

## **Cabinet – 17 December 2008**

### **Draft Sustainable Travel to School Strategy**

**Portfolio:** Councillor Anthony Harris – Transport  
Councillor Zahid Ali - Children's Services

**Service:** Engineering & Transportation

**Wards:** All

**Key decision:** Yes

**Forward plan:** Yes

#### **1. Summary of report**

- 1.1 This report seeks Cabinet endorsement of Walsall Council's Sustainable School Travel Strategy. The Education and Inspections Act, 2006, introduced a statutory requirement for each Local Authority in England to produce a Sustainable School Travel Strategy.
- 1.2 Walsall Council's Sustainable School Travel Strategy details the work the Authority is already involved in and how it intends to meet the four duties as laid down by the Education and Inspections Act.

#### **2. Recommendations**

- 2.1 That Cabinet approves Walsall Council's Sustainable School Travel Strategy.
- 2.2 That Cabinet gives delegated authority to the Executive Directors for Neighbourhoods and Children's Services in conjunction with the portfolio holders for Transport and Children's Services, to approve any amendments to the strategy.

#### **3. Background information**

- 3.1 The Sustainable Travel to School Strategy is being produced in response to both national and local initiatives. There is a general duty under Section 31 of the Local Government Act 2003 for Local Authorities to promote sustainable modes of travel to school. The Education and Inspections Act 2006 places a further duty on Local Authorities to consider the travel needs of all pupils.

There are 4 main requirements of the Education and Inspections Act:

- An assessment of the travel and transport needs of children and young people within the authority's area
  - An audit of the sustainable travel and transport infrastructure within the authority that may be used when travelling to and from, or between schools/institutions
  - A strategy to develop the sustainable travel and transport infrastructure within the authority, so that the needs of children and young people are better catered for; and
  - The promotion of sustainable travel and transport to, from and between, schools and other institutions
- 3.2 The main aim of the strategy is to actively promote and implement ways in which schools can support sustainable modes of travel.
- 3.3 Issues resulting in the need for a Sustainable Travel to School Strategy are:
- Rising car ownership – 69% of Walsall households own at least one car (2001 Census)
  - Parental preference; some parents express preferences for schools other than those closest to their home address
  - Increased traffic and fears about road safety
  - Inadequate public transport and high fares in some areas
  - Worries about bullying and fears for personal safety
  - Children carrying more equipment to and from school
  - Parents under increasing pressure of time
  - Parents feeling under peer pressure to rely on car travel
  - Lack of suitable cycling or safe walking routes
  - Increased use of supply and part time staff within schools
- 3.4 A review of local, regional and national strategies, along with relevant legislation has been undertaken to ensure proposal for actions are aligned with key proposals and statutory duties.
- 3.5 Consultation has been undertaken and a working party group set up in accordance with requirements.
- 3.6 An action plan has been prepared based upon the aims and objectives of the strategy with robust actions for improvements. Key partners and resources will be required to deliver these actions which are also detailed in the action plan.
- 3.7 The Sustainable Travel to School Strategy will be reviewed and monitored on an annual basis in line with requirements.
- 3.8 The draft Strategy will be available in political group rooms and on the Council website. Some minor changes may need to be made, mainly alterations to the format or clarity of information.

#### 4. Resource considerations

- 4.1 **Financial:** In order to support Local Authorities in meeting the duty to promote sustainable travel, grants have been issued by the Department for Children, Schools and Families (DCSF). Walsall Council will receive £22,863 between 2007-08 and 2011-12. The grant is paid to Walsall Children's Services – Serco and they have transferred this to the School Travel Team for 2007-08. A commitment to transfer these funds for the next 4 years has been included within the new contract which was put out to tender, and has since been awarded to Serco. The grant is being used to fund a part-time post within Transportation and Forward Planning, and the post-holder will work closely with the School Travel Adviser and Road Safety Team.
- 4.2 **Legal:** It is a statutory duty that the council produces a Sustainable Travel to School Strategy. Failure to adopt this document will mean that the council falls short of its statutory duty.
- 4.3 **Staffing:** There are currently 2 full-time School Travel Advisors in post. One is mainstream funded, the other is a fixed term post funded via the LAA until March 2009.

Actions outlined will need to be delivered on a prioritised basis to ensure that they can be delivered with the existing staffing level. Additional staffing may need to be secured to support some of the actions, implementations and initiatives within the strategy and a major review of the document. Current government funding for a School Travel Advisor is directed through the LAA agreement. Additional LAA funding has also been used in the past to support School Travel Advisor posts which enabled the Council to meet its current targets. The full extent of additional resources that will be required will be determined fully following further investigation. If additional staff posts are created, or if there are amendments to existing posts to assist with delivery, then further funding will need to be sought through the LAA agreement and it will be necessary to seek a joint delegation.

#### 5. Citizen impact

Improvements to schools or highways and increased levels of walking & cycling will have a bearing on the well-being and satisfaction of all residents of the borough. Sustainable travel will assist by:-

- Improving the health of communities
- Improving public transport and encouraging walking and cycling
- Providing, through School Travel Plans, facilities for cycle storage for pupils within schools
- Provide Road Safety/Sustainable Travel Education
- Monitoring of bus behaviour to help create a safer journey for all

## **6. Community safety**

Creating a safer environment for communities travelling to and from schools is vital, as this will encourage parents and children to adopt various sustainable travel initiatives.

Road Safety Awareness is provided through the curriculum alongside cyclist and pedestrian training schemes, to help raise road safety issues. Improvements to infrastructure and public transport help communities to feel safe and in turn encourage use of these facilities. Schools obtain grants when completing good quality School Travel Plans which enable them to provide cycle storage to safeguard pupils' cycling equipment.

Working with our partners at Centro has also allowed us to set up bus behaviour monitoring schemes which will help combat any incidents that may occur.

## **7. Environmental impact**

The Sustainable Travel Strategy plays an important role in promoting and encouraging the use of sustainable methods of travel. Improvements to the infrastructure will help to encourage more parents and school staff in the borough to travel by sustainable modes rather than car, having an impact upon the reduction of traffic congestion and associated pollution and road safety problems. Further consideration will be given to each action during consultation to help minimise environmental impacts.

## **8. Performance and risk management issues**

- 8.1 **Risk:** Implementation of the strategy will be dependent on the availability of funding, staffing or the support of other service areas. Opportunities to correct any shortfalls in funding or staffing, or to amend delivery programmes and timescales, will be investigated at this time.

A further added risk of not achieving 100% delivery of School Travel Plans by 2010 is also possible. This could be due to lack of schools commitment in producing School travel plans for various reasons such as an impending school closure. Also the further risk of not achieving 1% reduction per annum of National Indicator 198 transport travel to school as a result of non-engagement by schools should also be noted

Working in conjunction with other partners including Children's Services and the PCT, should help to ensure that schools give appropriate support for the initiatives contained within the strategy.

The Building Schools for the Future Programme needs to be fully engaged and embrace the Sustainable Travel to School Strategy. Transport links between schools will become a key issue and will require everyone to work towards promoting and encouraging the use of sustainable methods of travel.

- 8.2 **Performance management:** Progress will be reviewed and monitored on a regular basis. National performance targets state that 90% of schools should have a school travel plan by 2009 and 100% of schools should have school travel plans by 2010. Walsall had achieved 78% as of March 2008 generating a income of £625,000 to schools in the borough. Any need to amend delivery programmes will be considered in light of performance and the availability of resources.

## 9. Equality implications

Support for walking, cycling and public transport initiatives are offered to all schools in all areas regardless of car-use to help encourage both deprived and affluent areas to support sustainable travel. That said, improvements to infrastructure can provide an invaluable and straightforward means of access to amenities for local residents. Geographically, the highest concentrations of no-car households correspond with wards which fall within the most deprived wards within the borough. Any physical improvements made around schools will therefore benefit not just school children but also local residents residing in the most deprived wards.

## 10. Consultation

Consultation with the following has been undertaken in compiling the draft strategy:-

- Childrens' Services, Serco
- NHS Walsall
- Connexions
- Head Teachers

A working group was set up to help develop the strategy and action plan.

## Background papers

- Draft Sustainable Travel to School Strategy
- The Education and Inspections Act 2006-All Published
- Travelling to School initiative 2004 – All Published
- DfES Five Year Strategy for Children and Learners (2004) -All Published
- Public Heath White Paper( Nov 2004), Choosing Health: Making Healthy Choices Easier- All Published

## Author

Shabina Afzal  
Sustainable Travel Officer  
☎ 652506  
✉ afzals@walsall.gov.uk



Jamie Morris  
Executive Director

Dec 2008



Councillor Anthony Harris  
Portfolio holder

Dec 2008



Councillor Zahid Ali  
Portfolio holder

Dec 2008

**Walsall Council**  
**Sustainable School Travel Strategy 2008-2011**

**DRAFT**

**Contents**

<u><b>Section 1- Overview</b></u>	<u><b>Page</b></u>
1 Executive Summary	3
2 Background Information	4
3 Aims of the Strategy	5
4 National Policies & Programmes	6
5 Local Policies & Programmes	8
<u><b>Section 2- Audit &amp; Action Plan</b></u>	
6 Current School Travel Patterns & Needs	13
7 Sustainable Travel & Transport Infrastructure	18
Target	23
<u><b>Section 3- Action Plan</b></u>	
Action Plan	26
Evolution of Sustainable Travel	33
Funding	33
<u><b>Section 4- Appendices</b></u>	
12 School Travel Plan- Good Practice in Walsall	35

# **SECTION 1- OVERVIEW**



## **1. EXECUTIVE SUMMARY**

This document describes the aims, objectives and measures of outcome through which the implementation of Walsall Council's Strategy for Sustainable Travel will be accomplished

The Sustainable Travel to School Strategy is being produced in response to both national and local initiatives. There is a general duty under Section 31 of the Local Government Act 2003 for Local Authorities to promote sustainable modes of travel to school. The Education and Inspections Act 2006 places a further duty on Local Authorities to consider the travel needs of all pupils.

There are 4 main requirements of the Education and Inspections Act:

- An **assessment** of the travel and transport needs of children and young people within the authority's area
- An **audit** of the sustainable travel and transport infrastructure within the authority that may be used when travelling to and from, between schools/institutions
- A **strategy to develop** the sustainable travel and transport infrastructure within the authority, so that the needs of children and young people are better catered for; and
- The **promotion of sustainable travel** and transport from, to and between schools and other institutions

Our Sustainable Travel Strategy outlines how we intend to meet the above placed upon us, our approaches to improving travel and transport information as well as analysing current issues and addressing them via an Action Plan. We see how we can overcome these in the future.

### **WALSALL COUNCIL'S VISION**

The Strategy will be supported by Walsall Council's vision priorities. This will be achieved by 2011 through a cross-disciplinary approach, working with all Walsall schools and partners. We will achieve this partnership approach by encouraging and promoting more use of sustainable travel and transport related travel. This will require an infrastructure that is safe, practical and comfortable for walking and cycling, utilising the Rights of Way Improvements Plan and/or Safer Routes to School improvements where necessary. We will work together with Centro, Children's Services- Serco and other passenger/ school transport providers to deliver a service that is tailored to the needs of school travel.

School Travel Plans (STP) will form a key part of this process. The overall vision for the School Travel Plan Team is to continue to develop and review travel plans to help achieve the changes in children's travel habits and facilitate the associated health and social benefits of sustainable transport without compromising their safety.

### **SCOPE**

The duty applies to children and young people residing within our Authority, and also those who travel into our area to receive education or training. It covers the period September 2008 to 2011.

The Education and Inspections Act 2006 defines sustainable modes of travel as those that the Local Authority (LA) regard as improving the users physical well-being or the environment well-being of all or some of the LA's area, or an amalgamation of the two.

## **2. BACKGROUND INFORMATION**

In establishing the Travelling to School initiative the Department for Transport (DfT) and the Department for Children, Schools and Families (DCSF) were responding to many factors – car usage has increased, with a third of all car journeys being under 1 mile; the proportion of pupils walking and cycling to school has declined with the proportion of primary school children walking to school declining from 61% to 53% between 1994-2004 while the proportion being driven to school has risen from 30% to 39% (National Statistics 2004); and one in five cars on the road at 8.50am is involved in the journey between home and school. Linked to this is the rise in childhood obesity with 8.5% of 6 year olds and 15% of 11 year olds being classed as obese – a statistic that doubled between 1984-1994 (Department for Science and Technology 2003). Current research also suggests that trends continue when by 2020 half of all children in England could be clinically obese (BBC News 2006).

### **Current Issues**

There are a number of reasons for the above changes:

- Rising car ownership – 69% of primary school children live in a household with a car (2001 Census)
- Parental preference: some parents prefer to drive to schools other than the closest to their home, less traffic, less time to get to school, less time to get home
- Inadequate public transport services in some areas
- Worries about parking and fuel, personal safety
- Children carry more equipment to and from school
- Parents under increasing pressure of time
- Pupils feeling under peer pressure to rely on car travel
- Lack of suitable cycling or safe walking routes
- Increased use of supply and part time staff within schools
- Lack of cycle storage facilities within schools

### **Benefits**

The benefits of travelling sustainably to school are many:

- Reduced levels of congestion which in turn relieves the pressure of time on parents
- The school site becoming a visibly safer place for cyclists/walkers
- Reduced carbon emissions for individuals and the school
- Promotes good relations between the school and the local community
- Pupils are more alert than if they travel by car
- Pupils get the opportunity to meet the World Health Organisation target of one hours exercise per day
- Sustainable modes of travel are seen as the 'best' way to travel and there are increased opportunities for parent/child interaction

This strategy will be consistent with Walsall Council's annual Corporate Plan, vision and values, and with the 5 priorities of Every Child Matters:

- Be Healthy
- Stay Safe
- Enjoy and Achieve academically
- Make a Positive Contribution
- Achieve Economic Well Being

This strategy has been subject to a process of consultation and will continue to be reviewed on an annual basis.

The development of this strategy is being co-ordinated jointly by teams from Walsall Children's Services- Serco (Planning, Admissions and Transport), Walsall Council (Transportation & Forward Planning and Regeneration), Connexions and Walsall PCT. Representatives from each group formed a School Travel Working Group (STWG)

### **3. AIM OF THE STRATEGY**

The overall aim of this strategy is to

#### **A. Reduce the dependency on the private car on journeys to and from school**

- To encourage and assist all schools and educational establishments to develop STP's ( School Travel Plans)
- To support schools through the implementation of STP's
- To support schools through the reviewing and updating of their STP's
- Helping to offer a wide range of alternative travel options where possible
- Helping to deliver sustainable school travel initiatives e.g. walking bus
- Improve travel information to support alternative choices of transport

#### **B. Increase the numbers of pupils traveling to school by sustainable modes**

- To ensure that new schools undertaking development develop STP's as required by Planning Policy Guidance G13 and take opportunities to improve facilities for safe and sustainable travel as part of redeveloping or regeneration projects
- To encourage and promote sustainable travel options for pupils, parents and staff
- To provide education opportunities to include safe and sustainable travel into the school curriculum
- To establish a programme for Safer Routes to Schools and to improve facilities and surroundings for safe and sustainable travel
- To develop and promote improved travel information i.e. School Travelwise
- To assist parents, via Walsall Children's Services- Serco admissions and Independent Choice Adviser, to access up to date travel information for their preferred schools during the application process for admission to primary schools and transfer to secondary schools.
- To promote inclusiveness taking into account the 14-19 agenda and extended schools provision
- To acknowledge that some of the initiatives aimed at wider schools may not be appropriate for some of those pupils who hold a statement of Special Educational Need
- To further develop partnership working
- To monitor and review changes in order to measure the benefits of the strategy and accommodate any changes in education and transportation policy.

#### **C. The associated health and environmental benefits will provide added value to the strategy.**

- To support the Local Accessibility Action Plan which aims to provide efficient and effective access to opportunities that are important for a high quality of life
- Reduction in emissions in order to contribute towards future national targets
- To support healthy weight programmes

#### **D. To identify funding sources beyond 2011 DCSF Sustainable Travel Grant allocation.**

- To identify funding streams to support school travel initiatives
- To encourage schools via school travel plans to embed road safety and sustainable travel into the school curriculum via PSHE and other subjects

#### **4. NATIONAL POLICES & PROGRAMMES**

##### **Children and Young Peoples Plan**

The vision for Walsall's children and young people is "to *make growing up in Walsall as good as it can be*"

The plan outlines how Walsall Council aligns local agencies to help bring robust and well co-ordinated services that meet the requirements of the Children's Act 2004. The document covers the government key issues of Every Child Matters, which are broken down into 5 areas-

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

The plan has an added sixth local outcome: "Making it Happen-Service Management", which covers monitoring and delivering of services and plans.

##### **Healthy Schools**

In Walsall, the aim is to have 100% of schools achieve Healthy School Status by December 2009. Currently Walsall has 99% engagement of schools in the scheme. 95% of schools have achieved Healthy Schools Status. To gain Healthy Schools Status schools need evidence of how they have met the criteria in the four themes of

- PSHE
- Healthy Eating
- Physical Activity
- Emotional Health and Well-being

It is now a condition that before a school can achieve or refresh Healthy School status, they *must* also be involved in developing and maintaining a School Travel Plan.

##### **Extended Services**

By September 2010 all schools must provide access to a range of extended services either on site or through signposting. Currently 64% of Walsall schools have achieved the Full Core Offer. The Full Core Offer consists of providing access to

- Extended Menu of Activities (including wrap around childcare in primary schools)

- Swift and Easy Access to Specialist Services
- Community Access to facilities
- Parenting Support

In order for schools to operate community facilities on a school site they must consult widely before getting approval, this includes consultation with the school travel team.

##### **Building Schools for the Future (BSF)**

Walsall is scheduled to join the Building Schools for the Future Programme around 2011/2012 and it is envisaged that secondary school provision will become the hub of the community.

The Building Schools for the Future Programme needs to be fully engaged and embrace the Sustainable Travel to School Strategy. Transport links between schools will become a key issue and will require everyone to work towards promoting and encouraging the use of sustainable methods of travel. It should be noted that where there is major development on a school site, a condition of the planning consent will be that the school submits a travel plan.

##### **National Framework for Sustainable Schools 2006**

The DCSF national framework for sustainable schools draws widely on the existing international ECO-schools award scheme, encouraging schools to embed sustainable development into their whole school management approach. The National Framework introduces eight doorways through which schools may choose to initiate or extend their sustainable school activity. By 2020 the Government would like all schools to be models of sustainable travel, where vehicles are used only when absolutely necessary and where there are exemplary facilities for healthier, less polluting or less dangerous modes of transport.

### **Five Hour Children & Young People's Sport Offer (YTS)**

For 5-16 year olds the current documents states that 2 hours of high quality PE is to be delivered within the current curriculum, with an extra 3 hours of physical activity and/or sport delivered through a range of school, community and club providers. Schools can also include walking and cycling to and from school towards the extra hours of physical activity required.

Walsall school sports partnership covers 3 schools within the borough all achieving above the set target of 85% of pupils participating in 2 hours of PE in or out of school hours.

Willenhall Partnership	91%
Streetly Partnership	91%
Shelfield Partnership	88%

### **Health Inequalities Strategy**

Childhood obesity is increasing nationally, with many children not achieving the minimum thirty minutes of exercise required each day for a healthy lifestyle. Continued dependence on the car for the school run is not helping this trend.

Health benefits of sustainable travel on the journey to/from school include:-

- A) Giving children and parents more sustainable physical exercise by walking or cycling to/from school
- B) Contributing to the reduction of health inequalities across the borough

The key objectives for health that link to this strategy are to:

- Reduce car use and increase levels of physical exercise thus reducing congestion and pollution
- Increase awareness of travel choices and ensure transport and associated costs are not a barrier to educational choice and attainment
- Improve travel safety therefore reducing the number of children and young people needing hospital treatment due to road traffic incidents
- Improve the health and well being of children, young people and their parents.
- Raise awareness and promote environmentally sustainable travel

The Government White Paper – “Choosing Health – Making healthy choices” outlines the need for the population to take more exercise and points out that approx 16% of children are now considered obese. It recommends that youngsters do at least one hour a day of moderate exercise, and that walking and cycling to school can go along way to making sure that this happens

It has been found that active children are more alert when they arrive at school and they are more likely take part in strenuous activities at break and lunch times.

### **14-19 Agenda**

The DCSF document ‘Delivering 14-19 Reform: Next Steps’ published in September 2008 makes specific reference to transport.

#### The right support for all young people

It is important that young people can get to their place of learning. Local areas must combine the creation of a suitable offer with the availability of transport to access it. Young people, and their parents or carers, need to know what transport provision is available to help them access education or training.’

It will be necessary for Walsall to follow this in developing transport solution to enable all young people to access the 14-19 Entitlement.

## **5. LOCAL POLICES AND PROGRAMMES**

### **Corporate Plan**

Walsall Council's Corporate Plan for 08/09 is a fundamental document for all service area's and directorates. It works alongside the Sustainable Community Strategy in working towards Walsall overall vision.

The Sustainable School Travel Strategy incorporates some key points set out in the plan-

- Growing up is as good as it can be and young people fulfil their potential
- People consider the impact of what we do now on future generations
- There is a wide range of facilities for people to use and enjoy
- People can get around easily and safely
- People can live an independent and healthy life

### **Sustainable Community Strategy**

Walsall's sustainable community strategy is based upon 3 key themes: People, Places and Prosperity. This strategy works along other strategies in enabling Walsall to work towards a common goal. School Travel Plans link into this plan as they encourage some of the visions set out for the plan-

- Improve accessibility around the area
- Encourage people to get around easily and safely
- Encourage development of safe walking cycling routes
- Improve transport infrastructure to meet economic, social and environmental needs
- Encourage healthy living- tackling key issues such as obesity
- Achieving greater involvement of young people in decision making

### **Local Accessibility Action Plan**

In Walsall, a Local Accessibility Action Plan (LAAP) has been developed by a multi-agency working group. It is now endorsed by the Local and Walsall Partnership, which has taken steps to further development of the LAAP, ensuring partner "sign up", bringing back resources for implementation, holding partners to account on delivery.

Our plan has been aided by the use of specialist software: maps of the borough and transport routes can be overlaid with census and non-census information and the location of key services. This allows service providers to assess more systematically whether people, and particular groups of people, can get to places of work, healthcare facilities, education, food, shopping, leisure and other destinations that are important to local residents.

### **West Midlands Local Transport Plan**

The West Midlands Local Transport Plan (WMLTP) is the foundation document for the local promotion of sustainable travel. There are two key targets relating to school travel that the Council are pursuing:

<p><b>Contribution to West Midlands Local Transport Plan 2006-2011 targets</b></p>	<p><b>Target Required by Regional Spatial Strategy:</b> 100% of schools to have travel plans by 2011</p> <p><b>Mandatory Indicator Target LTP4:</b> no increase in the proportion of children (aged 5-16) travelling to school by car (excluding car share) between 2006/07 and 2010/11</p>
--	---

The figures across the West Midlands LTP regions for the number of pupils being driven to school vary from 25% - 37% giving a regional average of 30.3%. Walsall currently has 31% of pupils being driven to school (2007 School Census), with the intent of maintaining this figure into the next WMLTP period. Our action plan sets out a more ambitious target in line with the Local Area Agreement national indicator 198 - to *reduce* the current 31% figure by 1% per annum until 2011.

## Walsall Council

### Sustainable School Travel Strategy 2008-2011

#### Air Quality Plan

Walsall is currently working towards a draft & final Air Quality Action Plan. This plan considers specific actions to be taken to reduce exposure of sensitive receptors (elderly & children) to road transport emissions by reducing:

- Use of vehicles
- Road traffic
- Congestion on roads

And encouraging:

- School travel initiatives
- Alternative modes of transport
- Low emission zones
- Good transport planning

These objectives are based on the 2006 West Midlands Local Transport Plan with **Indicator Target LTP2**. This Plan will be ratified by cabinet, endorsed and adopted by DEFRA and then implemented.

#### Local Area Agreements

Local Area Agreement (LAA) is a three year agreement that sets out priorities for a local area, agreed between Central Government and a local authority, represented by a Local Authority and Local Strategic Partnership. i.e. Walsall Local Strategic Partnership. LAA's provide the flexibility to find local solutions to local problems and priorities.

The Agreement is founded on "Pillars":-

- Health, Communities and Older People
- Safer Stronger Communities
- Children and Young People
- Economic Development and Enterprise

Over recent financial years (2006-07 and 2007-08), LAA funding has been awarded from the Children and Young People Pillar and the Safer Stronger Communities Pillar, as Walsall failed to achieve the milestone for number of school travel plans submitted. As a consequence it was recognised that additional resources were required to ensure that every school has a school travel plan by 2010, in line with DCSF & DfT targets.

Funding through Local Area Agreements has been greatly reduced for financial year 2008/09 and it is anticipated that this may be reduced further in forthcoming financial years. In 2007-08 four full time STA posts were funded through LAA, but this has reduced greatly and in 2008-09 there are currently two full time STA's, one post funded through mainstream council funding, the other through LAA funding. Additionally from 2008, there has been one part time Sustainable School Strategy Officer in post, funded through DCSF grant funding. Further reductions in LAA funding in subsequent years may mean that DfT/DCSF targets for the production and monitoring of school travel plans, or targets within this strategy cannot be met. Other funding opportunities will therefore need to be investigated if the strategy is to be successful.

#### Home to School Transport

##### ***Transport for children with Special Educational needs or a disability***

Walsall Council currently provides daily free home to school transport for 510 children with a statement of special educational needs who require special transport arrangements to enable them to attend the education provision named in their statement. Transport is also provided for children with a disability or temporary medical condition which prevents them from walking to school.

## Walsall Council

### Sustainable School Travel Strategy 2008-2011

#### *Transport for Eligible Children*

Walsall council provides free bus passes for pupils who are eligible for free transport under Section 508B of The Education and Inspections Act (2006) to enable them to use scheduled bus services to travel to and from school.

Age on 1 <sup>st</sup> September	Type of Assistance
<u>Primary age pupils</u> Children of compulsory school age, but under the age 8	Children of compulsory school age, but under the age of eight are entitled to free travel to their nearest qualifying school when that school is more than two miles from their home. Primary children aged eight but under 11 from low income families are entitled to free transport where they live more than 2 miles from their nearest school.
<u>Pupils aged 11 or over</u>	Children of compulsory school age who are aged 11 or over are entitled to free travel if they live 3 miles or more from their nearest qualifying school. Pupils of compulsory school age who are 11 or over from low income families are entitled to free travel to one of their three nearest qualifying schools where they live more than 3 miles, but not more than 15 miles from that school.
<u>Pupils attending a preferred school or on grounds of their parents' or belief</u>	Children aged 11 to 15 from low income families are entitled to free travel to their nearest single school or preferred on grounds of their parents' or belief where they live more than two miles, but not more than 15 miles from the school.

#### **School Travelwise**

Walsall Council is a lead authority in developing School Travelwise, an online resource which will be nationally to provide up to date sustainable travel information bespoke to individual schools. The full ranges of benefits are detailed later in the strategy.

#### **Public Rights of Way**

Public rights of way (PROW) provide a safe environment for sustainable travel. They offer a straight forward means of travelling, particularly for short journeys and are an important asset which can help to improve the quality of life for local residents and visitors to the borough alike.

There are several types of path which make up the public rights of way network in the borough of Walsall, which may be used primarily by walkers, cyclists, horse riders and sometimes horse drawn carriages and motor propelled vehicles, dependant upon their status. The public rights of way team at Walsall Council are responsible for management and maintenance of public rights of way which form part of the highways network, i.e. those which are recorded on the definitive map and statement or list of streets.

Walsall Borough's Rights of Way Improvement Plan was produced in accordance with statutory duties under the Countryside and Rights of Way Act 2000 and was approved as council policy in April 2008. This introduces 10 themes for action for improving public rights of way and their maintenance, over a 15 year period. The sustainable schools strategy and actions outlined within School Travel Plans to promote, or reduce, barriers to walking and cycling will be of direct relevance to some of these actions. For example, actions to improve existing public rights of way and for creation of new routes, may be targeted to ensure that improvements to public rights of way are made in areas which have been identified for actions in school travel plans.

Other actions, such as implementation of Gating Orders to close off public rights of way where anti social behaviour and crime is experienced, may also impact upon sustainable travel to schools. Therefore, it is essential that links are strengthened between the two



## **Walsall Council**

### **Sustainable School Travel Strategy 2008-2011**

programmes to ensure that wherever possible public rights of way improvements are implemented which will have a positive impact upon sustainable school travel.

#### **Centro Partnership**

Centro Sustainable Travel Team liaises with schools to assist schools in identifying needs, areas of concern and to provide a link with local public transport providers. A full range of initiatives offered by Centro are detailed later in the strategy.

#### **School Travel Plans**

School Travel Plans help schools understand the travel patterns, journeys and preferences of their pupils, staff and parents. The whole school community including governors and local residents are involved in the consultation process. Once needs are identified, the school can implement measures to promote safe travel by walking, cycling or other sustainable means. As of March 2008, 78% of Walsall schools (10) have an approved STP.

#### **Concessionary Fares**

The West Midlands Passenger Transport Authority is responsible for many aspects of public transport policy and administration in the West Midlands County. It subsidises bus operators to provide half fares for children and holders of 16-18 photocards at peak times.

Centro are aware that many children under 16 look older and it can be a hassle proving your age when using public transport. The U16 card takes care of that. Children under 16 can use the card to get a child fare when paying cash or can use it when buying child rate season tickets.

Students in full time education (minimum 12 hours per week) who are under 18 before 1st September 2007 and live within the West Midlands county may be eligible for the 16-18 photocard which entitles students to child rates tickets or child fares to and from school or college. Application forms are available from schools and colleges and are valid for the academic year only.

***SECTION 2- AUDIT OF  
SUSTAINABLE TRAVEL  
AND TRANSPORT  
INFRASTRUCTURE***

## 6. CURRENT SCHOOL TRAVEL PATTERNS AND NEEDS

Walsall Council is one of the seven districts that comprise the West Midlands County, which by population is the largest metropolitan area outside Greater London.

The borough of Walsall is located in the north of the West Midlands, immediately north of Birmingham. It is one of the four 'Black Country' boroughs along with Wolverhampton, Dudley and Sandwell. Walsall's population based on the 2001 census was 254,500.

### Walsall School & Pupil Summary

(As at September 2008)

Section	Data	Schools				
		Nursery	Primary	Secondary	Special	Total
<b>Number on Roll</b>	Nursery Age Pupils	750	3,096	-	16	3,862
	Primary Age Pupils	-	22,767	-	184	22,951
	Secondary Age Pupils	-	-	17,205	212	17,417
	Post-16 Pupils	-	-	2,954	87	3,041
	<b>Total Pupils</b>	<b>750</b>	<b>25,863</b>	<b>20,159</b>	<b>499</b>	<b>47,271</b>

(Source: 2008 School Census data)

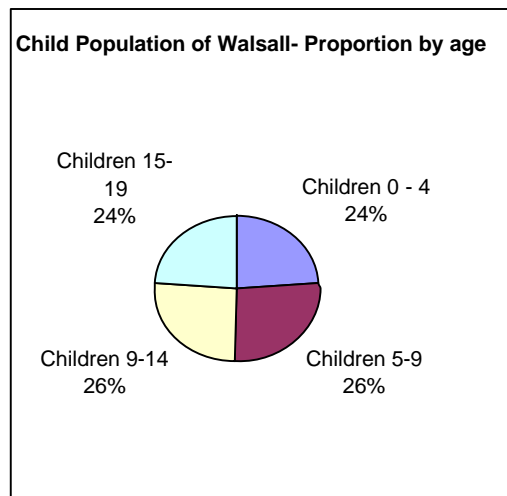
School	Total	Number of types of school
<b>Special</b>	7	Community Special 7
<b>Nursery</b>	8	Community 8
<b>Primary</b>	86	Community 60 Voluntary Aided 12 Voluntary Controlled 10 Foundation 4
<b>Secondary</b>	19	Community 9 Voluntary Aided 5 Foundation 4 Academy 1
<b>PRU</b>	3	Community 3
<b>Total</b>	<b>123</b>	<b>Community 87 Voluntary Aided 17 Voluntary Controlled 10 Foundation 8 Academy 1</b>

\* Figures above are not inclusive of the 7 Independent Schools located within the Borough.

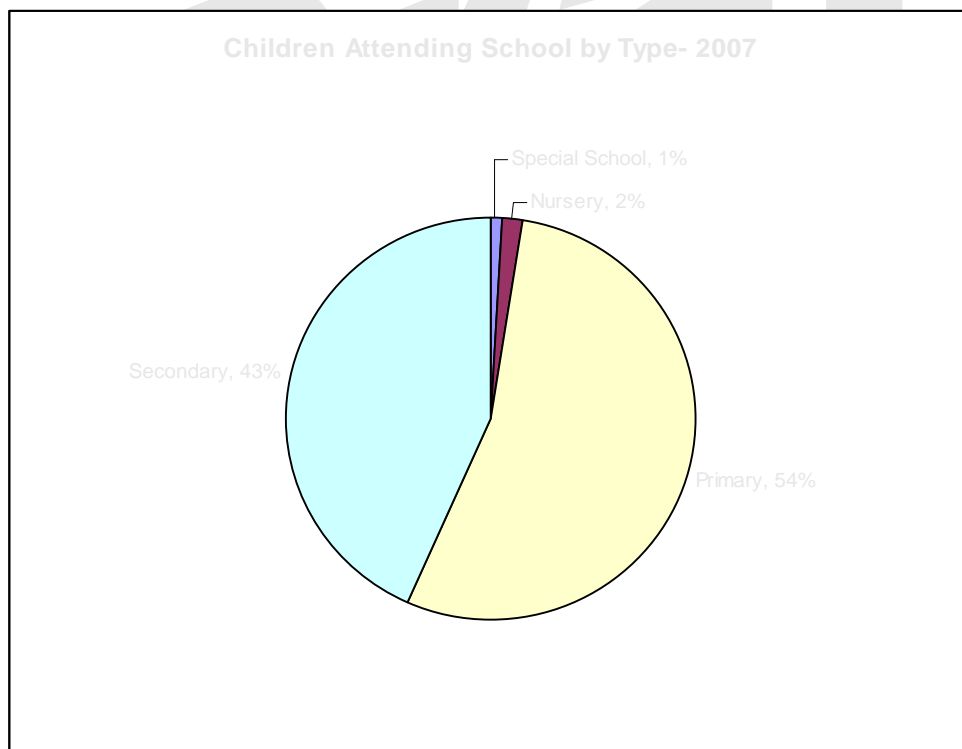
## Walsall Council

### Sustainable School Travel Strategy 2008-2011

There are over 120 schools in Walsall, providing education to approximately 47,271 children and young people. There are over 25,863 in primary education and over 20,159 in secondary education.

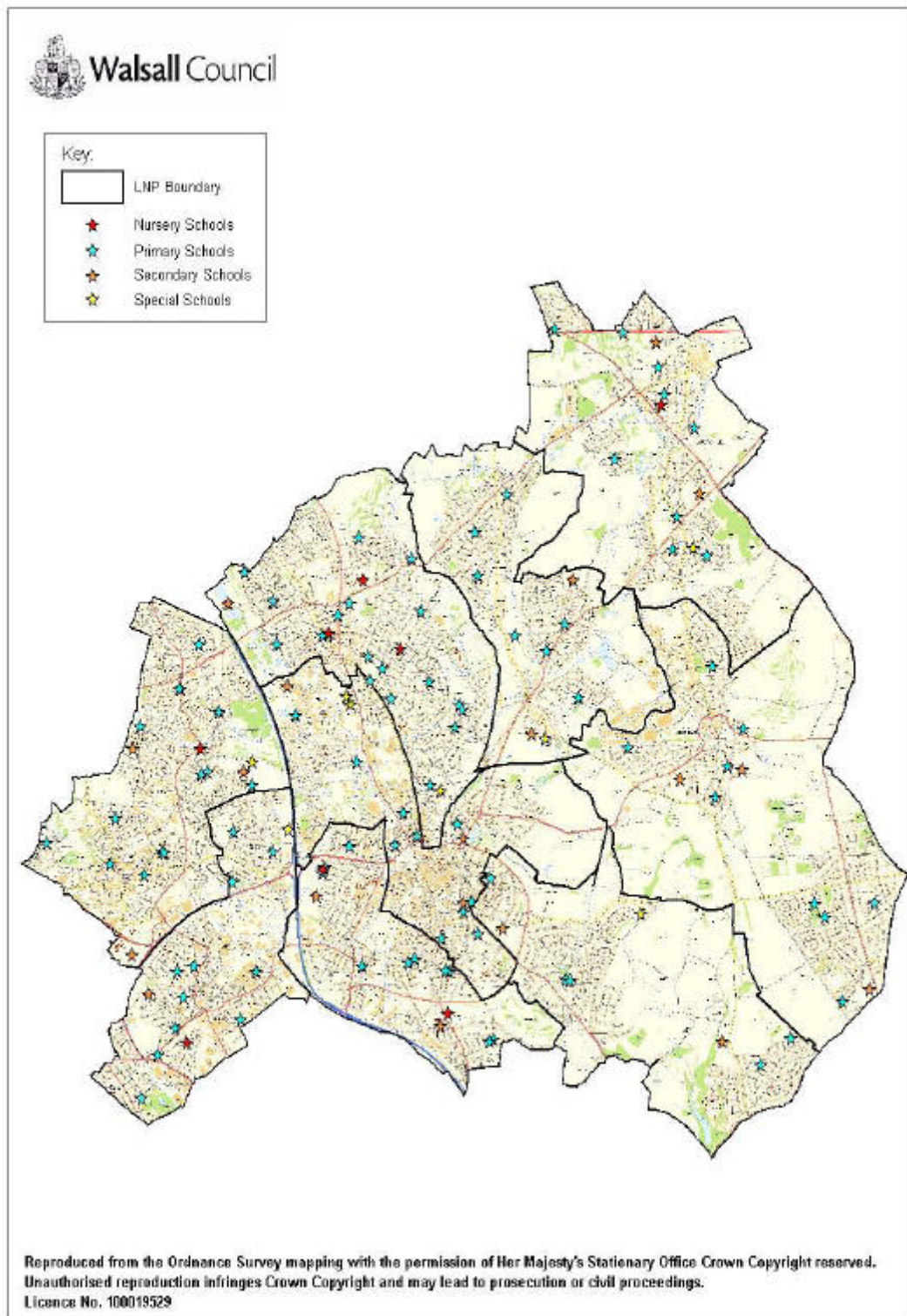


(Source: 2001 Census data)



(Source 2007 DFT Census Data)

**Map showing Walsall School locations by LNP area**



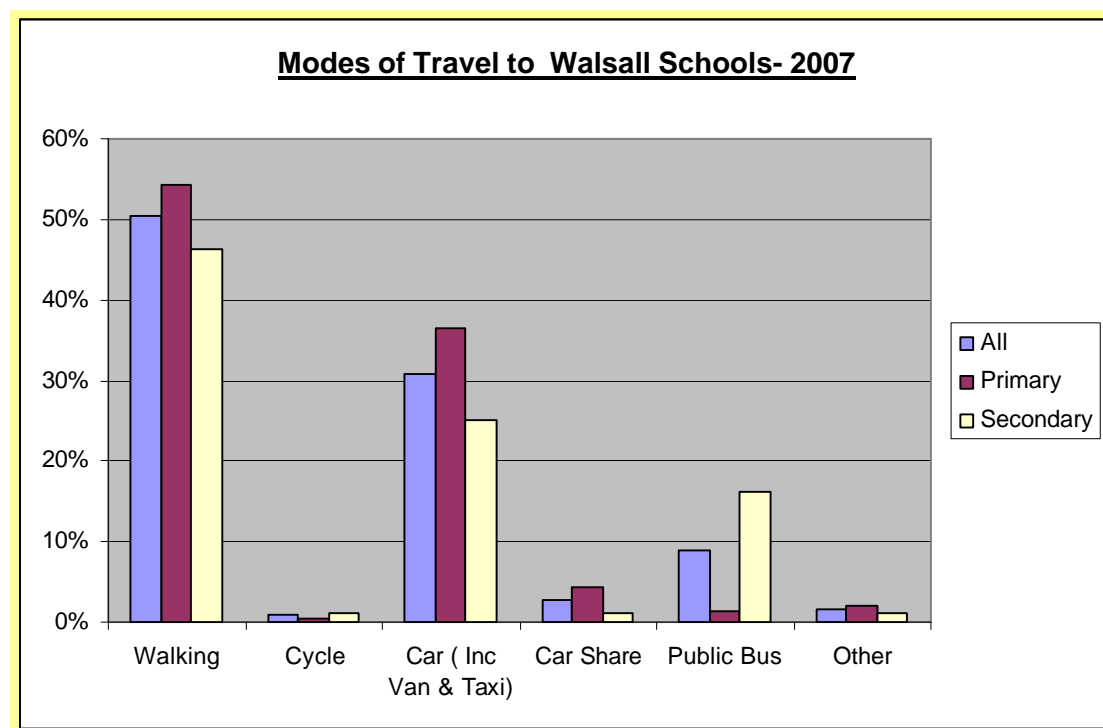
### School Travel Plans

School Travel Plans and School Travel Plan reviews, gather statistical data on mode of travel between home and school. When the STP is initially developed, data on pupils preferred mode of travel is also gathered along with information about possible barriers to using sustainable modes of travel. Schools also carry out extensive research using both quantitative and qualitative methods. Schools then develop an action plan based on the research and implement schemes appropriate to their school and surrounding environment. At a later stage they are then able to make a year on year comparison with regard to mode of travel using data provided via the Pupil Level Annual School Census (PLASC).

The Pupil Level Annual School Census (PLASC) has provided a mode of travel indicator since January 2007. Walsall Children's Services is responsible for collating and publishing this information. Any school with a School Travel Plan has a duty to provide this information, all schools developed a voluntary scheme in 2007. In 2007, 24% of primary schools decreased and 19% increased sustainable modes. Pupils are now actively participating in the strategy. It is hoped that the accuracy of the census data will be of a level enabling the data to be used for School Travel Plan reviews.

Data gathered from School Travel Plans and the School Census will assist the strategy working party in monitoring progress, the effectiveness of implemented schemes, how best to improve this data, making CTS systems available and how all this information can be incorporated into the annual review of the strategy.

### How pupils usually travel to School- Our baseline



(Source DCSF/ DFT Census data 2007)

Mode	All	Primary	Secondary
Walking	50%	54%	46%
Cycle	1%	1%	1%
Car ( Inc Van & Taxi)	31%	36%	25%
Car Share	3%	4%	1%
Public Bus	9%	1%	16%
Other	2%	2%	1%

It is evident that 50% of all pupils walk to school, on the other hand car usage varies from primary to secondary school with more usage shown in primary schools. Bus usage is much more preferred for secondary pupils.

#### School Travel Plan Development-

102 out of 130 schools and educational establishments in Walsall have a completed School Travel Plan. This figure is inclusive of Local Authority Schools, Independent Schools and Pupil Referral Units. The process involves the school surveying pupils, parents, staff and local residents about the issues they face regarding school travel. The surveys also identify pupil preference when considering mode of travel. An action plan which considers how 'barriers' to sustainable travel can be removed is drawn up. It enables the school and its community to be able to play an active role in achieving the objectives and targets the school has set out. The Plans are the result of whole school community involvement and this is reflected in examples of Plans we have produced identified as both Regional and National Best Practice.

Year	School	Quality Assurance Project Board Rating
2006	Shelfield Sports and Community College	Regional example of best practice
	St Michael's CE Primary	Regional example of best practice
	Pheasey Park Farm Primary	Regional example of best practice
2007	The Shepwell Centre ( Pupil Referral Unit )	Regional example of best practice
	Joseph Leckie	<b>National example of best practice</b>
2008	Sunshine Infants & Nursery School	Regional example of best practice
	Blackwood Primary School	Regional example of best practice
	Willenhall School Sports College	Regional example of best practice

To support the school in achieving its targets, Capital Grants of £3750 for Primary schools, £5000 for secondary schools plus £5 per pupil on the school roll, are available. The funding has been used within Walsall to fund such items as parent waiting shelters, cycle storage, lockers or any on site alterations to promote sustainable travel to school. As of 2008, the School Travel Plan (STP) initiative has secured £625,000 for Walsall Schools and has been supported by additional funding from the capital programme.

School Travel Advisers (STA's) have played an active role in completing STP's and securing the Capital Grants. STA's work with School Council's, Head Teachers and Governors, giving advice and support throughout the process of completing a plan and beyond. The support offered includes:

- Supplying an online survey tool for schools to collate their data
- Designing and providing paper surveys bespoke to the school for parents/residents
- Supplying a school travel plan 'template' either on paper or disk
- Adding pertinent data to the plan, ie graphics, maps
- Answering questions about funding

**Walsall Council**  
Sustainable School Travel Strategy 2008-2011

- Offering advice once data is analysed
- Supplying curriculum resources through a loans service
- Give presentations & assemblies to children, parents, governors, residents and other partners
- Advise on safer route to school issues
- Support schools in establishing targeted initiatives – both in terms of structural developments and Smarter Choices
- Advise on highways issues affecting their school
- Liaise with other Council departments to ensure a co-ordinated approach

**STP by type:**

<b>Institution type</b>	<b>Nursery</b>	<b>Primary</b>	<b>Secondary</b>	<b>Special</b>	<b>PRU</b>	<b>Independent</b>
% completed as of March 2008	87.5%	85%	74%	57%	100%	0%

\* Figures above take into account the introduction of 1 further Special School as of January 2008.

Not included above is a STP completed in March 2005 at a school which subsequently closed in August 2005.

STP's are reviewed annually ensuring that initiatives maintain momentum and enabling schools to redirect resources and reset targets. Initial findings show a modal shift towards walking far in excess of any individual school targets.

**Data based on a sample of 8 primary schools that have completed and reviewed their STPs:**

<b>Targets</b>	<b>Baseline data</b>	<b>2007 target</b>	<b>Achieved</b>
Increase the number of children walking to school	47.5%	50.5%	56%
Reduce car use on the journey to school	48%	43%	38%

## **7. AUDIT OF SUSTAINABLE TRAVEL AND TRANSPORT INFRASTRUCTURE**

Many different departments and teams within Walsall Council have a part to play in encouraging sustainable travel to school. Below is a breakdown of the different initiatives in place.

### **Walking Initiatives**

- ❑ **Walking buses** - 10 schools in Walsall have benefited from DfT funding of £1000 per year over three years, (2007-2010), dependant upon success. It is provided to help them establish, promote and maintain walking buses at their school. Each school has a DfT target of saving 5 return car trips per day via this route. The School Travel Team and Road Safety Officer have supported this initiative with assistance in planning and risk assessing the chosen route, by the loaning of resources, training adult volunteers and ongoing monitoring.



- ❑ **Walk to School Week/Month** - The School Travel Team has supported schools in participating in Walk to School Week. In early years this has been by the purchasing and distribution of materials over this set period. During 2007 the School Travel Team produced their own resources, both for May Walk to School Week and October International Walk to School month, and arranged a co-ordinated campaign to encourage uptake. This approach increased uptake amongst Walsall Primary Schools from 21% in 2005 to 86% in 2007.
- ❑ **Pedestrian training** - At present we deliver a one off pedestrian training session to KS1 children on demand, with parents of children present. From September 2007 DfT funding enabled us to deliver pedestrian training in areas of deprivation in partnership with Sure Start. The project is called S.P.A.C.E.( Safer parent and child education)

In addition to this Walsall Council has purchased 'Togo Nogo', a scheme of pedestrian training to be delivered to yr 2/3 pupils on a rolling programme within every primary school in Walsall. This will incorporate interactive classroom sessions followed by a practical session led by a Road Safety professional. It is envisaged this will follow on from the SPACE project where possible and reinforce the safety message.

- ❑ **S.P.A.C.E** - Safer Parent and Child Education is an 18 month project funded by a partnership grant from the DfT due to end December 2008.

The project aims to educate parents and children in basic practical road safety skills working in partnership with Surestart. The programme was developed following successful Kerbcraft pedestrian skills training in the borough primarily aimed at 5-7 yr old children with the help of adult/parent volunteers, but will now incorporate under 5's training with parents as the lead.

It became apparent there is a distinct lack of parental training in basic road safety skills and that many parents do not educate their children in these essential life saving skills. There is also a lack of parental involvement within the school environment especially in areas of high ethnicity and deprived areas within the borough.

The aim is to change perceptions of responsible behaviour on the roads and prepare the family unit for safer travel.

- ❑ **Parent Waiting/Buggy Shelters** – Many schools with appropriate Travel Plans have used their Capital Grant to purchase either waiting shelters or parent/buggy shelters for prams. Both of these measures encourage more walking and from school.
- ❑ **Parking at School** Whilst developing Travel Plans, schools identify areas for parents to park away from the school site these might be car parks, markets, church car parks or local footpaths. By obtaining permission from the owner, schools can encourage parents to park here and walk into school for the morning parking their pram.
- ❑  **safer Routes to School** Safer Routes to School projects aim to encourage more walking and cycling to school and reduce the number of journeys made by car. These usually involve the introduction of highway engineering measures to create a safe, healthy environment so that children and their parents can travel to and from school without being frightened and threatened by congestion, pollution and speeding vehicles. The proposed measures are normally identified through a School's Travel Plan and could include new footpaths, crossing facilities, traffic calming measures and parking control near the school gates. An integrated approach is used to develop and support initiatives, ensuring that when any new engineering

facility is introduced, educational support via the Road Safety team is given to schools. Safer Routes to School is funded through the integrated transport block of the capital programme.

With average distances for school journeys increasing, busier lifestyles and fears over safety, the number of 5-16 year olds travelling to school by car has doubled since 1985 (DfT). By creating Safer Routes to School projects that would work in conjunction with School Travel Plans, Walking Buses, Park & Stride schemes etc; we have a great opportunity to reverse this current trend.

- ❑ **Road Safety Education** - The Road Safety Unit resources all schools to deliver road safety education through the curriculum. Resources available include teaching packs, worksheets, DVD's, pictorial aids, model pedestrian crossings and speed guns. Depending on availability, staff may also work in schools. This is determined on a Child Safety Audit prioritisation of child pedestrian casualty areas.
- ❑ **Improved walking routes** – delivered through various strategies for example, The Rights of Way Improvement Plan and the Walking Strategy implementation.
- ❑ **School Travelwise** – this newly developed web site offers a bespoke journey planning tool enabling visitors to a school site to identify crossing facilities and walking routes.
- ❑ **School Crossing Patrols** – these are located at sites that present a national priority in terms of numbers of children crossing and amount of traffic crossing. The responsibility of the Caretaking and Cleaning Section of the Council is to operate in conjunction with the Road Safety Unit who ensures that the patrols operate regularly.

### Cycling Initiatives

- ❑ **Cycle Training** - We offer road training to a select number of national standard year 5 and 6 children. Through our partnership with the local authority, we are looking to develop a network of Personal Development Managers (within local Sports Centres) to deliver the training. We are also looking to develop national standards for school aged children. It is hoped that the training will be offered to adults in future as part of the local authority's approach to encouraging cycling.
- ❑ **Cycle Storage Project** - The School Travel Team liaises with schools to deliver a Cycle Storage Project whereby pupils interview Sales Reps from four private companies. The pupils take full responsibility for the interview and selection process. The project is a level of involvement links in with Every Child Matters and ensures a sense of 'ownership' by the school community with regard to the cycle storage purchased. Schools involved in this project have gained a great deal from the experience and have been shown to take great care, and put to good use, the storage purchased.

### Cycle storage installed via Safer Routes to School/School Travel Plan initiatives:

SCHOOL TYPE	PRIMARY	SECONDARY
NUMBER OF SCHOOLS	27	19

\* Not all of the schools who have received cycle storage have taken part in the Cycle Storage Project

- ❑ **Information on Cycling** – Walsall Council produces and distributes a free cycle map showing all signed cycle routes, the local canal network and cycle parking sites. This

can also be found on our website. Other promotional material is also available including a magazine aimed at beginner cyclists.

- ❑ **National Bike Week.**  
Walsall Council has taken part in National Bike Week for over 10 years. Numerous schools have been involved during that time and this has often been a catalyst for other cycling initiatives within schools.
- ❑ **Leisure Cycle Rides-** A number of schools which are keen to promote sustainable travel for parents and children, have worked with Walsall's Road Safety and Sustainable Travel Team on organised school cycle rides. Both primary and secondary schools have taken part in school cycle rides and Walsall Council has helped by suggesting appropriate routes, carrying out risk assessments / providing hi-vis vests and supporting rides with qualified cycle instructors.
- ❑ **School Travelwise** – detailed information about cycle routes and cycle storage at school sites can be found on this website.
- ❑ **Improvements to cycle routes** – these are delivered through the Safer Routes to School programme. Where possible, 'Safer routes' schemes are focused on problems identified in a school's travel plan and Walsall Council works closely with the school as the scheme develops. If cycle facilities are to be considered, linking a 'Safer Routes' scheme to the existing cycle network can add to the benefit of the scheme. Ideally, a holistic approach to each scheme where road safety education is also used to complement infrastructure can further add to the benefit of the Safer Routes to School programme.
- ❑ **Improvements to Cycle Routes** - The cycle network is constantly being extended by specific cycling schemes and the integration of cycle facilities in other transport schemes. Walsall's Cycling Strategy aims to link Walsall Town Centre with all district Centres, local centres and trip generators such as schools etc. A specific programme of improvements aimed at schools known as 'Safer Routes to Schools' is also in place and where possible these improvements are linked to the existing cycle network.

#### Public Transport Initiatives

Centro's Sustainable Travel Team work with schools to assist with the public transport elements of school travel plans and promote sustainable travel. The support offered includes the following:-

- Year 6 transition workshops
- Bespoke public transport packs
- Journey planning advice
- Dedicated school officer
- Travel Awareness sessions for pupils and staff
- Advice and good ideas on public transport aspects of travel plans.
- Liaise on behalf of the school with transport operators to ensure services are running at appropriate times.
- Bus behaviour issues
- Attend events to promote public transport and sustainable travel.

#### Bus Behaviour

Bus behaviour is often an issue particularly for secondary schools. Centro have been working in partnership with the Safer Travel Team to roll out a bus monitor scheme which focuses upon pupils being monitors on the bus and being the eyes and ears whilst, not getting involved in incidents. The scheme has now been rolled out to 6 schools and is dependant on funding provision. 2 Walsall secondary schools (Shelfield College & Alumwell Business

College) are currently involved in this project and it is hoped that continuation of funding will be available in the future.

Other ways of dealing with bus behaviour is to undertake assemblies, Police Community Service officers can often help as well as transport operators.

### **School Travelwise Website**

As part of the duty placed upon the Authority, the Council has undertaken a borough wide audit of that infrastructure which is considered to aid and promote sustainable modes of travel. An inventory has been compiled, which details:

- All schools (including Independents) locations and contact details
- Bus stop locations, bus routes and times (real time data available)
- Train stations, train routes and times (real time data available)
- Cycle lanes within 1 mile of a school site
- School Crossing Patrol locations
- Pedestrian, Puffin and Toucan crossing locations
- School Travel Plans
- Extended school activities
- Walking Bus routes
- Park and Stride locations as determined by schools
- Sustainable travel initiatives operating within schools
- Cycle storage provisions
- Walking routes

The inventory data has been fed into a user-friendly software engine and transformed into "School Travelwise", a sustainable travel website. "School Travelwise" is a web-based mapping programme designed to be user-friendly and providing a holistic overview of the facilities and services available on the journey to all schools in the borough. It will provide parents and young people with easy access to a wide range of information, including that set out later in the strategy.

Schools will also be able to load relevant information directly onto the site – ie exam timetables, school closure dates and details of dedicated school bus services.

The information will enable parents, pupils, staff and school visitors to view available sustainable travel options, draw conclusions and make informed choices.

A link will also be provided to the Walsall Council Car Sharing website, to enable members of the teaching staff to consider this as a viable travel option.

### **Existing Partnerships**

A Strategy Working Party has been established with the following partners – Healthy Schools, Extended Schools, 14-19 Co-Ordinator, Centro PTA, Road Safety, School Travel, Children's Services, PCT, Connexions, Transport and Admissions.

## **8. TARGETS**

The targets for the strategy 2008-2011

- For 100% of Walsall schools to have an approved STP by **2010**
- To achieve LTP target for car usage, to have no increase in morning peak traffic between 2006/07 and 2010/11 (LTP current target of 30.3%)
- To achieve enhanced LTP targets for Road Safety – 55% reduction in children Killed or Seriously Injured (KSI) from 1994-98 average to 2010 and a reduction in child casualties consistent across the borough
- To implement West Midlands School Travelwise in all schools by Summer 2009
- To achieve LAA targets- 1% reduction per annum
- To achieve LTP target for Air Quality, reducing the average NO2 level by 1% between 2004 and 2010
- To annually review, monitor and update the Sustainable Travel to School Strategy and provide a summary table of measures taken by all parties to promote sustainable travel commencing August 2009
- To recognise and reward schools via a awards scheme, where continuous efforts have been made by schools to achieve modal shift, promote sustainable travel and produce/review an active travel plan

# **SECTION 3- ACTION PLAN**

## 9. ACTION PLAN

<b>Objective 1 : Increase the number of schools developing high quality school travel plans</b>			
<b>Key Actions</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Comments</b>
Continue to work in partnership with schools to help and assist schools develop high quality travel plans	Sustainable Transport Team & Schools	March 2010	Target of 100% schools by 2010
Ensure that travel plans remain active and are monitored and reviewed on an annual basis	Sustainable Transport Team & Schools	Annually	Encourage school to develop School Travel Working Groups
Continue to promote benefits of school travel plan initiatives through other affiliated partners	Sustainable Transport Team-STA	Termly Meetings	STA's to meet with partner organisations on regular basis - Healthy Schools, PCT, Eco Schools etc
Target hard to reach schools to develop travel plans - particular reference to Independent Schools	Sustainable Transport Team-STA	2010	Target of 100% schools by 2010
Work with Planning Team and Development Control to ensure that schools who significantly change their school building develop a travel plan or review an existing plan	Sustainable Transport Team, Development Control/Planning	Continuous	
Encourage all schools applying for or renewing National Healthy Schools Status to develop a high quality Travel Plan or have an active Travel plan in place	Healthy Schools Team, Sustainable Transport Team	Termly	School Travel represented on Healthy Schools Quality Assurance Group ( QUAG), which meets 3 times annually

<b>Objective 2: Strengthen links within Walsall Council and with partners to support the sustainable travel to school strategy</b>			
<b>Key Actions</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Comments</b>
Working party to meet on a termly basis	Walsall Children's Services – Serco, Transportation & Neighbourhoods	Termly	Identify opportunities to introduce new partners onto the school travel strategy working group
Continue to work with Safer Routes to schools officers	Neighbourhoods	2 schemes annually	Potential for 2 further schemes annually
Link Road Safety programme with School Travel Plan programme & LTP Minor Works Programmes	Road Safety Officer & School Travel Advisors	Ongoing	Promotion of Road Safety Education and Safer Cycling schemes within travel plans
Continue to attend Healthy Schools partnership group meetings	Healthy Schools & School Travel Advisors	Termly	School Travel represented on Healthy Schools Quality Assurance Group (QUAG), which meets 3 times annually. School Travel also contribute to Healthy Schools conferences
Continue to attend Eco Schools partnership group meetings	Eco Schools & School Travel Advisors	Termly	School Travel Advisor and Eco School rep meet on a termly basis
Maintain and develop partnership work with WM Police	School Travel Advisors /Road Safety Officer/WM Police	Ongoing	Target specific schools linking in with Travel Plans
Maintain and develop partnership work with enforcement team regarding civil parking control.	School Travel Advisors /Road Safety Officer/ Enforcement Team	TBC	When civil parking responsibility is established ,target specific schools linking in with Travel Plans
Maintain and develop partnership work with Centro PTA	School Travel Advisors & Centro Travelwise Officer	Bi-monthly	Promote and support work each is doing to promote transition and increase in public transport patronage
To promote and maintain School Travelwise	School Travel Advisors & Sustainable Travel Grant funded post	2008-2012	Part time post funded by grant to be utilised to maintain and deliver School Travelwise to all schools



**Walsall Council**

## Sustainable School Travel Strategy 2008-2011

To link in with PDM's to introduce joint development of Level 2/3 Bikeability	Road Safety Officer & School Travel Advisors	Nov 2008	Joint funding bid submitted to enable the offer of Level 2/3 to both adults and children
To work with PCT to develop opportunities for partnership working	PCT & School Travel Advisors	Quarterly	

**Objective 3: Increase levels of walking and cycling for journeys to and from school and promote healthy lifestyles**

Key Actions	Responsibility	Timescale	Comments
Continue to produce termly school travel newsletter; invite partners to contribute to newsletter	School Travel Advisors	Termly	
Continue to produce annual SRTS newsletters bespoke to selected schools- approx 5 publications per annum	School Travel Advisors & Safer Routes to school Officer	Annually	Produced for schools who have achieved a good level of modal shift and who continue to develop initiatives
Assist schools to develop and maintain Walking Buses	Road Safety Officer & School Travel Advisors	2007-2010	RSO/STA to assist in Risk Assessment, Recruitment and Training of volunteers and re-sourcing buses where appropriate
Continue to develop Walk to School Week resources and support with publicity campaign	School Travel Advisors	Annually in May and October	New resources developed and trialled where resources allow. To link in with identified partners
Continue to support schools in taking part in the cycle storage project	School Travel Advisors	Termly	One school per term to take part
Loan of banners to schools with parking issues	School Travel Advisors / Road Safety Officer	Academic Yr 08/09	
Provide Road Safety and Sustainable Travel curriculum resources to schools on a loan basis	School Travel Advisors /Road Safety Officer	Academic Yr 08/09	
Assist & encourage schools to set up and maintain 'Park and Stride' schemes	Sustainable Transport Team & Road Safety Team	Academic Yr 08/09	
Continue to offer Level 1 Cycle training to all schools	Sustainable Transport Team & Road Safety Team	Academic Yr 08/09	
Offer Bikeability- accredited cycle training to all schools	Sustainable Transport Team & Road Safety Team	April 09	Funding being sought through Youth Sports Trust for PDM's/ Walsall Council Partnership- Recruiting or training tutors to deliver level 2 (+3) Bikeability

Continue to support schools in developing opportunities for parent and child leisure cycle rides	School Travel Advisors /Road Safety Officer	Academic Yr 08/09	Develop partnership opportunities with Physical Activity Manager (PCT) and West Midlands Police
--	---	-------------------	---

**Objective 4: Work with other partners and schools to overcome barriers to sustainable travel**

Key Actions	Responsibility	Timescale	Comments
Liaise with Highways improvement schemes such as Rights of Way Improvement Plans and Safer Routes to School, to identify potential barriers in STP's to walking and cycling and influence improvements	Rights of Way Team, Safer Routes to School Team & Sustainable Travel Team	Bi-monthly	

**Objective 5: Support pupils travelling to school by dedicated school transport or public transport**

Key Actions	Responsibility	Timescale	Comments
Update school transport policy	Walsall Children's Services – Serco	Jan 09	
Work with schools and operators to ensure that best use and value is ensured	Centro Travelwise Officer & School Travel Advisors	Ongoing	
Work with Centro PTA to assist in delivering transition training to Y6 pupils	Centro Travelwise Officer & School Travel Advisors	Summer Term annually	
Encourage use of School Travelwise website in schools to help bus journey planning	Sustainable Transport Team	Academic Yr 08/09	All schools to be encouraged to actively use School Travelwise and provide training where needed

Work with Network West Midlands to monitor behaviour and conduct on buses. Introduce bus monitor scheme	Centro Travelwise Officer & School Travel Advisors	Sept 2008 and ongoing	Two bus monitor schemes in place, both in secondary schools at present
---	--	-----------------------	--

**Objective 6: Support schools with travel plans through improvements to highway network and around school grounds**

Key Actions	Responsibility	Timescale	Comments
SRTS programme to target funding for schools with school travel plans	Safer Routes to School Officer	2 schemes per annum	

**Objective 7: Promote Sustainable transport to pupils 16+**

Key Actions	Responsibility	Timescale	Comments
To develop the Post 16 Transport Partnership	Walsall Children's Services – Serco	Jan 09	Group to investigate Independent Travel Training for Post 16's
To produce a Post 16 Transport policy statement	Walsall Children's Services – Serco	Annually	Statement to be produced and published on DCSF website

<b>Objective 8: Deliver Road Safety Training and raise children's awareness of sustainable travel, road safety and healthy lifestyles</b>			
<b>Key Actions</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Comments</b>
Continue to deliver level 1 national standard cycle training to Y5/6 pupils	Road Safety Officer	Academic Yr 08/09	700- 800 pupils per annum to be trained
Develop and deliver level 2 national standard cycle training to Y5/6/7 pupils	Physical Development Managers, Road Safety Officers	April 09	700 pupils per annum to be trained
Deliver SPACE program to identified partners	Project Co-ordinator	End of March 09	350 pupils 07/08. 400 pupils 08/09
Deliver TOGO NOGO to Y2/3 pupils	Road Safety Officer	April 09	Numbers to be identified
Continue to provide road safety training to schools	Road Safety Team	Academic Yr 08/09	
Continue to provide transition workshops for year 6 pupils	Centro & Road Safety & Sustainable Travel Team	Academic Yr 08/09	

<b>Objective 9: Strengthen links to other relevant policies, plans and programmes</b>			
<b>Key Actions</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Comments</b>
Incorporate sustainable school travel into related policies including, -Children and Young People's Plan -Healthy Schools -14-19 agenda -Building Schools for the Future	Walsall Children's Services – Serco Sustainable Travel Team	Ongoing	

**Objective 10: To meet the duties as set out within the Education and Inspections Act**

<b>Actions</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Comments</b>
<b>Assessment</b> - collection of school census data	Walsall Children's Services – Serco	Annually	
<b>Audit</b> - update all sustainable transport routes and publish via School Travelwise website	Sustainable Travel Team Grant funded post	Continuous	
<b>Strategy</b> - annual update of sustainable travel to school strategy	Walsall Children's Services- Serco Transportation & Neighbourhoods	August annually	
<b>Promotion</b> - to continue to deliver actions as set out within strategy	All	Ongoing	

## **10. PROMOTION & MONITORING OF SUSTAINABLE TRAVEL**

School Travelwise will promote sustainable travel to and from school and will provide links to Community Travelwise, Residential Travelwise and Business Travelwise ( a new website currently under development ), further promoting sustainable travel to a wider audience.

The grant, as detailed below, will be used to fund a part time post within Transportation and Forward Planning. The post-holder will support the work of the School Travel Advisers and take responsibility for maintaining and updating the School Travelwise website, ensuring data is accurate and up to date.

The permanent post of School Travel Adviser will continue to promote Sustainable Travel in producing, reviewing and implementing initiatives from School Travel Plan's.

The effectiveness of the strategy will be monitored annually via the school census travel data returns and via annual school travel plan reviews. This will ensure the authority meets pupil needs that may arise from new developments in education and transport.

## **11. FUNDING**

The DCSF has allocated Walsall Council £22,863 for the development of the strategy and the promotion of sustainable travel to school. This rate is payable each year from 2008/09 to 2011/12. This amount will be paid to Walsall Children's Services- School Travel Team to fund a Sustainable Travel Officer post (part time).

In light of the continuation of the DfT/DCSF devolved formula funding for School Travel Advisers targeted funding until March 2010, a submission will be submitted for the continuation of a temporary STA post in line with the current programme that funding is identified for this post.

The development of the strategy will need to consider the possible changes to the STP funding stream.

Further funding streams will need to be identified to support the monitoring and review of STP and sustainable travel initiatives post 2010, when DfT/DCFS funding ceases to ensure that the authority meets the target of the national indicator 198.

Programmes stated above are based on current funding streams and are only applicable for the life of the strategy.

*SECTION 4*  
*PRINCIPLES*

**Draft**



APPENDIX 1- SCHOOL TRAVEL CASE STUDIES

APPENDIX 2- LIST OF CAPITAL GRANT LEGITIMATE EXPENDITURE ITEMS

The following is a list of items the Department for Children, Schools and Families has deemed eligible to be paid for using the capital funding:

- Lockers.
- Cycle storage.
- Scooter storage.
- New access at school perimeter, only if it is on school land.
- New path for pedestrians and/or cyclists in school grounds.
- Wider paths in the school grounds.
- Drainage.
- Improved lighting in school grounds.
- CCTV.
- On site waiting area for pedestrians.
- On site shelter for pedestrians (eg parents waiting, pupils waiting for school buses in the school).
- Bus turning circle in school grounds.
- Guardrail.
- Traffic calming on school access roads in school grounds.
- New signing.
- Re-siting school fences to improve access.
- Car drop zones / turning circles / car parks in school grounds. Remote control entry system for a pedestrian gate.
- Trees to 'eat' CO2.
- Wet weather changing facilities

APPENDIX 3- SUPPORT SERVICES PROVIDED BY CENTRO

*Network West Midlands*

Network West Midlands is the new name that connects all public transport in the West Midlands metropolitan area. This includes Birmingham, Dudley, Coventry, Sandwell, Solihull, Walsall and Wolverhampton. It clearly identifies the complete network of bus, train and Metro services. [www.networkwestmidlands.com](http://www.networkwestmidlands.com)

*Centro's Sustainable Travel Team– Public Transport Support*

Centro's Sustainable Travel Team work with schools to assist with the public transport elements of school travel plans and promote sustainable travel. The support offered includes the following:-

- Year 6 transition workshops
- Bespoke public transport packs
- Journey planning advice
- Dedicated school officer
- Travel Awareness sessions for pupils and staff
- Advice and good ideas on public transport aspects of travel plans.
- Liaise on behalf of the school with transport operators to ensure services are running at appropriate times.
- Bus behaviour issues
- Attend events to promote public transport and sustainable travel.

*School Bus Withdrawal.*

Centro's Sustainable Travel Team will advise individual Schools and West Midlands Metropolitan Council School Travel Advisers when school specific buses are being withdrawn or of any changes in timings which they are aware of.

*Concessionary Fares*

The West Midlands Passenger Transport Authority is responsible for many aspects of public transport policy and administration in the West Midlands County. It subsidises bus operators to provide half fares for children and holders of 16-18 photocards at peak times.

Centro are aware that many children under 16 look older and it can be a hassle proving your age when using public transport. The U16 card takes care of that. Children under 16 can use the card to get a child fare when paying cash or can use it when buying child rate season tickets.

Students in full time education (minimum 12 hours per week) who are under 18 before 1st September 2007 and live within the West Midlands county may be eligible for the 16-18 photocard which entitles students to child rates tickets or child fares to and from school or college. Application forms are available from schools and colleges and are valid for the academic year only.

*Bus Behaviour*

Bus behaviour is often an issue particularly for secondary schools. Centro have been working in partnership with the Safer Travel Team to roll out a bus monitor scheme which focuses upon pupils being monitors on the bus and being the eyes and ears only not getting involved in anything. The scheme has now been rolled out to 6 schools and is dependant on funding provision.

Other ways of dealing with bus behaviour is to undertake assemblies, PCSO officers can often help as well as transport operators.

*Partnership working*

Centro works in partnership with Safer Travel Police Team, West Midlands Metropolitan Councils and also transport operators. Within councils Centro liaise with School Travel Advisers, TravelWise Officers and Post 16 Transport Partnership Groups.

*Colleges*

Centro's Sustainable Travel team works with colleges in the West Midlands to provide students with public transport information to enable them to fully utilise local services and to promote the environmental benefits of sustainable travel. The team attends college open days where they provide timetables, route maps and ticket information to prospective and existing students. They also provide on-going literature and display carousels for colleges and produce travel information for college websites. They also represent Centro at Transport Partnership College Group meetings, where they can identify current transport issues and feed them back to the relevant operators.