

Sustainable Modes of Travel to School Strategy 2009 - 2014 - Parent's Summary

1. Introduction

This document is a summary of Worcestershire County Council's Sustainable Modes of Travel Strategy (SMoTS). The full document can be found on the Council's website at www.worcestershire.gov.uk

2. The main aim of the strategy is to make sustainable travel including walking, cycling and public transport a realistic and attractive option for the school journey.

Our objectives include:

- Discourage unnecessary car use on the school journey
- Improve the health and wellbeing of children in the county
- Improve child road safety and perceptions of safety for pupils on the school journey
- Improve accessibility to, from and between educational establishments

3. Why are we doing this?

In Worcestershire 41% of primary school pupils and 20% of secondary school pupils are taken to school by car, and yet we know that more young people would like to walk or cycle than currently do.

There are also increasing concerns around poor health in young people, both in terms of inactive lifestyles and the effect of air quality and climate change. Road safety around schools is also a key concern.

To help make sustainable travel an attractive and realistic alternative to the car we have developed a plan of action that:

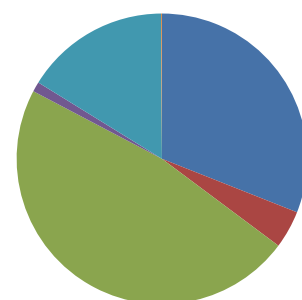
- Addresses the needs of the children
- Provides details of safe and sustainable modes of travel available to parents and pupils



- Develops new initiatives to encourage safe walking, cycling and independent travel
- Encourages physical activity and healthy lifestyles amongst young people and their families
- Provides pupils with independence and life skills.

4. How children in Worcestershire travel to school

- Car & taxi – 31%
- Car share – 4.2%
- Walk – 47.5%
- Cycle – 1.1%
- Public transport – 16.1%
- (Other – 0.1%)



5. Our current position

For many years the Council have been working with schools to develop and implement School Travel Plans (STPs). We have been very successful and currently 94% of all schools (including Independents) have an approved STP. To date 122 schools have benefitted from improved facilities for walkers and cyclists using their STP grants.

We have also seen significant improvements in road safety. The number of children under 16 years who were killed or seriously injured on the county's roads has reduced from 37 in 2000 to 9 in 2009.

6. Identifying Travel and Transport Needs

An assessment of the travel and transport needs of children and young people will be achieved via consultation with the school community through:

- The school census
- School Travel Plans
- School travel surveys
- Contact with individual schools

This consultation is an ongoing part of the School Travel Plan process and each year will provide us with new and updated information that will feed into our strategy. This information shows us which travel modes are the most popular, which sustainable and active ways of travel have the most potential to increase and where improvements need to be made to make walking and cycling to school safer.

7. How will this help you?

The strategy will:-

- Put in place improvements that will help more families choose active and sustainable ways to travel on the school journey.
- Provide the travel information that you need to plan your journey. This is particularly useful if your child is due to start a new school.
- Also include educational measures to help equip children to make safe and independent school journeys
- Enable you to get involved with improving the travel and transport facilities in around your child's school.

8. What actions are planned?

Walking initiatives

- Promote walking to school through the national Walk to school Weeks and the WOW campaign (walk once a week or walk on Wednesday)
- Provide pedestrian training to pupils
- Provide support to schools to set up walking buses where appropriate

Cycling initiatives

- Provide cycle training to schools
- Improve cycle parking facilities

Promotional initiatives

- Regular school travel newsletters
- Walking, cycling and public transport maps for key districts in the county

School transport provision

- Promote school transport to the 10% of pupils that are entitled to transport but do not currently use it

Highways measures

- 20 mph speed limits outside schools
- Planned programme of new and improvements to existing walking and cycling paths

General support

- Provide support to schools with the development and maintenance of their School Travel Plans
- Work with schools to provide a comprehensive road safety education programme to children and young people
- Provide transport support to those pupils who need it
- Provide support to parents and pupils with information on travel and transport options at the key change points of choosing and moving schools

9. Contact us:

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