

RESEARCH SUMMARY

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| Title | Start Your Journey (SYJ) Zcard Resource | |
| Objective | To identify how the resource is being used in schools, and to identify the strengths and weaknesses/areas of improvement to support future delivery of the resource. | |
| Date | August 2015 | Agency: Future Thinking |
| Methodology | Focus groups with Year 6 pupils and five face-to-face depth interviews with Year 6 teachers. | |

Abstract

Overall, the Start Your Journey (SYJ) Zcard was well received by teachers and pupils. Awareness and usage varied by school, with the most engaged pupils those who had been through the resource with a teacher. Both pupils and teachers felt the resource was effective at delivering safety messages and that the overall concept and focus of the resource was important and necessary. Delivery of the resource could be improved to help ensure that it reaches the teacher to share with pupils. Additionally, some small tweaks to the presentation of information could help to make pupils more engaged.

Key findings

Overall, the SYJ Zcard was well received by teachers and children; however teachers' involvement is key to ensuring pupils' understanding. Across the schools, we found that the most successful use of the cards was by schools where the teacher had received the packs directly and then incorporated the resource into lesson time.

Teachers valued the lesson plan, however most were unaware of it in the pack. On reviewing the lesson plan in the interview, many felt that it could include more guidance and discussion prompts. Going forward, it will be important to provide clear instructions for reception to ensure they know where to direct the contents, and so that the teacher can quickly and easily identify all the resource elements available for use.

'Safety' was the main message take-out for both pupils and teachers. Both audiences felt this message was relevant and important. However, greater emphasis on what to do when things go wrong (e.g. missed stop, bus cancellation) would help address kids' main concerns.

In terms of the resource content, the map was very engaging and although not used for planning, is a great tool to help expose kids to the wider area, and get them thinking more broadly about getting around. The map would benefit from more child-friendly navigation tools: landmarks, road names, major bus routes and stations. Activities are a great way to engage kids, especially those activities that are short, visual and allow kids to think for themselves/challenge themselves.

The wallet itself, with dark design colours and 'street art' style imagery, worked well in terms of gaining acceptance from this age group – future designs should mirror this. However, a smaller wallet that fits a zipcard and sits more easily in a pocket would help with longevity of use.

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