on school grounds). The event gives children a voice, helping them to call for slower speeds and safer streets. Schools often use the event as an opportunity for the school to run road safety activities with the children across a range of subjects using teaching advice and resources from Brake, and communicate road safety messages to parents and the wider community in the run-up and on the day. Children can be sponsored to take part, schools can run fundraising events or provide donations as part of their participation, helping fund Brake's campaigns and services for families bereaved and injured by road crashes. Brake also carries out a media campaign on the day to promote the importance of children's safety on roads, and communicate the GO 20 campaign to the wider public.

Participation

As of August 2014, 52,539 children from 413 schools were confirmed as taking part in this year's Giant Walking Bus on 11 June. However of those events 107 of those 413 have not yet confirmed the number of children taking part. Having a look at the 306 schools with confirmed number of children, 52,539 children were confirmed as taking part, 88.56% of the planned 59,323. Assuming that 88.56% of the planned number of children, 22,041, took part from the 107 schools with no confirmed number of kids, this would mean an estimated participation of 72,059. We also anticipate further participation from 58 schools that registered that we have not been able to speak to yet, and 24 schools that postponed their event to run in the Autumn term.

This compares favourably with a final total of 71,350 children from 362 schools confirmed as having taken part in 2013.

Registrations prior to the event stood at 685 schools compared with 562 in 2013, the largest number of registrations since 2009. In 2013 the percentage that took part of that 562 was 64%, with 362 events. This year 60% of events are confirmed as taking part, although this may rise as more schools are confirmed as taking part during the autumn term. The average number of children taking part at each school in 2013 was 197 and by August 2014 the figure for Giant Walking Bus 2014 was 126, but using the above estimated participation this stood at 174.

59% of participating schools this year indicated that they had taken part in the event in previous years. This compares with 65% in 2013, 64% in 2012, and 53% in 2011, so the Giant Walking Bus has maintained a core number of schools that run the project each year. The lower percentage represents a successful

expansion of the scope of the event to reach new schools, alongside working to maintain commitment from previous participants. Of the schools that took part, of those that provided feedback 96% indicated they would like to take part again in 2015, 3% would maybe like to take part again, with 1% saying they would not.

Some examples of feedback from schools that took part this year:

Cockwood Primary School, Cockwood: *'Fantastic event - first time we'd done a sponsored event at the school in ten years - and what a way to start! We've already raised nearly £130 pounds raised so far with funds still flooding in! The community really got behind it and we hope it can inspire us to start of our very own regular walking bus. encouraging their parents to reduce their speed in built up areas and walking them to school more often to reduce congestion.'*

Tor Bridge Primary School, Estover: *'All the children and staff came to school in bright colours and walked holding many banners and signs to promote road safety. The children were great in chanting 'watch out children about, slow your speed' and they very happy that many of the drivers were beeping their horns in support as they drove by. We also had the help of the local police- which only added to the community spirit.'*

St John Vianney Primary School, Edinburgh: *'Giant Walking Bus was a very inspirational and exciting for the whole school to take part in. Lots of parents were involved as well. It was a great way for the school to get involved in the local community as well as bringing the community to the school. The children have got so much out of this event and have learnt plenty about key messages of the Giant Walking Bus event.'*

Danestone Primary School, Aberdeen: *'Thanks for such a great opportunity. We had a wonderful day for the Giant Walking Bus event! The sun was shining and we didn't need jackets, so the walk was thoroughly enjoyed by all. We had a lot of interest from the local community as they watched us walking, and singing, on our walk around the area. Most cars and traffic slowed down to see what was going on.'*

Marketing to schools

Brake continues to secure significant support from local authorities in promoting the event to schools, with 98 local education or road safety teams agreeing to promote Giant Walking Bus via a combination of targeted emails, articles or information in newsletters and information on websites.

Of the schools that we received feedback from about where they heard about the event, 65 schools indicated that they had heard about the event through LEA marketing, an increase on 46 that cited LEA marketing last year. This only forms 10.66% of the source of registrations, so is an area of improvement for 2015. 80% of the schools that registered came directly from Brake activity, whether this was from the website (7.87%), emails from Brake (53.11%), direct phone calls (3.44%), having being aware of the event through participation in previous events coordinated by Brake, such as Road Safety Week (1.48%), having taken part in the event previously (13.93%), or from leaflets (0.16). Other sources of registrations included emails from other organisations (3.44%), contact from emergency services (0.16%), via the sponsors webuyanycar.com (0.16%), by word of mouth (4.10%) and via traditional (1.15%) and social (0.33%)

media. Although it is good to see the success of traditional direct email and phone marketing by Brake, these statistics demonstrate that significant progress can be made at improving the marketing of this project through partner organisations, specialist media, and through social media in the build up to the event.

Brake again enlisted the help of partner organisations, networks and publications to widen the reach of the event, through promotion on websites, in newsletters, via targeted mailings and through features and articles in publications. We secured marketing activity with 21 organisations, including road safety bodies, educator networks, voluntary and community sector networks and education websites and publications. We received continuing support from many organisations that marketed the event in previous years, including Road Safety GB, FOC Advertising and Primary Times. In addition, we worked with a range of new marketing contacts including Cardinus Magazine, Educate, NASEN, Primary Teacher Update, Primary Times and The Teacher. We worked with the Chief Fire Officer's Association who embedded Giant Walking Bus as a key project for their forces to promote to school's as part of a week that they dedicated towards work on road safety. The number of marketing partners for Giant Walking Bus this year was lower than in previous years, and indicates the need to begin marketing the project from earlier in the year, which was difficult in 2014 due to a change in staffing in the project. Marketing for the 2015 event is due to start at the end of November after Road Safety Week.

In addition, Brake ensured regular promotion of the event via educator bulletins sent to more than 6,000 educators across the UK, and Brake's bulletins for supporters and road safety professionals, sent to around 6,000 and 1,000 subscribers respectively. Directly contacting schools that had taken part in previous years by phone and email proved fruitful.

Brake continued to use the star schools scheme to highlight stand out events from 2013 and encourage people to register to take part. Press releases celebrating star schools to encourage other schools to take inspiration and get them to register were issued early in January, and these are planned to be released in the Autumn term announcing 2014 star schools, to coincide with Brake opening registrations.

Social media marketing has expanded this year, with regular, planned posts on Facebook and Twitter, promoting Giant Walking Bus to over 3,600 followers on Facebook and the event to an audience of more than 7,500 on twitter. Facebook posts, using images from previous year's events and infographics with key stats about the event, received a significant reach through likes and shares from a range of individual followers and organisations. Twitter use included regular posts linking to information pages on the website and the registration form. Brake directly tweeted key supporters to ask them to RT our tweets to promote the event and retweet marketing content provided by supporters. For the first time Brake also asked participating schools to provide their Twitter handles when signing up, and Brake communicated with schools and promoted their involvement in the event.

Resources for participating schools

Each school that registered for the Giant Walking Bus was provided with a free resource pack containing (see sample resource images, right): a checklist to help schools plan their day effectively; posters promoting the key messages of the GO 20 campaign, calling on drivers to slow down to 20 and for children to enjoy safe walking; a banner to be held at the front of the march bearing the message 'slow down in our community'; certificates and stickers for each



child; sponsorship envelopes and paying-in slips for schools fundraising. Based on feedback from previous year's more posters were included than in previous year's including posters of the Brake mascot Zak the Zebra, and free resources from THINK!. All resources included the sponsor logo predominantly.

Structured phonecalls and emails by a dedicated telesales team also directed schools to Brake's dedicated Giant Walking Bus web pages, which provide a step-by-step guide to taking part in the event, example road safety activities, case studies of schools that have taken part and links to teaching resources.

We received positive feedback from schools about the resource pack, which was rated 8.5 out of ten overall, compared to 8.2 out of ten in 2013. Suggestions to improve the pack again focussed on requests for more posters to be included in the pack, and also for the banners to be larger. Some feedback focussed on more activity sheets to be included in the pack to be photocopied and handed out. Brake will take this feedback on board when planning the 2015 event. In general the feedback was positive about the banners which were used on the marches, and the stickers and certificates giving the younger children a sense of achievement.

Comments about the resource pack included:

St Patrick's Catholic Voluntary Academy, Sheffield: *'We liked the big banners, which students at the front of the Giant Walking Bus would hold. We really liked the certificates which all of the children took home to their families, including the sticker.'*

Hope Primary School, Liverpool: *'The younger children loved the certificates and stickers as it gave them a sense of achievement.'*

This year Brake collected feedback on the website and the countdown e-bulletins sent out in the run up to the event. Schools rated them at an average of 8.6 out of ten. The comments on the website were broadly positive, with many schools saying that pupils used the website to look for information to design posters. Some constructive comments included that it would be useful to have videos aimed at younger people. Again this feedback will be taken on board for future years. The comments on the bulletins were also positive, with schools mentioning that they were informative, and helped schools to plan their events.

Feedback about the Brake website and bulletins included:

Burnley Road Academy, Mytholmroyd: *'We really liked the bulletins as they were an easy means for teachers to get great ideas based on pre-planned events online, and as it is a busy time of year not all teachers can take time out to think of activities, but it was great that these creative activities were there and available.'*

Rivelin Primary School, Sheffield: *'The information and tools on the website are brilliant as we are often tight on resources and the ideas and resources on the website are great for providing cheap, easy methods.'*

Communication with registered schools

Brake's community engagement team kept in regular contact and provided over the phone and email support to schools once they registered. This was provided via a series of planned and structured phone calls and follow-up emails for each participant, except where schools registered close to the day, in which case calls were condensed. These calls aimed to build enthusiasm, and help schools effectively plan their march along with road safety and fundraising activities. These communications focused on confirming details about the event, including how many children were taking part; ensuring they had the necessary number of adults to supervise and insurance and risk assessment procedures in place; talking through the contents of the resource packs and other resources available online; suggesting ways to promote road safety to pupils, parents and the wider community; establishing if they were able to fundraise or donate to Brake and offering fundraising ideas; getting permission to publicise the event via Brake's press releases to local papers. This communication was complemented by four monthly countdown e-bulletins, sent from April onwards in addition to a follow up bulletin on the afternoon of the event. These bulletins provided schools with reminders and information to help schools plan for their day, signposting to resources, highlighting positive case studies from previous years, and suggesting ideas for fundraising.

Incentivising and recognising schools

Brake made the decision not to attempt to break the world record for the largest simultaneous walking bus in multiple locations in 2013, and this approach was followed this year. The decision was made due to the increased amount of evidence required by Guinness to support record applications, and the difficulties involved with collecting the evidence. Not running the event as a record attempt has made it easier for schools to take part, and this may have been a contributing factor to the largest number of registrations since 2008. Brake will continue to run the event in future years without the world record attempt due to the large administrative burden on both schools and Brake's community engagement team.

Last year Brake introduced a 'star schools' to incentivise and promote and recognise schools that ran brilliant Giant Walking Bus events, running impactful and innovative campaigning, education and fundraising activities. The efforts of the chosen 'star schools' were recognised on [Brake's website](#) and in press releases issued at the start of 2014 to promote registrations for the event. In September 2014, star Schools will be announced selected from the 2014 schools and recognised via certificates, social media

posts and local press releases, to be issued later in the year to coincide with the opening of registrations for the 2015 event.



Market Drayton Primary School, Shropshire, once again took part in the Giant Walking Bus and organised another very successful event. Their march took them through the centre of Market Drayton and helped them to spread the important 'slow down' message to local residents. The children, dressed in hi-viz vests, designed 20mph banners and posters to take with them and were joined on the day by the deputy mayor and the local PCSO. Ahead of the march they were also visited by their local road safety officer who helped to run road safety lessons for the 180 children taking part in the march. Pupils also raised an amazing sum of £1,131 for Brake.

Road safety activities by schools

Once again, Brake received a great deal of positive feedback from schools about the activities they ran alongside their march to teach road safety and spread life-saving messages to parents and the community. Of the schools that participated and provided feedback we received the following information about their activities:

- 78% ran lessons on road safety or incorporated road safety into the curriculum on the day or in the build up in some way
- 30% asked the children making their own posters or banners to take on the march
- 16% held road safety assemblies on the day or in the build up
- 15% were visited by local road safety teams, crossing patrols, or emergency services
- 17% were joined on their march by parents or other volunteers from the community

Examples of feedback from schools about their activities:

Falconer's Hill Infant School, Daventry: *'Before our Giant Walking Bus we had a road safety day where children made posters and banners. We had the support from our local PCSO and other policemen on the day of the event, who joined us with a speed camera van and explained how it worked and let us see the speed of cars on the road, and took us across the zebra crossings by school teaching us the safe way to cross. We had bikes on our play road, with some of the children being 'road users', and others pedestrians. We did some role play of how to use the road safely and we had a speed camera to find out how fast the children could run!'*

Bitham Brook Primary School, Wesbury: *'Children from the reception class and Year 3 were given a road safety talk and then wore high visibility jackets to walk with teachers and Westbury firefighters around the local area. The students held up placards that they had designed and made, calling for speeding cars to slow down. We wanted to give the children an appreciation of road safety, and it is great that the school were able to work with the fire service. The firefighters are excellent role models and the children have been so enthused having them here.'*

Fundraising

Giant Walking Bus is an important fundraiser for Brake with schools taking part raising significant sums for the charity. Schools can raise money in various ways, with children being sponsored to take part in the march, the school running non-uniform days, or fundraising through running bake sales or other activities. When registering to take part and through regular communications via phone, email and e-bulletins,

schools are encouraged to fundraise or donate to aid Brake's campaigns and support those affected by road crashes.

£22,242.90 has so far been received from 139 schools that fundraised or provided a donation for Brake, of which 71 had donated and 68 fundraised. A further £1,445.25 is expected from 14 schools who have confirmed a specified amount. A further 9 fundraising schools have indicated that they have fundraised but haven't provided a specified amount, and 17 donating schools indicated they will be providing funds but haven't specified an amount.

Assuming that the remaining schools giving with unspecified amounts returning funds, and assuming that only 50% of the remaining schools who we are yet to hear from or have postponed events returning funds at current averages, of which there are 63 due to fundraise, we estimate income of £31,529.89.

In 2014 the average donation provided by schools was £69.55, slightly higher than 2013's average of £65 and in line with 2012's average of £70. The average amount raised by each fundraising school was significantly lower than in the previous two years. The average amount for fundraising schools in 2014 was £248.28, with £327 raised in 2013 and £342 in 2012.

At the end of May the proportion of schools that indicated they would be fundraising was 32%, with a further 38% stating they would donate, with 30% not fundraising. This compares to 2013 with 28% indicating they would fundraise, 39% indicating they would donate, and 33% not fundraising.

At the end of August the percentage of schools confirmed as having participated who fundraised was 18%, while 19% of confirmed participants have made a donation. When we include schools due to return funds, these percentages increase to 21% and 25%. In 2013 at the end of July these figures were 22% and 28%. The figures for 2014 are lower than percentages from 2013 and 2012.

Sponsorship envelopes sent out to every child in an event that requests them to fundraise is a key way in which Brake raises money from the Giant Walking Bus. Of schools that were sent fundraising envelopes and returned funds, 35% of those returned sponsorship envelopes. Schools not returning sponsorship envelopes does not mean that these were not used for fundraising purposes, but amongst the other 65% we received feedback from some of these schools that they ran alternative fundraising activities, such as non-uniform days, bake sales, or every child donating a pound as part of taking part. We received 522 envelopes from which we can claim gift aid from so far, more than the 450 returned in 2013 but still a relatively small number compared to those sent out. Of schools that we sent fundraising envelopes to us who returned funds, the 27 that also returned sponsorship envelopes to us on average raised £324.93, and the 51 that did not raised on average £195.21. Similarly in 2013 these figures were £452 from 28 schools and £203 from 21 schools. The clear distinction in average fundraising between those we sent fundraising envelopes, £248.28, and the average from those we did not, £69.55, shows that it is clearly worthwhile

continuing to send the envelopes. In the future we need to ensure that communication by bulletins and phones reminds schools to send envelopes home with pupils and to return them promptly.

Of the schools that indicated that they were going to run their event as a fundraiser or make a donation but then didn't, 31% of schools cited competing charitable causes or other major school trips falling at a similar time, 29% did not supply a reason as to why they didn't fundraise, 26% cited either competing charitable causes or other large events, 36% cited not being able to co-ordinate sponsorship or fundraising activities,.



Long Meadow Primary School, Milton Keynes said that they had an exceptionally successful event. They changed the route for this year's event so that it went by the main road instead to highlight the dangers of fast traffic. The children made posters and banners and had special balloons so that they were all really bright and visible. The event was also supported by local police officers joining them on the march as well as the Parents, Teachers and Friends Association. They had an overwhelmingly positive

reaction from the local community, with drivers beeping and giving the children a thumbs up. Long Meadow also received a lot of positive comments from parents and the local community on their Facebook page and read these out in a school assembly. Long Meadow Primary School fundraised for Brake as part of their event and raised £356.55 to support Brake's work.

Media campaign

To promote road safety through the media linked to this event, Brake issued 11 press release to individual media regions, plus a [national news release](#), informing the press about the number of schools and children registered to take part in the event, and calling on drivers to slow down and for the government to take action to make 20mph the default urban speed limit as part of Brake's [GO 20 campaign](#). The press releases announced results from a Brake survey of almost 5,000 children taking part in the event, with regional results of at least 300 responses for the breakdowns in the regional press releases. The survey looking at children's perceptions of road safety in their community found that:

- Three quarters (76%) of students would like to walk and cycle more to get to school, go to the park, or to see friends.
- More than half (56%) worry they might be run over by traffic when walking or cycling on roads.
- Four in five (81%) think drivers should go slower around their school or home.

Regional releases also included a case study of selected schools with particularly impressive participation figures in central locations. Brake also issued 118 local press releases on behalf of participating schools, a significant increase on the 56 issued last year. The schools who had local releases issues were used to provide regional media with events to attend on the day of the Giant Walking Bus.

In the days before the event and on the day itself, Brake staff conducted 9 local and regional radio and TV interviews, and one national radio interview, a significant dip on the 51 secured in 2013. However in 2012 Giant Walking Bus was only covered by 14 broadcast interviews so a similar level was achieved this year Brake believes that the low number of broadcast interviews was due to a story which broke on increases in

finer for motorway the day before the event, Brake has found from experience that broadcast media are often reluctant to cover road safety stories twice in one week so this timing was unfortunate for Brake. However, on a positive note, the Giant Walking Bus was covered in a total of 48 print articles, including 2 national trade publications, 14 regional publications and 32 locals. This is only slightly down on the 68 print articles secured last year.

Twitter also helped to boost coverage of the Giant Walking Bus during the week of the event. This year we asked in the online sign up form for schools to provide their Twitter handle and we used these to communicate with schools in the run up to the event. In the countdown bulletins we also encouraged people to tweet photos of the event using the Giant Walking Bus hashtag. This enabled us to retweet engaging material of the event. Brake also attended a local event and took short video footage, which we were able to promote on Twitter and Facebook on the day of the event. Promotion on Twitter was very successful, with Giant Walking Bus Tweets reaching an audience of 216,525 people by the end of May, and one of our tweets reaching over 40,000 people. Post-event Facebook posts and albums were popular, with photos from 29 individual events, the album was liked or shared by 52 people.

Gathering feedback from schools

Brake continued to use online forms for schools to provide feedback, along with directly contacting schools via follow up phone calls. Feedback forms were also used for schools to notify Brake about funds raised and to send in photos. The feedback form was sent in an e-bulletin to schools on the afternoon of the event to ensure that schools were able to receive this and send it back in. This information gives us a detailed picture of activities run by schools, and provides qualitative and quantitative data to inform further improvements to the event.

We received 100 online forms, which is less than the 200 received in 2013. In total including over the phone and email feedback we received feedback from 307 of 413 confirmed events. In 2013 324 out of 348 participating schools provided feedback, with 293 schools providing feedback in 2012. 134 schools sent in photos of their events, which is more than the 92 schools that provided photos in 2013, and 83 in 2012.



Woolacombe Primary School, Wollacombe took part in the Giant Walking Bus on Wednesday 11 June. The children paraded around the village with home-made placards, drums and whistles. Promoting the 'Be seen, be safe' message the children all wore brightly coloured clothes to school and each donated £1 to Brake for taking part in the event. Woolacombe Primary School raised £107 for Brake as part of their Giant Walking Bus event.

Webuyanycar.com partnership

This year's Giant Walking Bus event was sponsored by webuyanycar.com, whose sponsorship covered the production and postage of resources for participating schools and temporary telesales staffing costs. This critical funding means funds raised by participating schools and children go towards Brake's wider work supporting families affected by road crashes and campaigning for road safety.

As part of this partnership, webuyanycar.com's PR company Democracy assisted with some of the media work to sell in the story to certain media regions.

Brake also agreed with a school in Manchester for staff from webuyanycar.com to attend and help with their Giant Walking Bus event, and for media to be invited to attend this event.



St Edwards RC Primary School, Oldham, had 280 children taking part in their Giant Walking Bus. They were joined by staff from the Manchester office of the Giant Walking Bus sponsors webuyanycar.com. In lessons in the run up to the event, teaching them about road safety and the event they were going to take part in. St Edwards felt that the Giant Walking Bus was a great event, and that the children enjoyed taking part, and felt that they were listened to. The event was covered by the Oldham Evening Chronicle, and the school made a donation of

£50.00 to support Brake's work as part of their event.

Developing Giant Walking Bus in 2015

As part of our annual review process of the Giant Walking Bus project, Brake is exploring ways to improve and expand the event in 2015. This includes developing resources and the website, improving communication with schools and expanding marketing activity. Initial plans for development are outlined below, aimed at building on existing work conducted every year to deliver the event. *NB: these plans are subject to significantly higher sponsorship being achieved for 2015.*

Increased and earlier promotion to increase registrations:

- Increase staff on the project by 70% compared to 2014
- Aim to maintain and expand the number of education and road safety departments of education and road safety teams within local councils, and emergency services to promote the event. Begin contacting marketing partners from the end of 2014 after Road Safety Week in November.
- Open registrations before Christmas, encouraging schools to register their interest before then to keep the most up to date details for registered events. Launch registrations opening with star schools press releases to promote the event.
- Send out marketing emails to school contacts, including schools that took part last year using personalised emails via Brake's mailing system. Follow these up in the New Year by direct calls to encourage people to take part.
- Encourage Brake's volunteers and supporters to promote the event to their local schools by contacting them through Brake's bulletins, and providing them with info and materials to disseminate, and explaining how they can support local events.
- Continue to develop the range of national and regional partnership organisations and specialist press promoting the event. Look at approaching networks of community organisations who can be asked to encourage schools to sign up, as well as potentially supporting events.

- Continue monitoring where schools heard about the event. Consider how we can make drop-down options on the online registration form more specific and relevant and ensure our team members ask this question.
- Use video content to market the event, using a range of pre-recorded materials on social media platforms and in Brake bulletins.

Improved support and resources for participants:

- Refresh the content of resource packs at the start of 2015 as appropriate and develop new resources where useful. Consider including a resource advertising why and how to fundraise for Brake and return funds, a resource to promote social media engagement to parents, and activity sheets for schools to photocopy and use for road safety lessons.
- Further develop case studies on participation on our website. Based on feedback, look to improve communication with schools via regular countdown bulletins, as well as providing more information via social media. Consider setting up a Facebook page/event page about the event for parents and teachers to follow/attend.
- Change the press release process to send schools a press release pack including infographics, to encourage more schools to get in touch with local press and streamline the administration process for the team.
- Encourage more schools to contact their local road safety officers and emergency services to be involved in their events.

Increase and improve media coverage:

- Implement a 'Thunderclap on Twitter for the day of Giant Walking Bus to promote the event and help utilise Brake's volunteers and supporters. This will involve asking supporters, teachers and schools for example to support the Thunderclap. This will mean allowing the Thunderclap to automatically send a tweet at a set time, for example "I am supporting the call for safer roads as part of @BrakeCharity's #GiantWalkingBus march: LINK". This will spread the message to a wide number of contacts as each follower who pledges support to the Thunderclap will add their followers to the Thunderclap's reach.
- Contact media with a long run in time, such as Blue Peter, earlier in the calendar year to guarantee coverage.
- Aim to set up giant marches in 4 major cities involving several schools marching together and encourage major nationals to cover these events.
- Change survey work for event press releases to focus on teachers answering questions rather than children, removing administrative work for Brake.

Increase funds raised:

- Provide a clearer list of fundraising options and advice, to encourage a greater proportion of schools to raise, and help each school to raise more. Make it clearer to schools directly the impact that small individual donations make, through bulletins, social media and content on the website.
- Utilise the positive and widespread media coverage of the event to appeal to members of the public and supporters to either give single gifts to Brake or to set up regular donations.
- In phone calls and emails in the build up to the event, talk to schools about their fundraising plans, seeing if schools have sent sponsorship envelopes home with children, and directing them to the relevant areas of the website if they need further ideas on how to fundraise. Ensure that where possible school contacts are being reminded in calls, resources, emails and bulletins about the difference that funds make to Brake's campaigns and support services.
- Continue to utilise feedback processes such as post-event bulletins and feedback forms to make sure that schools are contacted to return funds and feedback promptly. Utilise personalised mailings in addition to bulletins to encourage quicker feedback and returning of funds. With Scottish schools breaking up earlier in the year, consider devoting additional staff time to contacting Scottish schools.
- Significant savings were made in 2014, but Brake should continually review quantities and distribution of printed resources to ensure value for money. Implement processes to ensure Brake is getting the best value for money for postage