



# Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1	1	2024		31	12	2024

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Charity name	Green School Runs
Other names charity is known by	GSR
Registered charity number (if any)	1189167
Charity's principal address	48 Queens Avenue
	London
	Postcode N10 3NU

Names of the charity trustees who manage the charity

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1 Francesca Agostini		Resigned 3 October 2024	
2 Ruth Elaine Trimble		Resigned 13 September 2024	
3 Ekaterina Shanova-Staykova	Treasurer		
4 Yoni Gideon Jacobs	Chair		
5 Abigail Claire England Gilbert		Resigned 13 September 2024	
6 Penelope Casey		Appointed 18 September 2024	

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year
N/a	

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
N/a		

Name of chief executive or names of senior staff members (Optional information)

N/a
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### Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution dated 23 April 2020
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation (CIO)
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed at a properly convened meeting of the charity trustees having regard to the skills, knowledge and experience needed for the effective administration of the CIO.

### Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

The charity is founded by a group of parents concerned about the health effects of poor air quality caused by traffic congestion. The charity works very closely with a number of volunteers from the parent and school community who are key in the delivery of the charity's objectives. The charity collaborates with Camden Council and other local and community groups to promote its charitable objectives. Meetings are held on a regular basis at which ongoing and new activities are discussed.

### Summary of the objects of the charity set out in its governing document

GSR is set up for the advancement of education and health and protection of the environment. GSR works for the public benefit by providing realistic alternatives to driving, particularly during the school run; increased awareness on the effects and causes of air pollution and by improving the health of citizens through the reduction of air pollution and the promotion of active school travel.



**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

In planning our activities for the period we had regard for the Charity Commission's guidance on public benefit.

The main activities undertaken included:

- engaging with schools, parents and the wider community to raise awareness of air pollution and promote active school travel via our website, social media, newsletter, and electronic communications;
- partnered with local neighbourhood forums and local authorities to deliver an air quality project;
- continued a campaign for improvement to a local bus service in order to increase public transport use for the school run and improve air quality;
- promoted to local schools the adoption of a digital application that facilitates sustainable travel solutions;
- Promoting walking buses to local schools;
- continuing engagement with local businesses in relation to the Park and Stride system at a local shopping centre to reduce traffic and air pollution directly around schools thus promoting public health benefits;
- distribution of information leaflets and banners for schools, parents and local community to educate on the health impacts of air pollution from car travel and engine idling;
- updated and re-published an extensive guide on travel to school options alternatives to driving;
- continuing to promote the health benefits of Healthy School Streets and encouraging their adoption and approval; and
- engaging with other groups and authorities, including local authorities and other community groups in the air pollution and transport space.

These activities contribute to the advancement of education as they all aim to increase awareness on the dangers of air pollution, especially as arising from cars on the school run, as well as contributing to the improvement of health and the environment by reducing car travel around schools.

**Additional details of objectives and activities (Optional information)**

The charity has no employees and its objectives and activities are delivered by the trustees and a core group of volunteers.

You may choose to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



**Summary of the main achievements of the charity during the year**

We have continued to promote alternatives to driving and education information on the benefits of active travel to school.

Our website and engagement on social media continues to be a key form for dissemination of our educational material and raising awareness of the effect of air pollution from car traffic and car idling on health and well-being. In addition to Instagram and X, we are now present on Bluesky social media and are planning to open a LinkedIn account. We provided information on the benefits of active travel and various means to achieve this, ranging from walking and cycling, walking buses, to park and stride. We continue to produce a newsletter during the school year which we disseminate to schools and parents.

We continued to support and collaborate with the Camden Bike Bus, which started in Spring 2024. We continued to digitally share our Getting to school guide which we distributed directly to local schools and the wider community through our website.

During the year, we updated our Getting to school guide to include new cycle lanes and public transport details and printed and distributed them to local schools.

During the first part of the year the charity continued on the very challenging endeavour to bring about improvements to a local bus service specifically designed for the school run linking a number of neighbouring areas not connected by other forms of public transport. However, the bus service has been found to be inadequate by parents and local residents, in terms of both its timetable and frequency. This has made it unreliable and of limited use for the school run, and effectively not being used sufficiently with many parents continuing to have to rely on cars and contributing to school run air pollution. Green School Runs increased the visibility of the campaign, involved more volunteers and was able to secure meetings with Camden and Haringey councillors. This effort continues with regular meetings held to revise strategy and actions.

Throughout the year, we have continued our Park & Stride system in conjunction with a local major shopping centre which provided free parking spaces for the morning and afternoon school drop off and pick up times for local schools. This enabled parents with no option but to drive, to park for free for a limited period of time further away from the schools and then 'stride' with their children to/from school. Thus reducing the number of cars at the school gates which would have reduced air pollution, traffic congestion and enabled kids to walk part of the distance to school and thus also experiencing the health benefits of active travel. The scheme was awarded a grant from the Camden Climate Fund to promote and expand its Park and Stride scheme and to establish new partnerships with parking lot owners and providers.

In March 2024 Green School Runs became a member of the Hampstead Transport partnership, a community group trying to design a holistic vision of traffic measures for the wards of Hampstead and Fitz and Frognal. Green School Runs volunteers are committed to attend regular meetings and to give their contribution to this effort.

Another project the charity focussed on during 2024 has been the promotion of walking buses as an alternative means for school children to reach school. A walking bus operates in very much the same way as a normal bus, picking students up from a drop off location and taking them



together to school in the morning. It is run by bus 'drivers' ie a group of adults from each school who accompany the children. Adults are usually volunteers from the school community such as school staff, parents, grandparents, child minders. The walking bus will help to reduce the amount of cars and people at the school gate, making social distancing easier, the air cleaner, and ultimately all the children at the school safer. The charity prepared a training video and our volunteers undertook walking and safety training with Camden Council, ran a school assembly and piloted a walking bus for a local school. Unfortunately, the walking bus did not continue due to lack of parents volunteers.

During the London Mayoral election, we partnered with the charity Mums for Lungs in a campaign asking the mayoral candidates to commit to clear targets and information on air quality in the city of London.

In September 2024, Green School Runs, became partner of The Year of Clean Air for Camden Schools 2024-2025, and was approved for a grant to deliver school assemblies and educational materials.

During the last quarter of 2024 the charity re-engaged with all schools in the area to offer the educational activities included in Camden project, and was able to secure school visits for the following Spring. The core of the project will be delivered in the first half of 2025.

With the start of the 2024 -2025 Academic year, we strengthened our relationship with the charity Solve the School Run and we hope to deliver some activities together in the future.

Green School Runs continues its support for the implementation of Cycling Lanes and School Streets (streets around schools with restricted traffic during school drop off and pick up hours of the day) in the local area and actively informed on their health benefits, especially in the context of the school run, via our social media channels. We continued to seek engagement with local entities in order to expand the available cycling routes during the school run, and to ask for secure pedestrian crossing

Green School Runs has successfully continued its activities to advance the cause of educating on the effects of air pollution and promoting the health benefits of active school travel. We continue to be one of the main organisations in the local area which is seen to actively promote the health benefits of active travel and the reduction of cars during the school run. The charity is a key partner for local schools, resident organisations, the local council, and businesses promoting sustainable travel solutions, and is actively sought in joint collaborations and initiatives to promote practical solutions and raise awareness of the detrimental effects of air pollution caused by driving, especially in the context of the school run.

**Brief statement of the  
charity's policy on reserves**

During the period the charity received total income of £2,101 and made payments of £661. Cash at Bank as of 31 December 2024 was £2,561 (of which £1,655 was restricted).

- how expenditure has supported the key objectives of the charity;

- investment policy and objectives including any ethical investment policy adopted.

2025 to be received in the next year. This is further evidence that the work carried out by the charity is effective as it is being recognised by the local council and other grant awarding groups.

Expenditure during the period was made to cover the Green School Runs website costs, updating and re-printing the GSR Getting to school guide, and services to promote the Park& Stride initiative. These are key as a means of achieving our objectives to educate on the effects and causes of air pollution, and promote alternatives to driving and benefits of active school travel.

## Section F

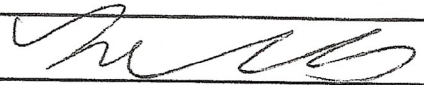
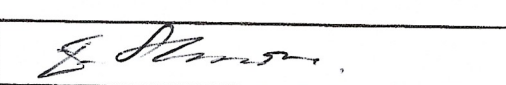
## Other optional information

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The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Yoni Gideon Jacobs

Ekaterina Shanova-Staykova

Position (eg Secretary, Chair, etc)

Chair

Treasurer

Date

18/10/2025





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## CC16a

12/31/2024

## Section A Receipts and payments

Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £

## A1 Receipts

Individual donations	220			-	220	-
Paypal donations - individuals	92			-	92	-
Camden Council Grant - Park & Stride Project			1,790	-	1,790	-
<b>Sub total (Gross income for AR)</b>	311		1,790	-	2,101	-

**A2 Asset and investment sales,  
(see table).**

	-	-	-	-
<b>Sub total</b>	-	-	-	-
<b>Total receipts</b>	311	1,790	-	2,101

### A3 Payments

Website costs	225	-	225	-
Walking bus poster printing	36	-	36	-
Park&Stride Project - services provided		400	400	-
<b>Sub total</b>	<b>261</b>	<b>400</b>	<b>661</b>	<b>-</b>







**B4 Assets retained for the charity's own use**

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-

**B5 Liabilities**

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Ekaterina Shanova-Staykova	18/01/20
	Yoni Jacobs	18/10/25