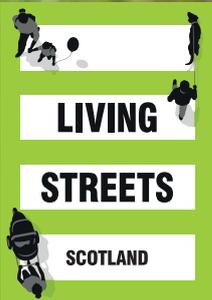




HOW TO CREATE

A SCHOOL

TRAVEL PLAN





FORM A SCHOOL TRAVEL GROUP

Before you start writing your School Travel Plan (STP), you will need to bring together a working group who will look at your school travel issues.

Ideally the group should include representatives from pupils, staff, parents, community members and other interested parties such as local Active Travel Hubs or representatives from your local authority. Alternatively, this could be taken forward by an established group such as your Parent Teacher Council.

Make sure to record the teachers, parents, pupils, and council staff involved in the development and delivery of your School Travel Plan. It is also a good idea to provide the date of when your travel plan was last updated, when it will be next reviewed, and how people can contribute to the plans.

MISSION STATEMENT AND AIMS

Set out your vision for sustainable travel and decide what you hope to achieve through your School Travel Plan. These may change and evolve as you progress your plans and consult with local stakeholders.

Example aims:

- To increase awareness among pupils, parents and staff about the health, environmental and social consequences of their travel choices.
- To reduce traffic congestion around the school gates.
- Increase the number of children walking and/or cycling to school.
- To improve safety on the journey to school by reducing car use.
- To increase the number of pupils participating in road safety education.
- To review the School Travel Plan on a regular basis.

ABOUT YOUR SCHOOL

DESCRIBE YOUR SCHOOL

Describe your school and share any plans for future expansion or changes to the school that that might affect school travel.

Include details of the school day, such as when the school starts and finishes.

Provide details of how many pupils attend the school.

A breakdown for each year group can also be helpful for understanding the number of children using different access points and demonstrating levels of engagement across the whole school.

You may want to provide an overview of school demographics and languages spoken to ensure effective communication and engagement across the whole school.



LOCATION AND MAPPING

Write about where your school is located: is it surrounded by busy roads or residential roads? Is there more than one entrance?

Mapping is an important part of any School Travel Plan and allows you to effectively illustrate where the school is, what routes are being used to travel to school and where the problems are. It can also help to illustrate the main access points and issues around the school gates, particularly during the arrival and exit times.

There are a number of mapping tools online that may prove useful, but a good starting point would be to contact the GIS (Geographic Information Services) team within your local authority. GIS technical teams can produce high quality interactive maps that can filter through requested data sets. They may also be able to breakdown your catchment area to highlight where the majority of children are travelling to school from, and help identify the main routes used during the school run.

You might want to include an additional map of your catchment area to highlight where pupils are travelling to and from at the end and beginning of the school day. This can be useful in terms of identifying key routes and active travel solutions. It's quite likely that this type of map already exists, and you could expect a reasonably quick turnaround.

If you're looking for something a little more specialised - perhaps an interactive map using multiple datasets - then it's a good idea to give your local authority plenty of notice and factor this into your planning.

If your mapping needs are relatively straightforward then there are lots of online tools available to you:

- Google Streetview is an excellent resource for showcasing junctions and school crossings from a street user's perspective – particularly handy for your School Street Audit.
- Most people also have a mapping app on their smartphone which can be used to take screenshots and allows for a quick and effective solution to creating your own maps.
- 'Open Street Maps' is free to use and allows you to generate, tailor and download your own maps.

ACTIVE TRAVEL AUDIT

List what assets within the school currently support travel: for example, arrangements to support pedestrians, the number of parking spaces and access to bike storage. Also describe here any initiatives currently undertaken by the school to enable active travel, which may include Walk to School initiatives or Bikeability training.



GATHERING EVIDENCE

To review current travel patterns and identify issues around the school run, it's important to conduct a consultation of all stakeholders from across the school and local community.

In this section you should outline the methodology used to gather evidence and detail your findings. Gathering evidence allows you to better understand current travel behaviours and attitudes, while also establishing a baseline to support setting SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound).

Consultations

Consultations can be conducted in several ways. You may choose to meet stakeholders in person, circulate an online survey, hold a ballot, or try a mixture of different approaches. Asking for a show of hands at class registration and assemblies is a simple yet effective method of collecting data, you may also decide to try a similar approach among parents and local residents, or hold focus groups for deeper conversations. Online surveys are commonly preferred as they're usually quick to distribute and easier to collate and manage.

The Hands Up Scotland Survey (HUSS) is the largest national dataset to look at how children travel to school across Scotland. The survey, developed by Sustrans, is administered each year in September and can provide valuable school-level data alongside national statistics.

Stakeholder Survey: You may choose to design your own survey to collect feedback on local proposals and initiatives. If you do choose to design your own survey, it's important to ensure this is GDPR-compliant and important and that you only collect information that is relevant. A good rule-of-thumb is to not ask for any information that would allow you to identify the respondent.

A template survey can also be found in the toolkit section on our website, which can be circulated online and through social media channels, or printed off and posted, or taken home by the pupils.



Tips for carrying out your own survey

- It is important that as many people as possible engage with your consultation so you must consider how you are going to do this effectively. When timetabling in-school consultations, try and plan for a day when all classes can take part and be sure to avoid school trips.
- Share your online surveys far and wide, e-mail parents, involve the parents' council, use social media channels, and ask community partners to share the survey on their websites and social media pages.
- Set a deadline, to encourage prompt responses and to give yourself plenty of time to collate your data, you may want to include an agreed date for the return of all questionnaires.



TRAVEL TRACKER

While travel surveys provide valuable insight into behaviours, attitudes, and issues around active travel, the WOW Travel Tracker allows schools to capture data in real time when pupils log their journeys to school.

This type of data is collected daily and can highlight travel patterns of pupils throughout the year. Access to this type of data provides schools with an up-to-date and accurate baseline against which to measure the impact of active travel initiatives.

More information on the WOW Travel Tracker can be found on the Living Streets website: <https://www.livingstreets.org.uk/wowactivitytracker-project>

SCHOOL STREET AUDIT

As you look to encourage more active travel, you may want to conduct a review of the local environment to ensure children are able to walk and cycle safely to and from school. This is commonly referred to as a 'street audit' and is a method for evaluating the quality of streets and spaces from the perspective of the people who use them every day.

HOW TO CONDUCT A SCHOOL STREET AUDIT

To conduct a School Street Audit (SSA), you will want to first want to identify a route to walk – most likely one of the more commonly used routes to and from school.

Once the route is identified, you will need to decide when you are going to conduct your audit and recruit an audit team. This may include parents and carers, grandparents, pupils, staff and other local partners.

You will need to think about how you're going to record your findings. You might choose to make a video or simply take photographs.

You may also want to refer to the Living Streets Guide to Getting Better Streets and Pavements, which will help you identify and describe issues and report them to the relevant department.

Display consultation results in your STP

- List dates of consultation
- Describe methodology
- Include number of all participants/respondents.
- Survey data should be shared and presented in both figures and percentages
- Display maps of audited routes
- Include the date of audit and list all participants
- Include photographs of identified issues and highlight key recommendations.



SUMMARISE THE MAIN ISSUES

You should include a summary of the findings from your consultation in your STP. Typically, this would include traffic problems at the school gates; reasons for not walking or cycling to school; and activity levels set against national averages, historical data, or your own school targets.

Example:

Key Learnings:

- 64% of pupils travelled by car, but 38% would like to walk.
- 18% of pupils would like to cycle but wanted somewhere safe to store their bikes.
- 72% of respondents were supportive of implementing new active travel initiatives to reduce congestion during school run.
- 48% of the school pupils found it difficult to cross the main road.

You should also consider including a summary of key findings from your school street audit and include pictures and maps of highlighted problem areas. This should also include any proposed improvements along with any quotes for maintenance and drafted redesigns.

Summary

Once you've identified the key learning, you can decide on which issues need to be addressed and begin to formulate SMART objectives for your plan. This will allow you to monitor any change and take appropriate action at the review stage.

Use the results from your research activity to decide on, and describe, which issues you will focus on over the coming years.

Examples of issues that might be identified through school travel surveys:

- Congestion at the immediate area of the school entrances
- Dangerous or undesirable walking routes to school.
- Safety concerns when crossing busy roads on the way to school
- Poor public transport routes do not serve the school site well
- Perceived lack of provision within the school to support active travel
- A disproportionate number of children are not using active travel modes to attend school, compared to national/regional figures.



OBJECTIVES AND TARGETS

Once you have identified the school travel issues you wish to address and have established how pupils and staff currently travel to school, you need to set your STP objectives, and then targets.

OBJECTIVES

This is what you hope to achieve over the course of the STP. For example: increase walking, increase cycling, decrease car use, improve road safety, educate pupils about health benefits of active travel, etc.

Objectives are not things like: install a parent waiting shelter, do cycle training, run a walking scheme (these are all actions).

Objectives should be clearly linked back to the issues identified from the surveys and consultation within the STP.

TARGETS

These are the goals you are aiming for each year. For example: increase in walking of 3% per year over 5 years, decrease in car use of 2% each year over 5 years.

All targets included within your school travel plan should also be SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

Targets allow you to measure how effective your plan has been in achieving its objectives.



PRESENTING SCHOOL TRAVEL PLAN OBJECTIVES AND TARGETS

In this section you should tabulate and set out your objectives. Below is an example of how this might look:

OBJECTIVE	TARGET
<p>Reduce the number of car trips made to the school at the beginning and end of the school day.</p> <p>Children are encouraged to walk to and from school.</p> <p>Children are encouraged to cycle to and from school.</p> <p>Encourage more use of public transport and school bus, to increase the number using public transport.</p>	<p>Reduce the % of pupils travelling by car from X%* to Y% by 2023.</p> <p>Increase the % of pupils walking from X%* to Y% by 2023.</p> <p>Increase the % of pupils cycling from X%* to Y% by 2023.</p> <p>Increase the % of pupils using public transport/school bus from X%* to Y% by 2023.</p>

*X% being representative of the baseline data established during your research into current school travel patterns.

It is important to note the following points when setting out your objectives and targets:

- Objectives can have more than one target.
- Baseline data should always be included to enable future performance to be measured.
- Not all targets have to be expressed as a %. For example, you may have an objective to 'Increase the % of children cycling to school' and one of your targets might be 'to deliver annual 'Bikeability' training'.

Example: Objective with SMART targets table

You should look to review your progress against these targets at scheduled review dates. Setting annual targets is a good way of ensuring you're on track.

OBJECTIVE	SUCCESS CRITERIA	2021 BASELINE	2022 TARGET	2023 TARGET
To increase the % of children walking to school	% of children walking to school	40%	45%	50%
To reduce the number of car journeys to school	% of children travelling to school by car	50%	45%	40%
	% of staff travelling to school by car	60%	55%	50%

ACTION PLANNING

In this section you should map out what actions you will take to achieve your STP objectives. For each of the targets and initiatives you decide on, consider recording the following:

- start and end dates for key tasks
- actions needed by other bodies (e.g. local authorities or the police)
- resources required

Below is an example of an annual action plan highlighting what measures will be implemented to achieve the STP's objectives and targets.

For each objective you should complete an action table, detailing the actions and measures you plan to carry out to meet your STP targets.

Areas for actions should be targeted and include measures that specifically support walking and other active travel. Reducing vehicle use and parking near the school should be considered along with support of public/school transport.

Behaviour change measures could include:

- Walk to School Week, WOW – the year-round walk-to-school challenge and the Scotland Walk of Fame.
- Bikeability training, iBike, Big Pedal and Bike Week.
- Cycle Friendly Schools and Eco-schools green flag programmes
- Road Safety Week
- Promotion of Park and Stride and Active Travel Zones
- Links with curriculum, health and wellbeing and local area.

Infrastructure measures could include:

- Active travel route development
- Cycle / scooter parking and parent waiting areas
- Park and Stride facilities
- Active Travel Zones / School Streets
- Traffic calming.

Your STP should include an action plan table for each objective. You can use the table below as an example, where we've used the first objective from our SMART targets table detailed in Step 6 of this guidance.



OBJECTIVE Encourage more children to walk to school, to reduce the number of driven journeys.

TARGET Decrease the % of children driven to school from 20% in 2021 to below 15% by June 2022

ACTIONS	PERSON RESPONSIBLE	TIMESCALE	RESOURCES	SUCCESS INDICATOR	PROGRESS
<p>Details of actions and measures linked to the objectives and target.</p> <p>There will usually be a number of actions for each objective/target.</p> <p>Participate in Walk to School Week (WTSW) in May and Walk to School Month in October each year.</p> <p>Add WTSW into whole school Curriculum.</p> <p>Source WTSW supporting resources</p> <p>Promote WTSW – via newsletter, social media, etc.</p>	<p>Name and role of person responsible for taking forward this action.</p> <p>All staff led by Mrs A (HT) and school management team</p> <p>Mrs A (HT) and Class Teachers</p> <p>Mr B. (Business Manager)</p> <p>All Staff, Parents Council</p>	<p>Enter date for when this action must be completed</p> <p>Start Oct 2021, then ongoing each May and Oct thereafter</p> <p>Sept -Oct 2021</p> <p>Sept 2021</p> <p>Sept 2021</p>	<p>List any finances or resources integral to successful delivery of the action.</p> <p>Source packs and posters to support promotion</p> <p>Distribute resources and brief staff on use prior to Oct '21</p> <p>Sheets for class teachers to conduct Hands Up Survey before and during WTSM</p>	<p>How you will measure success and/or show that an action is completed.</p> <p>Conduct a hands up survey with classes before WTSW and again during and after to track changes in travel</p>	<p>Details of Progress to date</p> <p>Staff briefing completed 12th August</p> <p>Request for resources to local school travel coordinator</p>

DATE OF NEXT REVIEW

Typically, a STP is renewed every three years and reviewed annually. This is to ensure commitment to active, sustainable travel, and actions and key areas of focus remain relevant within changing circumstances at school.

PROPOSALS FOR STP REVIEWS

It is good practice to set out how you're going to review your STP and include the following dates in your travel plan.

- Annual review of the STP: set a date and include this in the action plan.
- Full STP review: set a date (usually every three years) and include this in the action plan.

OTHER REVIEWS

You may also want to include other dates where you will be consulting with stakeholders and conducting research that informs your STP.

- Date of next Hands Up Scotland survey.
- Date of next active travel stakeholders survey.





SIGN OFF

Your School Travel Plan should be agreed and signed off by your headteacher, the STP working group co-ordinator, and perhaps a school travel coordinator or representative from your local authority.

The STP should be included within the School Improvement Plan, and where possible, the full plan or a summary should be featured on the school website.

WHAT TO INCLUDE?

- A sign off sheet with approval signatures, complete with names, roles, and dates.
- Provide a link to STP summary on the school website.
- Provide a lead contact, and phone number or e-mail address should anyone want to get involved or have any queries around the plan.





APPENDICES

You may want to include appendices in your STP. This is supplementary information that you think might be of interest to the reader, such as information on eco schools, national policy regarding school travel or local context.

You may choose to include:

- An extract from your School Improvement Plan on school travel.
- Public transport information, e.g. bus and train timetables.
- Park and Stride maps
- Copies of existing school policy which promote safer, more active, sustainable travel to school.



Living Streets partnered with Glasgow Eco Trust (GET) to deliver a 'Safer routes to School' project with seven schools located along the Dumbarton Road corridor area in west Glasgow.

Funded by Transport Scotland, Glasgow City Council and Paths For All Smarter Choices Smarter Places funding, the partners have been working with schools and local partners. The 'Safer routes to School' project aimed to tailor the active travel offer to better fit the individual needs and capacity within primary schools. In support of this project we developed a number of helpful school resources that would allow schools to set out their vision, plan their projects, gather evidence and inspire children and families to be more active when traveling to and from school.

Glasgow Eco Trust is local environmental charity that has been operating since 2004 empowering local people to come together and make improvements to their community for the benefit of all.

Check out their webpage to find out more about their fabulous work- <https://www.glasgowecotrust.org.uk/> and follow them on social media @GlasgowEcoTrust.



This project was supported by a grant from Transport Scotland.



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