Sustainable School Travel Strategy & Action Plan

Update 2014/15
Sustainable School Travel Strategy & Action Plan 2014 Update

Introduction to update

The Sustainable School Travel Strategy sets out how Wakefield Council will promote sustainable travel to, from and between schools.

This report will review the original Strategy and Action Plan and incorporates new developments. This latest update provides a brief overview of activity to date and details a comprehensive ‘Action Plan’ outlining how Wakefield Council will continue to promote and encourage sustainable travel to schools for all children and young people of Wakefield.

It will highlight the work the authority has undertaken to date to promote sustainable transport and show how effective this has been in achieving modal shift away from car use on the school journey.

Objectives

1. Objective 1 - Continue to reduce car usage on the school run (previously referred to as N198).
   Increase levels of walking, cycling, public transport and car sharing to schools and support the promotion of healthy, safe and sustainable travel choices for children and young people.

2. Objective 2 - Improve infrastructure and facilities on and around school sites to encourage safer and sustainable travel choices.

3. Objective 3 - Provide safe, sustainable and independent travel choices for parents and young people and equality of access for children with special educational needs.

4. Objective 4 - Develop stronger links with schools, local transport teams and services through the development of this strategy.

5. Objective 5 - Influence and inform the design and development of new build and extensions to schools to support safe and sustainable travel.
The PRINTS Accreditation Scheme has now been rolled out to all the schools throughout the district, with each school being awarded the Bronze level by May 2014. The review process runs annually between September and May each year, with schools who want to achieve the next level (SILVER) submitting evidence of the work they have done in the school to promote sustainable travel. The scheme is designed to provide a structured approach to reviewing and updating existing travel plans and aiding schools monitor their plans more effectively.

By having an official Accreditation process schools that work hard to tackle travel and transport issues can be rewarded for their efforts.

A working group has been formed to deliver the Sustainable School Travel Strategy. This group consists of:

**Learner Support**
- Dave Atkins: Team Manager
- Karen Oxer: Team Leader
- Karen Ellis: Team Leader
- Jonathan Gibson: School Travel Advisor
- Tracey Wlinder: Independent Travel Trainer
- Peter Ward: Independent Travel Trainer
- Ruth Gillman: Independent Travel Trainer

**Road Safety**
- Sue Wilson: Road Safety ETP Manager
- Gemma Hayman: Road Safety Officer
- Sarah Cook: Road Safety Officer
- Julie Yarrow: Road Safety Officer
- Graeme Wray: Road Safety Officer

**Health**
- Amy Sharp: Health & Wellbeing Manager
- Karen Thompson: Health Improvement Specialist
- Karen Carroll: Public Health Coordinator

**Highways**
- Graham West: Service Manager
- Andrew Salt: Project Engineer
- Janet Ward: Project Leader
- Paul Sibthorp: Transportation Planning Manager
- Stuart Galey: Traffic Engineer
- Stuart Galey: Traffic Engineer

**Partnership working**

The School Travel Plan Team works closely with other partners to promote health, sustainable travel and carbon reduction. The team contributes to a number of strategies and leads on several initiatives including:

- **Carbon Management Plan**
- **District Sports and Physical Activity Strategy**
- **Local Development Framework (LDF)**
- **Local Transport Policy (LTP)**
- **Road Safety Strategy**
- **Congestion Performance Fund (CPF)**
- **Wakefield Gold Action Plan**
- **Health and Wellbeing Strategy**

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Walk to School Week (May)
Challenge our schools to take part in organising their own themed walks to promote walking throughout the week. This year a number of Superheroes took to the streets to clean up congestion!

World Book Day (March)
World Book Day has now cemented itself in the school calendar with pupils dressing up as their favourite book characters. As part of the celebration we challenge schools to arrange a themed walk to school on the day.

International Walk to School Week (October)
Building on the relationships made with Guide Dogs, International Walk to School Month in October has become the time to partner up with various charities. To date we have worked with; ShoeBiz, Water Aid, MacMillan, Guide Dogs for the Blind, Hearing Dogs for the Deaf, Dogs for the Disabled, Help Our Heroes, Wakefield Hospice.

Walk With Fawkes and Monster Walks (November)
November saw the School Travel Plan Team invite children to walk to school Guy Fawkes, before hearing his tale in a captivating assembly. Pupils dress up as everything from fireworks to ghouls and ghosts.

Christmas Walks
The Scrooge Stroll (December)
December sees the School Travel Plan invite children to walk to school Charles Dickens, before hearing his tale in a captivating assembly.

Modal Shift 2013 -2014

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>2013</td>
<td>24963</td>
<td>13480</td>
<td>759</td>
<td>5333</td>
<td>229</td>
<td>8</td>
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<tr>
<td>2014</td>
<td>24942</td>
<td>13387</td>
<td>781</td>
<td>6332</td>
<td>312</td>
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A target to reduce car use on the school run, by 1% year on year was set in Wakefield back in 2007. Data is collected from the district's schools each May to monitor modal shift.

Annual Promotions
Walk to School Week (May)
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WOW Scheme

The WOW initiative (Walk Once a Week) is a new initiative in partnership with a number of local businesses. Pupils are challenged to walk to school once a week over a three-term period. Once they have filled their cards pupils can exchange them for tickets at a number of local activities and companies; everything from entry to Diggerland to a Rugby League season ticket.

The scheme will be running from September 2014 and is available for all schools. To arrange for your school to get involved and an assembly to launch the scheme contact the School Travel Team.

The World Cup Initiative was open to all the primary schools in the Wakefield District, 58 schools in total competed. Pupils were challenged to walk to school ten times over the qualifying games of the actual World Cup 2014. On completing the 10 walks a pupil would score a GOAL for their school. The school with the most goals against the number on roll would be named the eventual winners. Oyster Park Primary School (Airedale) won the scheme with 80% of their pupils completing the challenge. They were awarded with the Walking World Cup in July 2014 by the Mayor of Wakefield, at a special celebratory assembly.

5 runner up schools were also rewarded with prizes from sponsors of the initiative; Prostar (Mitre), Fyffes and Change for Life.

This initiative has run 3 times since the 2006 World Cup which Fitzwilliam Primary School won, and 2010 seeing a victory for Wrenthorpe Primary School. Oyster Park now add their names to this prestigious list.
Welcome to Walkshire, an exciting new web based initiative developed by the West Yorkshire Passenger Transport Executive (Metro) and the five district councils (Leeds, Bradford, Calderdale, Kirklees and Wakefield).

The aim of Walkshire is to promote more congestion busting, healthy and environmentally friendly ways of travelling to school.

Schools are invited to help two characters called Footlings, who are on a quest to save the land of Walkshire from an evil dragon called Fumes. In order to complete the quest, the Footlings must travel around Walkshire collecting pieces of treasure as they go. Throughout their journey they are pursued by Fumes who is trying to reach the treasure first.

The Footlings journey is charted on an on-line map of Walkshire, an imaginary land based on the real district of West Yorkshire. The aim of Walkshire is to increase the number of children walking, cycling or scooting to school. Walkshire is designed as a whole school challenge and should last for a maximum of 6 weeks.

To make the Footlings move around the map, schools log in to the Walkshire website each week and enter the total number of pupils who have walked, scooted, or cycled to school. Pupil journeys are converted to “Walkshire miles” on the map. The miles are not a real representation of how far pupils travel.

The challenge can only be completed if pupil sustainable travel journeys increase by 10% or more over a 6 week period. The 6 weeks do not have to run consecutively and can be separated, for example, by a half term break or due to weeks of poor weather.

The more pupils switch from travelling by car to walking, cycling or scooting, the quicker the Footlings will travel around the map, collect all three pieces of treasure and complete their quest. Schools may be able to complete the challenge in less than 6 weeks if they significantly increase the number of pupils who walk, scoot or cycle to school.

As the Footlings move around the map, chapters of a story are unlocked telling the tale of their adventures. The chapters can be downloaded along with fun facts about the real West Yorkshire landmarks the Footlings have passed on the journey. The fact sheets can be used as class resources and include; road safety advice, jokes, recipes, and information about the geography and history of West Yorkshire and some of its famous characters.

Walkshire is not a competition between schools. It is intended as a challenge for individual schools to increase the number of pupils walking, cycling and scooting to school. The challenge can only be completed if pupil sustainable travel journeys increase by 10% or more over a 6 week period. The 6 weeks do not have to run consecutively and can be separated, for example, by a half term break or due to weeks of poor weather.

The Challenge

Bikefest

Bikefest is a joint initiative between School Travel Plan Team, Change 4 Life, Joint Public Health and CAPP. To date the initiative has been held at most of the districts Secondary Schools.

The Goal of Bikefest is:
• Promote cycling as a sustainable mode of transport
• Get more staff and pupil cycling
• Promote safe cycling through cycle maintenance and supplying and promoting helmet wearing
• Accident prevention

The initiative is made up of several steps:

Assemblies to all year groups

Eco Day

Cycle Mechanic from GTP cycles to spend a week at each of the schools to carry out running repairs for up to 100 cycles. (Those that sign up and bring their bike in will receive a free helmet and goody bag.)

Cycle Challenge to School

After school Maintenance Clubs

Police have been able to donate a number of reclaimed bikes for students.

The initiative proved so successful that we are currently looking to roll Bikefest out to all the other secondary schools in the Wakefield District, and develop a follow up scheme to keep kids on their bikes.

Data collected 3 months after each BIKEFEST scheme has shown an increase in the number of cyclists, at each of the schools where the scheme has run.
The Travel Plan Team and Cineworld continue to work together to promote healthier and safer travel to school. Cineworld have sponsored the district’s Walking Buses since 2010. A number of new Walking Buses have been set up, due to the scheme and long running buses have gained new members. The scheme works with pupils and adult volunteers who complete 20 walks with the Walking Bus to school being rewarded with a free Cineworld Ticket. These schools have also been involved in themed walks to promote the bus which has included Superheroes, Pirates, Cowboys, Aliens and numerous other faces from the movies joining in on the walks.

Sean Wildman (Manager Cineworld Wakefield) said: “It has been fantastic working with the team and been able to assist in encouraging more children in the area to walk to school, and improving communities. We have also provided movie posters in the schools to generate interest - and having film characters come and walk with and do assemblies for the kids has been amazing!”

Councillor Peter Box, leader of Wakefield Council said: “When children are driven to school, they miss out on the opportunity to socialise with friends and burn off some energy before starting the school day. I’m really pleased that so many schools are supporting the initiative to encourage children to exercise and also to have some fun. Thank you to Cineworld for sponsoring the Council’s walking buses. This has encouraged more people to get involved and a number of new walking buses have been set up.”

Cinewalking Bus

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Safer Routes to School

“Safer Routes to School” funding is used to finance minor engineering works required to support sustainable travel to individual schools. The need for such schemes in the past is usually highlighted during the consultation stage of the PRINTS Accreditation process.

A wide variety of schemes have been completed, ranging from: Upgraded walking and cycling paths, new pedestrian entrances, lining, creation of safe areas and new safer crossings;

Money spent on such schemes, year on year, is listed below.

“Safer Routes” Net Spend 2011 - 2014 Year ending:-

March 2011 - £51K
March 2012 - £51K
March 2013 - £51K
March 2014 - £51K

If you would like to discuss a potential scheme in the first instance contact the School Travel Team.
Wakefield Council and METRO run the Junior SafeMark workshops twice a year (January/July) in the Wakefield District.

The SafeMark initiative offers pupils an interactive experience as they visit the world of Metroville.

Over 800 year 6 pupils (from 28 schools) have attended the interactive workshops (2013/14).

SafeMark features sessions on journey planning, bus safety and sustainable travel.

The aim of the workshops is to equip pupils with the skills and confidence to use public transport when they go to high school the following year. It also incorporates key safety messages for pupils wishing to walk or cycle.

Schools that are unable to attend the workshops can request teaching packs complete with interactive CD-Roms that cover the key messages delivered.

Wakefield Council’s Independent Travel Training Scheme provides training and support to pupils and students with special educational needs. Our aim is to enable them to travel between home and their place of learning with the highest degree of independence their abilities will allow safely.

Training equips pupils and students with the skills, knowledge and experience necessary for them to be able to achieve greater independence and provides significant, long lasting benefits. Trainees will develop transferrable life skills that will help to improve their confidence and self esteem, along with easier access to education, employment, as well as social and leisure opportunities.

January 2014 - September 2014

82 referrals

50 travelling independently either removed from taxi or removed need for taxi

25 ongoing or to start Sept 2014

7 assessed and unsuitable

Practical training provides one to one support to the young person as they practice their journey between home and school or college. This support will be withdrawn as the young person becomes increasingly capable of making the journey alone. The young person will then be shadowed on several occasions to ensure they are confident and capable with all events of the journey.
Referee, Nurse, Negotiator, Counsellor, Confidante or just travelling companion, some of the many hats worn by the devoted staff that makes up the Pupil Escort Service within the Wakefield District.

Responsible for the safe delivery of over 600 children to more than 50 schools across the district and beyond, Pupil Escorts share a demanding and vital role in ensuring that pupils with special educational needs get to school at the appropriate time. With such a broad spectrum of age, needs and requirements, it can be said that school children are one of the most precious cargo’s there can be.

With times, locations and requirements also subject to constant change the staff within the Pupil Escort service have to constantly change and adapt to meet the needs of the service.

Working in the harsh reality of the current financial situation and with greater emphasis being placed on Child Protection and Safeguarding, the continuing survival and success of the Pupil Escort Service is testimony to the hard work and devotion of its staff.

Administration of the Pupil Escort Service is the responsibility of the Home to School Transport Team, who are based in Wakefield One, Wakefield.

Road Safety

During 2013/14, Wakefield Council’s Road Safety Team continued to deliver road safety education, training and publicity to school pupils across the Wakefield district. Local and Regional publicity initiatives continued to be popular as did annual events working with our colleagues and Partner agencies.

To contact the Road Safety Team call 01924 306000.
As well as reducing congestion and improving safety, we are keen to highlight the many health benefits to children of walking and cycling.

While providing many benefits, cars have damaging impacts on health through traffic injuries, and air and noise pollution. Cars also encourage people to lead more sedentary lifestyles, which pose risks for long-term health.

The amount of motor traffic on our roads makes them dangerous places, so many parents feel they need to drive their children to school. The result is a vicious circle of more traffic, which means even more danger to children.

Children need to take part in regular physical activity to stay fit and to develop active lifestyles for their future health. However, levels of physical activity are in decline. For children, this decline together with an increase in passive activities, such as watching television and using computers, is cause for serious concern.

It is recommended that children participate in a minimum of one hour of moderate physical activity every day. Walking, cycling or scooting to school can eat considerably into this targeted hour of physical activity.

Wakefield Road Casualties under 16 years old

Traffic Management
Highways Design & Maintenance
Road Safety Education & Training
Urban Traffic Control
Travel Planning
Health Improvement

All working in partnership with the Police and other Emergency Services and other statutory and voluntary bodies to reduce the number of people injured on the district’s roads.

Although there is no room for complacency, the partners have achieved significant reductions in casualties over recent years, at a time when the number of road users is increasing.

The partnership is particularly concerned with reducing casualties amongst road users who are under 16 years of age.

The most recent statistics available (for full year ending March 2014) show that a total of 111 people under 16 years of age were injured on Wakefield’s roads and the graph on page 17 shows the mode of travel they were using and the severity of their injuries. These figures are supplied to the Council by the Police and include all accidents in the district which have been reported to them and recorded by them.

A “serious” injury is one which requires treatment at a hospital or other similar facility.

A “slight” injury may require some first aid or other minor treatment at the scene or subsequently, but does not usually require treatment at a hospital.
Objective 1 - Continue to:- reduce car usage on the school run (previously referred to as N1198 target). Increase levels of walking, cycling, public transport and car sharing to educational establishments and support the promotion of healthy, safe and sustainable travel for children and young people.

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<thead>
<tr>
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<th>Lead</th>
<th>Target Date for completion/ review</th>
<th>Progress/evidence at Autumn Term 2015</th>
<th>Progress/evidence at Summer term 2016</th>
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<tbody>
<tr>
<td>PRINTS accreditation Silver level rolled out to schools and data collected</td>
<td>Travel Plan Team</td>
<td>March 2015</td>
<td>Schools contacted and made aware of process</td>
<td>All schools at Silver standard</td>
</tr>
<tr>
<td>Set, monitor and review targets for modal shift throughout the District</td>
<td>Travel Plan Team</td>
<td>Annually</td>
<td>New monitoring targets set as School Travel removed from census. Schools to collect data Annually (May)</td>
<td>Continue to hit 1% reduction target year on year</td>
</tr>
<tr>
<td>Launch and promotion of new initiatives (Walking &amp; Cycling)</td>
<td>Travel Plan Team</td>
<td>Ongoing</td>
<td>New schemes created and circulated with excellent school uptake</td>
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</tr>
<tr>
<td>Support schools to establish Walking bus and Park &amp; Stride schemes</td>
<td>Travel Plan Team</td>
<td>Ongoing</td>
<td>Increased numbers of Walking buses and Park and Stride facilities</td>
<td>Number of schools taking part in these initiatives to promote sustainable travel to school and reducing congestion outside their school site</td>
</tr>
<tr>
<td>Ongoing participation with ‘Safemark’ &amp; Junior Safemark training programme in all secondary schools</td>
<td>Travel Plan Team</td>
<td>Annually</td>
<td>Workshops booked in and schools and venue organised</td>
<td>Workshops have been organised to take place in January 2015</td>
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Objective 2 - Improve infrastructure and facilities on and around educational establishments to encourage safer and sustainable travel choices.

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<tr>
<td>Review Audit of infrastructure to identify potential for engineering works to encourage and support sustainable travel</td>
<td>Travel Plan Team / Highways and Transportation</td>
<td>Schemes completed by 31 March 2015</td>
<td>Reviewed through the PRINTS accreditation scheme</td>
<td>Reviewed through the PRINTS accreditation scheme</td>
</tr>
<tr>
<td>Completion of outstanding Safer Routes schemes as highlighted in School Travel Plans</td>
<td>Travel Plan Team / Highways and Transportation</td>
<td>Review Quarterly</td>
<td>Evaluate schemes completed by September 2014</td>
<td>A number of schemes developed and installed. Further funding secured and schemes highlighted for next year</td>
</tr>
<tr>
<td>Delivery of School Crossing Patrol Service</td>
<td>School Crossing Patrol Service</td>
<td>Ongoing</td>
<td>All targets met except site absences due to staff absences</td>
<td>Maximum number of sites throughout the district manned</td>
</tr>
<tr>
<td>Monitoring of the My Bus project</td>
<td>Family Services Metro Passenger Transport</td>
<td>October and June Annually</td>
<td>Number of registered pupils as of Oct 14</td>
<td>Registered pupils as of Oct 2015</td>
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Objective 3 - Provide safe, sustainable and independent travel choices for parents and young people and equality of access for children with special educational needs.

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<td>Hold joint promotional events e.g. “Walk to school Week” with schools and the wider community</td>
<td>Travel Plan Team</td>
<td>Ongoing</td>
<td>Schemes and initiatives run to date</td>
<td>A number of successful walking initiatives introduced and maintained across the district, contributing to a reduction in car use of 3%</td>
</tr>
<tr>
<td>Monitor Census data and establish electronic systems to record mode of travel/distance travelled and factors that impact pupils’ journey choices of how they travel to and from school</td>
<td>Travel Plan Team</td>
<td>Annually</td>
<td>Targets that have been set on track</td>
<td>Census data received and exceeded 1% car reduction target</td>
</tr>
<tr>
<td>Delivery of road safety training and raising awareness events</td>
<td>Road Safety Team</td>
<td>Ongoing/review annually</td>
<td>Involvement in national and regional campaigns</td>
<td>New campaigns delivered. Also working with a number of existing initiatives; “Good Egg” Child Seat Campaign &amp; “Worst Hits” Theatre in Education</td>
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<tr>
<td>Delivery of independent travel training for pupils with special educational needs</td>
<td>Travel Plan Team / Home to School</td>
<td>Ongoing/review annually</td>
<td>October Report Update 2014</td>
<td>Targets met</td>
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Develop stronger links with schools, local transport teams and services through the development of this strategy.

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<td>To form a strategic school transport group to monitor the aims and objectives of this strategy</td>
<td>Family Services</td>
<td>Annually</td>
<td>Action plans monitored and updated Autumn 2015</td>
<td>Continue communications and relationships</td>
</tr>
<tr>
<td>Maintain partnership working with schools to ensure targets and objectives of School Travel Plans are met</td>
<td>Family Services</td>
<td>Annually – summer term</td>
<td>Ongoing</td>
<td>Implementation of the PRMTS Accreditation scheme</td>
</tr>
<tr>
<td>Work with internal and external partners to gain sponsorship and create on holistic approach to problem solving</td>
<td>School Travel Plan Team</td>
<td>Annually</td>
<td>Ongoing</td>
<td>Numerous events / initiatives and schemes that have been led by School travel Plan Team – and involvement in numerous strategies and working groups</td>
</tr>
<tr>
<td>To monitor and develop activities with West Yorkshire Passenger Executive (Metro) and teams within the local authority</td>
<td>Family Services</td>
<td>Ongoing</td>
<td>Links forged between WYFE</td>
<td>Links between WYFE and a variety of LA teams continue to be enhanced and developed</td>
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Influence and inform design and development of new build and extensions to schools to support safe and sustainable travel

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<td>Secure travel plans through the planning process for all schools and children’s Centres</td>
<td>Travel Planning Team / Children’s Commissioning Team</td>
<td>All planning applications for schools are requested to develop or update existing school travel plan</td>
<td>N/A</td>
<td>Work to complete all schemes meeting deadlines</td>
</tr>
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<td>Ensure the ability to promote sustainable transport is incorporated into the building design, e.g. cycle provision</td>
<td>Travel Planning Team / Children’s Commissioning Team</td>
<td>Sustainable travel infrastructure requested by planning for all new developments</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Ensure travel plans are consulted on and acted upon when considering highway schemes outside schools</td>
<td>Travel Planning Team / Children’s Commissioning Team</td>
<td>All travel plans are consulted when new highways schemes outside schools are proposed. School Travel Advisers are asked to comment on design.</td>
<td>N/A</td>
<td>N/A</td>
</tr>
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<td>Ensure school travel planning guidance is followed and the appropriate conditions are placed upon the development when assessing planning applications</td>
<td>Travel Planning Team</td>
<td>School Travel Advisers assess any travel plan submitted as part of the planning process</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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