

# RESEARCH SUMMARY

<b>Title</b>	<b>Wimbledon walk to school</b>
<b>Objective</b>	Options to dissuade girls from two schools in Wimbledon congregating around the town centre bus stops before and after school
<b>Date</b>	December 2008
<b>Methodology</b>	Paired (and some single) interviews with 25 year 8-12 students. Interview with Vice Principal & Police CSO from each school. Observation of affected bus stop area.

## Key findings

- Students are resistant to getting up earlier than they already do and drawing them to an organised activity is difficult
- Students feel they lack 'places to be' before school, or sufficiently attractive places (library or computer centre not appealing). Canteens are not currently seen as attractive places to go. This is partly due to expense of buying food students can get at home for free, and is cutting into their lunch money
- The places desired should facilitate socialising, and ideally offer 'bonuses' such as music or TV. Web cams appealed to some, although students saw problems with implementation (number of cameras, who is at the other end, bullying)
- Students are highly price sensitive and highly motivated by 'free' things and branded products. (Brands = tacit implication that 'gift has worth')
- There is some resistance to walking, due to perceptions of exertion and inappropriateness in cold, wet or windy weather
- Walking groups were seen as appealing to a minority of students, and might fade in appeal after a few weeks. Stamps to reward walking was appealing to some students, although students are not sure how this would be policed. There was high interest in vouchers. The type of voucher is important- cinema vouchers were the most popular. Other popular brands include Topshop, H&M, Primark, JD Sports and River Island
- Free breakfast was seen as appealing to the widest spectrum of students

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