

IV. IMPLEMENTATION

A. IMPLEMENTING THE STRATEGY TO SUPPORT TRAVEL NEEDS OF CHILDREN & YOUNG PEOPLE IN DEVON

RED - Aims & Objectives met
GREEN – highlights promotional work

Data/Information	Actions & Timescale	Sources	Who is responsible?	Presentation format	Published for LA, school and/or parent use
<p>Pupil Home postcodes</p> <p>Aim1, Obj 1 & 2</p>	<p>Collect annually – every January from 2007.</p> <p>Publish results in Spring term of each year</p>	<p>School Census, GIS</p> <p>Curriculum based mapping by pupils in the classroom</p>	<p>Schools SCOMIS CYPS supported by School Travel Plan team</p> <p>Environment Directorate (EEC) mapping team commissioned by School Travel Plan team</p> <p>Commissioned help from consultant – 'KnowledgeMapping.com'</p>	<p>Web-based, electronic</p> <p>Digital mapping (GIS) on website accessible to schools</p> <p>Digital mapping on EEC GIS</p> <p>Graphical displays</p>	<p>Schools</p> <p>LA</p> <p>School Travel Plan Team</p>

<p>Pupil usual mode of travel</p> <p>Aim1, Obj 1 & 2</p>	<p>Collect annually – every January from 2007.</p> <p>Publish results in Spring term of each year</p>	<p>School Census</p>	<p>Schools SCOMIS CYPS supported by School Travel Plan team</p> <p>Environment Directorate (EEC) mapping team commissioned by School Travel Plan team</p> <p>TCS</p>	<p>Digital mapping (GIS) on website accessible to schools</p> <p>Digital mapping on EEC GIS</p> <p>‘TRAMS’ mapping of pupils requiring bus travel</p>	<p>School & parents</p> <p>School Travel Plan team only</p> <p>TCS only</p>
<p>Pupil usual mode of travel</p> <p>Aim1, Obj 1 & 2</p>	<p>Submitted by schools every March in line with deadline of School Travel Plan Capital Grant or June in line with TW Awards update deadline</p>	<p>STP surveys of pupils, parents and staff</p>	<p>Schools School Travel Plan team</p>	<p>Included in School Travel Plans</p> <p>Wall displays in schools</p> <p>Samples on Devon School Travel Plan website</p> <p>School websites</p>	<p>Schools Parents</p> <p>School Travel Plan team</p> <p>Road Safety Officers</p> <p>Engineers</p>

<p>Pupil Travel Preference</p> <p>Aim1, Obj 1 & 2 Aim3, Obj 1 Aim4, Obj 2</p>	<p>Submitted by schools every March in line with deadline of School Travel Plan Capital Grant or June in line with TW Awards update deadline</p>	<p>STP surveys</p>	<p>Schools School Travel Plan team Chief Execs data dept</p>	<p>Included in School Travel Plans</p> <p>Wall displays in schools</p> <p>Samples on Devon School Travel Plan website</p> <p>Some school websites</p>	<p>School School Travel Plan team</p> <p>Road Safety Officers</p> <p>Engineers</p>
<p>School Location</p> <p>Aim1, Obj 1 & 2</p>	<p>Annual update each September</p>	<p>County GIS</p>	<p>CYPS EEC GIS team</p>	<p>Web-based</p>	<p>Parents LA use</p>
<p>Post 16 travel</p> <p>Aim1 Obj 1, 2 & 3 Aim4, Obj 2</p>	<p>Collect data annually through STPs in the case of schools with sixth forms</p> <p>6th form colleges – monitor data through Travel Plans and use TCS data on provision</p> <p>Re-instate regular</p>	<p>College travel plans and where integrated 6th forms are in secondary schools through STPs.</p>	<p>Post 16 partnership</p>	<p>Policy on the web</p>	<p>LA Schools Parents</p>

	partnership meetings and proceed with programme of service developments including introduction of Smartcards County wide from Sept 2008				
<p>Extended Schools</p> <p>Aim1, Obj 1,2 & 3 Aim3, Obj 1 & 3 Aim4, Obj 2</p>	<p>Collect information about times of opening and distribution of users of Extended Schools through STP process where relevant</p> <p>Promote through displays in schools and leaflets eg 'Travelling to Our School' leaflets or published timetables of transport options</p> <p>Aim for greater use of public transport for older students to give flexibility in journey times</p> <p>Examine possibility of contracts operating at flexible times on busy</p>	<p>Extended Schools Officer</p> <p>Schools</p>	<p>Schools</p> <p>Extended Schools Officer</p> <p>Learning Communities or school consortia</p> <p>School Travel Plan Advisers</p> <p>Community Transport (through TCS)</p>	<p>School Travel Plans</p> <p>Letters and leaflets for parents and pupils</p> <p>Web-based info</p>	<p>Schools</p> <p>Parents LA</p>

	<p>corridors</p> <p>Minibus sharing scheme between schools and home to school transport</p> <p>Investigate use of Community Transport to help with travel choices</p>				
<p>14-19 Education</p> <p>Aim1 Obj 1, 2 & 3</p> <p>Aim3 Obj 1 & 2</p> <p>Aim4 Obj 1 & 2</p>	<p>Include in STPs where schools have sixth forms</p> <p>Investigate use of Community Transport to help with travel choices</p>	<p>Children & Young People's Plan</p> <p>http://www.devonchildrenstrust.org.uk/cyp2006-09.pdf</p>	<p>Schools</p> <p>Sixth forms</p> <p>The TCS</p> <p>STAs</p>	<p>Web</p>	<p>Schools</p> <p>Parents</p>
<p>School Transport Network</p> <p>Aim1 Obj 1, 2 & 3</p> <p>Aim3 Obj 1 & 2</p> <p>Aim4 Obj 1 & 2</p>	<p>Review and manage school transport network for entitled students to:</p> <ul style="list-style-type: none"> - Encourage greater use of public transport - Improve & develop public services through allocating students - Maintain Best Value for Devon County Council 	<p>TCS Transport Management System (TRAMS)</p> <p>TRAMS GIS development</p>	<p>The TCS</p>	<p>Web in the long term</p>	<p>LA initially but extended to web when system fully developed</p>

	Maximise loadings and reduce the number of vehicles on the highway through creative solutions including working through the School Travel Plan process				
Pedestrian routes Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2 & 3 Aim4, Obj 2	<p>a) Update continually in response to mapping of need by children & parents and through STP1 engineering request forms</p> <p>b) Where new routes are able to serve a number of pupils that might otherwise be eligible for free school transport, investigate the possibility of using School Transport funds to develop walking</p>	<p>Public Rights of Way (PROW) GIS mapping of routes</p> <p>Use of mapping software (Viewfinder, for example) and paper maps with pupils as part of STP</p> <p>School admissions info STP pupil & parent surveys</p>	<p>PROW</p> <p>STAs</p> <p>School Admissions team (CYPS) TCS STAs</p>	<p>Devon County Council website and Devon County Council internal GIS</p> <p>Maps within STPs</p> <p>STPs</p> <p>Maps for parents included in</p>	<p>Schools Parents School Travel Plan team Engineers</p> <p>As above plus TCS & School Admissions team</p>

	routes or provide escorts for a walking bus			'Travelling to Our School' leaflets School Admissions reports	
Cycleways Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2 & 3 Aim4, Obj 2	a) Update continually in response to improved network as a result of feedback from children and young people about need and through STP1 forms b) Where new routes are able to serve a number of pupils that might otherwise be eligible for free school transport, investigate the possibility of using School Transport funds to develop cycling routes if pupils are able and willing to cycle	County cycle map through GIS Area cycle maps – leaflets and on web School admissions info STP pupil & parent surveys	Devon County Council's Cycle Officer Cycle Exeter team Sustrans As above plus School Admissions team (CYPS) & TCS and STAs, schools	Devon County Council websites Maps & leaflets for Exeter, Okehampton, Barnstaple etc. Maps for parents included in 'Travelling to Our School' leaflets Devon County Council internal GIS STPs and	School Pupils Parents School Travel Plan team Cycle Exeter team School Pupils Parents

				updates	
<p>Route promotion: Sustainable travel information for parents: eg. Walking & cycling routes, Walking Bus 'bus stops' and routes, public bus routes, stops and timetables</p> <p>Aim1 Obj 1, 2 & 3 Aim2 Obj 1, 2 & 3 Aim4, Obj 2</p>	<p>For each school that needs one, develop a leaflet for parents, using the existing tried and tested template : 'Travelling to Our School'. Encourage schools to issue at the start of new Autumn term or when new routes are in place. Use at parents' evenings and put into welcome packs/prospectus</p>	<p>Route audits as part of STPs</p> <p>Parent and pupil surveys and 'danger spot' mapping</p>	<p>STAs RSOs Schools</p>	<p>'Travelling to Our School' leaflets</p> <p>Letters to parents when they have successfully applied for a place at a school for their child</p> <p>Prospective parents' evenings displays and consultations School websites</p>	
<p>Road classifications & network hierarchy</p> <p>Aim2, Obj 1,2 & 3</p>	<p>Maintain mapping & database of road network details</p>	<p>Network Management, DCC</p>	<p>Network Management</p>	<p>GIS</p>	<p>Engineers</p>

Footway & road condition Aim2, Obj 1,2 & 3	As above Part of general overall maintenance programme by DCC	As above	As above	As above	As above
Existing hard measures – School safety zones 20 zones Zig zags Speed limits Traffic calming Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2 & 3	Develop a database for each of the 3 Engineering Areas in Devon containing up-to-date info on which schools have these facilities – Area South is nearly complete as example – see page .. Annual update in Summer	Engineering meetings and RSOs	Engineers RSOs STAs	Spreadsheet	Engineers RSOs Schools STAs
Controlled crossings & SCPs Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2 & 3	Keep list of SCPs up to date Keep register of where vacancies are to be filled Continue campaign to fill vacancies. Map sites on GIS 2008	SCP Team Schools	SCP Team Schools RSOs	List GIS	Schools Parents STAs RSOs
Existing local measures & newly proposed ones – Walking buses Park & stride	Add to the database for each of the 3 Engineering Areas containing up-to-date info on which schools have these facilities –	STPs School champions Children & parents surveys	STAs RSOs Schools Parents Children’s feedback	Database Leaflets School newsletters School	Parents Schools

<p>Park & ride</p> <p>Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2 & 3 Aim3, Obj 1&2 Aim4, Obj 2</p>	<p>Area South is nearly complete as example – see page .. Continual update</p> <p>Promote measures through ‘Travelling to Our School’ leaflets, parents evenings, newsletters</p>			<p>websites</p>	
<p>Car sharing</p> <p>Aim1 Obj 1, 2 & 3</p>	<p>Record as part of School Census & in STPs</p> <p>Promote www.school-run.org and www.carsharedevon.com</p>	<p>School Census STPs Parent surveys</p>	<p>STP champions STAs</p> <p>STAs TW Officer</p>	<p>STP</p> <p>Leaflets Web-site</p>	<p>School STAs</p> <p>Parents Staff</p>
<p>Cycle storage</p> <p>Aim3, Obj 1,2 & 3</p>	<p>Ensure cycle storage is adequate to meet demands of numbers of children & young people and staff who want to cycle</p> <p>Eg minimum 10% school population 20% in Exeter secondary schools</p> <p>Regular checks through TP</p>	<p>Monitored as part of every School Travel Plan</p> <p>Bike counts</p>	<p>STP champions Bikelt Officer, Exeter & Cycle Exeter team STAs</p>	<p>STP</p>	<p>Staff Pupils STAs Engineers Bikelt Officer & Cycle Exeter team</p>

	monitoring process each March & June, but could be at any time				
Cycle training Aim2, Obj 1 & 3 Aim3, Obj 1 & 2	<p>Ensure where cycle training is part of a TP that information as to how to train trainers and get children trained is delivered as soon as possible to parents and staff. Ensure dates fro training are in STP action plans.</p> <p>Helmet wearing campaigns as part of cycle training – competitions for winning free helmets or vouchers, posters, assemblies etc.</p>	<p>STPs</p> <p>Cycle Exeter project work eg. Bikelt to extend good practice to other schools in Devon</p>	<p>STAs</p> <p>RSOs</p> <p>Bikelt Officer</p> <p>Cycle Exeter cycle trainer</p> <p>Commercial trainers</p> <p>Trained school staff and parents</p>	<p>Advertising – e-mails, flyers & posters. Word of mouth in school meetings</p>	<p>Children age 9^{3/4} and above for on-road training</p> <p>Children younger for skills based training off-road</p>
Pedestrian training Aim2, Obj 1 & 3	<p>A child safety audit has been conducted; pedestrian training is not highlighted as a pressing need at present.</p> <p>LTP targets state that child pedestrian training will be</p>	tbc	tbc	Tbc	Tbc

	phased in using the Kerbcraft model over period 2007-2011				
Road Safety Education Aim2, Obj 1 & 3	<p>Ensure Road Safety is an integral theme in every STP and that curriculum plans contain Road Safety Education to help ensure longevity of plan in line with 2007 Quality Assurance QA guidelines.</p> <p>Conspicuity campaigns in Autumn term.</p> <p>Cycle training mostly in Summer term, but could be at other times too.</p> <p>Continue to develop new curriculum materials and lesson plans using STA and RSO expertise (4 are former teachers)</p>	<p>Road Safety Educational materials from DCSF & other organisations – maintain and expand upon range of materials we use already through the Road Safety Helpdesk.</p> <p>Available RS curriculum materials and lesson plans.</p>	<p>STAs</p> <p>RSOs</p> <p>RS Helpdesk</p> <p>Schools</p> <p>DCSF</p> <p>ROSPA</p>	<p>Booklets</p> <p>Leaflets</p> <p>Websites</p> <p>Etc etc!</p>	<p>Pupils</p> <p>Parents</p> <p>School staff</p>
Independent travel training Aim1 Obj 1, 2 & 3 Aim2, Obj 1 & 3 Aim3, Obj 1 & 2 Aim4, Obj 1 & 2	<p>Introduce scheme for children and adults with learning difficulties. Aim to train students to be able to use public transport rather than dedicated taxis or</p>	<p>Information from parents, children and Special Schools</p>	<p>CYPS, Adult & Community Services (ACS) and TCS</p> <p>Schools</p> <p>FE colleges</p> <p>Bus companies</p>	<p>Individual travel plans</p>	<p>Pupils</p> <p>Parents</p> <p>Schools</p>

	<p>minibuses. Gives the student greater freedom of movement for Education and other activities</p> <p>Pilot scheme with Southbrook school in Exeter funded through the Post 16 partnership</p>				
<p>Air quality</p> <p>Aim3, Obj 1 & 2</p>	<p>Further links with Education for Sustainable Development (ESD) to create more curriculum materials reflect the impact of travel on the environment – new project linking Geography to ICT in Secondary schools launched Autumn 2007 & Spring 2008</p> <p>Liaison with DCC climate change & air quality officers for data on air quality & CO2 emissions/ carbon footprints in Devon. Autumn 2007 – on-going</p>	<p>Devon Education Services</p> <p>Air quality data and CO₂ data</p>	<p>Adviser for Geography & ESD</p> <p>Air quality & climate change teams</p>	<p>Primary & secondary curriculum resources for use in Geography - paper and web-based</p> <p>Link from STP website</p>	<p>Schools</p>

KSIs Aim2, Obj 1,2 & 3	Continue to engineer safety measures in response to needs identified through STPs to maintain zero record of KSIs on school journeys .	STP needs assessments on STP1 forms	Schools Children Parents STAs RSOs Engineers Accident data team	STP1 forms KSI database	Parents Schools Engineers
Pedestrian walking & cycling child casualties Aim2, Obj 1,2 & 3	Continue to engineer safety measures in response to needs identified through STPs to further improve upon low record of incidents on school journeys Continuing Road Safety Education	STP needs assessments on STP1 forms See above	Schools Children Parents STAs RSOs Engineers Accident data team	STP1 forms Accident database	Parents Schools Engineers Children & parents
Congestion Aim1 Obj 1, 2 & 3 Aim3, Obj 1,2 & 3	Link STPs into the Congestion Strategy for Exeter, Barnstaple and Newton Abbot, ensuring schools in these urban areas all have up to date and operational STPs. Plan cycle & walking routes according to needs identified by children and young people. Be aware that parental choice in	Congestion data on particular areas and along particular routes	Traffic Engineers STAs RSOs	Maps and data	Traffic engineers STAs

	<p>urban areas may increase the likelihood of longer journeys to school and by implication increase the use of the car.</p> <p>Promote walking & cycling and use of bus travel in identified areas and routes</p>	See below – Promotion section			
<p>Poor behaviour on buses & bullying</p> <p>Aim1 Obj 2 & 3 Aim2, Obj 3</p>	<p>Use STPs to consult young people about this. Build on current good practice in Devon through use of the new Code and Home-School Agreement</p> <p>Use the ‘Stop the Bus’ DVD through PSHE lessons (‘Stop the Bus’ was developed in response to students at Bideford College identifying bullying as an issue. They perform in the resulting film themselves.)</p>	<p>STP surveys</p> <p>Code & Home-School Agreement</p> <p>DCC ‘Stop the Bus’ resource</p>	<p>STAs Schools TCS CYPS Bus companies</p> <p>PSHE & English teachers, secondary school tutors & Heads of Year</p> <p>Bus Companies TCS</p>	<p>STPs</p> <p>Web based and paper versions to go to all children and parents who use school transport</p> <p>DVD</p>	<p>Schools Parents Pupils</p> <p>Bus companies Drivers</p>

	Work with drivers to help them handle incidents more effectively and help prevent them in the first place. CRB check all drivers				
Infrastructure barriers – speed limits, lack of crossings , cycle storage etc Aim1 Obj 1, 2 & 3 Aim2, Obj 1,2	Identify through ‘Danger Spots ‘ mapping, route assessment as part of development of form STP1 (Engineering request form) and risk assessment of ‘Walking Buses’ and through surveys as part of STPs	STPs Surveys Mapping RSO site visits	STAs RSOs Pupils Parents School staff	STPs Maps Risk Assessment sheets Possible GIS mapping through Viewfinder/Info-mapper if funding can be found?	Schools Engineers RSOs
Soft measures/ Publicity Aim1, Obj 1 Aim3, Obj 1 & 2	Publicity section below				

B. PROMOTION OF SUSTAINABLE SCHOOL TRAVEL

Much **promotional work** is highlighted in the Strategy section above **in green**. However, there are other specific areas of work that focus on particular themes. These are:

Data/Information/Campaigns	Actions & Timescale	Sources	Who is responsible?	Presentation format	Published for LA, school and/or parent use
Walk to School campaigns Aim3, Obj 1 & 2	Run campaigns every October and May in line with national scheme. Examples of campaigns include: Pollution or Solution cartoon colouring competition with over 600 entries Poetry and poster competitions Partnership events eg with Exeter City FC	STAs and TravelWise	STAs TravelWise Officer Schools	Web site promotion E-mails to schools about campaigns Posters Stickers Competition forms Letters Etc.	Schools Children Parents
Walking Bus champions scheme Aim3, Obj 1 & 2	Nominations for walking bus leaders without whom they would not run Vouchers awarded as prizes plus a certificate On-going	Nominations from schools on forms provided by TravelWise & STAs	Schools STAs TravelWise	Paper Web-based E-mail	Schools Parents Children
Walking Bus	Promote and support new	Road Safety	RSOs	Leaflets for parents	Schools

<p>promotion & monitoring</p> <p>Aim3, Obj 1 & 2</p>	<p>and existing Walking Buses with schools that have received the Walking Initiative grant by: providing literature & information, arranging meetings with parents, helping schools recruit volunteers and providing free training, risk assessments and public liability insurance.</p> <p>Schools to receive survey to monitor progress on a half termly basis.</p> <p>On-going</p>	<p>helpdesk Walking Bus materials available on website and on paper</p> <p>Electronic survey</p>	<p>STAs Schools Parents</p> <p>Survey</p>	<p>Website Guidance notes for Walking Bus co-ordinators</p> <p>Electronic survey delivered through e-mail</p>	<p>Parents</p> <p>STAs TTSI team at DCSF/DfT</p>
<p>Cycle to School campaigns</p> <p>Aim2, Obj 3 Aim3, Obj 1 & 2</p>	<p>Promote and support cycle to school week through competitions, web-based and e-mail publicity, posters etc.</p> <p>Promote cycle training and train cycle trainers - Ongoing</p>	<p>National web-based campaigns Road Safety helpdesk</p> <p>Bikeability training resources</p>	<p>STAs TravelWise Sustrans Bikelt officer for Exeter Cycle training co-ordinator for Exeter RSOs</p>	<p>Website E-mail Paper resources</p> <p>As above</p>	<p>Parents Schools Pupils CDT inspectors</p>
<p>Bikelt promotion</p> <p>Aim2, Obj 3 Aim3, Obj 1 & 2</p>	<p>Promote Bikelt and link more with Sustrans. Bikelt officers worked with three Devon schools in 2006 and now with 10</p>	<p>Links to Sustrans and Bikelt on STP website and as part of 'Moving</p>	<p>STAs RSOs Bikelt officer Sustrans</p>	<p>Website E-mail Paper resources</p>	<p>Parents Schools Pupils</p>

	Exeter schools as an on-going part of the CDT till 2009. Extend Bikelt ideas to other schools and attempt to secure Bikelt for other towns - 2008	On' resource pack Sustrans Bikelt application			
Stop the Bus Aim2, Obj 3	See Bus behaviour section of Strategy				
Car share promotions Aim1, Obj 1,2 & 3	Promote use of car-sharing in schools On-going	Pupils postcode records Mapping of pupil postcodes Use of www.school-run.org	STAs Parents Schools	STPs GIS Parents evenings and parent consultation Websites Promotional leaflets, posters and displays	Parents Schools
Media work Aim3, Obj 1 & 2	Continue work with press office, local and regional radio, TV and newspapers On-going	Press Office DCC	STAs RSOs TravelWise Schools Press Officers	Local media	General public
Transition year project with secondary schools and their feeder primaries	Work specifically with year 5 and 6 and with primary liaison teachers in secondary schools to enable sustainable travel	Teaching staff and travel plan surveys Postcode mapping – GIS	STAs Schools Parents Children and Young People	Travelling to Our School leaflets Moving On folder	Parents Year 5, 6 and 7 pupils Schools

<p>Aim1, Obj 1,2 & 3 Aim2, Obj 3 Aim3, Obj 1 & 2 Aim4, Obj 2</p>	<p>choices to be made at an early opportunity before the switch to secondary education</p>	<p>and paper-based</p> <p>Parent consultations</p>		<p>Displays at parents evenings</p> <p>Individual cycle route clinics and maps</p> <p>Cycle training</p> <p>Individual travel planning especially in Special Schools and Units</p>	
<p>Health Promotion</p>	<p>Members of the School Travel Plan team will meet with representatives from the Devon PCT and in-school Sports Co-ordinators to establish links to their work in schools and to promote healthy travel choices for the school journey. Schools will be encouraged to work with local branches of the PCT to help promote healthy lifestyles as part of their Travel Plan</p>	<p>Interest generated at county level by PCT and STP Team and locally by schools</p>	<p>School Travel Plan Team</p> <p>Devon PCT</p> <p>School Sports co-ordinators</p> <p>Schools</p>	<p>Promotional material</p> <p>Leaflets</p> <p>Posters</p>	<p>Pupils</p> <p>Parents</p> <p>Schools</p>

