

Sustainable Modes of Travel Strategy School Travel 2011

London Borough of Ealing
Parents' Summary



Transport

What is the Sustainable Modes of Travel Strategy?

The overall aim for this strategy is to encourage pupils to travel to school safely by using sustainable and healthy modes of transport. There are seven objectives identified so the travel and transport needs of children and young people are better catered for:

1. To increase walking, cycling, use of public transport, and where appropriate car-sharing – for pupils, parents/carers, staff and the school community
2. To encourage safe and sustained long-term modal shift away from unshared private cars on all journeys to, from and between schools
3. To encourage, support and assist school communities to identify and address school travel issues through developing and implementing their school travel plan
4. Provide a safe environment for all children and young people on their journey to and from school
5. To ensure future schools' planning and building design reflects the importance of sustainable travel principles and best practice
6. To support the promotion of healthy lifestyles and implementation of the Healthy Schools and Sustainable Schools Agendas, through promoting more active travel to school and developing sustainable travel facilities
7. To contribute to achieving the aims and targets of other local strategies, primarily the Ealing Council Road Safety Plan

What are sustainable modes of travel?

- Walking
- Cycling
- Scooters
- Public Transport
- Car-sharing



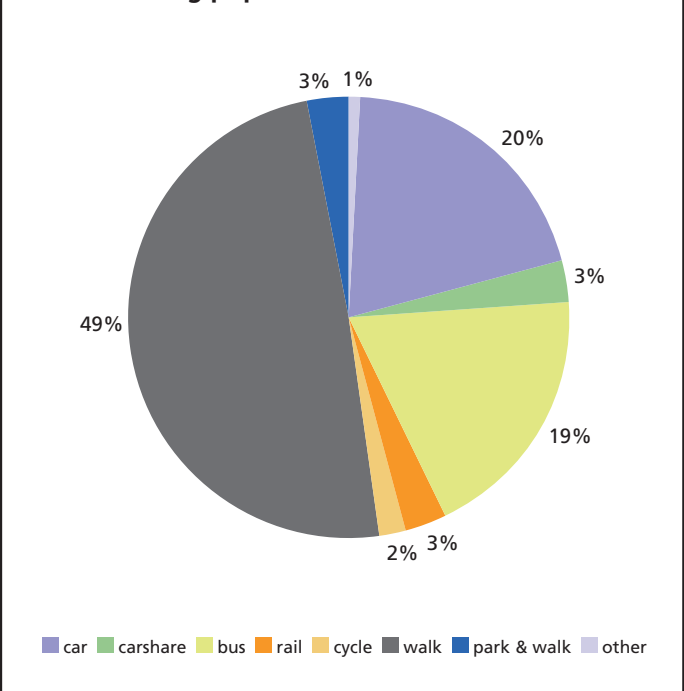
Why are we doing this?

Around 20% of traffic on the road in the morning is cars making the school run. This causes increased congestion and poorer air quality; it delays buses, commercial and business traffic, and sometimes causes significant road safety problems near schools.

Addressing this school-run congestion and promoting walking and cycling will be particularly important with Ealing's young person population increasing and greater strain is put on schools capacity.

The Education and Inspections Act 2006 requires Ealing Council to produce a Sustainable Modes of Travel Strategy. The act places a duty on Ealing Council to promote sustainable travel for journeys to, from and between schools and educational institutions. This strategy builds on the work of the school travel plan programme in promoting safe, healthy and sustainable ways of travelling to school.

How do Ealing pupils travel to school?



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

- Addresses the needs of children
- Puts in place improvements to walking, cycling and public transport routes
- Develops new initiatives to encourage safe walking, cycling and independent travel
- Promotes the choices available



Our targets:

There are a number of targets outlined in the strategy, these include:

- Yearly increase of the number of schools with 'active' travel plans
- Annual percentage modal shift away from the car at 9% by 2013/14
- 50 schools accredited by 2013/14



Sustainable Travel
Accredited and Recognised
Higher standards level 2011



What is available for schools with travel plans?

Assistance with implementing travel plans including workshops for new plans, reviews and rewrites.

Walk on Wednesdays (WoW) – incentive scheme to encourage walking to school for primary school aged children.

Walk to school week – twice annually involving resources and competitions to promote walking during the week

Cycle training – schools in Ealing can arrange for Bikeability cycle training sessions, priority is given to schools with travel plans

Cycle parking – schools with travel plans can apply for free bespoke cycle shelters to help encourage cycling

Cycle curriculum resources – resources covering all subject areas with a focus on cycling is available for key stage 2 and 3

Park and stride – resources are available to help schools establish areas near the school where parents can park and walk the rest of the way to the gate

Car-sharing – information on car-sharing schemes and how to go about this

Theatre in Education – Performances are available to schools promoting messages of road safety and sustainable travel in a fun, interesting way

Small grants funding – Schools looking to implement a scheme to promote walking or cycling can apply to the school travel advisors for a small grant to assist with covering the start-up costs of a scheme

Competitions – designing school travel plan coverage, walking and cycling competitions

Website – available for all schools with lots of information about what we provide and the benefits of promoting walking and cycling – www.egfl.org.uk/stp

Road safety – resources, theatre in education, campaigns to promote road safety

Accreditation – national recognition of the great work schools are doing to promote sustainable travel

Contact

Maree O'Neill

Ealing Council Transport Planning Service

oneillm@ealing.gov.uk

020 8825 5392

www.egfl.org.uk/stp