

School Travel Strategy

Shropshire County Council

June 2005



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1. Introduction

1.1

Background

Nationally, more than one in four trips to school are now made by car. Car use has risen rapidly, and has nearly doubled in the last 20 years. In urban areas in term time, around one in five cars at 8.50am are taking children to school. In rural Shropshire, one in three primary age children and one in five secondary age children travel by car.

There are many potential benefits of reversing this trend. Many schools struggle with traffic congestion at their gates and drivers joining the school run add significantly to peak traffic. Children arriving by car miss out on a valuable opportunity to be physically active. Lack of physical activity is contributing to an alarming growth in childhood obesity and weight problems. Estimates in England suggest 8.5% of six-year-olds and 15% of 15-year-olds are obese.¹ Local and national surveys show that there is unmet demand among young people for more active and independent travel. Emissions from motorised vehicles play an increasingly significant part in local and global air pollution.

Recent research (e.g. DfT's Smarter Choices: Changing the way we travel) has shown that investment in soft factors and interventions such as business and school travel plans can have an impact on individual travel choices for relatively small costs.

Government is calling for a 'step change in home to school travel'. With the support of an expanded national network of school travel plan advisers, capital grants for schools and local transport plan funding for safer routes to school projects, all schools are now being asked to develop school travel plans. These living documents set out a number of ways in which schools can encourage more sustainable and healthy modes of travel on school journeys and tackle perceived and real safety fears for more vulnerable road users.

1.2 The Strategy

This strategy sets out how Shropshire will progress with its school travel plan programme and contribute towards the Government's target of securing all schools with an adopted travel plan by 2010/11. The document updates an outline school travel strategy, which was requested at the start of the initiative. This detailed school travel strategy is a daughter document to the overarching Provisional Local Transport Plan 2006-2011.

In the last five years many local authorities including Shropshire have worked with schools to make the journey safer and encourage healthier and more

¹ *Childhood Obesity*, Postnote, Parliamentary Office of Science and Technology, September 2003

sustainable travel to school. This work has been effective in slowing the overall trend towards greater car use, and significantly reversing the trend in some cases.

In 2001, Shropshire was one of a number of authorities awarded a DfT bursary and employed a school travel plan co-ordinator. In 2004, using funding from the Travelling to School Initiative (2004-2006), this post was extended for a further two years and a second School Travel Plan Adviser was appointed (1.5 FTE). It has therefore been possible to help more schools develop school travel plans.

2. School Travel Plans: The National and Local Context

2.1 Transport

The Government's White Paper A New Deal for Transport (1999) promoted policies, which reduce the need for children to be driven to school by car. In March 2000 Tomorrow's Roads: Safer for Everyone was published which detailed the Government's road safety strategy and casualty reduction targets for 2010. This also stated that schools should develop travel plans to improve safety and reduce car dependence on the school journey.

The publication of the Travelling to School: an action plan and Travelling to School: A good practice guide heralded the Travelling to School Initiative (2004-2006). The joint initiative between the Departments for Transport and Education provides central revenue funding to local authorities for School Travel Plan Advisers, based on the number of schools in each local authority.

From March 2004, DfES have also made available capital grant funding (up to £20 million a year up to 2007/8) for schools as an incentive for developing a travel plan. In addition, the Government is committed to reviewing school transport arrangements.

Setting targets for mode share of journeys to school is to be a mandatory indicator in the second Local Transport Plan (2006/7 to 2011/12). A summary of this strategy including key targets are included in Shropshire County Council's Provisional Second Local Transport Plan. School travel plans contribute to the Transport Plan's 'shared priorities', namely congestion, accessibility, safer roads and air quality, together with wider quality of life issues including healthy communities and reduction of greenhouse gasses.

Accessibility planning is a new approach to reduce social exclusion, which was initially recommended by the Government's Social Exclusion Unit. Local authorities will be required to carry out accessibility assessments and to draw up an accessibility strategy that focuses on access to learning as well as

employment, health care, food shops and other services and opportunities of local importance. Local accessibility action plans may include specific schemes and initiatives – such as better provision for walking and cycling - and changes to transport policy and planning measures. They may also include specific non-transport measures that will improve accessibility, such as co-ordination of extra curricula activities and the 14-19 curriculum with public transport provision, or staggering school starting times to make better use of transport resources. A draft accessibility strategy has to be included in local authorities' LTPs (July 2005), and the final strategy completed by November 2005.

The national cycling strategy has a target to quadruple the numbers of trips made by bicycle by 2012 on 1996 levels. An interim target has also been set by the government of tripling cycle use by 2010 from a 2000 base. A new national body to plan and co-ordinate the development of cycling across the country, Cycling England, and a new national standard for cycle training was announced in March 2005.

2.2 Health

Various health policy announcements and policies make reference to and support school travel plans and the part they can play in the promotion of active lifestyles and increasing levels of physical activity e.g. the Public Health White Paper Choosing Health (2004) and creation of an inter-ministerial Activity Co-ordination Team.

The 'Wanless 11' report on NHS spending calls for more emphasis on promoting good health with a target of 70% of the population being active by 2020. "Achievement of the target will require strategies that will easily allow individuals to incorporate physical activity into every day lives."

The Healthy Living Blueprint for Schools (2004), produced by the DfES recommends that children should be encouraged to walk or cycle part or all the way to school wherever it is safe and practical. It emphasises the need for schools to put in place school travel plans to promote more sustainable, healthy and safe travel.

Our Healthier Nation (1999) includes the recommendation that children should undertake one hour of physical activity per day for long term health. Walking or cycling to school can play a significant part in achieving this target, particularly for those in Shropshire's towns.

2.3 Education

There are a number of relevant national and local developments in education which will impact on school travel. Some will provide considerable challenges for schools committed to reducing the number of car trips to and from their school.

The Five Year Strategy for Children and Learners (DfES, 2004) outlines the extended school scheme and the notion of 'dawn to dusk' schools. More journeys outside normal school start and finish times will be made due to a growth in before and after school activities and child care provision. More pre school providers will be attached to local schools enabling the school to provide 'wrap around care'. There will also be a growing number of trips made by professionals and members of the community due to schools providing wider services and life long learning opportunities.

The growth in number of independent specialist schools, specialist schools, and an increase in vocational curriculum options will result in more children travelling greater journey distances and more trips being made to different educational sites within the school day. Current admissions policies in Shropshire enable a minority of children to access schools beyond their catchment school and some 17% of secondary pupils and 27% of primary pupils travel outside the catchment of their local school.

Involving students in School Travel Plans can support established and more recent additions to the curriculum such as PSHE, Citizenship and Geography/Education for Sustainable Development, together with providing evidence towards increasingly popular educational award schemes such as Eco, Healthy and Safe School schemes.

The National Healthy School Standard is jointly funded by the Department for Education and Skills and the Department of Health. It is part of the government's drive to reduce health inequalities, promote social inclusion and raise educational standards. School Travel Plans link closely with the theme of Physical Activity but also Personal, Social and Health Education (PSHE), Safety and Citizenship. Shropshire's local Healthy Schools programme is managed by a local education and health partnership. Many of Shropshire's healthy schools see travel plans as supporting their healthy lifestyle ethos. Government are aiming for all schools to be involved by 2009.

£1.5 billion central government funding is to be invested in improving participation levels in school sport and physical activity over the 2005/6 – 2008/9 period. Walking and cycling to school and potentially as a curricular and extra curricular activity can contribute to the scheme's main target of increasing weekly participation in school and out of school sport and physical activity to 4/5 hours (from the present target of 2 hours). School Travel Advisers will be able to develop new partnerships with Sports Development managers and there will be opportunities for joint working.

There is to be a new framework for inspecting schools from September 2005. All inspections will require schools to report on how the school has met 5 key outcomes for children as stated in the Children's Act 2004 Every Child Matters. These inspections will also contribute to joint area reviews which will be carried out in every LA over a 3 year period which will also evaluate the extent to which each area is meeting the 5 key outcomes.

1. Staying healthy (and encouraging healthy lifestyles)
2. Enjoying and achieving (getting the most out of life and developing broad skills for adulthood)
3. Keeping safe (and growing up being able to look after themselves)
4. Making a positive contribution to the community
5. Social and economic well-being.

There are clear opportunities for travel plans to directly support schools with these 5 outcomes and these benefits will be communicated to Shropshire's schools.

2.4 Local Strategies

This detailed school travel strategy is a daughter document to the Local Transport Plan 2006-11. Other local strategies, policies and major projects with links to this school travel strategy include:

- Safer Routes to School Programme
- Walking Strategy, Cycling Strategy, Road Safety Strategy (see LTP2)
- Accessibility Strategy (see LTP2)
- Bus Information Strategy/Bus Strategy
- Shropshire County Council's Travel Plan
- Healthy Eating and Active for Life! Shropshire Partnership Healthy Eating and Physical Activity Strategies for improving health
- Building Schools for the Future Programme
- Transport Policy for Students Age 16 Years and Under
- Transport Policy for Students Age 16-19
- Education Development Plan 2002-2007
- School Organisation Plan 2003-2008
- School Asset Management Plans
- LEA Accessibility Strategy
- Climate Change Strategy
- Community Strategy 2005 -10
- Sustainable Construction Policy

3. Outcomes and Objectives

3.1 Key Outcomes

In order to contribute to the delivery of our LTP objectives, priorities and targets, our School Travel Strategy aims to achieve the following outcomes:

Accessibility

- More children and young people able to travel independently to school

Environment

- Increased use of more sustainable modes of transport on the school journey; walking, cycling, public transport and car sharing, to reduce environmental impacts

Economy

- A reduced number of car journeys to school, helping to reduce congestion during peak hours

Safety and Health

- Increased use of walking and cycling for the school journey, supporting healthier lifestyles
- Less fear of casualty accidents and threats to personal safety on the school journey
- Fewer child road casualty accidents

3.2 Objectives (see table below)

In order to achieve these outcomes the specific objectives of our school travel plan strategy are:

- Increase the number of schools developing high quality STPs
- Improve integration between education and school travel
- Support the growing number of schools implementing STPs, monitoring and reviewing STPs
- Increase levels of walking, cycling, public transport use and car sharing on journeys to school through the promotion of sustainable travel options.
- Implement safer routes to school improvements
- Develop and promote educational opportunities to include sustainable travel, road safety education and STPs into the school curriculum
- Improve facilities on the school journey, around schools and on school sites – to encourage sustainable and active travel modes and improve safety
- Provide cycle training, pedestrian training and school transport
- Support the promotion of healthy lifestyles and the Shropshire Partnerships Obesity Strategy by encouraging walking and cycling to school and joint initiatives.

Due to the success of our school travel plan and safer routes to school activities in recent years, we intend to continue this work and expand it to reach more schools

Also, to ensure we keep pace with the growing challenges of out of catchment schooling and the travel demands of extra curricular activities, we will ensure

that we have a holistic strategy for school access integrating decisions and activities related to education planning, admissions policies, school transport provision, school travel plans and SRTS.

Through our School Travel Programme we aim to encourage all schools in the County to address their own school travel issues by developing a STP. We will also continue to work with schools with an existing STP to implement improvements and sustain motivation. This will be a challenging task and we will place particular priority on working with those schools where the potential and motivation for changing travel behaviour is greatest.

Objective 1 Increase the number of school developing high quality STPs	
Key Actions	Partners
Provide appropriate and up to date information and advice in the form of leaflets (tailored for each school), STP guidelines, an STP template, website information and specific case study advice e.g. grant spending and projects. Support STP co-ordinators with analysis of school travel survey questionnaires.	Travelwise West Midlands
Continue to promote benefits of school travel plans to schools through Healthy Schools programme, HEALiSS, curriculum advisers and other colleagues and organisations with links to schools.	Shropshire County Primary Care Trust (PCT), SCC Children's and Young People's Services Advisory Service School meals School nurses Planning and Premises Headteacher groups Governors support service
Promote the success of local schools in STP development via local media, add information to SCC website and provide information about local good practice to other local schools	Shropshire media Communications and PR
Hold STP seminars to target schools not already involved. Event to be held each Autumn	Children and YP Services Transportation Schools with experience of STP
Target schools in most deprived areas and those where 'modal shift' is more achievable	PCT Children's and Young People's Services
Include independent sector in annual travel surveys and general communications/marketing	
Make contact with Pupil Referral Units (PRUs)	
Liaise with Highways Development and Control to ensure that new and extending schools develop STPs as required by Planning Policy Guidance 13 (PPG13).	Highways Development and Control SCC Planning Officer

Objective 2
Improve integration between education and school travel

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Key Actions	Partners
Continue to sign off DFC applications for maintained school capital grant projects spending	Planning and Premises
Attend Transport Admissions and Budget Liaison (TABL) meetings to communicate developments in school travel plan work and specific issues and developments	Children and Young People's Services Planning and Premises ITU
Continue to request postcode data for production of catchment maps for schools and curriculum work linked to STPs. Feedback examples of work to ITU/Children and Young People's Services as required	Planning and Premises ITU Children and Young People's Services
Liaise with Education Places Officer re developments with school census and school travel monitoring	Planning and Premises
Keep abreast of developments in education e.g. extended schools, vocational curriculum	Children and Young People's Services
Continue to request approval of STPs from Assistant Director and support with capital grant uses from Property Services	Children and Young People's Services Property Services
Continue to attend Healthy Schools training, network and Celebration of Success meetings	Children and Young People's Services Shropshire County PCT
Seek suitable events and joint marketing opportunities to work with education and other partners e.g. see HEALiSS stand West Midlands Show 2005	Children and Young People's Services Shropshire County PCT Private sector e.g. cycle shops Cycle clubs
Continue to seek opportunities to inform internal plans and policies e.g. Education Scrutiny Panel	Children's and Young People's Services Councillors

Objective 3 Support the growing number of schools implementing STPs, monitoring and reviewing	
Key Actions	Partners
Support schools with annual STP review meetings and the review of targets and initiatives. Provide monitoring form (see appendix)	Schools

Encourage schools to sustain their travel plan activities and reduce car use via the development of a SCC incentive scheme. Provide opportunities for networking for school 'champions' and school STP co-ordinators	Schools
Provide an annual STP Seminar each autumn to target schools without an STP.	Schools Transportation sections Children's and Young People's Services
Provide a Walking Bus Celebration Lunch 4 th July 2005 for parent volunteers and walking bus co-ordinators	Schools Shropshire County PCT Children and Young People's Services
Develop partnerships with local organisations e.g. cycle clubs, Sustrans rangers that may be able to help schools implement their plans.	CTC Sustrans Governors
Work to ensure all schools including independents take part in annual County School Travel Survey and in particular SP schools (as a condition of receiving the STP grant).	Schools
Develop the use of the school census to collect individual pupil school travel data as and when Government requires	Education Places Manager

Objective 4 Increase levels of walking, cycling, public transport use and car sharing on journeys to school through the promotion of sustainable travel options	
Key Actions	Partners
<p>Walking</p> <p>Review “Star Striders and Riders” walking incentive scheme and investigate extension of incentive scheme based on pilot review</p> <p>Market the national Walk on Wednesday (WoW) walking incentive scheme</p> <p>Continue to promote Walk to School Weeks (in Spring and Autumn) and provide resources for all schools wishing to take part.</p> <p>Continue to provide advice, training, insurance and ongoing support to schools setting up walking buses.</p> <p>Continue to request funding and staff inputs to support walking buses from Health Improvement Team, Shropshire County PCT (e.g. Walking Bus birthday parties)</p> <p>Review information provided to schools about walking buses held in the Shropshire Walking Bus Pack</p> <p>Assist schools developing STPs to participate in Kerbcraft Pedestrian Training to improve road safety skills in target areas</p> <p>Promote activities using step counters to schools to help raise awareness of walking benefits.</p>	<p>Road Safety PCT Kerbcraft Co-ordinator Shropshire County PCT</p>
<p>Cycling</p> <ul style="list-style-type: none"> - Bike Week promotions - Offer cycle training to all schools and give some priority to STP schools - Continue to look for possibilities of promoting local cycle rides to families (see Sir John Talbot’s example) <p>Support schools with cycle permit development</p>	<p>SCC Road Safety Team and Cycle Trainers</p>

<p>Buses</p> <ul style="list-style-type: none"> - Source bus users code of conduct. - Continue to work with schools and the Integrated Transport Unit to address issues of behaviour on buses - Continue to liaise with Public transport Officer and ITU re improving the efficiency, provision and attractiveness of and information about bus services. - Continue to look at ways to provide an enhanced school transport service e.g. provision of services for pupils living under the statutory distance and provision of additional services for extra curricular activities <p>Support ITU with the introduction of CCTV on school buses e.g. providing relevant survey findings re bus behaviour and personal safety issues and driver training.</p>	<p>Schools Principal Officer (Public Transport) ITU Other Directorate School Transport providers Other public funded transport providers</p>
<p>Car-sharing</p> <p>Provide advice to schools interested in school based car sharing schemes including issue of Shropshire Car Share Scheme leaflets</p>	
<p>Park and Stride</p> <p>Assist and encourage schools to set up “park and stride” schemes – continue to issue guidance for schools, sample letter to send to car park owners, assess routes for safety.</p>	<p>Road Safety Team.</p>

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Objective 5 Improve facilities around schools and on school sites to encourage more safe and sustainable travel	
Key Actions	Partners
Support Safer Routes to School Officer in ensuring highway and off site projects are complemented by sustainable school activities through STPs.	SCC Safer Routes to School Officer SCC Rights of Way
Require all schools seeking highways improvements as part of Safer Routes to School Projects to complete a school travel plan as a first step.	Schools, SCC Road Safety, Traffic Management Engineers, Mouchel Parkman Consultants
Assist schools with suitable spending of STP capital grants. Sign off DFC forms to approve grant applications	SCC Planning and Premises SCC Property Services SCC Architects
Support Cycling Officer with cycle facilities on routes to school and Links to School programme	Sustrans Transport Planning Officer
Use STP capital grant and additional assistance of STA as an incentive to encourage schools to fully participate in consultation as part of Safer Routes to Schools Projects to ensure most appropriate improvements are implemented.	

Objective 6 Develop and promote educational opportunities to include sustainable travel, road safety education and STPs into the school curriculum	
Key Actions	Partners
Continue to offer Shropshire schools and colleges opportunities for road safety training and education. Continue to provide Road Safety Education materials, educational visits and theatre productions	Road Safety
Provide up to date road safety and travelwise resource list to all STP schools	Road Safety
Provide schools with GIS catchment maps and other base maps for use in related curriculum particularly Geography	Geography/ESD Adviser
Provide checklist of curriculum links for all schools developing STPs to use in developing their travel plans	Road Safety
Expand our cycle training programme aiming to provide all Year 6 pupils with training who request it. Develop secondary school programme with pilot at Wakeman school in 2005/6	Road Safety
Identify funding to continue with 'kerbcraft' pedestrian training programme	Road safety
Ensure schools are aware of how STP curriculum work can support the Healthy Schools (physical activity and other themes), Eco Schools scheme and Safe School Scheme. Attend and run appropriate workshops at bi-annual Eco – Schools conferences. Support Green Fair and other Shrewsbury/District events	PCT Healthy Schools Adviser Sport and Physical Activity Adviser West Mercia Police Property Services (Crime Prevention Officer) SABC

Objective 7 Support the promotion of healthy lifestyles and the Shropshire Partnership's Obesity Strategy	
Key Actions	Partners
Contribute to HEALiSS stand at West Midlands Show promoting physical activity and active school travel. Provide Active Travel leaflets and Dave Mellor Cycle Challenge	HEALiSS partners Dave Mellor Cycles Business Travel Advisor
Update LA physical activity and healthy eating mapping exercises and 'Choosing Health Delivery Plan'	DoH/GOWM All Directorate

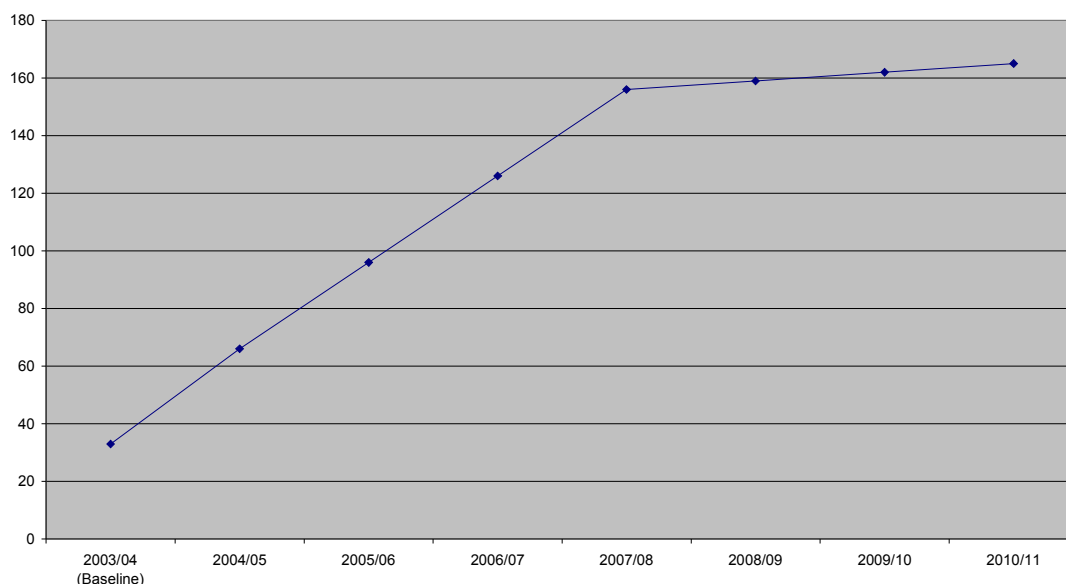
4. Indicators and Targets

4.1 Travel Plan Output Targets

Although we will aim to engage all schools in the school travel planning process, realistically we plan to secure 90% of all schools in the County (including independent schools) with STP documents by March 2011.

	No. New Plans	Cumulative No.	No. of schools	%
2003/04 Achieved (Baseline)	33	33	184	18
2004/05 Achieved	33	66	184	36
2005/06	30	96	184	52
2006/07	30	126	184	68
2007/08	30	156	184	85
2008/09	3	159	184	86
2009/10	3	162	184	88
2010/11	3	165	184	90

No. of Schools In Shropshire With a School Travel Plan



	No. Schools engaged in process	Cumulative No.	No. of schools	%
2003/04 Achieved (Baseline)	33	33	184	18
2004/05 Achieved	33	66	184	36
2005/06	33	99	184	54
2006/07	33	132	184	72
2007/08	33	165	184	90
2008/09	7	172	184	93
2009/10	6	184	184	100

4.2 Indicator and Targets for Mode share of journeys to school

Mandatory Indicator

Although the Government's mandatory LTP2 indicator: no reduction in the ratio between the total number of pupils and the total number of car journeys to school between a baseline (of 2006/7) and 2010/11 would be deemed satisfactory, Shropshire has set more challenging targets based on our positive performance since authority wide monitoring began in 2000.

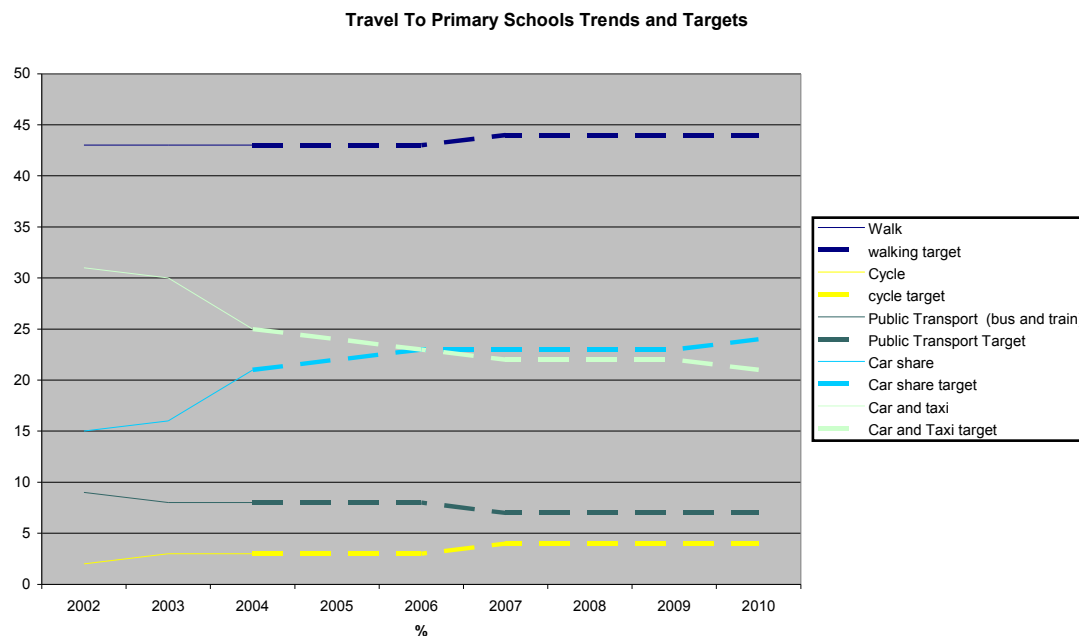
Primary

(All figures shown are percentages)

	Walk	Cycle	Public Transport (bus and train)	Car share	Car and taxi
2002/03 Actual	43	2	9	15	31
2003/04 Actual (Baseline)	43	3	8	16	30
2004/05 Actual	43	3	8	21	25
2005/06	43	3	8	22	24
2006/07	43	3	8	23	23
2007/08	44	4	7	23	22
2008/09	44	4	7	23	22
2009/10	44	4	7	23	22
2010/11	44	4	7	24	21

Key Targets (change from 2003/04 baseline by 2010/11)

- 4% increase in levels of walking and cycling
- 30% decrease in pupils travelling by car alone



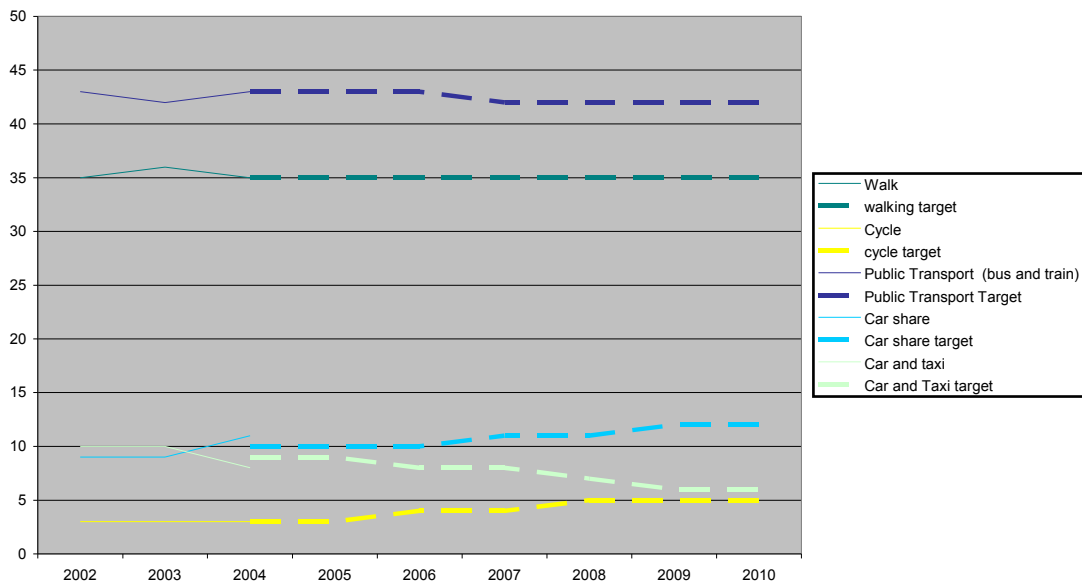
Secondary

	Walk	Cycle	Public Transport (bus and train)	Car share	Car and taxi
2002/03	35	3	43	9	10
2003/04 (Baseline)	36	3	42	9	10
2004/05	35	3	43	11	8
2005/06	35	3	43	10	9
2006/07	35	3	43	10	8
2007/08	35	4	42	11	8
2008/09	35	4	42	11	7
2009/10	35	4	42	12	6
2010/11	35	4	42	12	6

Key Targets (change from 2003/04 baseline by 2010/11)

- 4% increase in levels of walking and cycling
- 40% decrease in pupils travelling by car alone

Travel To Secondary School Trends and Targets



4.3 Other Targets

100% of Year 6 pupils offered cycle training by 2008

4.4 Progress with Travel Plan progress and modal shift

During 2004/5, 33 schools developed travel plans during the year (target of 19) resulting in a cumulative total of 66 Shropshire schools with plans at March 2005. With 36% of Shropshire’s schools with travel plans, this is well above the national figure of 25% and regional figure of 26%.

The school population comprises (at January 2005):

- 143 primary schools with 20,588 pupils (12 infant, 11 Junior, 120 primary, 3 Foundation and 21 Voluntary Aided)
- 22 secondary with 18,337 pupils (1 Foundation)
- 2 Special school with 225 pupils
- 17 independent schools

Progress has been made with earlier targets to reduce the percentage travelling alone by car. In 2004, 7% of secondary (5.9% target by 2006) and 23% of primary (26% target by 2006) school children travelled alone by car.

Following the autumn 2004 County School Travel Survey, an analysis of the 33 schools with travel plans at March 2004 revealed cases of modal shift i.e. reduction in car travel and increases in more sustainable travel away from car travel.

Examples include:

- Woodfield Infant School, Shrewsbury. Walking up from 40% in 2000 to 48% in 2004, cycling up from 4% to 7%, car use down from 54% to 44%

- St George's Junior School, Shrewsbury. Walking up from 42% to 49%, cycling up from 5% to 7%, car use down from 52% to 42%.
- St John the Baptist Primary School, Ruyton X1 Towns. Walking up from 25% to 36%, car use down from 73% to 63%. 21 'park and striders'
- Baschurch Primary School. Walking up from 52% to 58%, car use down from 47% to 41%. 30 'park and striders'
- St Giles' Primary School, Shrewsbury. Walking and cycling up from 53% to 58%, car use down from 47% to 42%
- The Priory School, Shrewsbury. Walking and cycling up from 49% to 65%, car use down from 38% to 26%
- Meole Brace School, Shrewsbury. Cycling up from 6% to 9%.

4.4 School Travel Plans and Progress with School Travel Initiatives

Walk to School Week:

Walk to school week is a national event promoting walking to school. A trend in recent years has been more Shropshire schools taking part and we encourage all STP schools to be actively involved. In Shropshire over X schools took part in 2005.

Walk to School Activities

Some 75 schools took part in the 2004 May Walk to School week and ? in 2005.

Star Striders and Riders

A scheme that encourages children to walk, cycle, use public transport, car share and park and stride to school by working with schools to offer small incentives and rewards e.g. pens, pedometers and other items. The scheme aims to reduce the number of car trips made to and from school, reduce pollution, encourage walking, promote healthier lifestyles for pupils and their families, and reduce congestion outside the school gate.

Walking Buses

A walking bus is a group, or 'bus' of children and adults who walk from home to school or from school to home each day or part of the week. The group moves quickly and safely under the guidance of trained adults. All children and adults on the bus wear bright reflective jackets for visibility and safety. 11 schools now have risk assessed routes with 8 operational walking buses at June 2005.

Car Share and 'Park and Stride'

See Shropshire County Car Share Scheme for Schools and issue of catchment maps to help locate possible car sharers. These are popular options for our rural schools where walking the whole journey is often problematic given local road conditions and lack of pavements.

Cycle Awareness and Kerbcraft Training

In 2004/5 511 children at 39 sites took part in SCC's Cycle Awareness training scheme utilising the designated Cycle Team, whilst a further 53 children at 6 sites benefited from the scheme led by volunteers. 10 schools in more disadvantaged parts of Shrewsbury and Oswestry taking part in 'kerbcraft' pedestrian training with the support of the Road Safety section's Kerbcraft trainer.

Safer Routes to School and other safety improvements

The aim of the Safer Routes to School (SRTS) scheme is to improve pupil safety and remove barriers to pupil's walking and cycling to school. Development of projects is based on extensive consultation with pupils, parents, schools and local residents. In the last five years 64% of secondary and 24% of primary schools have benefited from SRTS projects. Major schemes (e.g. school zones, traffic calming, improved crossings for pedestrians and cyclists, parking restrictions, improved signage and road markings, improved links to cycle routes and the NCN etc) at the following schools with travel plans:

St Giles' CE Primary, Holy Cross and Springfield, Woodfield and St George's, Ellesmere Primary, St John the Baptist, Sundorne School, Sundorne Infants, Weston Rhyn Primary, Sir John Talbot, St Mary's Bluecoat, Priory, William Brookes.

Further major schemes are planned for the near future at Marches, Shifnal Primary, Whitchurch Infants and Juniors, Coleham, St Johns and St Leonard's, Bridgnorth.

Cycle parking accommodating 402 bikes has been installed at 6 secondary (330) and 6 primary (72) schools utilising Safer Routes to School funding.

TravelWise

Contribute to regional projects e.g. 2004 schools calendar and 2005 schools newsletter.

Bus use and school transport

SCC has a statutory duty to provide free school transport to primary pupils living further than 2 miles from their nearest suitable school and secondary pupils living more than 3 miles away. We will continue this duty, providing a good standard of service and maximising efficiency. We will continue to liaise closely with the Integrated Transport unit (ITU) and Principal Officer (Public Transport). See Park and Ride half price ticket promotion to Shrewsbury Sixth Form College and Shrewsbury School students, additional bus at Rushbury

School to enable children to leave home later and return earlier, re routing of buses at Rhyn Park School.

Crucial Crew

Approximately 3000 children will have benefited from a workshop about safe cycling during a 4 week period in 2005. An annual event delivered by a range of partners. Road Safety Officers are supported by School Travel Advisers and the Safer Routes to School.

5. Roles and Responsibilities

The Travelling to School Initiative funding allocation for Shropshire has enabled the support of 1.5 School Travel Plan adviser posts who will play a pivotal role in the delivery of Shropshire's school travel strategy.

- Ray Hughes, Senior STP Co-ordinator working for 19.5 hours and since April 2004 working on behalf of DfES/DfT as a Regional School Travel Adviser – West Midlands for remainder of week. Responsible for support to schools with travel plans at March 2004, development of strategy and internal and external partnerships, co-ordination of delivery of the project, management of School Travel Plan Adviser, support School Travel Working Group plus contribution to annual SP output targets.
- Julie Potter, STP Adviser working full time (started June 7th 2004). Julie has concentrated on direct support to schools in preparing new travel plans during 2004/5, development of systems and services to schools and development of curriculum resources.

Both posts are based in the Road Safety and Transport Planning Group, Economy and Environment Directorate and managed and co-ordinated by Jan Cook, Senior Transport Planner. This enables them to work closely with other officers who have a significant role in the successful implementation of the Shropshire school travel plan programme, including:

- Julie Fergusson, Safer Routes to School Project Leader. Given the significant linkage between travel plans and safer routes to school and joint working on a daily basis, Julie acts as a third arm to what is now commonly known as the 'school travel team'.

Other colleagues who provide direct support with travel plan training, education and publicity initiatives include:

- Road Safety Officers
- Pedestrian 'Kerbcraft' Officer
- Cycling Instructor Team

(See Appendix 1: Organisation chart)

6. Funding and Resources

6.1 Travelling to School Initiative Revenue Funding (2004 -2006)

In 2004/05 a Travelling to School Initiative revenue grant of £51,000 was received. This has primarily been used to fund the cost associated with employing 1.5 FTE School travel plan advisor posts. A small amount of funding has supported the activities associated with promoting and supporting the development of travel plans, e.g. school travel plan conference, promotional literature , postcode mapping.

Salary and associated costs	£44, 327
Travel and Subsistence	£1, 807
Training and Equipment	£1, 341
Other school travel plan promotional Activities	£3, 525
Total	£51, 000

6.2 Additional Local Authority resourcing of school travel activities

Capital

£300k per annum for safer routes to school

£10k per annum capital funding to support school travel planning

Revenue

£160k per annum for road safety education, training and publicity

£8.4M per annum for school transport provision

6.3 DfES School Travel Plan Capital Grants (2004/5 to 2007/8)

The Department for Education and skills (DfES) have introduced a new grant scheme to help support school travel plans. Every LEA maintained school with a signed off adopted travel plan meeting minimum standards will be awarded a one off DfES capital grant to improve travel facilities on the school site. Grants will typically be £5,000 for a primary school and £10,000 for a secondary (final allocations based on pupil numbers). 33 schools in Shropshire were given grants in summer 2004 totalling £184,098 and a further 33 will receive grants totalling £179,198 in July 2005. Examples of projects now in place include:

- **Baschurch Primary** – all weather shelter
- **Ellesmere Primary** – improvements to rear pedestrian entrance
- **Highley Primary** – new pedestrian entrance
- **Idsall** – Cycle shelter

- **Mount Pleasant Infants** – all weather shelter
- **Mount Pleasant Juniors** – safer route for cyclists and visitors arriving after school has started
- **Market Drayton Juniors** – improved lighting
- **Cheswardine Primary** – gate/ fencing and notice board for school travel promotion
- **Holy Cross Junior** – re positioned pedestrian entrance
- **St Andrew's Nesscliffe** – cycle shelter/entrance improvements
- **Marches** – bus shelter and more lockers for walkers and cyclists
- **Meole Brace** – lockers
- **St George's CE Primary, Clun** – seating for waiting parents
- **St Johns the Baptist, Ruyton X1 Towns** – new path at side of vehicular entrance and all weather shelter
- **Whixall Primary School** – all weather shelter

7. Methodology: Main Steps to the STP process

7.1 Targeting support

Our priorities for 2004 – 2006 will be to;

- Provide support to schools developing travel plans who have already benefited from significant Safer Routes to School and School Safety Zone Local Transport Plan capital funding.
- Support schools where there are clear opportunities for modal shift.
- Secondary schools.
- Provide support to schools which have been required or recommended to develop a STP as a result of a planning condition (see below).
- Begin to communicate and engage with Independent Schools including them all in the Autumn 2005 County Travel Survey.
- Provide support for schools who developed travel plans leading up to the first and second rounds of grant applications but who did this with little Adviser support.
- Schools in more disadvantaged areas and schools identified by the cross department HEALiSS group will benefit from additional support.
- Support to schools with Plans re monitoring and review and grant spending advice in liaison with Planning and Premises
- Support schools willing to work together on a 'cluster' basis.
- Support schools wishing to develop plans to pride evidence and compliment educational award schemes notably Eco and Healthy School.

7.2 Safer Routes and Travel Plans

The demand for SRTS and School Zone schemes could grow considerably as more and more schools develop travel plans and are consulted over their journey to school experiences. In an effort to ensure transparency and fairness, the SRTS Project Leader in conjunction with the school travel advisers has looked to strengthen the model for prioritising schools for these

highway schemes and developed a model which uses measured criteria and gives due weight to a schools involvement in the travel plan process.

Wherever possible schools will begin the travel plan process ahead of the introduction of any Safer Routes to School schemes and provide some of the necessary information on journey experiences and concerns to inform the SRTS/School Zone process. All schools starting travel plans will initially undertake surveys which will include questions relating to journey safety concerns on the school journey.

School Zones traditionally the responsibility of Traffic management will now form part of the Safer Routes to School project Leader's remit.

7.3 Our support package to schools

We are able to provide:

- Presentations to senior staff, governors or parents
- Help in co-ordinating travel surveys and survey analysis
- Providing a School Travel Plan template and support drafting a plan using email or traditional correspondence
- Help with a site assessment
- GIS postcode mapping of where pupils live and general site and area maps for inclusion in plan and for related curriculum activities
- Help with classroom based activities and assemblies and identification of suitable resources and links with Road Safety Officers for educational inputs
- Direct support with the establishment of school travel working groups and attendance at meetings
- Help in accessing STP capital grants, in providing ideas for projects, sources of suppliers, links with Property Services Surveyors, media and marketing opportunities
- Help in setting up walking buses – for example, advice, risk assessment of the route, meetings and training for parent volunteers, organising insurance cover and criminal record checks, providing tabards and incentives for children taking part
- Help in setting up 'Star Striders and Riders' and sustainable travel incentive schemes – such as advice, materials and incentives
- Help in setting up 'Park and Stride' initiatives – for example negotiating with pubs, shops and restaurants to make parking available
- Promotion of Walk to School Weeks, TravelWise Week and Bike Week
- Negotiations with public transport operators and ITU to arrange improvements
- Public transport promotion – for example, leaflets and posters, sometimes customised to the needs of the school
- Commissioning of new cycle parking and student designed signs for school grounds plus links with Property Services surveyors

- Through linking with Road Safety colleagues, pedestrian and cycle training, or in some cases, training so that school volunteers could deliver this
- Help in setting up car share schemes including the Shropshire Car Share scheme.
- Design and implementation of highways and infrastructure measures through direct liaison with Safer Routes to School and Traffic Management officers
- Assisting schools in other applications for funding.
- Analysis and feedback of annual travel survey data
- Publicity and press releases to celebrate success
- Customised leaflets feeding back survey results or STP summaries for parents
- Contributing to green fairs and other relevant events
- Support with STP monitoring and document review

7.4 What we ask of schools

- To nominate a school travel champion or co-ordinator
- Setting up a working group within the school to take the project forward
- Undertaking – or taking part in – an initial travel survey, and participation in ongoing monitoring – for example, as part of the authority’s annual ‘hands up’ travel survey
- Consulting interested parties – or hosting a consultation run by the local authority
- Including travel awareness on the school curriculum and involving children
- Drawing up a school travel plan, that sets out proposals, responsibilities and other key information
- Linking the school travel plan to the school development plan.
- A general expectation that the school will take ownership of the travel plan.

7.5 Process and Timescales

We encourage schools to work to the following timescales in the preparation of their Travel Plan:

- Preliminary visit with Head, parents, governors, Eco-group – do site description.
- 2 weeks – undertake detailed pupil and parent surveys.
- 3-4 weeks for collation and analysis of results.
- Meeting with STP Working Group to discuss possible initiatives for plan
- 2 weeks - writing up targets and incorporating photos, maps etc. into document. School needs to do introduction to plan – reasons for embarking on it now.
- 2 weeks - approval of draft and signatures of all involved.
- Total 10 weeks

7.6 Information, training and support networks

We offer the following resources to advise and train those leading travel plans within the school included the following:

Written guidance

We have a Shropshire STP Guide which sets out the steps in developing a travel plan. Guidance (template, surveys) are also available through our school travel website www.shropshireonline.gov.uk/schooltravel.nsf

Newsletters

Periodically produce local school newsletters and able to source externally written newsletters such as Sustran's Route 2 School.

Events and training sessions

Two such events have helped generate interest and provided useful information and local case studies; the 2003 School Travel Plans: The Shropshire Experience and in February 2005, School Travel Plans in Shropshire Seminar. This recent event was attended by 22 schools, 18 of whom expressed commitment to developing a travel plan in 2005/6.

Telephone and email support

Ongoing telephone and email contact with travel plan champions and school contacts feel helps them feel well supported in their work.

7.7 Promotion and Communication Strategies

Promotion in Shropshire takes various forms. National events such as National Walk to School Week and Bike Week are used to engage schools and promote issues locally. Press articles follow events and activities in the local media e.g. see whole school walks to and from school at Corvedale and St George's, Clun schools. School travel plan information is made available at countywide events such as The Shrewsbury Green Fair and west Midlands Show; these events promote sustainable transport on the school journey under the brand of TravelWise. Shropshire fully support regional TravelWise activities and attend regional meetings. Recent projects have included newsletters and calendars.

STAs also look for opportunities to take part in small community events across the county to raise the profile of sustainable travel and the STP: activities include town carnivals and community events.

Cross directorate links have been made to ensure others in the authority are kept abreast of developments in school travel planning.

7.8 Senior level Support

School Travel Plans in Shropshire receive support at the highest level. Both the Assistant Directors in the Community and Environment and Children's and Young People's Services Directorate are committed to school travel plans. All STPs are signed off by these senior officers prior to their submission for DfES capital grants. The Director of Children's and Young People's Services has lent her support to 2004 International walk to School Week with Clee Hill school's 'Walk the world' event and has also attended a Walking Bus Celebration lunch July 2005 with the respective Cabinet Member.

Cabinet members have provided opening remarks at STP seminars and other similar events and become involved in travel plan activities through contributing to STP working groups and the launch of safer routes and other highways schemes near schools.

8. Monitoring and Quality Assurance

8.1 Monitoring will comprise:

- Number of signed off STPs and those in development.
- Model split for the journey to school at schools with travel plans and for all schools in the County willing to participate.
- Reporting on County wide initiative take up e.g. cycle training, walking buses, car share, Star Striders and Riders, WTSW participation, safer routes to school schemes, STP capital grants projects.

STPs will be reviewed on an annual basis (see Appendix 3 Travel Plan Monitoring Form). An annual monitoring programme of mode share exists in the form of the Annual County School Travel Survey.

8.2 Sustaining school travel work

We endeavour to help schools sustain the school travel plan over time via the following strategies:

- Provision of ongoing telephone support
- Periodically returning to schools to refresh initiatives and make adjustments to any that are no longer working
- Introducing fresh ideas to prevent initiatives in established travel plans from becoming stale
- Management of the introduction of different initiatives over time – for example, providing cycle and pedestrian training as a follow up to an initial phase of travel work or events to accompany Safer Routes developments
- Keeping schools informed about progress in securing highways measures.
- Taking opportunities to promote existing travel plans through local media, so that schools feel their efforts have been recognised

8.2 Travel Plan minimum standards

Travel Plans will be checked to ensure they meet and exceed government minimum standards which state the following must be included:

- A description of the school, its location, size and type
- Description of the travel and transport problems
- Results of a survey to identify how children travel and how they would prefer to travel to/from school
- Clearly defined targets and objectives
- Details of proposed measures
- A detailed timetable for implementation
- Clearly defined responsibilities
- Evidence all parties consulted

- Proposals for monitoring and review
- Assistant Director (LEA and Highways) and Chair of Governors signatures together with any other key partners

The Regional School Travel Adviser has a role in quality assuring all the regions plans.

An agreed set of procedures has been devised involving the Premises and Planning team to sign off travel plans as being acceptable for capital grant submission and to monitor STP grant revenue and expenditure (and appropriate use).

8.3 Review of Travel Plan documents

Schools will be asked to review their progress annually and update their documents fully every 3 years.

9. Key Partners

We aim to be proactive in developing good communication links between our Transportation Group and other directorate in order to raise the profile of school travel work across the local authority and seek opportunities for a joined up approach.

9.1 Transportation Group and Local Highway Authority

In addition to immediate colleagues in Transport Planning, Safer Routes and Road safety we communicate with:

- Public Transport
- Work Place Travel Plan and Sustainable Travel Marketing officers
- Traffic Management
- Highways Development and Control – Officers can help to secure travel plans at schools were new developments will have implications for future traffic levels and movements. A process exists were the school travel team are kept aware of planning applications and recommendations for travel plans under the PPG13 guidance.

9.2 Children and Young Peoples Services (and clients)

- LEA's capital strategy and improvements to school facilities (Property Services)
- Curriculum Advisers, notably Geography/ESD, PSHE/Citizenship
- School Transport (Integrated Transport unit)
- Co-ordination of educational award schemes notably Eco Schools and Healthy Schools
- Local Authority Planning Officer
- Planning and Premises staff
- Safer Schools Crime Prevention Officer and Safe Schools Scheme

- Assistant Director for Children and Young People's Services assisted by the Sites and Grounds Officer play their part in signing off travel plans and discussing progress and issues (at the forum below).

9.3 Local School Community Partners

Each school is asked to form its own STP co-ordination group. Typically group membership is drawn from the following list:

- Teaching and other staff
- Governors
- Parents
- Pupils
- Residents

9.4 Other

- SCC Sustainability Group and Officers
- SCC Health and Safety Officers
- West Mercia Police
- Shropshire County PCT.
- Local Councillors
- Public Transport operators
- Parish, Town and District Councils
- Local Businesses
- Mouchel Parkman, engineering consultants
- Crime Safety Partnerships
- Local 'walking to health' initiatives
- Others providing helpful resources and networks notably National TravelWise Association and UKLAST

9.4 Forum

Attendance will continue at the following relevant cross directorate partnership meetings:

School Travel Working Group

A practitioners group chaired by the Safer Routes to School Project Leader discussing a range of practical school travel projects and issues, both hard and soft measures. Members include; Road Safety, Traffic Management, Education Access, Mouchel Parkman, Shropshire County PCT.

HEALiSS (Healthy Eating and Active for Life in Shropshire Schools)

A strategy group involving school meals, school nurses, Shropshire PCT, Children's and Young People's Services, School Travel, able to steer a number of relevant initiatives and policies e.g. Healthy School Partnership and Shropshire Partnership's Obesity strategy.

Transport Admissions and Budget Liaison Meeting (TABL)

Officers involved in capital and buildings, site developments and new buildings, school budgets, admissions policy, school transport.

Education – Sustainability Liaison Group

Waste, recycling, sustainability and Eco Schools representatives.

Headteachers Group

Opportunities to update Head cluster groups with information about STP programme and opportunity to increase involvement.

Promoting Physical Activity in Schools Group

10. Identification of Problems and Solutions

10.1 School Travel Plan Advisers and short term funding

Both School Travel Plan Advisers are on temporary contracts to March 2006. Work will still need to be done if LTP2 targets are to be reached and schools assisted with appropriate capital grant projects and spending.

If central DfES/DfT funding does not continue either fully or in part beyond March 2006, alternative funding streams will need to be found if targets are to be met. This could include monies via LTP2 capital grant, revenue support from the Economy and Environment and/or Children and Young People's Directorates and the Health Service/ Shropshire County PCT.

The Provisional Local Transport 2006-2011 includes expenditure for Travel Plan Co-ordination within the defined 'school travel' capital programme.

10.2 Growth in demand for infrastructure improvements

School Travel Plan capital grants cannot be used on the highway, therefore any recommendations for physical changes to the highway derived from school Travel Plans need to be financed through SCC's capital programme. This is currently achieved within the safer routes to school budget. Given the potential growth in demand as more STPs are developed, a system of clear prioritisation for safer routes to school projects has been developed which takes into account travel plans. The LTP 2006-2001 identifies a 'school travel' capital programme of approx £400,000 per annum.

Some on site improvements making use of STP capital grants can also impact on the highway e.g. relocating a pedestrian entrance might generate a request for a new guard rail. An element of the SRTS budget will be used where appropriate for such small scale measures (footway, signs, yellow lines, guard rails) to compliment on site improvements.

10.3 Growth in demand for travel initiatives and delivery of road safety education and training

An increase in schools with travel plans will generate an increase in demand for certain inputs provided by Road Safety Officers, such as interest in road safety and sustainable travel education, cycle training and walking bus risk

assessments and training. Pressures on STP Adviser, RSO and SRTS officer workloads due to increasing travel plan activity will be monitored and priorities annually reviewed.

10.4 More school travel plans requiring monitoring and review.

As more schools write travel plans, more staff time will be required to help schools monitor and review plans and their initiatives. Levels of staff resourcing will therefore be monitored on an annual basis.

10.5 Other Issues

- Schools could get harder to engage over time. Some will benefit from greater STP adviser input.
- Some schools might write plans but fail to agree to monitor travel patterns each and every year. Support to ensure robust annual monitoring should minimise this.
- Capital grants are only promised until 2007/8 and not available to independent schools. Other internal funding sources however can benefit these institutions e.g. traffic management led safety schemes and the Travel Awareness budget for small scale on site facility improvements e.g. cycle shelters.
- Pupil Referral Units (PRUs) will need to be engaged and may merit tailored services and solutions.

11. Good Practice Examples

The Wakeman School, Shrewsbury

The school has a student led School Travel Group with two representatives from each year group. Work on the travel plan has been used towards the Eco – School Award. Students have been consulted about what they think about travel to school, the facilities available, and potential improvements they would like to see in the future. In September 2004 the school held a Bike to School Week. A local cycle shop held bike workshops where pupils' bikes were checked for safety. The school had just had a new bike shelter, and the mayor opened them. There were various free gifts available for pupils who cycled to school, such as neon visibility strips, bags and stickers. There was also a bikers' breakfast - a free breakfast for pupils who had cycled that day. Approximately 70-80 pupils cycled that day with normal figures are around 40-45.

Given the schools strong interest in cycle training to accompany its new cycle shelter, Shropshire County Council's Road Safety Section have chosen the school to pilot an advanced cycle training course for a small group of Year 7 students who cycle to school. There will be 5 weekly sessions in the summer term 2005 to enhance their skills and look in detail at their home to school routes. The geography teacher will take part.

Maps showing home locations of students have been provided for the geography department by the School Travel Plan Co-ordinator. This work has directly supported the school's travel plan objective to encourage cycling to school and the target to double the percentage cycling to school to 10% by 2006.

The School Travel Group took part in the school's Green Fair in March 2005 involving range of organisations. Local gym Fitness First assisted with exercise bikes/health and fitness tests. Pedometers as prizes provided by LA.

Two students delivered a presentation at a STP seminar addressing over 20 schools in February 2005

The Road Safety Officer has provided drama scripts for use in PSHE covering general road safety issues for young drivers, pedestrians and cyclists. They are aimed at raising student's awareness of personal and road safety.

St George's Junior and Woodfield Infants Schools, Shrewsbury

STP adopted in 2002 and updated in 2004. Proactive parent led school travel working group which still meets at least termly. In May 2003, successfully bid for DfT Cycle Fund and established a Trailer Bike Scheme. Awarded £6k and purchased 18 trailer bikes and buggies for loan by parents at just £5 a term. Very popular with parents and children alike. Cycling to both schools has increased from 5% in 2000 to 7% in 2004. Guidance written by the STP group on how to set up a scheme. Engaged in Year 5/6 cycle training and lobbied for safer cycle route to school improvements – a toucan crossing on Shelton Road and a 20mph school zone which opened in February 2005. Also will benefit from improvements to an extension to NCN Route 81 which passes near to the schools. More cycle storage is planned at the juniors to be used by children at both schools. This will be funded by the DfES STP capital grant together with on site pathway safety improvements (and footprint markings) and lighting. In 2004, the schools established two walking buses taking advantage of the safety improvements outside the schools and in the area. Both schools are involved in Eco and Healthy School programmes and see school travel as an integral part of promoting sustainable and healthy lifestyles.

St Giles' CE Primary School, Shrewsbury

Since writing their travel plan in 2002, through a campaign of encouraging more active and sustainable modes of travel, fewer children are travelling by car. In the 2004 autumn travel survey, 50% of children said they usually travel to and from school on foot and 8% by bike. This compares with 46% on foot and 7% by bike in 2000. Car use has seen a corresponding decline from 47% to 42% over this period. An initial survey revealed concerns regarding crossing on foot outside the school. A Safer Routes to School Scheme was commissioned in 2003 which provided a Safe School Zone and a raised plateau calming traffic and improving crossing points for pedestrians. Local paths have also been resurfaced. Children were involved in designing

'how do you travel to school' and 'keep off the zig zag' signs which have been installed at the time of the safer routes work. An evaluation recently revealed 89% of parents were aware of the STP and 80% chose the correct definition. 91% felt more aware of harmful impacts of the school run since starting the travel plan process. 61% have tried walking more, 36% allowed their child to cycle and 11% have car shared with another family. In 2004, the school benefited from a capital grant worth £5,270. This is being used to increase cycle/scooter parking. The travel plan is now under the remit of the Safe School Committee.

Much Wenlock Primary School

This is a school of 134 pupils in a small market town. The school's location is at one end of the town and it has experienced a decline in walking and a rise in car use. The school has really promoted Travelwise and Walk to School Weeks, and taken part with enthusiasm in competitions to find the pupil travelling by the most unusual mode of transport and the pupils travelling by the greatest variety of modes during a week. These included arriving by wheelbarrow, pogo sticks, scooters and bikes, and the most unusual mode was via a performing cow, alias Mum and Dad! Scooters are now regularly used by children on their way to school.

As a result of their recent parent surveys as part of the travel plan process, the School Travel Plan Working Group has identified a Walking Bus route from the far end of the village to the school, and this is about to be launched.

Corvedale CE Primary School

This school is situated in a very small village and 65 of its 100 pupils travel to school by bus. The main aims of the travel plan were therefore to encourage those who live within the village to walk to school, and those who come by car to park further away to reduce congestion where the buses are loading and unloading. A public footpath leads from a small cul-de-sac, across fields to the school grounds, crossing 5 stiles.

The School Travel Plan Group decided that they would like to promote this route as a Walking Bus route for walkers and car users, and during Walk To School Week in May arrangements were made for the school buses to drop pupils off at the start of the route, so that the whole school could walk the route to school.

When a risk assessment was done by the Road Safety Officer (who was not used to assessing routes through fields of cows), concern was expressed about the state of some of the stiles. The SCC Rights of Way team leapt into action and all 5 stiles were renewed and the footpath cleared, ready for the event. All the children and staff, appropriately shod in Wellingtons, walked the route on that day, and others are now using it daily.

West Midlands Show 2005 - Healthy Eating and Active Living in Shropshire Schools (HEALiSS) Stand

HEALiSS members worked together to plan and staff a successful healthy eating and active lifestyles stand at this well attended two day show. Dave

Mellor, a local cycle retailer supported the school travel section, providing a challenge for school children to ride a bike against the clock.

12. Consultation and Review of Strategy

The development of this strategy has taken place alongside the development of the overarching Provisional Local Transport Plan 2006-2011, ensuring consistency with LTP2 objectives, strategy, programmes and targets. There will be on-going monitoring of the School Travel Plan strategy indicators and targets and annual reporting on performance via the LTP Annual Progress Reports. The delivery strategy will be reviewed as required in light of performance against these targets.

Copies of the strategy are to be distributed to a range of partners via the following forum:

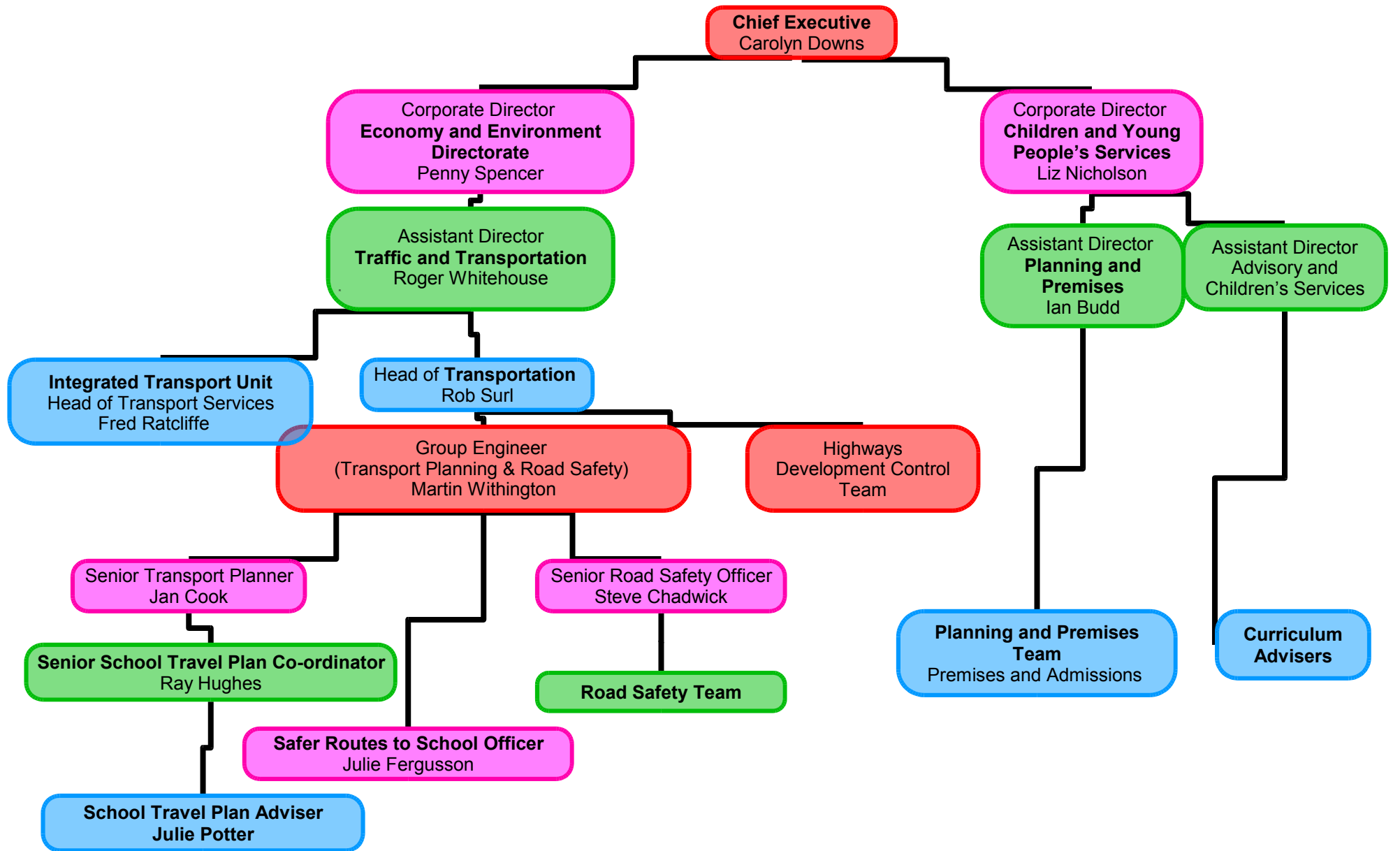
- School Travel Working Group
- HEALiSS
- TABL
- A sample of schools with travel plans will also invited to comment

It is envisaged that the strategy is reviewed annually each July. Date of next Strategy Review: July 2006.

Please return comments, ideas and proposals to:

Ray Hughes
Senior STP Co-ordinator
Transport planning
Shropshire County Council
Abbey Foregate
Shirehall
Shrewsbury
SY2 6ND

Email: ray.hughes@shropshire-cc.gov.uk



Appendix 2

School Travel Plans in Shropshire

2004	2005
Primary	Primary
Baschurch C.E. (Aided) Primary School.	Bomere Heath CE Primary School
Beech Grove CE Junior School, Oswestry	Buntingsdale Infant School
Cheswardine Primary School	Childs Ercall CE Primary School
Ellesmere Primary School	Clee Hill Community Primary School
Greenfields Primary School	Coleham Primary School
Highley Primary School	Grange Infant and Nursery School
Holy Cross School	Grange Junior School
Ifton Heath Primary School	John Wilkinson Primary School
Market Drayton Junior School	Longden CE Primary School
Moreton Say CE Primary School, Market Drayton	Lower Heath CE Primary School
Mount Pleasant Infant School	Meadows Primary School
Mount Pleasant Junior School	Meole Brace CE Infant School
Oakland Community Primary School	Meole Brace Junior School
Shifnal Primary School	Morda CE School
Springfield Infant School	Much Wenlock Primary School
St Andrew's C.E. Primary School, Shifnal.	Newcastle CE Primary School
St Andrew's Primary School, Nesscliffe	Our Lady & St. Oswald's Catholic Primary School
St George's Junior School - Shrews.	Oxon CE Primary School
St George's School, Clun	Sheriffhales Primary School
St Giles' Primary School	St. John's Catholic Primary School, Bridgnorth
St John the Baptist, Ruyton XI Towns	St. Leonard's CE Primary School, Bridgnorth
St Mary's C.E. School, Westbury	St. Mary's Bluecoat CE Primary School, Bridgnorth
St Peter's Primary School, Wem	St. Mary's CE Primary School, Shawbury
Sundorne Infants School	Welshampton CE Primary School
Weston Rhyn Primary School	Whitchurch CE Infant School
Whitchurch CE Junior School	Worthen CE Primary School
Whixhall CE Primary School	
Woodfield Infants School	
Secondary	Secondary
Idsall School	Belvidere School
Meole Brace School	Mary Webb School & Science College
Sir John Talbot's Technology College	Priory School, a Business & Enterprise College
The Grange School	Rhyn Park School
The Marches School, Oswestry	Sundorne School
	Wakeman School
	William Brookes School

Appendix 3

Example Monitoring Form

Please use the following form to review your targets, objectives, and actions.
All Travel Plans should be reviewed annually and documents fully reviewed each 3 years.

Please complete and return to your School Travel Plan Adviser (see below)

The school Travel Plan Adviser will be happy to attend your annual review meeting.

Name of School	St John the Baptist Primary School
Date of First Travel Plan	March 2004
Date of update(s)	4.5.05
Date of meeting	4.5.05
Present	Sandra Weetman, Nicola Cowper, Julie Humphreys, Ray Hughes

Mode of travel	2002 data %	2003 data %	2004 To school	2004 From school	2004 %
walk	25%	29%	41	45	36%
cycle			1	2	1%
car	59%	10%	49	49	41%
Car share	14%	61%	29	24	22%
Bus/taxi	2%				

(Data provided by Annual County Travel Survey)

2004 additional data - Those who usually travel by car: 17 occasional walkers, 6 cyclists and 21 'park and striders'.

Targets	Progress
<p>Car reduction Increase sustainable modes including park and stride Other</p>	<p>Have increased the %walking from 29% in 2003 to 36% in 2004. 2007 target of 45% maintained.</p> <p>Car share target of 20% by 2007 met. Will aim to keep above 20%.</p> <p>Target of 15 by 2007 regularly park and striding met but concerns about children understanding. Will continue to ask children about park and stride each autumn as part of the annual School travel Survey.</p> <p>Agreed these encouraging results would be communicated to parents, children, staff and governors this term.</p>

Progress with objectives and tasks - please provide list of initiatives/actions undertaken through the year under following objectives -

- **Develop School Management Systems to support the aims of the STP**
- **Improve Sustainable Travel and Road Safety Education**
- **Increase Walking**
- **Increase Cycling**
- **Improve Safety on the School Journey**
- **Encourage Sensible and Safe Car use**

Objective 1.

Newsletter (SW) - summary of successes, Walk to School Week, targets to increase park and stride and car sharing **to be communicated in school newsletter.**

STP information to parents/new parents. **Draft STP Leaflet will be sent by RH.**

Objective 2

WTSW w/c may 23rd 2005 used for assembly and class presentations/discussion.

Physical activity/school travel and curriculum - RH to issue **10 pedometers and catchment maps** to support curriculum work/lift share etc (RH). Use of 'How green is Your Tree?' class posters to encourage sustainable travel during WTSW. Issue of **activity diaries** also during WTSW.

Bike Gymkhana (NC/SW) - KS2 only. Class at a time. End of summer term 2005. RH to support. School Council/Eco Council - STP review annually. Safe School achieved and Gold award for Healthy School, Bronze Eco School.

Objective 3

Not enough volunteers for walking bus.

Teacher led pedestrian training.

On site improvements using capital grant - **new pathway at side of car park, fencing and wooden parent shelter.**

WTSW participation.

Objective 4.

No further cycle parking required at this time.

Cycle training provided in 2004. **Road Safety Officer to contact school re 2005 possibilities.** See bike gymkhana.

Objective 5

Continued promotion of voluntary lift share and park and stride.

Objective 6

Police have been invited to support school. Speed bumps have helped slow speeds/children crossing zebra.

Children involved in Road safety education via

2004 STP Grant

How have you spent your capital grant?

Footpath, fencing and parent shelter.

Ray Hughes

Senior STP Co-ordinator

9.5.05