School Transport 2010

26 January 2010

Tony Armstrong

LIVING STREETS
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- Why walking needs to be our priority
- The impact of the built environment – safety and sustainability
- How we're making an impact
- What more can be done

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Living Streets

Living Streets is the national charity that stands up for pedestrians.

With our supporters we work to create safe, attractive and enjoyable streets, where people want to walk.

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Why walking needs to be our priority

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The context…

- 21% of car journeys are under 1 mile
- Up to 1 in 5 cars at the peak of the morning rush hour are school run related
- Most primary pupils still live within a 20 minute walk of their school
- Our road safety record is poor for children, particularly from deprived areas
- and…

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The time bomb has exploded...

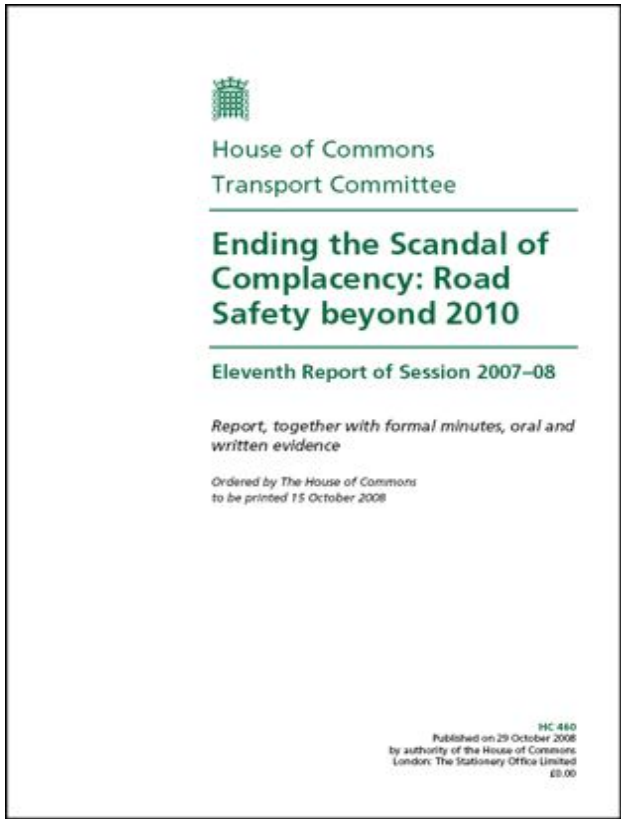
OBESITY

defusing the health time bomb

It is well recognised that overweight and obesity increase the risk of this country's biggest killer diseases – coronary heart disease and cancer – as well as diabetes, high blood pressure and osteoarthritis. The National Audit Office (NAO) found that obesity is responsible for more than 9,000 premature deaths each year in England and reduces life expectancy on average by nine years. Obesity also has significant financial costs, both to the NHS and the wider economy. In common with other countries around the world, levels of obesity in England are rising. The consequences are serious. →

“Ending the scandal of complacency”

- “Road accidents were the largest single cause of death for people between the ages of 5 and 35 in Britain”
- “Making pedestrians and cyclists feel safer is crucial to promoting walking and cycling”
- “Child pedestrians from the lowest socio-economic groups are 21 times more likely to be killed in a traffic accident than those from the top socio-economic group”



House of Commons
Transport Committee

Ending the Scandal of Complacency: Road Safety beyond 2010

Eleventh Report of Session 2007–08

Report, together with formal minutes, oral and written evidence

Ordered by The House of Commons to be printed 15 October 2008

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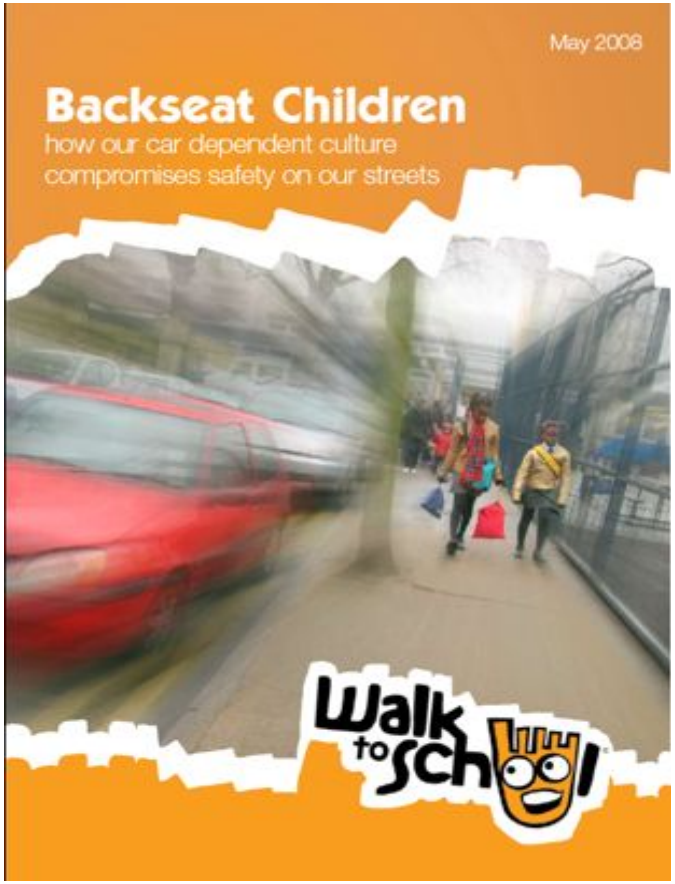
Backseat children (2008)

- Children who walk to school are actively engaged with their community
- Children who walk to school have wider social networks



Survey of children aged 10-11 undertaken by the Children's Forum on behalf of Living Streets

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Backseat children (2008)

- Children who walk to school have better spatial awareness and road sense
- Walking to school empowers children and teaches responsibility
- Walking to school teaches independence

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Backseat children (2008)

- Figures from the Department for Transport show that an 11-year-old starting secondary school is almost twice as likely as a 10-year-old at primary school to be killed or seriously injured in road collisions.
- Our research found that children who are isolated in cars are not being allowed to learn road safety skills, aren't able to play an active part in their community and are denied the chance to develop their independence.

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The impact of the built environment- safety and sustainability

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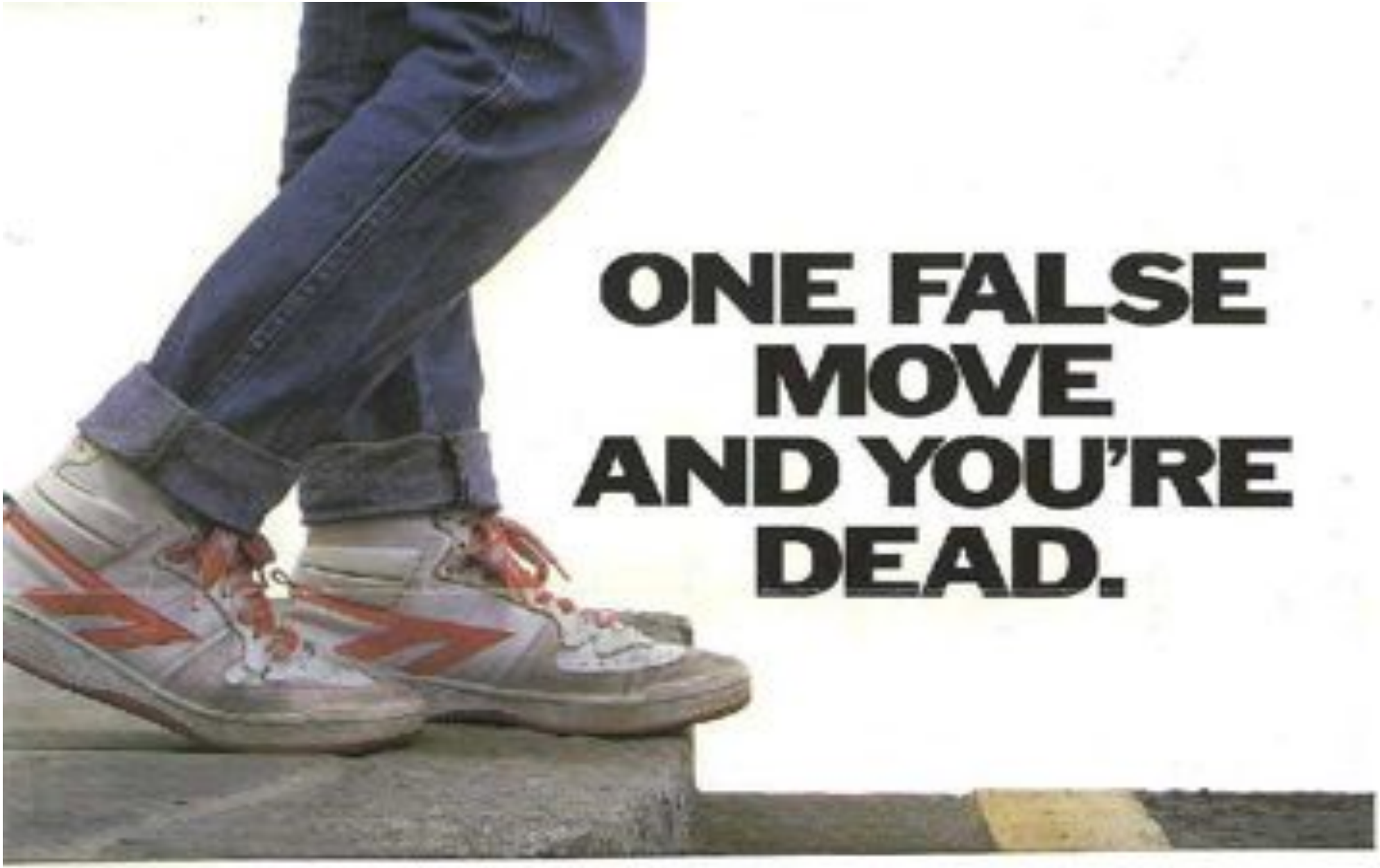
PRIVATE PROPERTY
PLEASE KEEP OUT

Be sure that children know how dangerous traffic can be. Roads are for cars and lorries – not for pedestrians.



ONE FALSE MOVE AND YOU'RE DEAD.

BEFORE YOU CROSS THE ROAD.

STOP AT THE KERB.

How we're making an impact

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The Living Streets' Walk to School campaign

- National promotional campaign (including WTS week/WTS month)
- Walk once a Week - WoW
- Step Up
- Outreach and direct work with schools

Walk to School

WoW 2009

STEP up .org.uk

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Barriers to walking to school

Parents of 11-13 year olds give these reasons:

- Convenience
- Traffic
- Assault
- Distance
- Lateness
- Bullying

Students gave their suggestions for improvements:

- Clean streets
- Crime and anti-social behaviour
- Attractiveness of streets
- Wider pavements
- More crossings
- Fewer vehicles

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Breaking down the barriers

- School mapping
- Auditing routes to school
- Getting parents and children involved
- Key issues from our work: crossings, parking, traffic speeds

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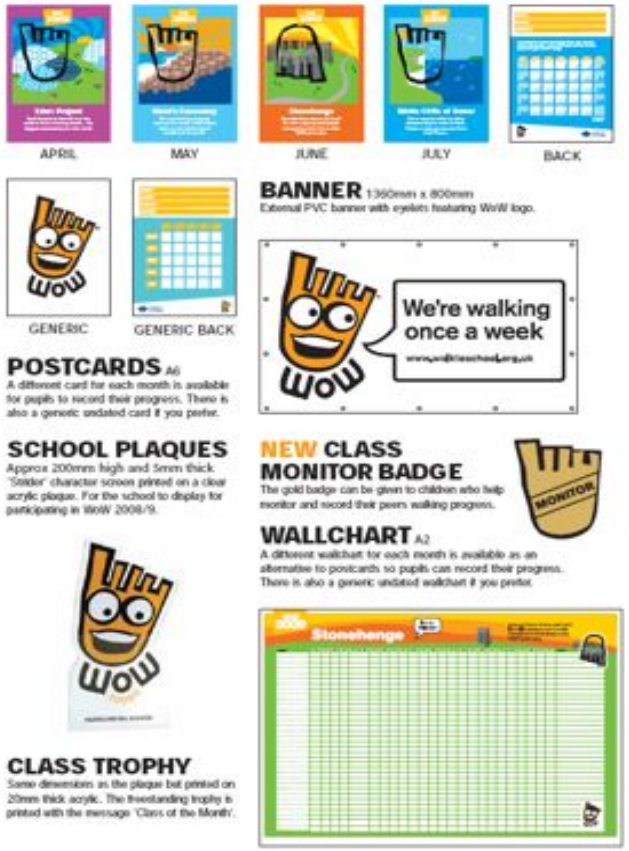
WoW – Walk Once a Week

- Children walking once a week to school are rewarded with a collectable badge
- 212,000 children participating, at present (1,895 schools)
- Running since 2004, now in schools across England, Scotland and Wales



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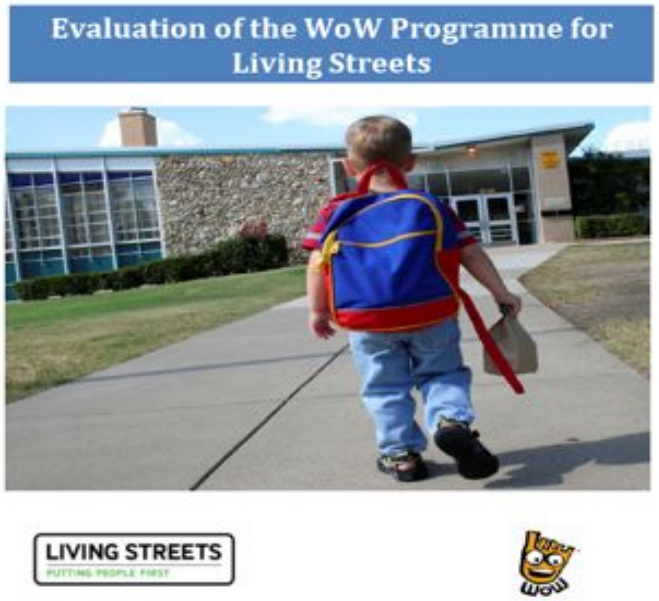
WoW evaluation - methodology

- Independent evaluation commissioned in early 2009, supported by funding from the DH and TfL
- 341 schools involved
- 23,450 children involved
- “Hands up” surveys of children and interviews with key stakeholders, STAs, school and Local Authority staff
- Research undertaken in summer term 2009



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WoW evaluation - Headlines

- 59% of girls and 60% of boys walked into school on the day of the survey. Compared to NTS 2007, where 51% of 5-10 year olds walked to school
- 19% of children surveyed started walking to school because of WoW
- 82% of children surveyed who walk to school participate in WoW

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WoW evaluation

- Teachers and classroom staff say that WoW is easy to administrate in the classroom, and that the children understand it and want to participate, too
- The WoW design competition is one of the largest art competitions in the UK
- “For the average school around £320 would cover participation which we do not consider to be prohibitive, particularly in comparison with other active travel schemes”

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WoW Expansion

- Gillian Merron, Minister for Public Health today announced funding from the Department of Health to launch WoW in more areas across England
- We'll be working in three regions- the north east; Greater Manchester and Merseyside; and Tyne and Wear over the next two years to introduce the WoW scheme
- Easy to take part in all other areas- do contact me if you'd like more information!

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What more can be done?

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20 mph as the default speed limit

- Dramatically improves survival rates for pedestrians involved in collisions
- Can have a smoothing effect on traffic, without lengthening journey times
- More civilised streets = more people walking = safer streets
- Zones are great- but don’t go far enough

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A safe school environment

- Crossings need to be prioritised around schools, where people want to walk
- Parking and drop offs- exclusion zones and park and stride
- Good lighting and sight lines, and well maintained streets
- Work with parents and schools to audit the quality of the school environment and break down barriers

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Post 2010

- Continued investment in effective walk to school promotion schemes
- Continued support and funding for school travel planning!
- Better links with Healthy Schools, Eco Schools and other initiatives

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