Tackling the School Run: a Local Sustainable Transport Fund Bid

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10th Annual Conference School Transport
24 January 2012

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Outline of Presentation

- Introduction to LSTF
- The local challenge
- The package
- Delivering the package

Introduction to the Local Sustainable Transport Fund

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LSTF

- For all English transport authorities outside London
- £560m over four years: 2011 - 2015
- Mixture of revenue (£350m) and capital (£210m)
- Builds on successful previous schemes – sustainable travel towns, cycle demonstration towns

What is it for?

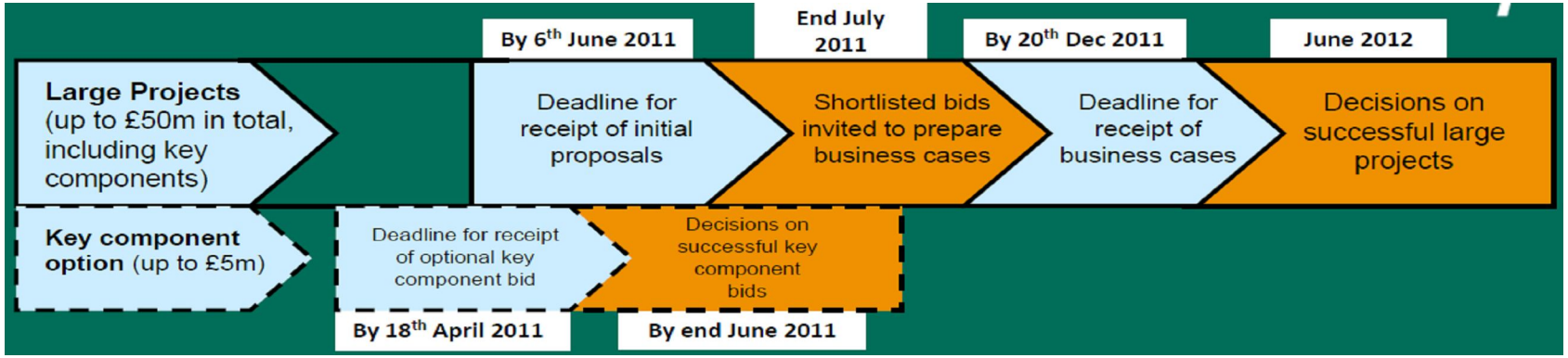
- To support initiatives which address economic growth and carbon reduction / climate change at a local level
- Opportunity to boost sustainable travel on the ground – lots of evidence of what works
- Opportunity to influence choice
- Targeted, modest investments - most bids should be small projects
- Packages of complementary measures

Packages might include a broad range of sustainable transport interventions …

Measures to encourage modal shift	Managing demands on the network
Better traffic management	Improving access and mobility

…depending on what's right for the transport problems in the area

Key Component Option



- KC proposal submitted 18 April 2011
- Tyne and Wear ITA advised in July 2011 that KC bid to be funded in full
- Large Project Business Case submitted 20 December 2011 – decision awaited

Local Challenges in Tyne and Wear

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Evidence ▸ Key messages ▸ Objectives ▸ LSTF aim

The Newcastle/Gateshead Urban core is a significant trip attractor for employment, retail and leisure purposes and contains some of Tyne and Wear's most significant congestion hotspots. In particular along the A1 Western bypass

Car based commuting from North Durham, South East and Western Northumberland are significant contributors to traffic congestion particularly on the A1 and in the northern part of Newcastle

Distinctive employment geographies and in particular the large footprint of the "Northern Employment Hub" geography suggest that targeting commuters at their place of employment is likely to best engage those commuters and travellers in Tyne and Wear's 'Journey to work' area.

1 Supporting jobs and business through effectively tackling the problems of congestion

'Development corridors' have emerged in Tyne and Wear, linking together a range of employment sites that are only easily accessible by private transport, along the lines of major road infrastructures, especially the routes of the A1 and A19. There has been net decentralisation of economic activity to new business parks and commercial zones in areas within Newcastle but also beyond it (in parts of North Tyneside and Northumberland to the north of the Tyne, and northern Gateshead to the south), and along the road network from the traditional commercial core of Sunderland towards Washington.

There is a close correlation between locations for future economic growth and the main transport corridors. Managing congestion on these will be an important element in underpinning successful and sustainable economic growth.

An uncongested network with reliable journey times is important to the Retail, Distribution and Manufacturing sectors of the area's economy.

2 Improving the reliability and predictability of journey times

The LSTF project provides an opportunity to target the population of transitory areas in Tyne and Wear who are most likely to benefit from improved access to employment, job opportunities, training and education.

Public transport provision, particularly from Northumberland, to work, education and training opportunities is not always comprehensive, particularly in off-peak hours of the day.

Sunderland has a more self contained 'Journey to Work' area with a strong relationship with Washington and the West

*There is potential for a significant origin (home) and destination (work) relationship between the South Tyneside and North Tyneside local authority areas Currently travel options between residential areas in South Tyneside and employment areas in North Tyneside are poor, - particularly by public transport. The river acts as a barrier to the further development of this functional economic relationship

A 'filling out' of employment spaces, better served by the Metro light rail system, around the traditional commercial centre of Newcastle has occurred, this requires better integration of transport modes

There is a need to ensure that individuals have a range of travel choices to those opportunities that arise in order to maintain the competitive offer the area can make.

3 Enhancing access to employment and development sites

There are instances of poor public transport accessibility to some key employment sites in the area, which inhibits access to a wide workforce and inhibits the unemployed from accessing work opportunities.

Older, more inner areas of the conurbation as contain the highest levels of worklessness and need to be targeted as part of any wider initiative to assist people in applying for and accessing employment.

The area has a shortage of call centre and administrative operatives. Employers find it difficult to attract those with elementary skills. The area has a good pool of skills in the NVQ level 2 and 3 bracket.

The Journey to work area currently has a large proportion of the workforce with a very short travel to work horizon (76% travelling less than 10 miles) which reflects historical employment in the region being localised, but could present barriers for those seeking future work opportunities if they are unwilling to extend these boundaries. A higher proportion of the workforce are reliant on public transport than the national average

4 Increasing the pool of labour available to employers

Rising car ownership and an increasing journey to work area pose a challenge to our modal shift objectives and Carbon reduction objectives as people travel longer distances. It will also place demands on the public transport network in more peripheral areas.

Promotion of alternatives to the private car, - particularly by public transport, walking and cycling will be important to maintain low levels of private car use and meet Carbon reduction objectives

Cycle use in the area is very low, There is real potential to encourage more home working in order to reduce congestion. Walking is higher than the national average. Public Transport use is high, although modal shift to the private car is predicted to continue to occur. A higher proportion of the workforce are reliant on public transport than the national average

Local action to address increase in Carbon Emissions has the potential to secure greater levels of reduction in the Business as Usual trajectory. In particular modal shift initiatives and the promotion of walking, cycling and public transport at a local level will be important.

5 Reducing Carbon emissions

To address the barriers that transport creates to economic growth and accessing employment

Legend

- Key messages
- Policy objectives
- Aim

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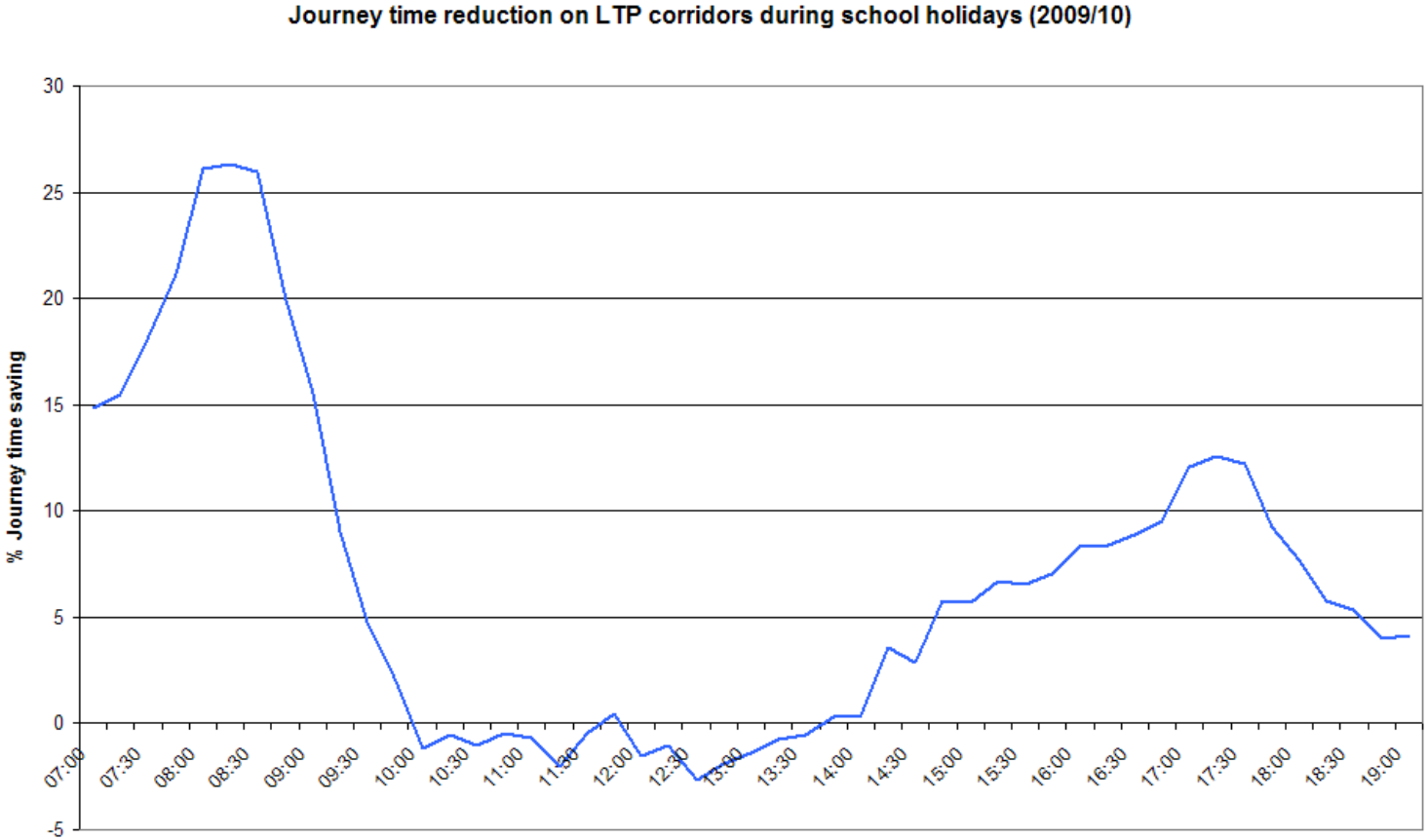
Objectives for LSTF Bid

- Supporting jobs and business through effectively tackling the problems of congestion
- Improving the reliability and predictability of journey times
- Enhancing access to employment and development sites
- Increasing the pool of labour available to employers
- Reducing carbon emissions

Key Component Bid: Travel to School

Analysis shows over 25% reduction in journey times during school holidays during AM peak



Source: Trafficmaster 2009/10, weekdays excluding bank holidays and Christmas

Aims of Key Component Bid

- To reduce congestion and make journey times more reliable and predictable which will benefit the economy
- To increase the proportion of journeys made by low-carbon and sustainable forms of travel with reduced carbon emissions
- To encourage active travel as a form of transport to increase the levels of physical activity amongst young people with significant health benefits
- To reduce the volume of motorised traffic at the start and finish of the school day to improve safety around school entrances

The Package of Measures

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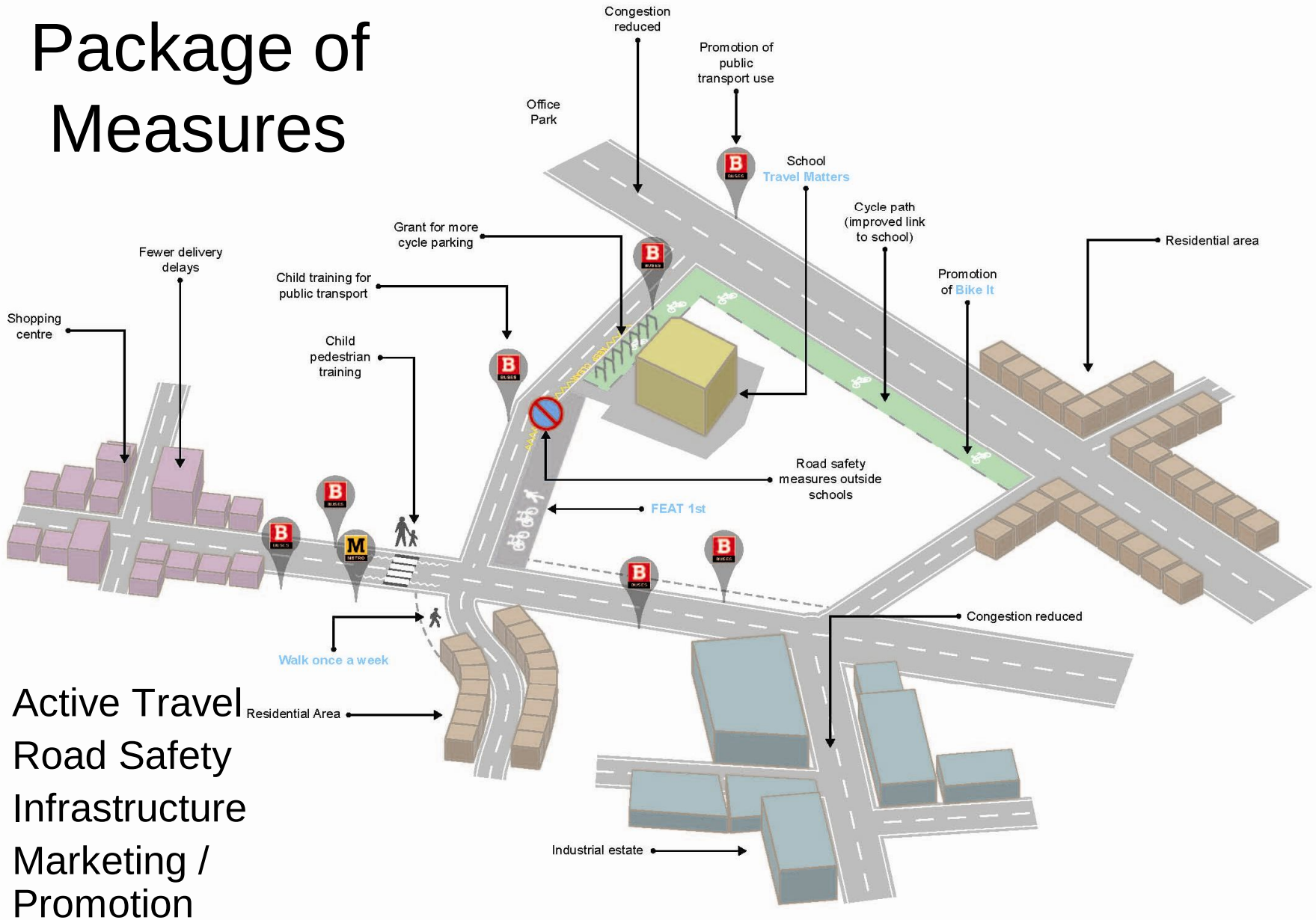
Package of Measures



- Active Travel
- Road Safety
- Infrastructure
- Marketing / Promotion

Budgets

£k	Revenue	Capital	Local	Total
Active Travel	2,361	30	419	2,810
Road Safety	513	70	92	675
Infrastructure	0	1,400	4,194	5,594
Marketing / Promotion	390	0	871	1,261
Project Mgt	140	0	380	520
Total	**3,404**	**1,500**	**5,956**	**10,860**

Active Travel Activities

- Balance Bikes - nursery
- Living Streets
  - Walk Once a Week - primary
  - Free Your Feet / Campaign in a Box - secondary
- Sustrans
  - Bike It
  - FEAT (Families Enjoying Active Travel) 1st

Balance Bikes

- What is a Balance Bike?
  - Balance bikes are specially developed for young children to learn to keep their balance and steer
  - Balance bikes have no pedals, crankshaft or chain
  - They work very simply, a child simply sits and pushes the ground with his or her feet
- How do they work?
  - With a balance bike, children learn to put “balance” first without having to concentrate on pedalling
  - Once they have worked out the balance, the transition straight on to a two wheeled bike is usually very quick and easy

Walk to School Campaign

- Helps over 1.6 million children get walking each year
- Walk to School Week (May)
- International Walk to School Month (October)
- Primary schools - Walk Once a Week (WoW)
- Secondary schools – Free Your Feet and Campaign in a Box

Walk to School Week

- National event each May
- 21 to 25 May 2012
- 2012 theme will be announced soon
- 2011 theme - ‘Walk Smart’, linked to road safety

International Walk to School Month

- October
- Forty countries across the world
- 2011 theme - Schools to join in with others to call on local councils to introduce 20mph across their areas. Includes online email action.

Walk Once a Week (WoW)

- Children walking once a week to school are rewarded with a badge every month
- 212,000 children participating, at present 10% of schools
- Participating schools enjoy 9% higher walking rate than national average

Walk to School Secondary: Free Your Feet

- In 2011 302,000 students took part at over 300 schools
- Sustained increase in walking, beyond challenge of 4.9%
- Week long walking challenge
- Students record walking over a week and enter a prize draw to win shopping vouchers
- School pack includes: banner, posters, postcards, online ‘hands-up’ survey, £50 shopping voucher

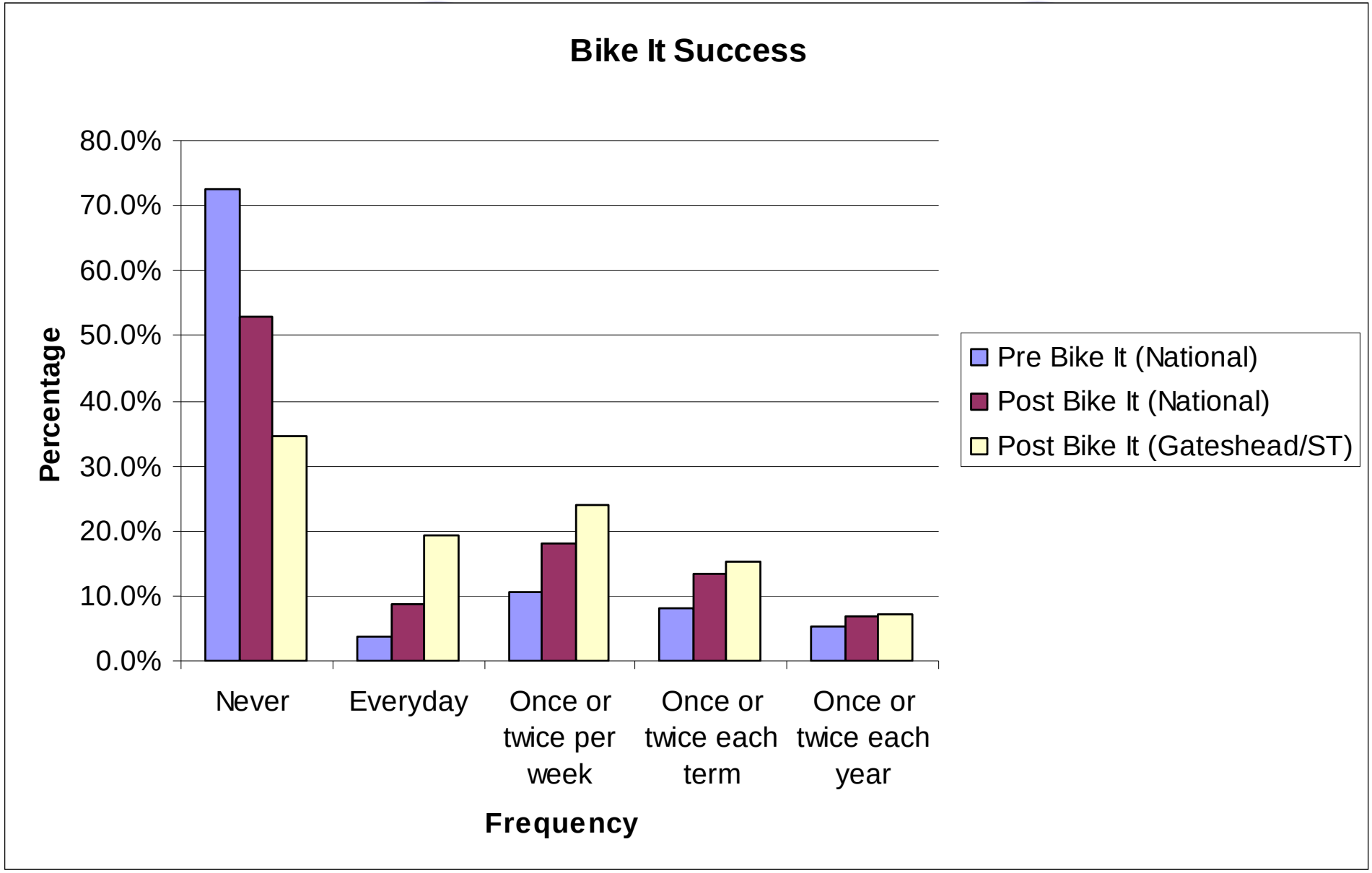
Walk to School Secondary: Campaign in a Box

- In 2011, 40 participating schools across UK
- A toolkit for student-led campaigns
- Living Streets facilitates and supports a campaign for more walking, developed and delivered by students themselves
- Schools receive; facilitator, materials and equipment, web page about their campaign, budget

Bike It (Gateshead & South Tyneside)

- 1624 pupils had breakfasts
- 13 Bling yer bikes (461 pupils)
- 24 Dr Bikes
- 356 children for stabiliser free
- 5300 pupils watched Ben Slinger
- Virtual Bike Race

sustrans
JOIN THE MOVEMENT


Bike It Success
80.0%
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
Percentage
Never
Everyday
Once or twice per week
Once or twice each term
Once or twice each year
Frequency
Pre Bike It (National)
Post Bike It (National)
Post Bike It (Gateshead/ST)

FEAT 1st – Pilot in North Tyneside

- At the intervention school, the percentage of pupils travelling to school by an active mode increased by 22 percentage points, from 54% before FEAT 1st to 76% at the end of the twelve-week intervention
- Over the same period at the control school, the percentage of pupils travelling to school by an active mode of transport remained fairly constant with a slight decrease from 58% of pupils in the pre survey to 55% of pupils in the post survey

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JOIN THE MOVEMENT

FEAT 1st – Intervention

- Aimed at families via Primary School
- Total of 12 schools engaged per officer per LA at any one time (6 intensively, 3 in development, 3 at distance)
- Before, during and after school activities – focussed on times to suit ALL family e.g. weekends
- Whole-family lifestyle intervention
- Looks at travel habits of whole family and supports them to be able to choose active modes when possible

FEAT 1st – Example Activities

- Active start breakfasts (family)
- Fix a puncture, M-Checks & Dr. Bike (family)
- “Bling” Your Bike (family)
- Cycle Skills tailored to child and adult needs (additional to Bikeability) (family)
- Healthy Hearts (classroom and family)
- Carbon Balloons (classroom)
- Mapping routes (classroom and family)
- Assemblies & Local competitions
- Nordic walking Nature walks (family)
- …

Road Safety Activities

- Child Pedestrian Training
  - includes child induction / training on Public Transport
- Parking at Schools
  - includes camera car enforcement

Infrastructure Activities

- Links to Schools ('Tyne and Wear School Links')
- Grants to Schools

Marketing / Communications Activities

- Promotion of Public Transport
- Travel Matters website
- Marketing / Promotion

TravelMatters

- Website http://www.travelmatters.org.uk
- Resources are well designed and easily adapted
- Most in PowerPoint format for use on whiteboard
- Fit into the curriculum
- Learning outcomes and follow up work
- Useful for assemblies

Gateshead Council
www.gateshead.gov.uk

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See our Teaching Resources in action

TravelMatters is dedicated to sustainable travel

Our lesson plans and resources help teachers to promote walking, cycling and public transport to their pupils. Useful, attractive and fitting neatly into the curriculum, they are categorised to enable teachers to search under Year Group, Curriculum Area or Mode of Travel.

View all of the Teaching Resources

View Sample Resources

ustainable travel and the school journey

Get walking

Get cycling

Get public transport

ll of the latest from

Latest Teaching Resources

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WIN A PED-OMETER

To enter simply send us a poem, story or rap about your school journey...

The best entries will be published on the website!

Enter the competition

PUPIL ZONE

Have fun while travelling on foot, by bike, bus or train! Try our fun activities below .....

Activities

Make a pledge

Achievements wall

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Sustainable ways to travel:

Walking

Cycling

Public Transport

ear group

- All
- Yr 3
- Yr 4
- Yr 5
- Yr 6
- KS1
- KS2

urriculum area

- All
- Art & Design
- Assemblies
- Cross-curricular
- History
- IT

Teaching Resources

Welcome to the Teaching Resources Centre. You will find a library of useful lesson plans and resources below. These resources are designed to help you promote walking, cycling and use of public transport to pupils. You can search by Travel Mode, Curriculum Area, Year Group or Format (PowerPoint, Word Doc, worksheet, etc). Most of the resources can be easily adapted to suit your own requirements.

You must be a registered user to download resources. Find out how you can register here.

Title	Travel Mode	Curriculum Area	Year Group	Resource Type
Travel Discussion	General	PSHE	Yr 6, KS2	Presentation
Travel Discussion	General	PSHE	Yr 6, KS2	Word doc.
Five Good Reasons to Walk to School	Walking	Literacy	Yr 4, KS2	Word doc.
How Has Transport Changed?	General	History	Yr 6, KS2	Presentation
Jack's New School Journey	Walking	Literacy	Yr 5, KS2	Word doc.

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Teaching Resources

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Sustainable ways to travel:

Walking

Cycling

Public Transport

Walking

Did you know there are 5 excellent reasons to walk to and from school?

1. **It helps keep you fit and healthy**
2. **It cuts down on car journeys and traffic jams**
3. **It helps you learn road safety awareness and the Green Cross Code**
4. **It helps to cut down on pollution so it's good for the WORLD!**
5. **It's FUN! You can chat to your friends and notice what's around you as you walk!**

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Sustainable ways to travel:

Walking

Cycling

Public Transport

Cycling

Get on your Bike! We want everyone to cycle as much as possible! On this page you'll find lots of information about cycling and how much fun it is. We have included stories and resources to encourage you to get on your bike and enjoy cycling! You will find information on cycling activities and events in your own area and elsewhere, so news, ideas and successes can be shared. Why don't you contact us to let us know what your school is doing to encourage cycling and what is happening in your area?
Go on - SHOW YOUR PEDAL POWER!

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Sustainable ways to travel:

Walking

Cycling

Public Transport

Public Transport

One type of Public Transport that almost everyone can use is the BUS! Buses take you just about anywhere you want to go. They are quick and good value, especially if you have a bus pass, or get a child's fare. Buses aren't just great for longer school journeys; you can also get to the cinema, shops and swimming pool by bus. There's never a problem finding a parking space! Once you are old enough you could travel with friends instead of waiting for a lift to take you where you want to go! Buses are great for the planet too, as they carry lots of people who then don't need to drive lots of cars.

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User account

egistration Code

ease enter your registration code.

sername

nail address is recommended. Spaces are allowed; punctuation is not allowed except for full-stops, hyphens, apostrophes, and underscores.

mail address

valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain ws or notifications by e-mail.

assword

Password strength:

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Delivering the Package

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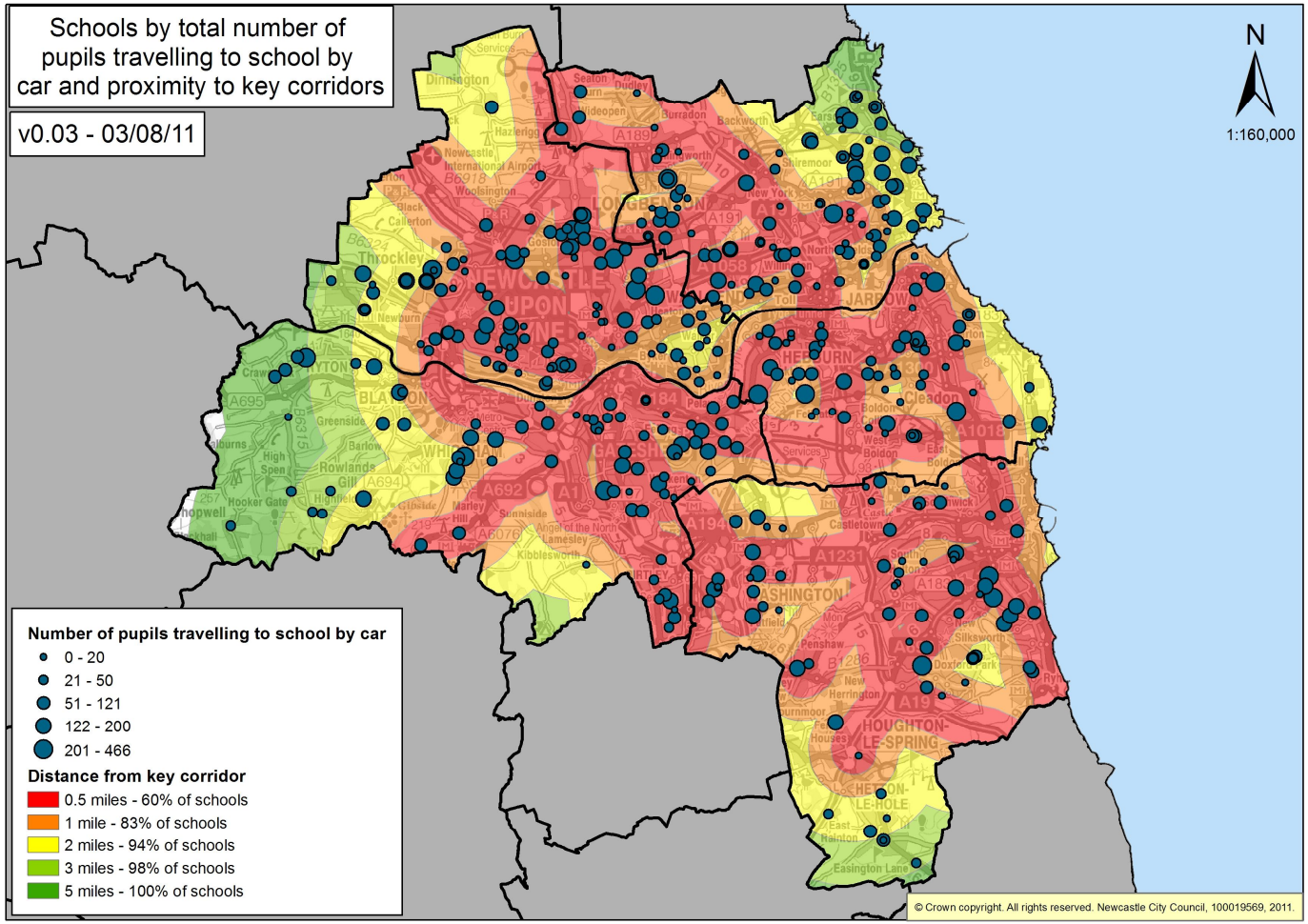
Outputs

Will include:

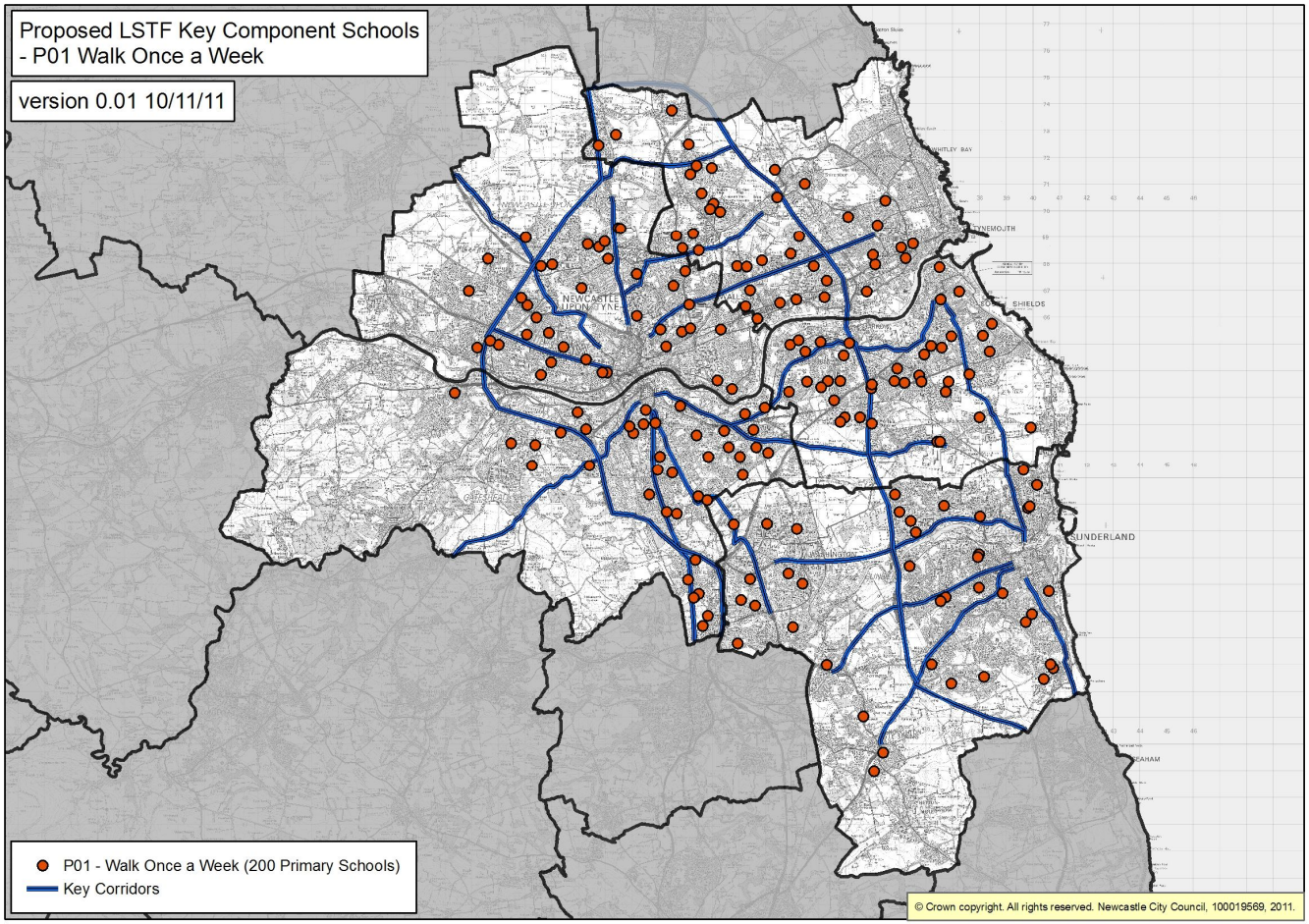
- 200 ‘Walk Once a Week’ schools after 4 years
- 40 ‘Campaign in a Box’ schools after 4 years
- 120 ‘Bike It’ schools after 4 years
- 60 ‘FEAT 1st’ schools after 4 years
- 900 children trained in public transport per annum
- 1200 children trained in road safety per annum
- 250 schools registered with *TravelMatters*

Example of School Data



Source: Local Authorities 2011, School Census 2009 or 2008

Example of School Selection



Source: Local Authorities 2011, School Census 2011

Current Activity

- Using online project management system (Project Vision) to manage programme

- Analysing school and public transport route data
- Engaging with schools
- Establishing baseline for monitoring

- Commencing projects

Next Steps

- Rolling-out of projects ….