

TRAVEL TO SCHOOL REPORT

Incorporating Sustainable Modes of
Travel to School Strategy

September 2018 to August 2020



EALING COUNCIL

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Introduction

This report summarises the work by Ealing Council to promote sustainable, safe and active travel to/from the 140 schools, nurseries and children's centres in the borough, see appendix A. The aim of this school travel programme is to reduce car use, especially for short journeys, and to increase sustainable and active modes of travel which in turn will help meet the borough's Transport Strategy objectives of encouraging modal shift, improving road safety and reducing transport's contribution to air pollution.

The report meets Ealing Council's statutory duty under part 6 of the Education and Inspections Act 2006, in relation to sustainable travel. For the purposes of the Act and this report, sustainable modes of travel are defined as... **'those that the Local Authority considers may improve the physical well-being of those using that mode** (which would include health benefits derived from increased levels of physical activity), **and/or the environmental well-being of all or part of their area** (through, for example, reduced levels of congestion and pollution) **or a combination of the two'**. Sustainable modes of travel include walking, cycling, public transport and greener driving.

Context

There are many policy documents and strategies, at national, regional and local levels which have an impact on this SMOTS.

The Mayor of London's main objective for transport, as set out in the Mayor's Transport Strategy 2018 (MTS), is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041. The strategy uses the Healthy Streets Approach to make health and personal experience the priority. Areas such as provision for pedestrians and air quality are given increased emphasis.

The Council's Local Implementation Plan (LIP) and Transport Strategy set the priorities and programme for delivering the MTS. The LIP is a statutory document that includes a programme of investment, delivery proposals and the targets and outcomes the borough are seeking to achieve.

The Vision for Ealing Council's Transport Strategy is: *'Within the context of good growth, to improve streets and transport infrastructure to reduce dependency on cars to prioritise active, efficient and sustainable travel modes, making Ealing a healthier, cleaner, safer and more accessible place for all'*.

The Transport Strategy supports the work of the entire Council and has significant input from the Highways, Parking, Regeneration, Planning, Pollution, Public Health teams as well as the Transport Planning team. Specific 'Mode Plans' for specific areas such as parking and cycling provide further, specific details, see figure 1.

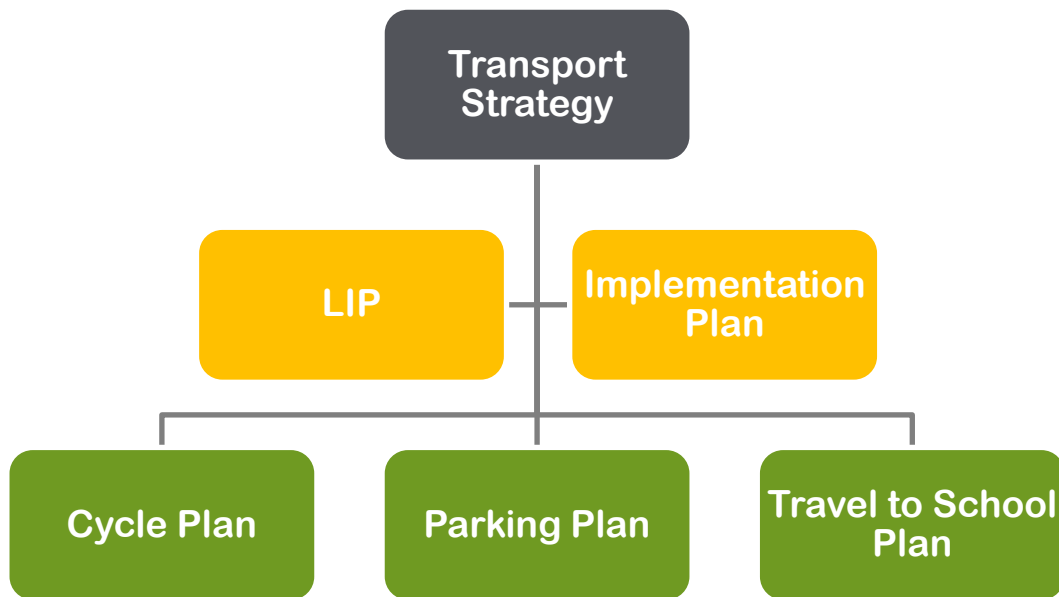


Figure 1 Structure of the LIP and Transport Strategy

Sustainable travel to school helps meet the Ealing Corporate Objectives, the Ealing Health and Well-being Strategy and mitigates the impact of the Education Plan, see appendix B. The impact of the programme is included in Ealing’s Transport Strategy, Cycling Plan, Parking Plan and Air Quality Action Plan.

The school travel programme is primarily funded via Transport for London (TfL) LIP grant budget. The funding is used to deliver school travel behaviour change projects and road safety engineering. In addition, when new schools or school expansions are approved, funding from the developer is secured to mitigate the highway impacts of the development. Elements of the school travel programme are also delivered in partnership with other council departments including Education, Highways, Planning, Public Health and Parking Enforcement.

School Travel Team

The school travel team provide advice and guidance to schools to encourage and enable walking, scooting and public transport for the journey to school. School travel activities can help families choose active and sustainable forms of travel for all journeys, building it into daily routines to increase their level of physical activity and reduce the environmental and health impact of car use. The school travel team facilitates a wide range of sustainable travel services, commissioning the delivery of training, projects and engineering measures.

The team objectives align with those of Ealing’s Transport Strategy:

1. **Mode Shift** - *reducing car use for the school journey*
2. **Reducing the Environmental Footprint of Transport** - *helping to improve air quality around schools by increasing active travel for the school journey*
3. **Improving Road Safety** - *reducing child casualties on the school journey*

This will be achieved by promoting, encouraging and enabling schools to develop and deliver sustainable, active and safe travel initiatives.

The team support all schools with Transport for London's (TfL) Sustainable Travel Active Responsible and Safe (STARS) accreditation scheme. STARS is designed to provide the whole school community with skills and resources to inspire young people to travel sustainably, actively, responsibly and safely. It engages and empowers pupils to participate in active travel behaviour; cycling, walking and scooting and using public transport. Schools record and monitor sustainable travel activities on STARS to develop a school travel plan and achieve accreditation. In August 2018, 35 schools had achieved accreditation at Bronze, Silver or Gold level (appendix C)

Priority schools programmed

Given the current and future scale of school provision in Ealing, with new and expanding schools, the school travel team implement a prioritised list of schools, taking a strategic approach, to target resources more effectively (appendix D). The Priority List focuses on maximum of 25 schools, selected using criteria including obesity/overweight in Reception and Year 6; areas of multiple deprivation; air quality focus areas; pedestrian/cycle casualties; parking issues.

A programme of targeted activities is offered to these schools, to enable them to raise awareness of sustainable travel and train their pupils to be safe and active travellers.

The School Travel Advisors continue to support all schools, but allocation of funding will concentrate on these priority schools.

Summary progress against targets 2013 - 2018

Academic Year	2013/14		2014/15		2015/16		2016/17		2017/18
KPI	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
Annual pupil % car mode share	16%	20%	15%	13%	12%	12%	10%	19%	18%
Annual pupil % walk & scoot mode share	48%	51%	50%	50%	52%	50.43%	55%	57%	59%
Annual pupil % cycle mode share	Base	4%	4%	4%	5%	4.18%	6%	5.57%	7%
No. of accredited School Travel Plans (STPs)	74/114	71	71/114	44	60/114	48	74/114	* 37	35
Bronze (engaged **)	36	26	26	7	34	12 (26)	10	4 (2)	9 (2)
Silver	26	29	30	21	10	17	20	14	2
Gold	8	15	15	16	16	19	20	19	24
No. school children that have completed cycle training	800	954	900	995	1100	1745	1100	1811	1463

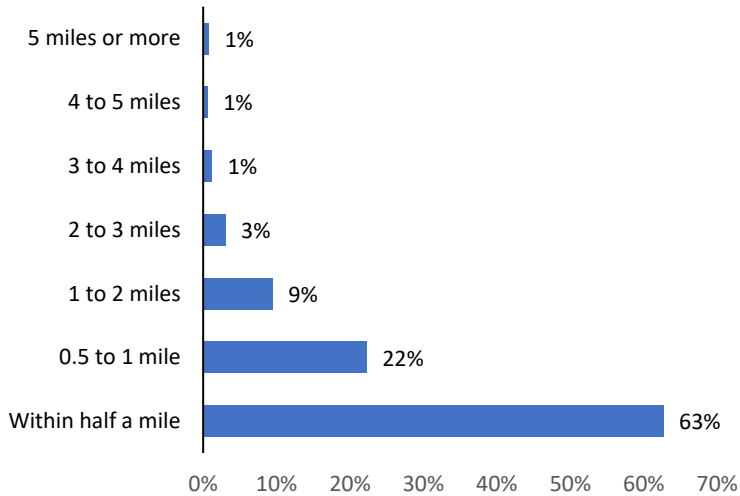
* A new TfL STARS website and accreditation process was launched in September 2016. Many schools have not transferred to this new system and have not recorded their work on road safety and active travel.

** All schools are asked to register as 'Engaged' to demonstrate that they are working with travel advisers on resolving school gate congestion issues and running active travel and road safety schemes.

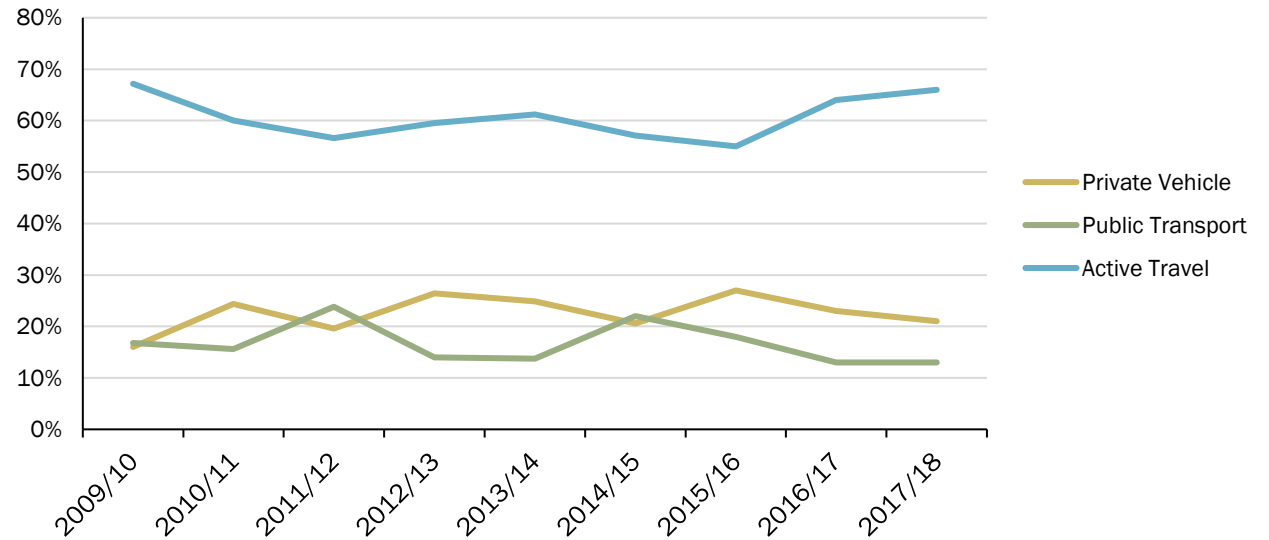
What the numbers say: 2017/2018

- Car use has reduced slightly this year, there are higher levels of active travel, improving physical activity
- 56% of secondary pupils live up to 1 mile from their school and 57% travel actively to school
- 85% of primary pupils live up to 1 mile but only 69% travel actively to school

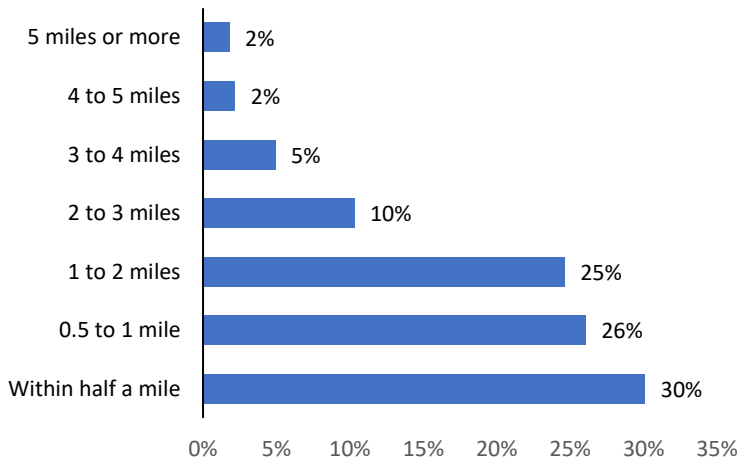
Distance primary aged children live from school 2017-18



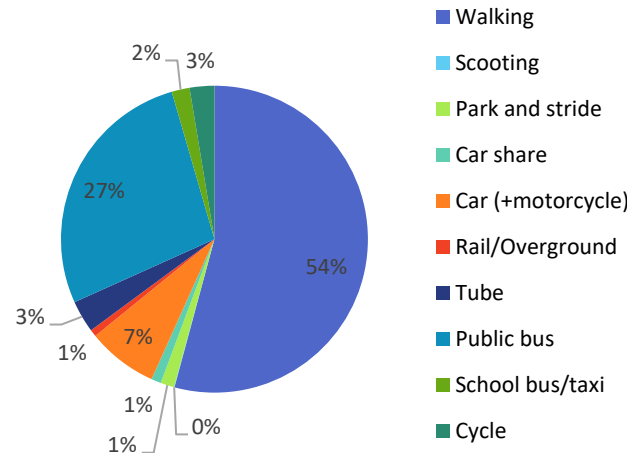
Usual Mode of Transport (%) For Pupils



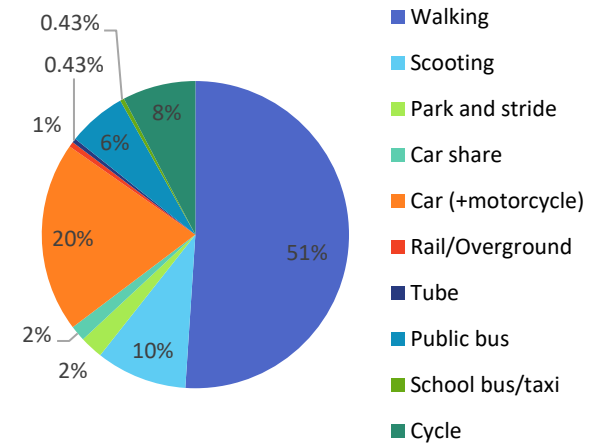
Distance secondary pupils live from school 2017-18



Pupils mode share secondary schools 2017-18



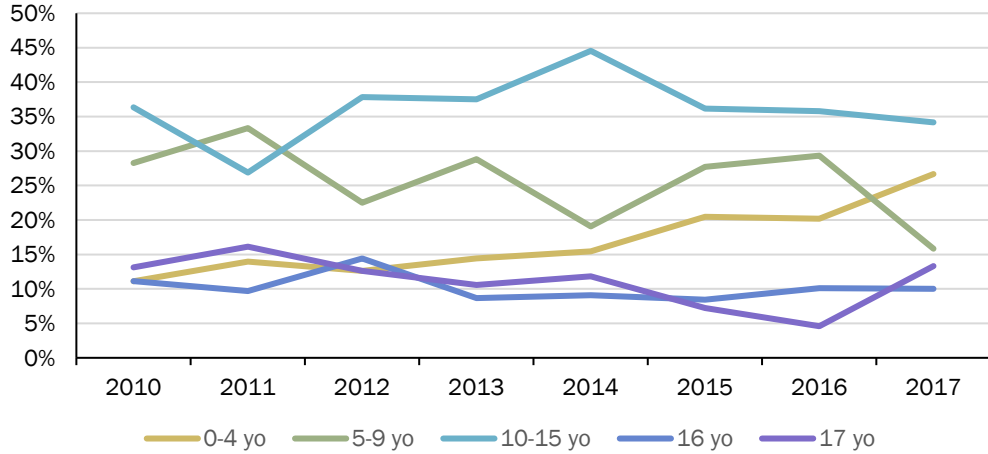
Pupils mode of travel Primary school 2017-18



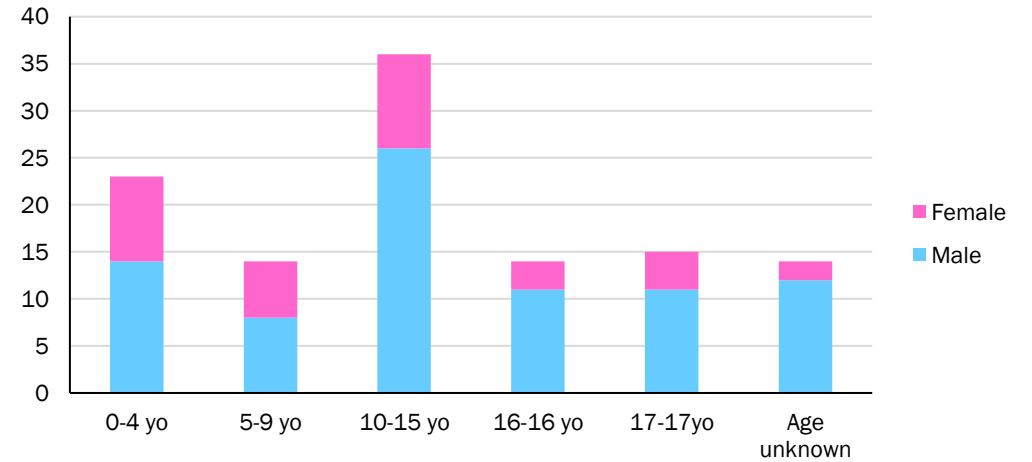
Child casualty data over time

- There have been no Road Traffic Incidents (RTIs) resulting in a child fatality, in Ealing, since 2013 (TfL collision data)
- Child casualties have increased for 0-4 year olds and 17-year olds.
- There's been a slight increase in pedestrian casualties and a much higher increase in taxi and bus casualties

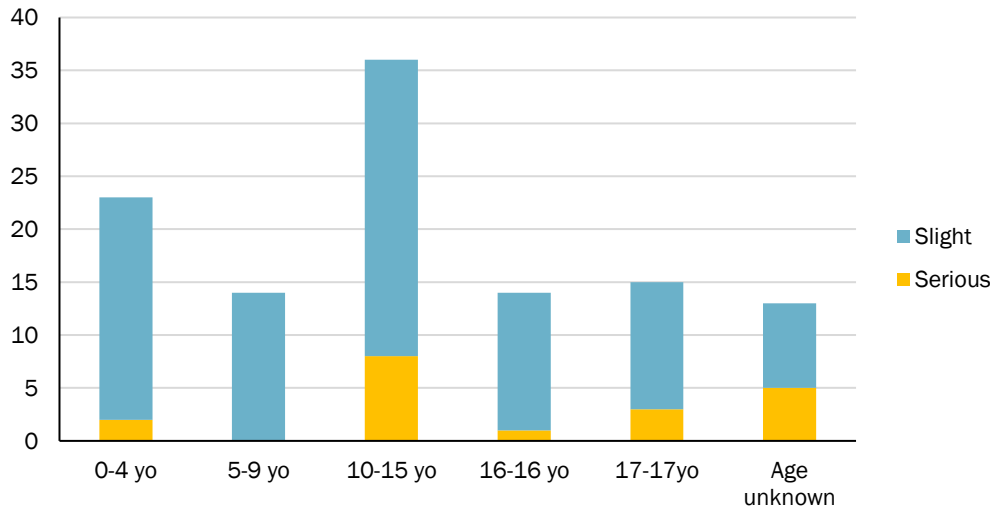
Child casualties in Ealing by age



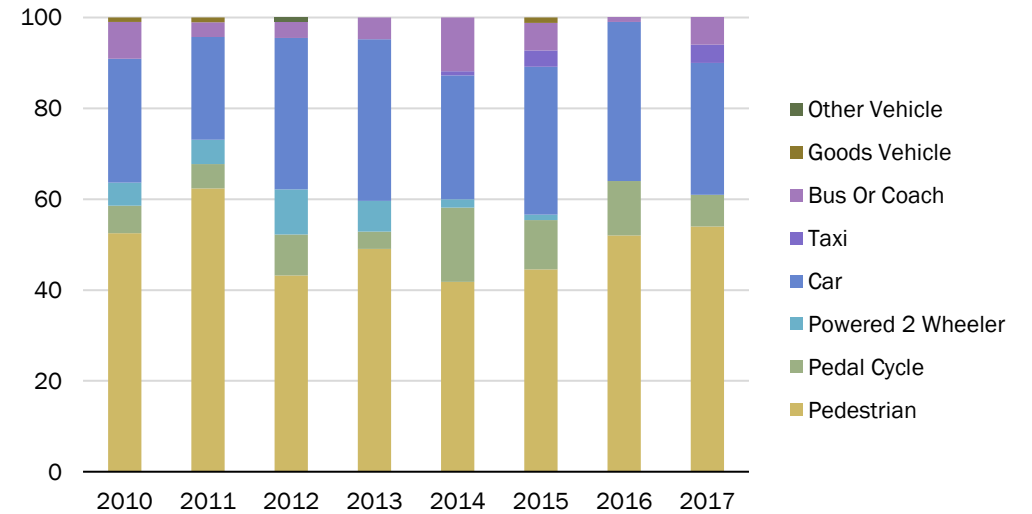
Age and gender of child casualties in 2016/17



Age of child casualties in academic year 2016/17



Casualties aged 0-17 in Ealing by mode



Activities delivered 2016 to 2018

STARS Accreditation



The STARS accreditation scheme is designed to provide the whole school community with skills and resources to inspire children and young people to travel sustainably, actively, responsibly and safely. It engages the whole school community and empowers pupils to participate in active travel behaviour; cycling, walking and scooting and using public transport.

Due to changes to the STARS system the number of schools registered for the programme has reduced. However, the school travel team are working hard to re-engage with schools, providing training and support to enable them to deliver and record their sustainable travel activities.

Clifton Primary School and Brentside High School were awarded the schools of the region, Belvue SEN school won a Regional Champion Award and Beaconsfield Primary School's travel champion received a Long Service Award in December 2017.

In 2017/18 academic year there were 6 new Bronze, 3 maintained Bronze, 1 new Silver, 5 new Gold and 2 maintained Gold. 12 schools are accredited until August 2019 and 7 until August 2020.

Grants and Rewards



In 2017/18, 14 schools were offered a total of £4,100 in grants to implement walking, cycling, scooting, public transport or road safety measures at their school. The grant scheme is based on the application and maintenance of STARS (travel plan) accreditation. See appendix E for further details.

Youth Travel Ambassadors (YTAs)

Five schools participated in the YTA scheme in 2017/18, delivering peer to peer activities to promote active travel and road safety



to students, staff and parents. Brentside High took part in the full programme, with Belvue, Cardinal Wiseman, Ellen Wilkinson and King Fahad taking part in the reduced engagement YTA challenge.

Highlights from this year include:

Ellen Wilkinson School for Girls – Produced a film to show the health benefits of active travel. It includes an interview with a bus driver on the effects of anti-social behaviour.

Belvue – the YTAs at this SEN school delivered a road safety assembly to their peers.

Junior Travel Ambassadors



Of the 85 schools that could run the scheme, only 16 take part and record information on STARS. The TfL JTA scheme was therefore promoted to all primary schools as part of an annual programme of events supporting JTAs. Badges and resources were sent to participating schools to support their activities.

Resources from TfL

The Council distribute various resources from TfL to primary schools.

Walk About, Talk About is a multimedia DVD resource for parents and carers of pre-school aged children. 7,288 were sent to Early Years providers. 63 Primary schools were sent sets of **A to Z Traffic Tales** for their 5 to 7-year olds. **Just a Journey** is a road safety resource aimed at children aged between 7 and 11. The Council sent this mixed media resource to 53 schools

Walking to School Maps



Following a successful pilot of the walking to school maps in 2016 with four primary schools, a further 51 maps have been produced. The schools receive up to 200 hard copies for distribution to new Reception families. The schools also receive a PDF version that they can upload to their website and reproduce as required.

Ealing's Walk to School Mascot, Terri The Tiger



Terri the Tiger continues to be very popular, supporting many sustainable travel campaigns. However, distribution of the costume has become difficult, due to the changes in the internal postal system, many schools now have to collect and return the costume.

Pedestrian Skills Training



In 2017/18 Pedestrian Skills Training was delivered to a total of 1,155 Year Three pupils. The training was well received by the schools and resulted in pupils learning road safety skills. Training is delivered by For2Feet on behalf of Ealing Council.

Safe Drive, Stay Alive



In October 2017, almost 3,000 Year 12 and Year 13 pupils from Ealing and Hounslow schools attended one of 9 performances at Questors Theatre in Ealing, to hear and experience the tragedies caused by speeding, dangers of not wearing seatbelts and the impact of peer pressure on poor decision-making. This initiative was fully funded by TfL. They funded 1/3 in 2018 and have withdrawn all funding from 2019.

Theatre in Education -



In April 2017, 15 performances of a road safety play called Crime Scene Investigation were delivered to 1,061 Year 5 and 6 pupils and 38 adults. This play highlighted the importance of using crossings correctly and behaving safely by roads.

A play called Deadly Distractions was delivered to 1,711 Year 7 and 8 students at 10 High Schools, in January 2018. This road safety performance raises awareness of the dangers of distractions and peer pressure, along with the possible consequences and impact of dangerous behaviour. Feedback from students and staff was excellent.

Road Safety Week



Schools were encouraged to promote national road safety week (20-26 November 2017) with the theme of 'Speed Down Save Lives'. Hambrough and St Raphael's primary schools received pedestrian skills training to support their campaign.

Balance Bike and Learn to Ride Training



In 2017, 9 Balance Bike and 4 Learn to Ride training sessions were successfully delivered by The Bicycle Society. These are CPD courses to equip staff with the skills to teach their nursery, reception and Year 1 pupils to use balance bikes. The Council provided 8 balance bikes to each school to help them continue to deliver training at their school, leading to an increase in the number of children who can ride a bicycle.

Balance Bike Celebration Day

In 2016/17, 40 children from 4 schools that had received training attended an event organised by The Bicycle Society. The children raced around a track, set up with cones, and had free play on the balance bikes.



They were rewarded with medals and certificates.

Perfect Parking Campaign



The campaign was launched in September 2017, encouraging schools to organise activities to promote safe and considerate parking. This includes a range of measures that pupils can deliver and be involved in, to raise awareness of and addressing the road safety issues relating to congestion around the school gate.

Initially 12 schools signed up to the Parking Promise, receiving a total of 1,549 resources.

Blair Peach Primary school organised a Pupil Traffic Warden activity, working with Ealing Council's parking team and Civil Enforcement Officers, to deter drivers from parking or stopping inconsiderately at peak times. The pupils approached drivers who parked or stopped unsafely and delivered a road safety message.

Scooter Safety

Scooter skills training was delivered to almost 580 year 1 and 2 children and 21 members of staff, at 10 schools. The staff are taught how to deliver their own sessions.



Active Travel Challenge

The Council wanted to more schools to encourage active travel and organise promotional activities to engage with children and parents. Rather than use resources produced by other organisations, the Council decided to produce an Ealing wide campaign, that links to our current initiatives and

can be developed to meet the needs of our schools.

A bookmark was designed, using a child's drawing and the LBE Get Moving branding, incorporating Terri the Tiger as an image on the collateral. The Council also produced a school gate banner to promote the campaign in the local area.



The Council piloted a 2-week active travel challenge with Northolt schools, in October 2017, and organised a family walk around Bellevue Park and the Grand Union Canal, to help us to engage with parents and carers.

The challenge was a success and the Council rolled this out to all schools in the Borough in May 2018 and ran a competition to design the bookmark for the next academic year. The winning designer at each participating school won a Halfords voucher and the school of the overall winner received a Scooterpod. In the May event, over 31,000 children took part at 66 schools.

Bike It Plus

This is a school's behaviour change project designed



to encourage modal shift away from car use to active travel, on the school journey. TfL had previously fully funded this programme for Ealing schools. From September 2017 the funding was no longer available and LBE took over payment in order to continue the project.

In 2017/18, over 22,000 pupils participated in 424 events and activities, at 10 schools. These ranged from classroom sessions, Dr Bike events, Active Travel Breakfasts to air quality campaigning.

Intensively engaged schools: Breakdown of pupils cycling to school every day during 2017/18

School	Pre Bike It Engagement	Post Bike It Engagement
Alec Reed Academy	2.3%	2.4%
Tudor Primary	4%	14.9%

Tudor Primary engaged with the School Travel Team for the first time due to their participating in the Bike It Plus programme. They recruited a very enthusiastic Bike It Crew who delivered promotional assemblies and helped to increase cycling for the Big Pedal challenge.

The Bike It crew at Alec Reed used a Hackathon style focus group to outline barriers and develop solutions. They arranged, promoted and delivered activities, including an air quality project to raise awareness of the issues of car use

Supported schools: Breakdown of pupils regularly cycling to school during 2017/18

School	Pre Bike It Engagement	Post Bike It Engagement
Brentside High	0.5%	4.5%
Holy Family	11%	22%
Ravenor	6.6%	23.7%
Southfields Primary	15%	15.2%
St John Fisher	8.4%	13%
St Joseph's	4.1%	5.5%
Stanhope	5.5%	not available
West Acton	13%	11.8%

Southfield Primary School took part in Sustrans Bike It message in a bottle activity to celebrate the success of the programme. Pupils wrote, drew or added photos about what they have done to increase active travel journeys, to a scroll that was placed inside the bottle. The scroll travelled over 60 miles across London, by bike

Big Pedal

This is an annual cycling and scooting challenge organised by Sustrans. According to their register 7 Ealing schools took part, for a total of 65 days, with over 12,000 pupil journeys and almost 6k supporter journeys. Ravenor primary school ranked 2nd in London and Holy Family were 3rd.

Seven more schools recorded their participation in a STARS Story and were pleased to see an increase in active travel.



Peddle My Wheels bike markets were held at Allenby Primary and Dormers Wells Junior. 17 bikes were donated by families at Allenby and 13 bikes were sold. At Dormers Wells Junior 17 bikes were donated and a total of 23 bikes were sold. One family bought 3 bikes and the School Travel Champion sees them cycling to school every morning.



School Travel Work programme 2017 – 19

The school travel programme is reviewed annually. These are the projects the Council plan to continue to offer, or to develop, in order to achieve our objectives of reducing car use, especially for short journeys, improving road safety and increasing sustainable modes of travel.

Active travel			
Project Title & Description	Specific action/plan	Outcomes (business gain)	Target audience
Active Travel Officer	Employ a dedicated team member to deliver school walking and cycling activities and support schools with STARS. Initially 1-year contract - Jan - Dec (LIP funded)	Increase direct engagement with schools. More schools promoting and encouraging walking and cycling to increase active travel	Primary schools
Active Travel Challenge Bi-annual 10-day campaign. The Council will provide a bookmark that records when children travel actively to school, and stickers to reward them at the end of the challenge. Schools are encouraged to organise inter-class competitions to motivate the children to take part.	<p>Summer 10-day active travel challenge, encouraged schools to organise in May, to coincide with national Walk to School Week. Include competition to design the challenge bookmark for next academic year. Prizes - scooterpod is free Modeshift membership benefit, gift vouchers in stock</p> <p>Autumn term, 10-day challenge, schools are encouraged to take part during October which is national walk to school month. This will also help to establish good travel habits at the start of the year.</p>	Increase in active travel for school journey. Raising awareness of active travel through Comms	Primary schools

<p>Walking Bus Children are escorted to school by trained adults, on a pre-defined route. Volunteers manage the Bus and the escort rota.</p>	<p>Guidelines developed and reviewed by legal and insurance service. Schools invited to pilot the guidelines prior to launch. The guidelines will help schools to set up and run their own walking bus, with support from the School Travel Team.</p>	<p>Increase in active travel for school journey. Raising awareness of active travel through Comms. Develop children's road safety skills through daily walk. Increase local community awareness of ST activities.</p>	<p>Primary schools</p>
<p>Scooter Safety Training Scooting is a very popular mode of travel. Provision of scooter training to encourage more schools to promote this mode of travel.</p>	<p>Commission supplier to deliver training to identified schools. Teachers will participate in the training to enable them to deliver future sessions.</p>	<p>Increase active travel for school journey. Develop children's road safety skills.</p>	<p>Primary schools</p>
<p>Starting School - Early Years Foundation Stage (EYFS) project Develop a project to engage with EYFS</p>	<p>Review programme developed by Systra, with a view to piloting an EYFS project. Conduct research to understand more about current EYFS safe and active travel projects. Develop and pilot a project.</p>	<p>Raise awareness of active travel to Nursery and Infant school parents/carers Engaging with parents to encourage active travel to school Parents/carers choose active travel for the school journey</p>	<p>Nurseries, Children's centres, Infant schools</p>
<p>Walking Maps Personalised maps produced for schools to offer to new Reception class families in their Welcome Packs. PDF versions can be upload to their websites</p>	<p>Distribute new and reviewed walking maps (2018 versions), hard copy. And provide PDF for school websites etc. Develop assembly presentation and text for Welcome Pack, to support provision of maps.</p>	<p>Supporting schools to engage with families and encourage active travel at the start of their child's education.</p>	<p>Primary schools</p>
<p>Junior Travel Ambassadors Primary school pupil engagement to promote and encourage active travel, supporting the School Travel Champion with STARS activities</p>	<p>JTA Fun Day - induction event, learn how to deliver assemblies, run competitions, organise an event. Practical example throughout the event - Road Safety Week. Hall hire, catering, reflector shop pack, mini Terri the Tiger high-vis mascot</p>	<p>Motivate and inspire pupils to promote active travel and road safety. Increase the number of schools with JTAs Increase the accreditation level of those schools/the number of schools with accreditations</p>	<p>Primary schools</p>

	Develop LBE scheme to support Champions to include provision of monthly bulletins, bi annual competitions		
Youth Travel Ambassadors Secondary school pupil engagement, peer to peer projects to organise sustainable travel projects.	TfL manage the scheme and support the YTAs in their schools. LBE will attend YTA meetings to become more involved in supporting the programme and increase engagement with secondary schools	Motivate and inspire young people to promote active travel and road safety Increase the number of schools with YTAs Increase the accreditation level of those schools/the number of schools with accreditations	Secondary schools
Terri the Tiger Mascot costume that schools can borrow to support their sustainable travel activities	The Council will encourage more schools to borrow the costume to raise the profile of their campaigns and events.	Practical 'tool' to raise awareness of active travel	All education providers
Cycling			
Sustrans Bike It Delivery of the Bike It programme Project ceased in January 2019, when the new Active Travel Officer take over promotion of cycling (and walking) in schools	Continue to work with 2017/18 schools, no additions, work towards end of project. Sustrans will develop an exit strategy and provide an end of project report to help us to continue the legacy of this project. School Champion Training Day and mentoring for participating Bike It schools	This project helps to raise awareness of cycling to school through the delivery of activities and pupil engagement.	Primary Schools
Dr Bikes Bike maintenance sessions delivered by local cycle business, London Bike Hub	Sessions to be delivered at schools identified by the ATO. Plus schools with pool bikes (balance and standard) that have been provided by LBE	Reduction in barriers to cycling to school through fewer bikes with punctures and maintenance issues	All schools
Balance Bike celebration event Racing day for schools that took part in training CPDs	School Travel Team to plan and run an event at a host school. A day of activities for children that have received Balance Bike training.	Raised enthusiasm for cycling at an early age leading to increased likelihood of cycling later in life.	Schools/children centres that took part in the Balance/L2R CPD 2016-2019

Bike Buses Escorting pupils by bike from home or nearby location to school on a regular basis	Bike buses were organised at Oaklands and Fielding Primary, in February 2018. These will be reviewed to determine if the children continued to cycle to school when the bus finished. If successful then additional bike buses will be organised, with school staff and parent volunteers being trained to continue to run the bus.	Higher levels of year 5 and 6 pupils cycling to school, supported by staff and parents	Year 5 & 6 pupils at identified schools
	Consider including led rides in future Bikeability training.		
Learn to Balance/Learn to Ride CPD Continuous Professional Development (CPD) course to enable teachers to deliver balance bike and learn to ride training	EYFS and KS1 Courses delivered at identified schools. Evaluation of courses to check that training is embedded into the school curriculum.	Greater numbers of pupils able to cycle, cycling to school as well as increase in use of cycling in the curriculum	Teaching staff and early years and KS1
Balance Bikes Providing bikes to enable training to continue	Balance bikes to be provided for schools as part of their Balance biking/Learn to Ride CPD. Staff learn how to assemble and basic bike maintenance as part of their training.	Increase in the use of balance bikes in curriculum lessons Increase in pupils able to cycle and riding to school	Teaching staff and early years and KS1
Smoothie Bike Encourage schools to borrow the bike for activities and events	Raise awareness that the bike is available for school events, (as well as a bike owned by Public Health) e.g. health fairs, cycling activities, bike week, Big Pedal. Flyer and guidance produced with information about the Bike and share with all schools	Increase in the use of the smoothie bike	All schools

<h2>Road safety</h2>	Developing road awareness from an early age, to be continued throughout children's education. Providing opportunities for all pupils to learn the importance of developing good road safety skills. Working with Partners across the Borough, to achieve Vision Zero - no road KSIs Killed and Serious Injury (KSI) casualties in LBE have been falling in recent years, the Council wish to help to continue this trend by offering a range of road safety activities.
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Project Title & Description	Specific action/plan	Outcomes (business gain)	Target audience
Schools Streets Road closures at start and end of school day to provide safe environment for active travel to school	Research existing programmes and determine a suitable model for LBE project	Addressing school parking, congestion and road safety issues	All education providers
	Develop process for implementation of the project. Enlist support from LBE stakeholders. Produce and agree criteria for school participation. Undertake consultation.		
SDSA Theatre performance for Year 12 (and Year 13 that have not previously attended)	This is successfully delivered in partnership with Hounslow. They project manage the whole event. The Council will invite schools and provide staff to support.	Raising awareness of dangers for drivers and passengers to support a reduction in KSI casualties of young people	Sixth Form students
	Invite Councillors and Senior Managers to attend	Raising awareness of the event to highlight the importance of continued funding	Councillors and SMT
	Follow up with information on TfL's young road user 'YRU' initiative - online programme to raise awareness of active, safe and sustainable modes of travel	This programme encourages them to consider their current travel choices and plans for the future.	Secondary schools
Pedestrian Skills Training Provision of practical road safety training for 7-8 year olds (year 3/4)	Review current provision and appoint suitable provider. Commission provider and observe training.	Training provided to develop children's road safety skills. Evaluation of programme provision	Primary school Year 3 and 4
	Identify schools to receive training. Request feedback from schools.		
Perfect Parking campaign Emphasis on schools introducing behaviour change techniques to address the issues of unsafe and inconsiderate parking by parents/carers. The campaign includes a number of measures to involve pupils in delivering messages.	Working with Parking Services to identify locations for school related enforcement by CEOs, mobile cameras and ANPR	Targeted approach to enforcement, supporting Parking Services to provide an efficient and effective service	All schools
	Parking Promise is a campaign to encourage drivers to pledge that they will park safely and considerately. The Council provide resources to support the campaign.	School and Parent engagement in addressing parking issues	

	Develop a Pupil Traffic Wardens scheme as a means of raising awareness of and addressing school related parking issues. Pupils are supported by adults (staff, PCSO or CEO) and speak to drivers if their parking causes issues.	Empowering children and the school to address issues. Reducing antagonism and hostility when addressing parking issues	
	Develop and promote a play that schools can perform to parents, to raise awareness of issues relating to car use for the school journey	Schools take ownership of parking issues and support and encourage behaviour change and sustainable travel	
School Site Assessments Consider the infrastructure related barriers to walking and cycling to school	Carry out site assessments of all schools to determine the barriers to walking and cycling. Identify actions that could be considered if funding becomes available in the future.	Improving safety around schools to reduce barriers to active travel and improve safety on school journey.	All schools
Road Safety Resources Provision of free resources available from TfL and DfT Think!	Offer and distribute resources to support school activities Resources available for displays and events, e.g. school health fairs	Schools use the resources to support their school travel plans	All schools
Working with Emergency Services Collaborative working to achieve respective objectives	Working in Partnership with Met Police to deliver Activities. Supporting Safety and Citizenship programme and Junior Roadwatch campaign	Collaboratively working with Police to support road safety in schools.	All schools
Transition Programme Information and activities for Year 6 going to secondary school	Facilitate delivery of a scheme for Year 6 pupils, to be organised by school staff, including <u>signposting to existing resources and toolkits</u> Develop and pilot pedestrian skills for year 6, to include journey planning	Year 6 pupils better prepared to manage the journey to their new secondary school	Primarily Year 6 pupils Consider Year 7 students

	Cycling, led rides (see Cycling)		
Theatre in Education Performances of plays with supporting materials, to deliver suitable messages to the relevant audience	Road safety performance for Year 7 students	Reducing child road safety casualties for targeted group, by improving their knowledge of causes, impact and consequences of behaviour Greater awareness of the benefits of sustainable travel	Identified schools
	Sustainable travel performance for Year 6 to support Transition Programme		

School travel planning	Supporting schools to use TfL's sustainable travel accreditation scheme for schools. Schools record their sustainable travel activities, working towards the 3 levels of accreditation. The system provides ideas and guidelines for activities. It also produces a School Travel Plan. The STP/ STARS data analysis is used to monitor and measure the impact of resources and interventions and provides data for the SMOTS.		
Project Title & Description	Specific action/plan	Outcomes (business gain)	Target audience
STARS TfLs sustainable travel accreditation scheme for schools. Monitoring tool for active and sustainable travel activities. Produce School Travel Plan (STPs).	Encouraging and enabling schools to use the STARS tool to record their sustainable travel activities, providing support and guidance through meetings, workshops and email communication.	Increase in STARS engagement	all schools
	Organise STARS Surgeries to provide 1:1 advice and guidance	Efficient use of Officer time delivering support and guidance	
Planning applications Supporting developers and schools to produce travel plans for planning	Assess and provide transport comments on planning applications for school expansion and new build project	Robust and achievable conditions are applied to planning applications	All schools

applications and to meet conditions of planning permission	Monitor planning conditions for existing planning applications, supporting schools to develop and maintain their school travel plans. Implementing the use of bonds from Applicants to ensure compliance	Schools comply with the planning conditions applied to their applications, addressing the issues relating to an increase in pupil numbers and reducing the impact of the development	
Healthy Schools Supporting applications for HS awards.	Meet with LBE Health Improvement officer to understand the process for approval of active travel plan for Healthy Schools awards. Raise awareness of STARS and active travel through Healthy Schools comms channels	Increased participation in STARS	All schools
STARS Reward scheme Grants for schools to support their STARS activities	The Council have developed a scheme to offer small grants to schools that apply, maintain or re-apply for STARS accreditation. Those that maintain do not have to complete an application form, making it easier to receive funding.	Schools continue to use STARS to record sustainable travel activities and provide mode of travel data, resulting in robust data	All schools

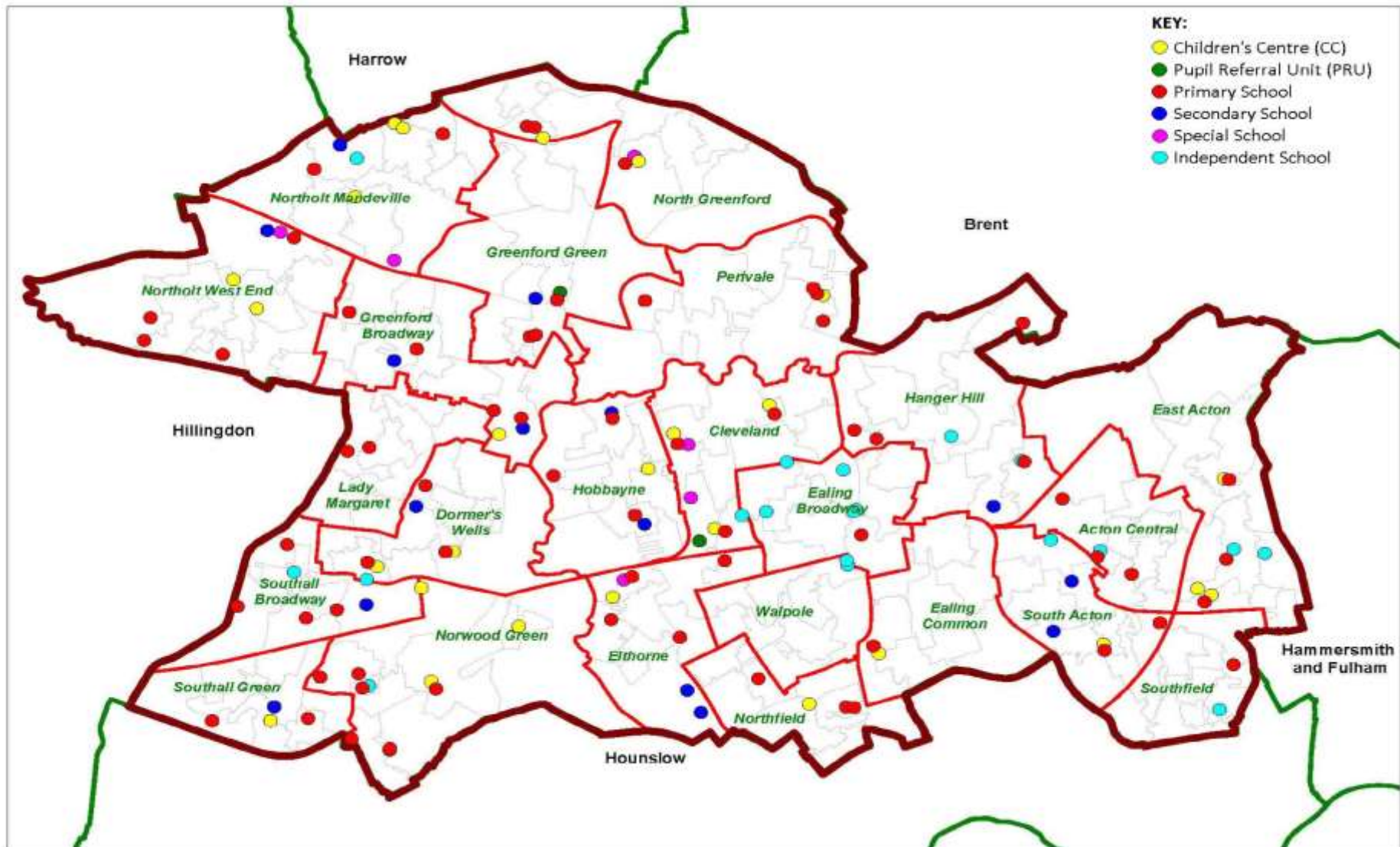
Sundries			
Projects to support the Team's work and the team members, directly and indirectly			
Project Title & Description	Specific action/plan	Outcomes (business gain)	Target audience
Air Quality Audits Any items from report recommendations/mitigation the Council need to consider	Review reports and consider projects. Work with AQ Team to apply for new funding to help the schools implement the audit recommendations	Increase awareness of the causes of air quality issues at participating schools. Encourage them to address these through active travel	Ark Priory and Christ the Saviour schools
	Promote and disseminate the Programme guidance and audit toolkit to other schools	Increase awareness of the causes of air quality issues and encourage schools to address these through active travel	All schools
	Consider anti-idling campaign	Improving air quality around schools	All schools
	Contribute to bid for funding from Mayors Air Quality Fund. Projects to be decided by LBE AQ Team		All schools

School Health Fairs Supporting schools with events to engage with parents and pupils	Produce school journey game for delivery by pupils	Engage pupils in school travel activities; peer to peer engagement	All schools
	Produce A2 versions of the WtS map for display and discussion	Support School Travel Champion to increase promotion of walking to school	All schools on request - not promoted
	Attend priority school fairs	Raise awareness of active travel to parents; increase awareness of courses they and their children can attend	Priority schools

Key Actions for 2018 to 2020

- Reviewing and evaluating provision of services and training, to ensure the Council is achieving the aims of our team and receiving the best value for money.
- Developing guidance and toolkits for active travel and road safety, to support schools in addressing issues and delivering training themselves.
- Raising awareness to Governors and Councillors, to increase their knowledge of our work and gain their support to engage with schools.
- Engaging with providers of Early Years Foundation Stage education, to encourage parents and carers to consider sustainable travel choices for young children.
- Raising awareness of air quality issues relating to car use on the school run, to increase sustainable travel and improve air quality around schools.
- Work towards addressing the challenges faced by the School Travel Team, see appendix E.

Location of Children's Centres, PRUs, Primary, Secondary, Special and Independent Schools by ward and super output area boundaries



Ealing Schools Research and Data Team

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How the School Travel Programme aligns with other Strategic Strands

	Walking	Cycling	School Travel Plans	Engineering	Road safety
Corporate objectives	✓	✓	✓	✓	✓
Travel to School Plan	✓	✓	✓	✓	✓
LIP	✓	✓	✓	✓	✓
Transport Strategy	✓	✓	✓	✓	✓
Cycle Plan		✓	✓	✓	✓
Parking Plan			✓	✓	✓
Health and Wellbeing	✓	✓	✓		
Obesity Strategy	✓	✓			
Education Services	✓	✓	✓	✓	✓
School Expansion Programme			✓	✓	
Air quality action plan	✓	✓	✓		
School curriculum	✓	✓	✓		
Play strategy	✓	✓	✓		
Healthy schools programme	✓	✓	✓		
Leisure and parks	✓	✓			
Emergency services					✓

STARS Schools Accreditation report

Date of report: 1/9/2018

Gold	The highest level of STARS accreditation. Schools are setting high standards to inspire others to transform travel habits. They have fully engaged the wider community to promote best practices and have seen a measurable reduction in the number of journeys made by car every day.
Silver	Schools have engaged with the wider school community to influence travel behaviours. They have started to see a shift away from car use for their pupils, parents/carers and school staff.
Bronze	Schools that are starting their journey towards a safer, healthier school environment. They have organised campaigns, initiatives and events.
Engaged	These schools have registered for STARS and have started to work with us.

School name	School type	Level	Date awarded	Valid until
Beaconsfield Primary and Nursery School	Community School	Gold	01/09/2017	31/08/2020
Belvue School	Community Special Schl	Gold	01/09/2016	31/08/2019
Berrymede Infant School	Community School	Gold	01/09/2018	31/08/2021
Brentside High School	Foundation School	Gold	01/09/2016	31/08/2019
Castlebar School	Community Special Schl	Gold	01/09/2016	31/08/2019
Clifton Primary School	Community School	Gold	01/09/2017	31/08/2020
Dormers Wells Junior School	Foundation School	Gold	01/09/2017	31/08/2020
Dormers Wells Junior School	Academy Sponsor Led	Gold	01/09/2017	31/08/2020
Drayton Green Primary School	Community School	Gold	01/09/2016	31/08/2019
Greenford High School	Foundation School	Gold	01/09/2018	31/08/2021
Hambrough Primary School	Community School	Gold	01/09/2016	31/08/2019
Holy Family Catholic Primary School	Voluntary Aided School	Gold	01/09/2017	31/08/2020
Mayfield Primary School	Community School	Gold	01/09/2016	31/08/2019
North Primary School	Community School	Gold	01/09/2016	31/08/2019
Perivale Primary School	Community School	Gold	01/09/2016	31/08/2019
Ravenor Primary School	Community School	Gold	01/09/2018	31/08/2021
Selborne Primary School	Community School	Gold	01/09/2018	31/08/2021
Southfield Primary School	Community School	Gold	01/09/2017	31/08/2020
St Gregory's Catholic Primary School	Voluntary Aided School	Gold	01/09/2016	31/08/2019
St John Fisher Catholic Primary School	Voluntary Aided School	Gold	01/09/2018	31/08/2021
St Raphael's Catholic Primary School	Voluntary Aided School	Gold	01/09/2016	31/08/2019
St Vincent's Catholic Primary School	Voluntary Aided School	Gold	01/09/2016	31/08/2019
Vicar's Green Primary School	Community School	Gold	01/09/2017	31/08/2020
West Acton Primary School	Community School	Gold	01/09/2017	31/08/2020
Blair Peach Primary School	Community School	Silver	01/09/2017	31/08/2019
Oaklands Primary School	Community School	Silver	01/09/2018	31/08/2020
Allenby Primary School	Community School	Bronze	01/09/2018	31/08/2019
Berrymede Junior School	Community School	Bronze	01/09/2018	31/08/2019
Greenwood Primary School	Community School	Bronze	01/09/2018	31/08/2019
Hobbayne Primary School	Community School	Bronze	01/09/2018	31/08/2019
St John's Primary School	Community School	Bronze	01/09/2018	31/08/2019
St Mary's Church of England Primary	Free Schools	Bronze	01/09/2018	31/08/2019
The Ellen Wilkinson School for Girls	Foundation School	Bronze	01/09/2018	31/08/2019
Three Bridges Primary School	Community School	Bronze	01/09/2018	31/08/2019
Tudor Primary School	Community School	Bronze	01/09/2018	31/08/2019
Greenfields Nursery Schl & Children's Centre	Local authority nursery	Engaged	01/09/2018	31/08/2019
St Joseph's Catholic Primary School	Voluntary Aided School	Engaged	01/09/2018	31/08/2019
St Mark's Primary School	Community School	Engaged	01/09/2018	31/08/2019

Appendix D: Priority Schools

Priority Schools rating

School Name	Rating	Accident stats - cycling	Accident stats - peds	Zones of Multiple Deprivation	Air Quality Focus areas	Existing planning conditions	Expansion planned	Reception Obese & overweight	Year 6 Obese & Overweight	Parking rota	Car use 2015/16	Car use 2016/17
Tudor Primary School (N)	6		Y	Y	Y	yes		25%	58%			
Khalsa VA Primary School	5		Y					29%	54%	Y		64%
Drayton Green Primary School	4		Y					34%	63%	YY		
North Primary School	5		Y	Y	Y			25%	41%			
Ravenor Primary School (N)	5		Y			yes		23%			32%	39%
St Raphael's Catholic Primary	5					yes		30%	55%	Y	33%	
Alec Reed Academy	4		Y		Western Ave	yes		33%				
Durston House	4		Y		near AQFA		yes			y		
King Fahad Academy	4		Y		Western Ave					Y	32%	
Berrymede Infant School (N)	4			Y		yes		37%		Y		
Featherstone Primary and Nursery School	4				Y			25%	50%	YY		
Oaklands Primary School (N)	4		Y				yes		42%	YYY		
Stanhope Primary School (N)	4						yes	27%	41%	YYY		
Allenby Primary School (N)	4			Y			yes	37%	41%			
Coston Primary School (N)	4				Western Ave		yes	24%	46%			
Oldfield Primary School (N)	4		Y		Western Ave			27%	47%			
St John's Primary School (N)	4		Y	Y	Y			22%				
Dormers Wells Junior School	4		Y	Y		yes				YYY		
St Mark's Primary School (N)	4				Y	yes		25%	40%			
West Acton Primary School	4					yes		27%		YYY	38%	
William Perkin C of E High	4		Y		Western Ave	yes				Y		
Willow Tree Primary School	4					yes		28%	43%	YYY		
Wood End Academy (A)	4		Y			yes			44%			40%

STARS Reward 2017/18

The London Borough of Ealing's STARS Reward Scheme offers small grants to school that develop and maintain their STARS accreditation. There are 3 levels of reward depending on the schools STARS status, with a different amount for each level

- **Apply** - when the school first achieves a level of accreditation, meeting the criteria as per the TfL STARS scheme
- **Maintain** - showing that the school continues to promote sustainable travel and address issues relating to school travel, meeting LBE criteria (see below)
- **Renew** - applying for TfL STARS accreditation to meet the scheme criteria

Schools will submit a funding form when they first achieve a level of accreditation and again when they renew that level. Funding for subsequent years will be automatically issued to the school, providing they have met all LBE criteria by 30th June.

If a level of accreditation has lapsed, the school can reapply for TfL STARS, meeting the relevant criteria, and can apply for the 'renew' reward.

	Application process	Bronze	Silver	Gold
Apply	School submit funding form	£250	£350	£500
Maintain	LBE issue Purchase Order	£50	£75	£100
Renew	School submit funding form	£50	£125	£150

Maintaining your STARS

To show that the school continues to promote sustainable travel and address issues relating to school travel, they must complete the following on STARS:

- Bronze: re-apply for Bronze level TfL STARS, meeting the TfL criteria
- Silver: update 8 Stories; upload staff and pupil surveys; review issues
- Gold: update 10 Stories; upload staff and pupil surveys; review issues

What can you use the reward for

The grants must be used to fulfil the following criteria:

1. Promote at least one aspect of safer and smarter travel choices (walking, cycling, scooting, safer/ greener driving, public transport, road safety)
2. To help the school reduce congestion near the school.

Ideas include, but are not limited to:

- Training - pedestrian skills, scooter safety, balance bike, cycling
- Cycling – storage, helmets, pool bikes, bike market, Dr Bike
- Resources - sustainable travel and road safety books, reflective and fluorescent products,
- Staffing - supply cover to allow STP staff training or workshop attendance

Conditions of the reward:

1. The school must add a STARS Story describing how the Reward has been spent and the impact it has had.
2. The school will submit an invoice to LBE before 31st March 2018.
3. Schools will purchase their own equipment and commission their own service providers.

Challenges and solutions

Challenges	Solutions
Engagement	
<p>School engagement It can be difficult to persuade schools to develop a travel plan and deliver sustainable travel activities. Reasons include</p> <ul style="list-style-type: none"> • Other priorities (OFSTED); • Head teachers do not wish their school to be involved in “yet another initiative” • They cannot identify an ST Champion; • They feel it’s not their responsibility to address school travel related issues; • Past experience of ST work; • Inconsistent support from LBE; • They’re not interested! 	<ul style="list-style-type: none"> • Supporting schools that want to engage, sharing their success, they will become good practise examples to others. • Proactively working with 24 priority schools (2017/18), supporting them to take ownership and organise sustainable travel activities. • Collaborating with Healthy Schools Team • Pupil engagement - Junior and Youth Travel Ambassadors • Increasing visibility through comms (Ealing corporate comms and dedicated twitter)
<p>Parental engagement Parents decide how children will travel to school but the Council do not have direct contact with schools. The Council provide information to schools to pass on to parents. Messages may not be expressed in the way the Council would like or may conflict with school policies.</p>	<ul style="list-style-type: none"> • Dedicated ST webpage would be useful to promote our work. • Increase social media • Involve parents in Cycle Training to give them the confidence to cycle with their children and/or allow their children to cycle to school independently • Encourage parent volunteers to organise activities, e.g. Bike Bus, Walking Bus
<p>Staff engagement No matter how many pupils travel to school sustainably, school staff often choose to travel to work by private car. They may feel that the healthy/environmental/road safety messaging does not apply to them</p>	<ul style="list-style-type: none"> • Targeted campaign for school staff members (and parents) to encourage them to travel sustainably

School focus	
Each school is unique, and activities often have to be adapted to meet their needs. Different types of school have different ways of working, different priorities and different issues	<ul style="list-style-type: none"> • Provide opportunities for schools to meet with Team, so that the Council have a better understanding of their ethos and specific issues – 1:1 meetings for priority schools; • STARS Surgeries, • Consider School Travel Conference
Schools have high expectations of the Council and do not take ownership of addressing issues. In the past Officers have delivered projects and provided large amounts of funding. With reduced budgets LBE can no longer do this.	<ul style="list-style-type: none"> • Prepare schools to manage the impact of reduced ST budget. • Provide tools to enable them to deliver their own solutions, e.g. Parking Play, Scooter Skills lesson plans • Provide information on alternative funding streams e.g. Sports premium, Sugar Tax
Low level of engagement in STARS, see appendix D, means that the Council do not have robust data, making it difficult to measure success. There is a lack of information to evaluate the work programme and individual projects.	<ul style="list-style-type: none"> • New reward scheme has been introduced to encourage schools to submit data on STARS, see appendix E • The Council are evaluating delivery of active travel programmes. Evaluation is now being built into our projects.
<p>School expansion programme</p> <ul style="list-style-type: none"> • Additional school places are required (statutory duty). Planning for Schools DPD, May 16 advised forecast demand was up to an additional 3.5 primary forms of entry (FE) needed to be provided from 14 to Sept 16 and 19 secondary FE to Sept 19. During 13/14 and 14/15 there was a considerable school expansion programme to ensure places for primary school children. During 15/16 the plans have been developed for increasing the number of places available at secondary (high) schools. • No obligation for schools to work with us or to produce a travel plan, except as a condition of planning permission. • Planning conditions are not enforced. 	<ul style="list-style-type: none"> • Collaboration with other Teams – Education Property Services, Development Control

Environment focus	
Poor air quality as a result of local school runs is often dwarfed by the emissions from nearby main roads such as the A40 or Uxbridge road, leaving schools feeling powerless to make an impact on air quality	<ul style="list-style-type: none"> • Focus on other solutions to improve air quality • Increase active travel in schools as a way to improve AQ
Lack of 'Healthy Streets' level infrastructure to support behaviour change initiatives, therefore active travel behaviour can reach a plateau until the streets they live in adapt to encourage further active travel. For example, lack of protected cycle lanes and welcoming streets.	<ul style="list-style-type: none"> • Support local infrastructure projects through encouraging engagement with primary schools, for example the West Ealing Liveable Neighbourhood school project working with St John's Primary.
Ealing Council focus	
Too much to do, too little time to do it in, too few staff to do it!	<ul style="list-style-type: none"> • Additional staffing resource - School Run Parking Officer; Business Admin apprentice, Active Travel Officer
Dwindling budget to deliver paid for services	<ul style="list-style-type: none"> • Actively communicate the team's success stories in order to justify our existence and demand greater budget
Budget reduction for the Parking team to robustly enforce poor parent parking through the use of Civil Enforcement Officers and CCTV.	<ul style="list-style-type: none"> • Pupil Traffic Wardens to support the Parking Team's work.
Low profile for school travel within Ealing Council and some schools compared to Healthy Schools Programme	<ul style="list-style-type: none"> • Raise awareness of work programme to Councillors • Seek support of Councillors to engage with schools • Raise awareness of work programme to school Governors • Engage and collaborate internally • Work with Healthy Schools team to raise profile

