

Alison Holland

Contribution to sustainable travel - Individual

Former school run mum, Brightkidz social enterprise entrepreneur & sustainable travel supporter Alison has a passion for ensuring children grow up with walking or cycling as their natural choice for everyday journeys with a desire that they become safe, confident, independent users of active, sustainable ways of travelling. Alison's commitment to the social values of Brightkidz motivates her to get out & about to meet pupils, parents, teachers & professionals interested in active travel & road safety which includes;

- delivering 'be seen' road safety week workshops to local schools;
- Supporting Air Quality Workshops to encourage local schools to start walking & cycling initiatives;
- Promoting Modeshift STARS at regional events meeting pupils & staff nominated for National School Travel Awards;
- donating products as prizes to the Sustrans Big Pedal fortnight;
- working alongside Teamwork Trust, a local mental health charity which provides employment experience opportunities for its members.

Local Authority

Sustainable Travel Team
Derbyshire County Council
sustainable.travel@derbyshire.gov.uk

Who Was Involved

In November 2003, alongside others, Alison started a walking bus scheme at her local school. After seeing the success of this Alison set up a website to help to others interested in starting a walking bus. Realising the potential for hi vis clothing, accessories & incentives to encourage walking Alison found help with manufacturing, set up as a social enterprise & launched Brightkidz in 2004.

Budgeting

Brightkidz is a social enterprise, all the money used to start up Brightkidz came from grants and loans. Brightkidz is asset locked and therefore cannot be sold for personal profit. There are no owner directors receiving dividends but all staff are paid a salary. Any profit is ploughed back or used towards schemes to promote walking to school, road safety initiatives and active lifestyles.

Project Development

During the process of establishing a walking bus Alison found that some of the children were unwilling to

wear the adult-size industrial style high vis tabards which had been donated to the scheme.

So Alison started a school design club, working with the children to develop more exciting styles using different fluorescent colours, trims & coloured reflective tape. They also helped to develop ideas for fun high vis badges, bags, accessories & a logo.

This was the start of Brightkidz, a social enterprise launched to help encourage other schools, local authorities, businesses, charities & individuals make more sustainable journeys. It was also the beginning of a journey for Alison into the realm of promoting active, safer & environmentally friendly ways of travelling working alongside partners including Modeshift and school travel & road safety professionals from around the country.

What Was The Outcome

Thanks to Alison, Brightkidz has encouraged children across the country to walk or cycle to school, contributing to the health benefits brought by active travel modes & the associated gains of reduced traffic congestion & improved air quality.

These journeys are also being made safer through the provision of child friendly appealing hi vis clothing, accessories & incentives.

Although her own children are older & no longer need the walking bus, Alison is even more involved in promoting safe, active, sustainable travel to school through Brightkidz customers & partners.

She works with sustainable travel professionals & schools to develop resources, as well as engaging with others through social media to gather & share ideas.

Recently Alison has set up the Safer Travel: Enabling Primary Schools in Kettering project with the aim to provide schools with the information, inspiration & the support they need to reduce parking problems outside the schools & encourage more walking to school.

How Does This Project Meet The Criteria

Thanks to Alison's dedication and enthusiasm, Brightkidz has been established for over a decade, providing information and quality resources for schools, local authorities, businesses and parents to support walk-to-school, cycling and road safety initiatives.

The ethos of Brightkidz as a common ownership co-operative and social enterprise means all profits from sales are ploughed back to support sustainable and safe travel, as well as being financially self-sustaining.

Alison and the Brightkidz team enjoy working with and supporting other partnership agencies and are longstanding advocates of the work of Modeshift which includes sponsoring a category of the Modeshift National Sustainable Travel Awards.

From school run mum to Shortlisted Finalist in The Women in Ethical Business Awards, Alison is a most worthy contender for the Modeshift award for Contribution to sustainable travel individual of the year.

