Working with communities – schools, parents and commercial operators

A presentation to the Annual School Transport Conference

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www.hertsdirect.org

Hertfordshire

Working with Communities

Setting local goals and objectives for school transport and travel strategy

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Transition to delivery

- Statutory only school transport policy with effect from September 2012
- Stop funding discretionary transport
- Keep the SaverCard and introduce annual charging for new applicants
- Achieve initial savings target:

  £5 m to £6 m

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Innovation and Partners in Hertfordshire

- County council has worked to building capacity locally
- Worked with a variety of partners to achieve 105 routes running to schools of preference
- 22% in operation since 2011 academic year
- Remainder commenced in September 2012

How was the change made?

Utilised and extended partnership working with schools –

- Focus group events held across Hertfordshire
- Workshop events for schools
- Providing an online procurement toolkit for schools
- Sharing management information
- Trends in pupils travelling under the old policy, and the number of post 16 pupils

How was the change made?

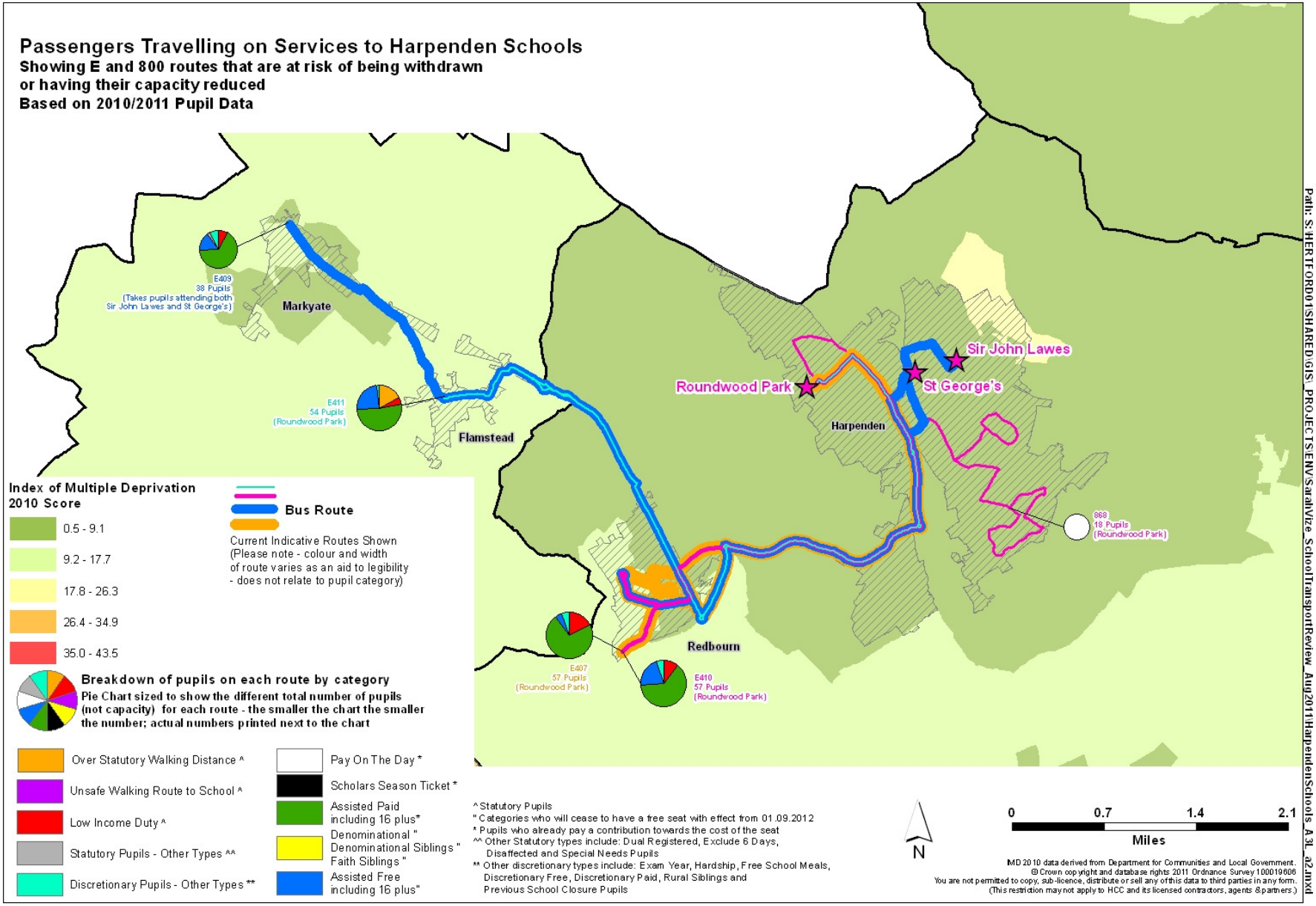
- Mapping data on the bus routes which would stop
- Access to the framework of transport operators
- Awareness raising - technicalities around registration of public routes
- – 56 days non-London routes, 90 days notice TfL areas
- Setting behaviour expectations/standards for pupils travelling
- Handbook for schools

How was the change made?

Working with the commercial sector to promote business opportunities –

- Early awareness of planned changes
- Sharing of data by route/by area/by school of volumes of pupils travelling on a discretionary basis
- Demographic data and admissions trends
- Round table drop in sessions for operators
- Presentation to Herts Bus & Coach Operators Association (HBCOA) including mapping out trends

Mapping data



Support to the commercial sector:

Introducing checklists for operators and schools to comply with

HCC can purchase seats for pupils who have a statutory entitlement from other suppliers

Reducing need for small vehicle provision

How was the change made?

Offer to families by LA:

- Easy to access web pages dedicated to school travel
- Online Journey Planner – promoting self service
- Sustainable Modes of Transport Strategy
- Active Travel Strategy – promoting walking and cycling

By Individual Operators:

- Offering online purchasing of tickets and easy payment systems

Multi-modal Journey Planner

- Dedicated landing page, with news and promotions
- Comprehensive links to related areas – travel saver cards; road safety; walking initiatives
- Summary of each school's travel plan activities

In this area

Back to Transport and streets

- Planning your journey to school or college
- Hertfordshire's Sustainable Modes of Travel Strategy (SMoTS) for Schools and Colleges
- Nominations for School Travel Awards 2013
- Schools address book (A - Z)
- Travelling to school and college by bus and coach
- Walking to School

Feedback

How do you rate the information on this web page?

What we do with your feedback

School Travel

Walking to School Whatever the Weather ...

And that is just what over ninety percent of the pupils at Bishop Wood Junior School do.

Read full story

Nominate your School Travel, School Crossing Patrol and Road Safety Champions

The closing date has been extended to Friday 8th February 2013

Nominations are now being taken for Hertfordshire County Council's 2013 School Travel Awards which celebrate good practice and promote safe and sustainable travel. For more information please click here and to submit your nomination(s) on-line, please click here

School Travel Pages

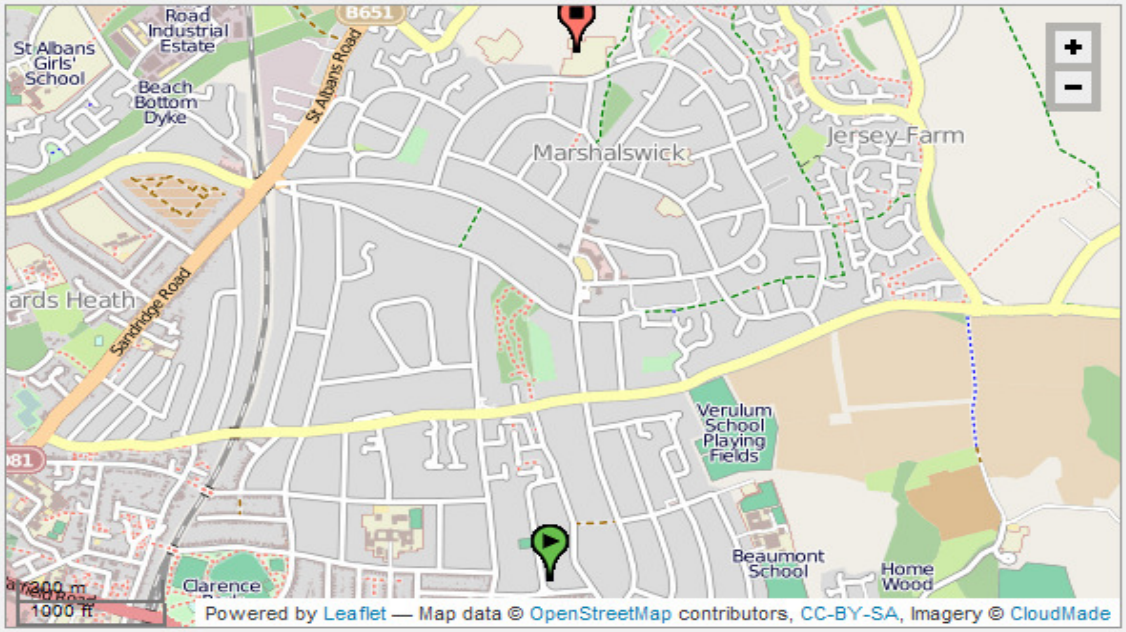
Welcome to the new Hertfordshire School Travel pages for parents / carers and school communities where we will keep you up-to-date with news, resources and promotions relating to travelling to and from school in safe, active, healthy and sustainable ways.

How do you rate the information on this web page?

What we do with your feedback

Suggested Shortest

Reset



Dep	Arr	Duration	Modes used	Carbon	Calories
16:49	17:08	19 min		0.24 kg	17
17:04	17:21	17 min		0.21 kg	17
16:54	17:26	32 min		0.00 kg	167

Distance	Costs	Carbon	Calories
1.5 miles 2.3 km (25 min)	£0	0 kg	107 cal

>> view/close journey details

Distance	Costs	Carbon	Calories
1.3 miles 2.1 km (9 min)	£0	0 kg	44 cal

>> view/close journey details

Distance	Costs	Carbon	Calories

Unknown Zone (Mixed)

Advice for other LAs implementing change

- Current financial climate provided more opportunity
- Model relies on parents funding their family's school transport
- Local authority acted as a "facilitator" with commercial sector
- Model promotes access to schools of preference
- School transport business only accounts for 192 days per year

Advice for other LAs implementing change

- Some schools uncertain about entering into contractual arrangements
- Other schools see the opportunity to widen school Catchment areas by running transport routes
- Some operators running routes cross border, and including access to private schools
- Several rural communities entered into small vehicle arrangements

Innovation, collaborations

and meeting financial challenges . . . .

"The public policy landscape is continually being shaped and reshaped by a complex set of mechanisms operating between central government, local authorities and other key partners and stakeholders …..

and the drive to deliver more joined-up policy relies upon a clear understanding of how each agency fits into an integrated policy shaping and delivery structure"

thank you

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