

Digest of 50 good ideas

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| <p>1. Personal safety training - a county council hired Suzy Lamplugh Trust training for children, parents, grandparents, teachers - including issues such as bullying on the route. Actions included keeping some money, a phone card and useful phone numbers; walking with friends,; walking away from danger; having an alternative plan if something goes wrong e.g. missing a bus home.</p> | <p><i>Where?: Oxfordshire CC Ref. in DETR's book "School Travel Strategies and Plans"</i></p> |
| <p>2. Safe routes trails - children in 3 schools were involved in the design of paving slabs to mark the main routes to their schools, and the safest places to cross - included dinosaur footprints, stars and lightning flashes - colour coding led to different schools. Traffic calming also made crossing etc. safer.</p> | <p><i>Where?: Leicester Ref. in DETR's book STS&P</i></p> |
| <p>3. Shared parking area - local city council negotiated use of a large superstores car park - path been made through to the Middle and First school campus</p> | <p><i>Where?: Newcastle-upon-Tyne City Council Ref. in DETR's book STS&P</i></p> |
| <p>4. Targets 1 - Planning consent agreement for school depended on cut of 30% in car journeys over 3 years. Achieved 22% in first year - mostly through car sharing. Clusters of postcodes identified and parents encouraged to contact each other.</p> | <p><i>Where?: The Royal School - Hampstead (Independent sch) Ref. in DETR's book STS&P</i></p> |
| <p>5. Targets 2 - within the challenge idea. Two types of target set according to school (a) schools with higher than average levels of walking/cycling/public transport - are required to maintain levels and reduce casualties (esp. secondary schools) (b) schools with lower than average levels of walking/cycling/public transport required to increase these levels and keep casualties low.</p> | <p><i>Where?: Surrey CC Ref. in DETR's book STS&P</i></p> |
| <p>6. Targets 3 - for 5,200 pupils at 12 Primary schools and a community college in one town:</p> <ul style="list-style-type: none"> • walking increase by 10% in 1st year and extra 7.5% p.a. for next 4 years; • cycling to secondary schools increase by 5% in 1st year, 15% by year 3 and 25% by year 5; • car use to primary schools cut by 15% in first year and by 20% by year 5; • car use to secondary school cut by *5 in 1st year and by 12% by year 5 | <p><i>Where?: Devon County Council (?) in Exmouth Ref. in DETR's book STS&P</i></p> |
| <p>7. Safe Routes to School committee meets regularly in school, once a term - pupils, teachers, governors, parents, parish council, District council, County council, Sustrans.</p> | <p><i>Where?: Horndean Community Coll. & Hampshire CC Ref. in DETR's book STS&P</i></p> |
| <p>8. Denmark visit - part of a school exchange for 30 pupils from Hampshire and Colchester focussed on looking at a Safe Routes to School project in Denmark.(The Danish project had cut child traffic accidents by 85% in two years). On their return they reported back to councillors and officers of the local authorities</p> | <p><i>Ref. in DETR's book STS&P</i></p> |

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| <p>9. Walking bus - an organised walking group organised and run by parents. Helped by local authority - trolleys for bags, visibility gear, risk assessment etc. Incentives include (in Herts) house points, vouchers for the school bookshop, chance to go to a "green" disco</p> | <p><i>Where?: St Mary's, Mildenhall & in Herts, Kent, Oxon, Leeds, Edinburgh, Australia, Canada and the US</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>10. "Footsteps" programme - volunteers take 2 children out at a time on local roads for 10 minutes or so every few weeks for 3-4 years, can start as young as 3. Health visitors give a new video and teach yourself booklet to parents of all 2 year olds.</p> | <p><i>Where?: Faringdon Primary Sch, Oxfordshire CC</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>11. Safe route planning module (geog) developed for year 9 pupils - nine one hour sessions covering - influencing public attitudes, health, road safety, linked to a school working party. Guest contributors include police, road safety officer, a traffic engineer.</p> | <p><i>Where?: Sandringham Sch., St Albans</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>12. Sustainable transport module (geog) - Year 9 pupils an eight week module. Includes travel survey, graphs, analysis of accident blackspots, field work inc. photography, radio interview, role play, proposed solutions to problems. Commended by OFSTED</p> | <p><i>Where?: Horndean Community school, Hampshire</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>13. Safe routes logo - a competition for a logo helped build momentum in school for the project</p> | <p><i>Where?: Heaton Middel Sch., Bradford</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>14. Hometime survey - parents arriving to pick up children were interviewed about the school journey</p> | <p><i>Where?: Ravenscote Primary, Surrey</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>15. Planning for real - children at the school made models of the local area to build publicity and make it easier to collect opinions from parents, children and local residents</p> | <p><i>Where?: Suffolk pilot schools, Hertfordshire</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>16. Pupils designed "gateway" signs to alert car drivers to the fact that they are entering an area near schools, and to promote a sustainable transport message.</p> | <p><i>Where?: Sandringham High and Wheatfields Junior Sch., Herts</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>17. Better cycle storage and curriculum work on design. A secondary school got a local sculptor to design an attractive shed (Sustrans helped fund it). Art students in years 9 and 12 added design ideas for fencing, sculptures and structural improvements. Cost £15K. 20% increase in cycling (to 200 cyclists daily).</p> | <p><i>Where? Huntington School, York</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>18. Cycle parking permits - form a contract between school and pupils/parents. Pupils have to follow rules about appropriate behaviour, use D-type locks, have a cycle training qualification and keep their bikes in good order. Parents are asked for signed consent.</p> | <p><i>Where? Temple Moor School, Leeds</i> <i>Ref. in DETR's book STS&P</i></p> |

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| <p>19. Cycle maintenance classes - Years 8 & 9, with teacher supervision, do a bike "MOT" at the beginning of each year. All cyclists need a permit to use the bike sheds, MOT pass is a condition of this permit. School has a workshop area available for running repairs and puncture fixing.</p> | <p><i>Where?: Burnholm Coll., York</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>20. Cycle awareness day - doubling as an induction day for new pupils</p> | <p><i>Where?: Gilbert Sch., Colchester</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>21. Class visits by bike - good cycle routes around the local area mean that most pupils can cycle to curriculum-related events and to sports fixtures away from school.</p> | <p><i>Where?: Kesgrave Sch., Ipswich</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>22. Timetable planning, lockers - each pupil has access to a locker for books and cycle helmet etc. (Approx cost of each locker £30) Timetabel ahs loinger teaching sessions and fewer daily subjects, so pupils carry fewer books etc. 15 teachers and senior staff regularly cycle to school.</p> | <p><i>Where?: Kesgrave Sch., Ipswich</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>23. In-depth cycle training for secondary schools - 80 pupils trained on 3 one hour training periods along the routes they sue to get to school. Programme has run from 96-99 and school ahs established a cycling club. Members cycl together to central London and elsewhere. Key positive factors have included success of pupils in national cycling competitions.</p> | <p><i>Where?: McEntee Sch in Waltham Forest</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>24. Secure cycle parking - with CCTV</p> | <p><i>Where?: Admiral Lord Nelson Sch., Portsmouth</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>25. Buses for rural areas - around 50 children who used to come by car now take the bus to their primary school. Two new services were introduced as a result of consulting parents - bus timetable changed, stops arranged and a volunteer parent "guide" employed to ride on the bus each day, the service is subsidised by the County Council (and the Countryside Commission).</p> | <p><i>Where?: Lingfield Primary School., Surrey</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>26. A system of flat rate bus fares All children pay the same (subsidised) fare regardless of how far away from school they live.</p> | <p><i>Where?: Isle of Man</i> <i>More info:- Sian Thornthwaite's book "School Transport"</i></p> |
| <p>27. Bus marketing - as part of the schools' travel plan, the local authority introduced several new bus services with reduced fares. Bus trips rose by 100 a day following scheme to market bus travel to 11-16 year olds. New bus routes and times, new map, 25% fares.</p> | <p><i>Where?: West Sussex</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>28. Priority measure for bus - new bus service given a pull-in at front of lay-by in which parents park.</p> | <p><i>Where?: Wheatfields Jun Sch and Herts CC</i> <i>Ref. in DETR's book STS&P</i></p> |
| <p>29. Theatre in Education - awareness-raising, interactive sessions with a theatre company, exploring the effects of the increasing use of the private car. Targeted at years 6 and 7.</p> | <p><i>Where?: Derby City Council, Herts County Council</i> <i>Ref. in DETR's book STS&P</i></p> |

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| <p>30. 20 mph zones outside school - short length of road identified by pupils as v dangerous, congestion, turning traffic and speeding. Also includes speed cushions, cycle lanes on the carriageway, widened shares use footway.</p> | <p><i>Where?: Huntington School, York and City of York council Ref. in DETR's book STS&P</i></p> |
| <p>31. Toucan crossing outside school - to encourage, particularly, cyclists. Signals are timed to give longer crossing times and faster response times than usual. 20% pupils now cycle to school.</p> | <p><i>Where?: Gilbert Sch., Colchester Ref. in DETR's book STS&P</i></p> |
| <p>32. "Tidal flow" parking restrictions on cycle lanes. In a residential area with a lot of on-street parking, these cycle lanes operate with "tidal flow" waiting restriction orders - only applying at peak school travel hours.</p> | <p><i>Where?: Sandringham Sch., St Albans Ref. in DETR's book STS&P</i></p> |
| <p>33. Lollipop volunteers school crossing patrol volunteers have been offered insurance under the county council indemnity scheme. In certain cases, schools that can recruit a voluntary patrol are given the money they have saved, to spend on other safe routes schemes.</p> | <p><i>Where?: Somerset CC Ref. in DETR's book STS&P</i></p> |
| <p>34. Drivers delayed Staff supervision of entrances - to enforce 3 stage school travel policy (1) all pupils encouraged to walk or cycle, (2) parents who must use cars drop off and collect children from public car park 1/4 mile away and (3) any parents who have to come onto school grounds may do so, but are held up for 15 minutes until all walkers/cyclists have left the grounds</p> | <p><i>Where?: Waingels Copse Sch., Wokingham Ref. in DETR's book STS&P</i></p> |
| <p>35. Family cycle training - studies showed many families of primary age children wanted to cycle with their children but didn't have the confidence. Special training programme for children under 10 and families.</p> | <p><i>Where?: Surrey CC Ref. in DETR's book STS&P</i></p> |
| <p>36. Social cycle ride - 42 pupils from a primary school took part in a bicycle bonanza, along a new cycle route</p> | <p><i>Where?: Consett, Durham Ref. In Sustrans newsletter No 4</i></p> |
| <p>37. Links to football and basketball clubs emphasised the health and fitness benefits of cycling, with players demonstrating how they used bikes as part of their training regimes</p> | <p><i>Where?: Birmingham Ref. in Sustrans Newsletter no 3</i></p> |
| <p>38. Road safety fashion show - annual showing off the road safety gear available for parents to buy.</p> | <p><i>Where?: Harold Rd Primary Sch., Abergavenny Ref. in DETR's book STS&P</i></p> |
| <p>39. New pupils urged to walk or cycle- Parents of prospective pupils are encouraged to cycle/walk to school when they first visit. Cycle parking spaces are made available and parents given welcome packs explaining the school's transport policy.</p> | <p><i>Where?: Waingels Copse Sch., Wokingham Ref. in DETR's book STS&P</i></p> |
| <p>40. School travel plan - aimed at parents - 5 pages long. Essentially a promotional document explaining the school's travel policy and procedures. Outlines - a vision for the school; travel plan objectives and benefits; links to curriculum work; role of parents, parking procedures, info about safety improvements and buses cycling walking, rules and incentives, targets and monitoring, etc</p> | <p><i>Where?: Wheatfields Jun Sch and Herts CC Ref. in DETR's book STS&P</i></p> |

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| <p>41. Lobbying the local authority A school surveyed their pupils travel habits and then a group of parents lobbied the local authority with specific requests, and a tape slide show made by the children, to back up what they wanted. Received funding through the EU in conjunction with schools in Denmark and Greece.</p> | <p><i>Where?: Sciennes Sch., Edinburgh Ref. "Transition" April 1999</i></p> |
| <p>42. Traffic calming on two rat runs has cut average speeds from 45 mph to 12mph!</p> | <p><i>Where?: Winchester Ref. "Transition" April 1999</i></p> |
| <p>43. The "Challenge" approach - schools enter the "Safe Routes to School challenge" set by the county council, and bid for funds towards projects they've worked out. Criteria include reducing road casualties, increase number of pupils walking, cycling using public transport; giving special attention to needs of pupils on their journeys.</p> | <p><i>Where?:- Surrey County Council Ref. in DETR's book STS&P</i></p> |
| <p>44. Telephone survey of all schools in a county, to get data on travel patterns, recent changes, distances travelled and any particular problems or opportunities. All schools were sent a 10 question questionnaire, in March (1996), and told that they would be rung to get the answers (they could opt out, but less than 20% did)</p> | <p><i>Where?: Surrey CC Ref. in DETR's book STS&P</i></p> |
| <p>45. "Do not park on the Yellow Lions" Campaign - conceived as a teaching resource for the literacy hour - it started with a large print story of a morning accident outside the school gates - the story has no resolution so it encourages discussion. Children have designed signs (now made in enamel and put up outside the school).</p> | <p><i>Where?: Leicester Ref. in DETR's book STS&P</i></p> |
| <p>46. Creation of a school "Haven" zone - where road priority is given to residents and pedestrians and drivers face restrictions such as speed humps and road closures</p> | <p><i>Where?: Newham Ref. in Sustrans Newsletter no 4</i></p> |
| <p>47. New maps showing common routes to seven schools, danger points and relevant accident statistics, road safety advice, tips on avoiding stranger danger and suggestions for reducing the number of journeys to school</p> | <p><i>Where?: Reading Ref. in Sustrans Newsletter no 4</i></p> |
| <p>48. Journey survey - at 94 schools - results recorded on a "traffic tree" - a brown leaf represented a journey made as one passenger in a car, a green leaf for any other mode of transport</p> | <p><i>Where?: Kent Ref. in Sustrans Newsletter no 4</i></p> |
| <p>49. "Catching them young project" A one year project intended to influence 12 - 23 year olds' attitudes to choice of travel mode. Delivered through youth service. Educational/ awareness raising activities - centred on getting the young people to make an advert promoting any form of non-car travel. This followed activities designed to lead them through some of the relevant issues including photographs that highlighted and challenged the received image of cars and other modes of travel. And a board game intended to bring out the cost of travel and the impact of travel experiences on the quality of daily life. A questionnaire analysed attitudes before and after the activities. Group of youth workers was trained to support delivery of the materials. Resulted in a significant decrease in car use, and increase in cycling- mostly as a result of change in perception of relative safety.</p> | <p><i>Where?: Manchester Ref: "Catching them young project" G. Manchester Transport Research Unit (on the web)</i></p> |
| <p>50. Add your own!</p> | |