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SUPPORTING SUSTAINABLE SCHOOL TRAVEL

Modeshift STARS & Transition Training: Relieving pressure & delivering alternatives

Nick Butler, Modeshift Vice-Chair

Modeshift…

- Modeshift is a national membership organisation specialising in active and sustainable travel
- Seeks to influence national debate, Government policy and public opinion
- Local authority members are all shareholders of Modeshift
- Provides a network for members to:
  - Share knowledge
  - Shift expectations
  - Challenge current modes of transport and thought

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Darlington Borough Council…

- Sustainable Travel Demonstration Town (STDT) 2004-2009
- Cycle Demonstration Town (CDT) 2005-2010
- Local Motion
- Local Sustainable Transport Fund to March 2015
- Providing a case study to the Dept. for Education efficiency and best practice review
    - Delivering Modeshift STARS
    - Local Motion Primary to Secondary Transition

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Current policy…

Section 508A of the Education Act 1996 places a general duty on LAs to promote the use of sustainable travel and transport

- an assessment of the travel and transport needs of children and young people
- an audit of the sustainable travel and transport infrastructure within the authority
- a strategy to develop the sustainable travel and transport infrastructure within the authority
- the promotion of sustainable travel and transport modes on the journey to, from and between schools

- The guidance is statutory guidance and as such, LAs are under a duty to have regard to it

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Modeshift STARS is the answer...

Modeshift STARS provides a national framework for the implementation of sustainable and active school travel activities and is the only national accreditation scheme for rewarding sustainable School Travel Plans

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The future of sustainable and active travel to school

- Online accreditation scheme www.modeshiftstars.org
- Assists with planning, recording, monitoring and developing an up to date School Travel Plan (STP)
- Requests annual actual/preferred travel surveys
- Audits current infrastructure
- Significantly reduces the amount of time and work schools need to undertake on STPs
- Frees up time for LAs to focus on delivering actions

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Why Modeshift STARS?

- Provides national level guidance replacing the TTSI
- Provides best practice sharing across the whole of the UK
    - A third of LAs in England are now online using STARS or the TfL STAR equivalent
- An opportunity for schools that go beyond the norm to be recognised locally, regionally and nationally for their efforts
- Increases capacity of LA officers
- It’s cheap!!!

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Modeshift STARS in Darlington...

- By March 2010, all schools in Darlington had developed a Government approved STP
- Over half of all Darlington schools have now achieved accreditation
- In summer 2012, Darlington & Durham County Council trialled the new Modeshift STARS system
- Modeshift STARS underpins the whole schools package and is the key to accessing our other services

LOCAL MOTION
think it • change it • do it

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Local Motion Schools Package...

Information – Infrastructure – Skills - Incentives

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Local Motion Primary-Secondary Transition Programme

- Funded by the DfT via the Local Sustainable Transport Fund
- Three tiered approach
- Information and advice about travel choices
- Practical opportunities to experience various travel modes

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Delivering the programme...

- Phase one – information
  - Every pupil receives a 'Travel Zone Map' for their new secondary school
- Phase two – skills
  - Up to 300 pupils trained as Junior Travel Rangers
  - Practical experience of walking, cycling, bus, train & road safety
  - Every Year 6 pupil receives an 'In the Zone' magazine
- Phase three – practice
  - Pupils given opportunity to try out travel modes

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Continuation into secondary schools...

- All Darlington secondaries have converted to academies but remain engaged in Local Motion
- 7% of secondary pupils cycle to school – prior to Local Motion this stood at just 1%
- On-going activities:
  - Watt-Bike Competition, Bikeability level 3 training, Beauty and the Bike, cycling clubs, collaborative bike rides

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Moving forward...

- Social norming is key –
  - 80% of journeys to secondary school are made by sustainable modes
- Car use to secondary school is still to high –
  - 30% (467k) of car trips are under 1-mile
  - 7% (139k) are under 0.5-miles
- Empower Schools – Empower Parents – Empower pupils
- We need to help people manage changes by assisting with 'Travel Choices'
- Strike before habits are formed

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If every car trip to school was replaced just once a week...

- 20% reduction in car travel to school
- 3.8m car km each day on the school run reduced by 776,000km each day
- 322k fewer cars on the school run each day
- Reduction in emissions of 160,000kg/CO_2 a day
- 104k stones of the nations waistline
- 0.91lbs for every pupil that currently gets driven to school

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