

School Travel and Evidence Data – Case Studies August 2010

A) Examples of LA wide mode shift improvements

1. Wakefield (Area wide car reduction and increase in walking)

With 100% of Schools in Wakefield now with a School Travel Plan a local target to reduce car use by at least 1%, year on year, was set from a 2007 base Line. Targets have been hit with car use falling from 34% to 29% in 2010 whilst walking has increased from 50% to 55% (School Census).

The Travel Plan Team, working in partnership with the District's schools, have helped them to reduce car use by developing appropriate initiatives and strategies, including: "Park & Stride", "Walking with Buddies", "Drop off & Go" and "Walking Bus" schemes, a "Safemark Award" scheme (in partnership with Metro) to promote and support responsible use of public transport and appropriate child pedestrian, training cycle training and Independent Travel Training.

Promotional activities through the year have included themed walks e.g. "Bark & Stride" (walks with "Dogs for the Disabled" to promote Park & Stride), events to focus on sustainability, e.g. "Eco Days" at Secondary School, including cycling demonstrations and "Smoothie Bikes", subsidised travel by Public Transport and promotions with rewards schemes lasting half a term or more and designed to encourage a more sustained commitment to walking. This year "World Cup Walk 2010" (sponsored by Nike) challenged pupils and staff to walk to school as many times as they could over a two week period. Sixty schools across the district signed up for it with Wrenthorpe Primary School winning the event with 92% of the school walking to school for the duration of the challenge. Most of the schools which took part managed to improve their usual level of walking by at least 15%. Other such challenges have included "Walk through Time" in partnership with Royal Armouries Leeds and "Walking Superstars" which ran in 20 schools over three terms in conjunction with 25 local retailers and leisure outlets.

Of the 126 schools engaged with through these specific promotions 73% awarded an "extremely successful" rating to their event.

At Wakefield the School Travel Plan Team have worked in partnership with our Highways team to provide "Safer Routes" engineering support, where appropriate, to support Travel Plan initiatives. These interventions have included: contributions to on-site waiting shelters & secure cycle storage, establishing additional site access points & new paths, improving facilities for Home to School Transport, establishing safer places to cross busy roads, upgrading (or establishing) public footpaths and cycle routes, installing traffic calming schemes and securing Traffic Regulation Orders

2. Darlington (a mix of complementary measures with travel plans at the core)

Darlington Borough Council has developed a package of measures that are implemented through the Sustainable Travel to School Strategy (SMoTS) and through the delivery of School Travel Plans. key elements to their successful travel behaviour change programme include improved infrastructure making it feel safer and more comfortable to walk or cycle to school, making sure the children and

families know how to use the infrastructure and incentives to travel sustainably through promotions and initiatives.

Bikeability and pedestrian training programmes provide children the necessary skills and help overcome safety fears and also help familiarisation with the infrastructure. Promotional activities include themed walks and the successful 'Medal Motion' campaign. The Sustrans Bike It programme generates more cycling interest. All of the measures are complimentary and ensure that schools and pupils have the information, infrastructure, skills and incentives needed to bring about behaviour change.

The annual school travel hands up survey shows that between 2004/05 and 2009/10, the levels of cycling to school have risen from 0.9%, 104 a day, to 6.7%, over 700 pupils every day. Furthermore, NI198 data has also shown positive shifts over the last 3 years. In 2006/07 it was reported that 22.6% of journeys to school in Darlington were made by car. The latest figures from 2009/10 suggest that 20.5% of pupils now travel by car, a reduction of 9.2%.

However, despite this reduction in car use over 23% (592) of all car journeys to school in Darlington are less than half a mile, a distance that could be walked within 10 minutes at a relatively steady pace. This highlights that there is still potential to change behaviours on the journey to school in Darlington and future efforts will be focussing on developing 5 and 10 minute walking zones around schools.

3. Sheffield – 'Travel 4 Life' project in conjunction with "Sheffield Let's Change 4 Life".

School Travel Advisers in Sheffield work intensively with schools in targeted areas of the City to promote active travel. Funded in partnership with Sheffield PCT and under the umbrella of the Change4Life national public health campaign, they offer a programme of activities including assemblies, walk to school breakfasts, educational theatre and school travel curriculum sessions in geography, IT and other subjects.

The 'Travel4Life' package aims to improve people's understanding of the need for healthy and active lifestyles through the delivery of education and information sessions to children and their families. Information collected from children, parents and teaching staff will be used to help increase opportunities for walking and cycling through implementation of practical engineering schemes in and around schools.

Schools were prioritised using two criteria, health priority, based on child obesity information from the National Child Measurement Programme (NCMP) and high car use (based on schools with car use over 50%, data from the School Census).

Overall levels of walking have seen an increase of up to 22% with car use decreasing by approximately 21%.

4. Norfolk (a rolling programme of promotions and supported campaigns providing incentives to travel sustainably)

Norfolk attribute their authority wide 'mode shift' success to the development of a selection of fun sustainable travel promotion schemes and resources available to loan free of charge. These include 'Milly the Millipede', 'Big Feet', Red, Amber, Green parking banners and 'Travel Trees'. Throughout the year, School Travel team also run promotions and competitions for example Walk and Bike to School Weeks, 'Find Your Feet', January 'Jam Busters' and the 'Steppers' reward scheme.

The resources are simple to use, can be administered with the help of children and school councils and can be developed and adapted by teachers to suit. They are accessible via the Council's school travel web pages. Norfolk has seen car use fall from 32% in 2008 to 30% in 2010 and walking rise from 42% to 44%.

St Nicholas Priory Middle School in Great Yarmouth has seen a 47% reduction in car use (24% car use in 2004, 12.5% car use in 2008). This school was one of the first in the county to produce a travel plan in 2004, has consistently worked hard to achieve their travel plan targets and has had a dedicated co-ordinator and pupil travel plan group. The school resurveys and updates their travel plan every year and participates in every promotion and initiative available. They enjoy developing their own schemes such as every year 4 group designs travel plan leaflets to take home at the start of each year and the school held a competition to create a rap about walking to school. The school has participated in the Great Yarmouth 'Way to Go!' scheme and complemented the scheme by adding their own prizes and printed their own stickers to make the scheme their own.

5. Rochdale (School Travel Implementation Strategy with STA as the key champion)

In Rochdale, the School Travel Implementation Strategy (STIS) began in September 2009. It was created to drive through the work started by school travel plans, most notably the reduction in the number of car journeys to schools. It works with a focus group of 15 schools each year. They receive capital works and a comprehensive, behavioural change soft measures programme.

Over 160 workshops have been delivered during the 2009/10 school year. 4 schools received capital works to support the soft measures. For 2010/11 the aim is to double this figure.

School travel has risen high up the agenda in all STIS schools, pupils in those schools are better informed about their journey to school and more pupils and parents now have more real choice on how they travel than ever before.

In its first year the STIS has resulted in a reduction in car use to participating schools from 51.5% to 45.5% and at a cost of £7 a head, this reduction in car journeys compares favourably with other projects.

Parkfield Primary, Middleton, started the year without a single pupil cycling to school yet it now has over 30 every day. The walking bus started in November 2009 now sees 20 children regularly taking part. Bamford School has been running parking campaigns all year outside the school gates, in a bid to make parents more aware of the rights and wrongs when parking outside or near school. This has resulted in fewer cars parking inappropriately outside the school. Children at Brimrod Primary set up a 'Walk It Crew'. They set themselves the task of finding out what was dissuading their classmates from walking to school and then to come up with solutions or incentives. They wrote a play on school travel which they performed to the school and parents. Walking to school is now included in their school council meetings.

STIS is to be included in the next Local Transport Plan and many authorities in Greater Manchester are looking to adopt the STIS during 2010/11.

6. Coventry (a partnership approach to delivery of Sustainable School Travel)

The number of children travelling to school by car in Coventry has fallen from 26.4% in 2006/7 to 23.2% in 2009/10, achieving and exceeding the targets set in the Local Area Agreement (National Indicator 198). The current level of car use is the lowest in the West Midlands region.

The STP Coordinator works closely with a Cycle Training Coordinator and a Sustran's Bike It Officer as part of a coordinated effort to reduce school run car use across the City. Since 2004, the School Travel Plan Co-ordinator has secured a total of £656,625 in capital and revenue grants to support sustainable travel for Coventry schools.

Coventry was the first authority in the West Midlands region to provide nationally - accredited Bikeability Cycle Training at Levels 1, 2 and 3. 1800 pupils (almost half of all 10 year olds) now receive Bikeability cycle training.

Funding of £38,000 over 3 years has been secured from the Primary Care Trust (PCT) through the Coventry Health Improvement Programme, which has facilitated the provision of a set of bikes and helmets to 6 schools in Priority Neighbourhoods.

The Bike It Officer helps schools to make the case for cycling in their School Travel Plan, support cycling champions in schools and demonstrate that cycling is a popular choice amongst children and their parents. Since 2007, 21 schools have received a year of intensive support and the average number of pupils cycling to school at Sustrans Bike It schools increased from 2% to 10%. Having a Bike It Officer has also helped to attract additional capital funding through Sustrans to improve cycle infrastructure in the city. An annual public Bike Week event has attracted up to 400 adults and children.

With the support of the School Travel Plan Co-ordinator, schools have also participated in a range of other active travel initiatives and promotional activities including Park and Stride promotions and Walking Buses, some of which have helped to improve attendance and punctuality. The theme for 2010 National Walk to School Week in May was 'reducing your school's carbon footprint'. Travel plan schools are also supported to organise promotional activities such as Bike Breakfasts, canal cycle rides and family cycle days as part of National Bike Week in June each year. Staff at schools are helped to participate in the City Council's Bike & Hike to Work Day and benefit from the Bicycle Salary Sacrifice Scheme.

The School Travel Plan Co-ordinator also works closely with the Council's Sustainability and Healthy Schools Teams. This partnership working includes running an activity workshop at the annual schools' sustainability event at Coombe Abbey Country Park ('2010 and Beyond') and exhibiting at the annual Healthy Schools Conference.

7. Derbyshire ('Travel Smart' - Strong branding and helpful website and creative resources)

The Derbyshire County Council sustainable travel to school campaign has been going from strength to strength in recent years. From 174 primary schools in 2005, to 274 in 2009, over 260 primary schools regularly take part throughout the county, which represents approximately 25,000 pupils being encouraged to travel sustainably in May and October every year. This has contributed to the County figures for car use reducing from 29% in 2007 to 27% in the 2010 census. Initiatives include a Travel Smart Songs CD written and produced by school children, for Travel Smart week in

May 2010 children were asked to look for ways that Travelling Smart could save the day and could design their own super hero, Scooter Smart - a project aimed at providing children with the confidence and skills to use a scooter as a mode of travel and a story telling toolkit links school travel to the literacy curriculum.

B) Sub LA - cluster level improvements

1. Newcastle (Neighbouring schools working on a joint travel plan)

In Newcastle, two first schools and a primary school based on the same campus have been working together on a joint school travel plan to tackle car use. When they started working together they were amongst the highest car users in the city. Through enthusiastic work in the schools including the introduction of WoW (Walk once a Week) initiatives they have all brought down their car use and increased their walking over the last four years. Broadway First School for example reduced its car use from 60% in 2007 to 41% in 2010 and increased its walking from 34% to 50%. As the children mainly live in neighbouring housing estates surrounding the campus the conditions were right for the School Travel Adviser working with the school to bring about such a behavioural change. Familiarity with the strong 'walk to school' message and good travel habits generated at the two first schools contributed to the positive results amongst the older children.

C) Cycling

1. Telford (Cycling and SEN Children)

Mount Gilbert School in Telford is a special school for pupils aged 11 to 16 with behavioural, emotional and social difficulties. They completed their school travel plan in 2005 and used the grant to purchase cycle storage. The school travel plan has been prompted by transport cost to the authority, changes in the curriculum causing offsite provision, and the necessity for pupils to be able to operate independently and safely in their community (part of Every Child Matters).

Mount Gilbert has made a commitment to the Healthy School Scheme and have a curriculum module called Bike Club, where pupils learn safety and develop skills for safe road use. The school curriculum requires pupils to leave site and there is an agreed off site code of conduct, which embraces road safety, and the countryside code. Bike Club has become a key part of the schools afternoon enrichment and extended schools programmes.

They now have a successful cycle club which provides training, maintenance skills, spare equipment and cycle rides and trips. In 2005 91% of pupils travelled to the school by taxi. This has been reduced to 51.2% in 2010 with 11.6% of pupils now walking to school and 30.2% of pupils travelling by school bus.

More info requested

2. Coventry, Coundon Primary School (Staff involvement)

Since writing its first travel plan in 2005, the school has taken part in Bikeability - cycle training course takes place annually; a parent has become member of City Council's Bikeability instructor team and the Deputy Head and a PE teacher have also trained as instructors demonstrating the growth of interest in cycling as a PE option. In terms of extended school activities there's a Bike It Saturday morning beginners' cycling club, also open to children from neighbouring schools. The Deputy Head and PE teacher are delivering Go Ride sessions as part of PE curriculum. The school has held its own triathlon event in conjunction with local sports centre and

British Cycling. Parents have been invited in to the school to have a taste of the various cycling sessions. The DCSF Travel Plan Capital grant has been used to improve cycle parking and a Local Authority funded School Safety Scheme – a zebra crossing and 20mph Zone has been recently installed. These measures have resulted in a shift from 35% car use in 2005 to 25% car in 2009.

3. Lincolnshire (Addressing cycling gender issues)

During an annual School Travel Plan review meeting at St Peter and St Pauls Catholic School in Lincoln, the steering group identified that there was only one girl cycling to school, compared to over 40 boys. Their School Travel Plan Advisor (STPA) set up a task group and surveyed all the girls in year 7-9. Surveys identified that girls were not cycling due to image worries and confidence on the route to school. Over 4 weeks, the STPA worked with the school and local businesses to implement measures to combat these barriers including opening the changing rooms in the morning, leading a cycle train to school and rewarding cyclists with beauty products donated from local businesses. By the end of the 4 week period up to 20 girls were cycling to school each day. The cycling culture in school is continuing to thrive for all pupils.

4. Meole Brace School Shrewsbury (Helpful infrastructure and strong cycling culture)

The first School Travel Plan (STP) in 2005 brought together a committed travel plan group comprising parents and senior staff who have worked with Shropshire Council since then to develop a cycling ethos in the school and improve infrastructure both on and off site. This has resulted in an increase in cycling at the school from just 9 cyclists in 2005 to 161 (16% of the school) in 2010 (School Census). A 'Big Bike Count Survey' in June 2010 saw the school having the highest number of pupils cycling in the County with 156 bikes counted on the day.

The travel plan process helped to identify key barriers to more cycling and improvements have included a new toucan crossing near the school entrance links the school to the existing network of off road cycle paths, signs designed by students warning motorists to slow down through the 30mph speed limit around the vicinity of the school, two large cycle parking shelters for 140 bikes and additional lockers to help store helmets and improvements to a nearby roundabout to help walkers and cyclists cross safely funded through Cycle Shrewsbury in 2010.

Cycling in the curriculum has included Eco Club students helping design a biker's code, cycling assemblies and Year 7 and 8 students benefiting from holiday cycle training and in-term Bikeability courses. With the help of the School Travel Adviser, new parents are given information on cycle routes to school at induction evenings and there is a map of cycle routes linked to the school prospectus on the Council's website. The travel plan group provides parents with regular newsletter updates.

Another factor in the success of cycling to the school is that the nearby Priory School and all the feeder primary schools have active travel plans and have been promoting active travel for a number of years. Children are already used to cycling to school in the school's catchment area. Nearby St George's Junior School for example has been working on a joint plan with neighbouring Woodfield Infants since 2002 and between 2000 and 2010 this has seen walking rise from 43% to 48% and cycling from 5% to 9%. 20% (160) of students cycle to nearby The Priory School which has also benefited from increased cycle parking capacity and are wide infrastructure improvements. (Jan 09 census).

5. Leicestershire (Helping schools teach good travel habits from a young age in Loughborough)

At the Thorpe Acre Hill area in Leicestershire's largest conurbation, Loughborough, there is evidence of worthwhile trends developing in young peoples travel behaviour. During Bike Week in 2009 Thorpe Acre Infant School had a road safety talk from local Community Support Officers, held a themed raffle supported through donations by a number of local businesses and organised a sponsored cycle ride with nearly every child made the effort to bike or scooter to school. All of the children, from the Foundation Stage through to Year 2, cycled around the school grounds, with the older children completing a distance of 1km. The school's aim is to help raise money for sets of reading books and raise awareness of the link between physical and mental fitness, well-being and health.

The Local Transport Plan had identified the area for the priority development of walking and cycling. Before the intervention in 2006 cycling was typically at 1% at Thorpe Acre Infant School. Following the particular intervention, on behalf of the school by the STA, Thorpe Acre Infants was awarded a £2000 grant in early 2009 to help with groundwork for cycle and scooter parking. The 2010 census data shows 3% cycling, a figure almost unheard of for an Infant School in Leicestershire. Walking has also risen to 72% and car use is down from 39% in 2006 to just 22% in 2010.

At co sited Thorpe Acre Junior School, a grant for cycle parking to compliment their Travel Plan grant has also been made and the current level of cycling to school is now at 6% (up from 0% in 2006).

The STP Coordinator is organising with Road Safety colleagues tutor led cycle rides for the Year 6 pupils to the secondary schools on Thorpe Hill to help maintain the momentum.

Working in partnership with Sustrans, Leicestershire County Council have made infrastructure improvements at Thorpe Hill including new shared footways and cycleways, toucan crossings and street lighting providing improved links to the National Cycle Route network. The infrastructure improvements could have only originated out of the collective and coordinated Travel Plans of 5 out the 6 schools in the Thorpe Hill area, potentially benefiting several thousand students. To sustain and capitalise on the good start, from Infant stage -encouragement, training and targeted support will need to continue into the next local transport plan.

6. Stoke, Burnwood Community School (dynamic leadership)

Burnwood Community School in Stoke has embraced children's interest in riding bikes by developing a range of cycling projects both outside and within the school grounds. Children have led on the design of a 'Tri Track' comprising a velo track, a mountain bike trail and a planned BMX track. In support of these facilities, children also benefit from Bikeability cycle training courses, 'Go Ride' cycle clubs led by qualified teaching staff, a cycling option in PE lessons and organised monthly family cycle rides from the school at weekends.

Children are given small rewards once they have completed a number of cycle to school trips including bike lights and repair kits and can safely secure their bikes in shelters funded out of the School Travel Plan grant.

Numbers cycling to school have risen from 3 in 2006 to 11 in 2009 and 43 in 2010 (School Census). Other successes include improved local cycle routes via the City's Safe Routes to School programme and Sustran's 'Links to School' schemes.

The school has been chosen to support the City's work to increase levels of cycling as part of the successful 2008 Cycle Demonstration Town bid.

Although not a cyclist herself, the Head teacher Mrs Diane Herbert has recognised the many benefits of promoting walking and cycling to school including providing an alternative in the PE curriculum to engage those not keen on traditional sports, improving attendance and punctuality, improving parental involvement and providing an opportunity for children to take part in school projects which improve their environment. This dynamic leadership has resulted in the school securing a significant level of external funding project and bringing the LA, third sector and local businesses together to maximise the benefits to the school community. Walking buses and promotion of healthy lifestyles were noted in their favourable Ofsted 2006 report.

Car use on the school journey in Stoke has fallen from 31% in 2008 to 29% in 2010 (School Census).

7. Suffolk, Edgar Sewter Primary School (whole school approach)

Until the first travel plan in 2004 very few children cycled to school and there was no proper place for bicycles to be kept. The children were keen to cycle to school and are helped by the fact the National Cycle Route NCN 1 runs along the road in front of the school and links to the local middle school too. Toucan crossings have been installed by the school to make crossing the main road easier and safer. With the travel plan grant a cycle shelter was purchased and once children and parents saw this it helped to promote cycling to school. Since then the number of children cycling or scooting to school has increased every year. Using a mix of LA and school funds, extensions were added in 2007 and 2008 including some small racks specifically for the scooters that many of the younger children use before progressing onto bikes.

In 2004 there were no cyclists and in 2007 24 regular cyclists - 21% of the school roll, taken from October Annual Travel Survey by Suffolk County Council.

Cycling has also been encouraged by regularly including cycling to school within Healthy School weeks, by taking part in Bike to School Week and delivering cyclist training to Year four pupils. The Eco Council and School Council keep staff updated with the student's views and thoughts. Scooters can be brought into a lunchtime club. The school prospectus includes a section about the travel plan and encourages sustainable journeys.

This work to promote cycling has been incorporated into a whole school approach to encourage healthy lifestyles for students and staff, rather than a standalone project.

8. Walsall, Watling Street Primary (Bike Clubs and family leisure rides)

Staff at Watling Street Primary School have run an after school bike club between March and October since 2005 and it is now the most popular after school club with over 20 regular members. Although aimed at Years 5 and 6, additional parent helpers enable younger siblings to also take part. Regular 4 miles bike rides take place to the around nearby Chasewater Lake using a toucan crossing to safely get across the busy A5. Staff running the club have benefited from Bikeability Assistant Instructor training. The Travel plan process has also seen the school benefit from additional cycle parking and a link off the local cycle route directly into the school grounds. Walking and cycling to the school increased from 55% in 2009 to 59% in 2010.

9. Essex, Buckhurst Hill Community Primary School (Scoot to School)

Buckhurst Hill Community Primary School in Essex wrote their School Travel Plan in 2008 and the pupils highlighted they would like to scoot to and from school. Through working with the support of the School Travel Adviser over the last 12 months car use has been reduced from 60% in 2008 to 15% in 2010. Following a good attendance during the Walk to School Week the head teacher promoted 'Scoot to School'. On the first day 30 pupils came to school on their scooters and by the end of the week there were 75 scooters. The school now has a scooter manager - a pupil who organises and monitors the number of scooters in the parking area and reports daily to the head teacher. 37% scoot to school, 58% walk to school. With the help of the School Travel Adviser, the school will also start 2 walking buses in autumn 2010. The school is located at the end of a cul de sac in a highly popular residential area and Buckhurst Hill tube station is at the top of the road. It is well served with pavements for the children to walk and scoot along.

10. Cambridgeshire - Kings Hedges Primary School, Cambridge.

Increases in cycling: 4% cycling in 2008, 12% cycling in 2009, 19% cycling in 2010

This school wrote its School Travel Plan in 2008, receiving a grant of £5850. It took part in Walk to School Week in May 2010, and obtained enough resources from the County Council (the Living Streets resources) for 400 pupils. Both of these events were done with the support and assistance of the School Travel Adviser.

It has also been an active participant in the Safer Routes to School Project since 2009. The working party is the School Council, with representatives of all ages from the school taking part. The school has had a wide array of educational events including Sustainable Travel workshops, Yr 6 assembly, a Maths Trail in Walk to School Week, BlendaVenda and Theatre in Education.

As part of the Cycle Demonstration Town project they receive Bikeability training and in 2010 58% of Yr 6 pupils were trained. In addition they received new bike shelters consisting of a compound big enough to accommodate 40 bikes.

The All Party Parliamentary Cycling Group paid a visit to Cambridge on 11th February to learn more about Cambridgeshire County Council's plan to promote cycling and during their visit the group cycled to Kings Hedges Primary School and officially opened the cycle parking facility. The head teacher (Jo Angel) said

"Cycling is a great way to get to and from school, giving a healthy start to the day. Now with this new cycle storage we hope to encourage more pupils to take the healthy and sustainable option on their school journey knowing that they can park their bikes safely and securely on our school grounds"

Cycling in Cambridgeshire has risen from 6.6% in 2007 to 10.3% in 2010 whilst car use has fallen from 24.4% to 21.5%

D) Walking

1. Telford

Redhill Primary School in Telford has increased the percentage of pupils walking to school for the third year. Walking to school in 2007 was at 34.1%. The latest travelling to school data shows it is now at 43.2%, an increase of 9.1%. This increased can be attributed to the School Travel Plan (which was adopted in 2007)

and the initiatives contained within its action plan. Initiatives introduced include a walking bus, Bikeability training, Go ride courses, Stepping Out Pedestrian Training, Road Safety education, Walk to School week and month promotions, completion of a Safer Routes to School Scheme including installation of Puffin crossing, Junior Road Safety Officers scheme and achieving Higher award of STAR – ‘Sustainable Travel Accredited and Recognised’ national scheme. There is a small charge for using the walking bus but this has not stopped it being popular!

Students at the Lord Silkin School in Telford took up the West Midlands Car Free Challenge, a School Travel Adviser led regional campaign benefiting from Department of Health West Midlands funding support. The School Council had to design an initiative to promote sustainable travel to school and operate it over a two week period in April 2010. The Student Council made presentations to staff, held assemblies, promoted sustainable travel throughout the school, and organised an informal walking bus, as well as provided incentives/freebies. Pupils at the school managed to achieve a 6% decrease in car use. Students and staff replaced travelling by car with walking, cycling or using the public bus.

2. Walsall, St Bernadette’s Primary School

St Bernadette’s Primary School Travel Plan was written in 2006 setting a target to increase walking from 26% to 28% by 2007. This target was exceeded with 34% walking regularly to school (67 children) and this figure has risen to 36% reported in the 2010 spring school census. Car use has fallen from 67% in 2006 to 45% in 2010.

The success is down to a package of interventions including the introduction of weekly walking incentive schemes including Travel Tribe Tuesday, Walk on Wednesday, The Golden Boot and the Golden Mile Scheme. Arrangements were made with three locations including a nearby pub and Young Dance Studio to be used as Park and Stride locations. Two walking buses have been started whilst road safety and the benefits of walking to school have been included in the curriculum. A local authority ‘School Travel Plan News’ has been issued to all parents which summarises the travel plan, its initiatives, progress made and new developments.

The changes will be sustained through linking the walk to school with wider initiatives (such as Healthy Schools) and a whole school approach e.g. a Health and Fitness week was held in July 08 linking road safety and fitness initiatives to encourage more walking to school and increase physical activity. A school travel working group continues to meet and the school now has its own pages on the schools travelwise website – an exciting new sustainable travel website and journey planning tool being rolled out across the authority.

The school put their success down to significant involvement of the children in the planning, delivery and monitoring of walking initiatives. Other factors behind the success having a STP ‘champion’ and Head teacher support together with ongoing contact and support from the School Travel Adviser .

3. Warwickshire – Wembrook Primary School, Nuneaton

At Wembrook Primary School in Nuneaton, Warwickshire (643 pupils) the Deputy Head led on the development of the travel plan in 2006 and between 2007 and 2010 car use has reduced from 37% to 27% whilst walking has increased from 62% to 73%. The main factors leading to the increase in walking are WoW (Walk once a Week) scheme, Walk to School Weeks, promoting Park and Stride, a committed school champion keeping it all going and the STA helping with active travel assemblies. Children on the School Council who have helped with the administration

and delivery of the walking schemes were rewarded with a 'Step and Spy' walk around the local area including a stretch by the canal. Parents have been helped with the installation of two waiting shelters using the travel plan grant. The school has also installed cycle parking using a Sustrans grant and have quite a few children cycle to school in the summer. The school is also participating in Warwickshire's new 'Go2by2' sustainable travel incentive scheme which is being well received by pilot schools.

4. Warwickshire – Targeted Go 2 by 2 Scheme

Warwickshire have devised a new eye catching sustainable travel incentive scheme called 'Go 2by2'. This is being used across a number of large town primary schools where there is particularly high car use by children living within 800m – a comfortable walking distance from school.

At Canon Evans C of E Infant School in Bedworth, 59% of children travelled by car before the introduction of the scheme in April 2010. By July, and with the year long scheme well underway, this had reduced to 39% whilst walking had risen from 36% to 49% and cycling from 2% to 7%. To accompany the scheme, STAs have provided practical workshops for each class which take the children out of the school to take speed and traffic counts and carry out route to school audits. Feedback from the targeted schools has suggested this interactive 'hands on' approach is very popular with students and has helped with the early success of the scheme.

5. Nottingham City (popular City wide walking incentive scheme)

In October 2005, Nottingham City Council piloted Footprints, a simple but effective 10 week long walking initiative aimed at primary school pupils. Purposely designed to run during the winter months, Footprints launches in October each year during International Walk to School Month. Each child receives a Walking Passport and each time they walk once a week, they receive a footprint sticker to place in their passports. At the end of 10 weeks, if they have filled their passport, they receive a metal footprint pin badge, designed each year by a Nottingham City pupil as part of an annual 'Design a Badge' competition. Footprints started in 2005, with 7,000 pupils from 20 different schools. Since then, it has doubled in size and now has over 14,000 pupils from over 50 primary schools taking part. When comparing those schools taking part in Footprints against those who haven't shows a 12.8% increase against a 6.6%, a 6.2% difference. This key initiative has contributed to a fall in car use from School Census results show primary age walking levels up from 69% in 2007 to 72% in 2010 – among the highest in the Country outside London. The scheme is simple to administer and has benefited from high level buy in at the Council.

6. North Lincs – Holme Valley Primary School, Scunthorpe (improving road safety)

Home Valley Primary School in Scunthorpe has benefited from a 'School Safety Zone' through the travel plan process. An urban primary school, this school experienced a large percentage of short car journeys and severe congestion round the school at start and finish times. Their travel plan identified these issues and there was a strong will of the school, parents and residents to improve the safety of pupils.

After detailed consultation with all partners a solution was agreed. Installed outside the school and operational only at start and finish times is a voluntary no stopping zone and non-enforceable 20 mph speed limit. These are clearly signed with road zig-zags and flashing 'gateway' road signs. Because of the ownership by the parents, compliance with the speed limit has been nearly 100%, and numbers driven to school has fallen dramatically since 2004. The number of children travelling by car fell from

43% in 2005 before the zone was introduced to 7% in 2010 (just 21 car travellers out of 266).

Similar positive results have been experienced outside the eleven other schools with School Safety Zones. Before and after car use and speed surveys have been completed outside most of the twelve schools. In addition to the reduction in car use, we are also experiencing greater speed reductions through the zones than within many of our statutory speed limits.

(Soft measures?)

Other

Gateshead – Travel Matters

Gateshead STAs have been in post since 2001 and have recognised a need to get sustainable travel messages into the heart of the school. Academic research reinforces the conviction that these messages reaching the pupils regularly via the curriculum is both effective and efficient. Consequently, a website has been developed to provide teachers with a comprehensive set of classroom resources, all specifically designed to promote sustainable travel. Feedback from colleagues indicates that TravelMatters.org will meet a recognised need.

Ray Hughes, August 2010 (with contributions from Nick Butler and Kathryn Harrison)