



Sustained walking campaign leads to 33% increase in walking

School Travel Plan Case Study – A large suburban primary

Decoy Primary School

Size: 502 TravelWise Award: Platinum

1. Background and Location

The school is situated in the market town of Newton Abbot. It is in a suburb near the busy main road from Newton Abbot to Totnes. Some children have to cross this road to get to school. There is a school crossing patrol to assist.

2. Main Issues and Problems

The main issue initially was traffic congestion outside the school gate causing danger for pedestrians and cyclists. There were also a number of dangerous crossing places on the way to school.

3. The Travel Plan (First travel plan 2004)

Aims & Targets

- Make journeys to and from school safer for everyone
- Encourage healthy activity
- Reduce traffic congestion outside the school.

Key Strategies & Actions

A. Educational

- A willing and enthusiastic parent volunteered to co-ordinate the Travel Plan.
- Surveys were sent to all parents, hands-up tallies and assemblies were held for the children and mapping showed where children lived, how they travelled and where the danger spots on the way to school were. Many of these actions are repeated each year. A campaign began to help parents choose alternatives to the car and to promote safer parking away from the school gate.
- Surveys and mapping revealed that a walking bus would be popular. The School Travel Plan Co-ordinator set it up. She met the Road Safety Officer, recruited parent volunteers and talked to engineers about danger spots on the route that were identified through the mapping.

B. Engineering

- Drop off area created slightly away from school gate
- Pedestrian islands
- 'Wig wags' (flashing lights at school times)
- Improved dropped kerbs and safer crossing areas near Sainsbury's where the walking bus goes

4. Outcomes

Travel Modes Survey Results – Past to Present

Travel Modes	2002		2007	
	No.	%	No.	%
Walk	176	35	122 + 121 using Park and Walk	65
Cycle	4	1	2	<1
Car/Van	221	63	100	27
Car Share	0	0	25	7
Bus	4	1	3	1

How well the school met its original targets and how the travel plan has developed since

The number of pupils walking has increased substantially from 35% to 65%. There are now fewer pupils coming by car, easing congestion outside the school.

What went well and what could have been done differently

The daily “Walking-Bus” is in its 4th year of operation. There are around 60 registered pupils!

The school promotes walking to school using the “Walking the Wizard Way” sticker incentives (including their own Decoy Walker stickers), with special emphasis during National Walk to School Week. There is also a school award given to walkers who walk for a sustained period.

The school has worked with a local cycle group and Sustrans for a cycle link between Aller Park and the school.

Every child has been given the colourful ‘Travelling to Decoy School’ leaflet containing information on safe walking routes, cycling and road safety. These are included in the prospectus to new parents.

Staff have changed their travel modes too. During “Walk to School Week” many staff parked at the local park and walked!

Children throughout the school worked on Road Safety booklets. A poetry competition was run encouraging walking to school. Year 1 have practical road crossing lessons; and the children in Year 6 took part in the ‘Human Race’ workshop and a ‘Life Skills Day’, with a strong focus on road and cycle safety.

The issues of parking and traffic outside school were discussed with the PTA and governors. The drop-off zone will be taken out of use for a trial period. The present arrangements encourage parking in the zone. This makes the movement of cars dangerous as many cars are forced to reverse, presenting an unacceptable risk to adult and child pedestrians using the school gates.

Comments about the travel plan

‘I am thrilled at the results of the survey as 369 took part this year in comparison with only 185 last year. This means that in reality we have greatly exceeded both our targets!’ [School Travel Plan lead teacher](#)

5. Future Direction of the Travel Plan

- Use a variety of schemes and incentives for the pupils to encourage walking and cycling. To increase walking to 68% of the school population
- To further reduce traffic congestion outside school
- Support new cycle link to Aller
- Install new bike storage when new cycle link is established
- Take the drop-off zone out of use for a period to judge if this improves safety near the school gates