

Sustainable Modes of Travel Strategy

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Encouraging and promoting sustainable travel can help improve the lives of children and young people in Southwark and make the borough a better place. More sustainable travel patterns will reduce congestion at peak times, improve local air quality, reduce levels of road danger and help make our children and young people healthier and more independent.

The council's Sustainable Modes of Travel Strategy (SMoT) sets out how we plan to promote sustainable travel for children and young people in the borough. Developed in partnership between our children's services and transport teams this strategy underscores the need for a co-ordinated approach across the council and beyond if we are to achieve the objectives we have set ourselves.

We know from school surveys that the number of children being driven to school is already falling and this has obvious benefits in terms of reduced congestion and pollution from traffic on our streets. We need to continue to try to reduce the impacts of the 'school run' by promoting alternatives to private car travel. We also need to focus on the way travel choice can contribute to better health outcomes for our children and young people. Southwark has among the highest levels of child obesity in England. Encouraging active travel – walking and cycling – can help address this issue by making exercise part of our children's daily routine.

By working together with schools and colleges, parents and guardians and with children and young people themselves we will promote sustainable travel in Southwark. A comprehensive programme of travel planning, education, road safety, training and infrastructure improvements are planned in order to help make the borough a place where every child and young person has the opportunity to enjoy the benefits of healthy, active travel.



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Cabinet Member for Transport
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1 Introduction

The Sustainable Modes of Travel Strategy is a statement of our vision for improving accessibility to schools and colleges and promoting sustainable travel for children and young people. It aims to help children and young people, including those with special educational needs (SEN), parents, carers and schools to use sustainable modes of transport safely and easily.

This strategy is the council's response to Section 508 of the Education and Inspection Act 2006, which outlines the duty placed on local authorities to promote sustainable travel to children and young people. The strategy will be reviewed three years from its publication and will be subject to continuous development and improvement.

An action plan is included within the strategy highlighting improvements to be made during the period 2009 to 2019. The action plan includes key measures, responsibilities, outputs and outcomes

Section two of this document sets out the policy context for the strategy; national, regional and local.

Section three assesses travel needs through a review of existing and potential travel patterns in Southwark and considers barriers to increasing sustainable travel.

Section four provides an audit of existing sustainable transport infrastructure and initiatives in Southwark.

Section five sets out objectives for the strategy.

Section six sets out an action plan aimed at achieving our objectives.

Section seven outlines our approach to consultation on this strategy and provides a summary of responses received.

2 Policy context

2.1 National influences

Education and Inspections Act

Section 508A of the Education and Inspections Act 2006 places a duty on local authorities to promote the use of sustainable modes of travel and transport to children and young people. There are four specific elements to this duty:

- Assess travel and transport needs of children and young people
- Audit sustainable travel and transport infrastructure
- Develop a strategy that aims to make improvements to sustainable travel and transport infrastructure, addressing the needs of children and young people
- Promote sustainable modes of travel and transport for the journey to schools and other education institutions

Children's Plan

The Department for Children, Schools and Families published the Children's Plan in 2007. The plan states that: "Sustainable development is a non negotiable for children's wellbeing". Children's trusts and local authorities need to ensure that all those services which effect children's lives promote sustainable environments.

Sustainable Communities Act

The Sustainable Communities Act 2007 encourages local communities to come forward with ideas and proposals to promote the sustainability of their local area. Sustainability is defined in the act in very broad terms and can cover anything which could improve the economic, social, or environmental wellbeing of an area, or promote participation in civic or political activity.

Choosing Health

The Department of Health's white paper, Choosing Health 2004, seeks to encourage active, healthy lifestyles. The white paper highlights the safety of children and the encouragement of walking and cycling to school as crucial to forming lifelong healthy habits.

2.2 Regional influences

London Plan

The Mayor's draft replacement London Plan 2009 sets out an integrated economic, environmental, transport and social framework for the development of the capital over the next 20-25 years. The plan takes an integrated approach to transport provision and development, including improvements to public transport and tackling traffic congestion. Specifically, the plan refers to the need to improve walking and cycling access to schools.

Mayor's Transport Strategy

The Mayor's Transport Strategy 2010 was developed alongside the London Plan. It sets out the Mayor's transport vision and describes how Transport for London (TfL) and its partners, including the London boroughs, will deliver that vision.

2.3 Local influences

Southwark's Transport Plan

The council's Transport Plan sets objectives to reflect local transport needs in the borough and reflects our Sustainable Community Strategy and the Mayor of London's Transport Strategy.

Local Development Framework

The Local Development Framework (LDF) is a spatial plan that sets unique visions with strategies, policies and delivery plans to develop and protect development areas and to further strengthen them as the successful places that we want them to be. It outlines and explains how planning policies and standards are used to promote road safety, smarter travel initiatives and to encourage modal shift from private to public transport and walking and cycling.

Sustainable Community Strategy

Southwark's Sustainable Communities Strategy, Southwark 2016, places sustainability at the heart of its core objectives to make the borough a better place for people. Among the key indicators of success are a reduction in CO₂ emissions year on year, measurable improvement in air quality across the borough by 2016 and a reduction in projected traffic.

Children and Young People's Plan

The Children and Young People's Plan 2007 states that the council and its partners are committed to making the borough a place where every child and young person has high expectations and the best opportunities. Partners will work together with children, young people and their families, so that they can grow in good health, feel safe and secure, and realise their full potential¹.

Home to School Transport Policy

The council's Home to School Transport Policy sets out the criteria in which the council may provide transport for children with special educational needs, disabilities, or mobility difficulties².

Local Area Agreement

Southwark's Local Area Agreement (LAA) prioritises sustainable travel to school. This agreement is comprised of a set of priority targets agreed by central government, the local authority, the local strategic partnership and other local partners that aim to use central funding to join up public services more effectively and allow for greater flexibility to deliver services based on local needs. Southwark has chosen N198: Children travelling to school – mode of travel, as a key indicator with a target to reduce the reliance on car use year on year.

¹ Southwark Council, The Children and Young People's Plan Review 2007

² Southwark Council and Southwark Primary Care Trust, Home to School Transport Policy 2007/08, 2007

3 Travel needs, patterns and barriers

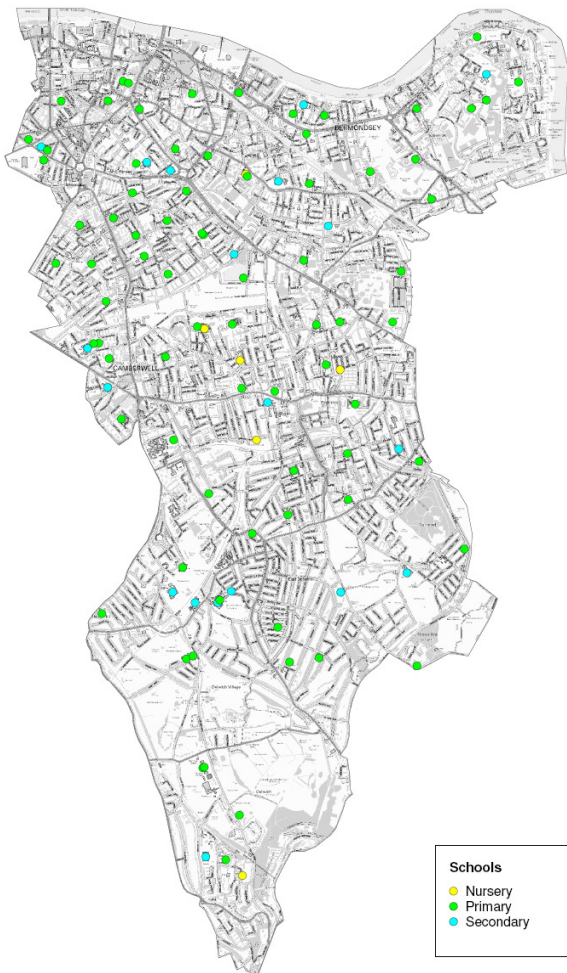
3.1 Travel context

Southwark is an inner London borough that has undergone significant social, cultural and environmental change in recent years. Southwark is one of the most vibrant, exciting and culturally diverse areas of London, although there are still significant inequalities between the most and least deprived parts of the borough.

The 2009 population in Southwark was 287,000 with 21.5% consisting of children and young people (0 to 19 years of age)³ and is set to increase to 312,300 by 2016, and 348,700 by 2026⁴.

The School Census 2011 identified 5 nursery, 71 primary and 6 secondary schools in Southwark. A further 7 special schools were identified with 27,248 children and young people attending all these institutions.

Figure 1, Schools in Southwark



³ Office of National Statistics, mid year estimates 2010

⁴ Office of National Statistics, mid year estimates 2009

The borough has a range of diverse economic and social communities and this diversity is reflected by the varying patterns of travel to school across the borough. For example there are more independent schools in affluent areas drawing children from wide catchments and attracting high levels of travel to school by car. Schools in the more deprived communities generally attract children from the surrounding streets and estates and therefore have local catchments and high levels of walking to school⁵.

In Southwark walking and cycling are a natural priority because many people do not have access to a car; 51.9% of households compared to 26.8% nationally⁶. Furthermore, the national child measurement programme 2007/2008 identified that 27.3% of children in the reception year of Southwark schools were classified as obese or overweight. In year 6 this figure had risen to 42%. Encouraging increased physical activity such as walking and cycling is therefore particularly relevant.

3.2 School related travel

This assessment of the travel and transport needs of children and young people is principally based on information obtained through approved school travel plans, but also refers to other sources such as the school census and related data.

All schools are required to survey the travel habits of pupils. This assists the council in fulfilling its duty to make an assessment of the travel and transport needs of children and young people as described in the Government's guidance⁷. In Southwark this is undertaken using two different methods:

- Annual whole school 'hands up' survey (evaluated by Southwark's school travel advisor)
- Annual school census (evaluated by the children's services management information and analysis team)

Current travel patterns

The primary source for monitoring travel trends is the 'hands up' survey which is used to monitor the council's Local area agreement indicator N198: Children travelling to school – mode of transport. Of the 111 schools in the borough 89 have completed a modal survey within the last five years. The table below shows the results of these surveys.

⁵ ibid

⁶ Southwark Council, Southwark road safety plan, 2006

⁷ Department for Education and Skills, Home to School Travel and Transport Guidance, 2007

Figure 2, School modal split: NI 198 statistics

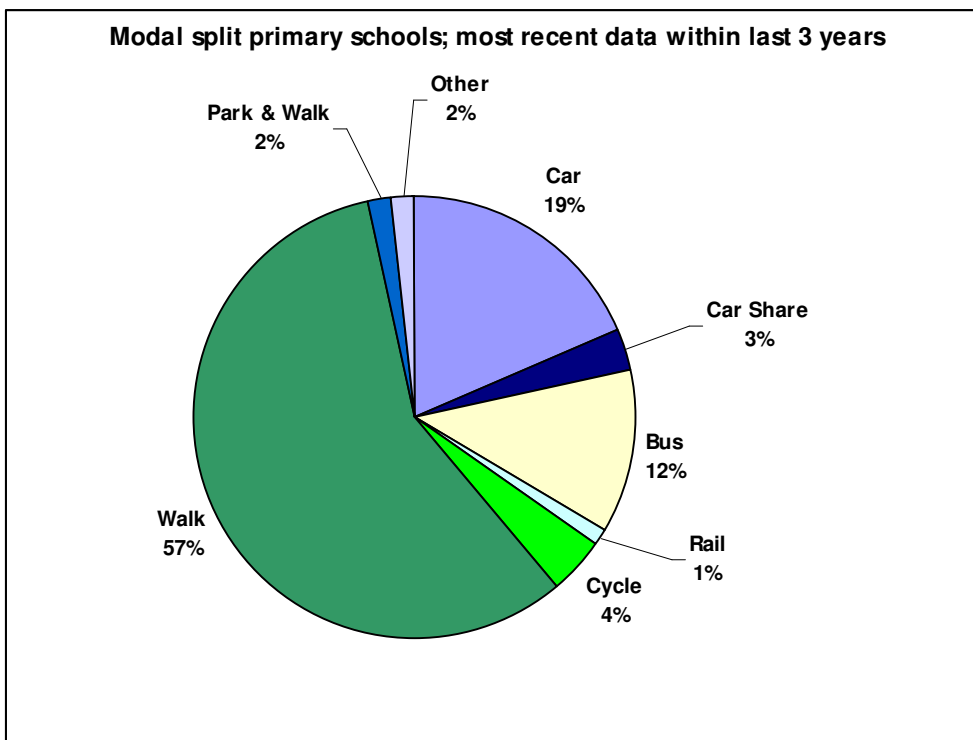
| Year | Mode (%) | | | | | |
|---------|----------|-----------|------------------|---------|---------|-------|
| | Car | Car Share | Public Transport | Walking | Cycling | Other |
| 2005/06 | 21 | 3 | 22 | 50 | 3 | 1 |
| 2006/07 | 17 | 2 | 20 | 60 | 1 | 0 |
| 2007/08 | 19 | 4 | 26 | 49 | 3 | 2 |
| 2008/09 | 17 | 3 | 29 | 45 | 3 | 3 |
| 2009/10 | 15 | 3 | 28 | 47 | 3 | 4 |
| 2010/11 | 14 | 2 | 22 | 56 | 4 | 2 |

These figures show that the split between car and public transport use is changing. Car use has decreased by several percentage points while car sharing and cycling have remained relatively unchanged. Walking has increased in the most recent survey year after a relative decline. The most recent survey year shows 4% of children cycling to school, slightly ahead of the borough wide position for all ages of around 3%.

Primary and secondary schools

Further analysis shows that levels of walking for primary schools are quite different from those of secondary schools.

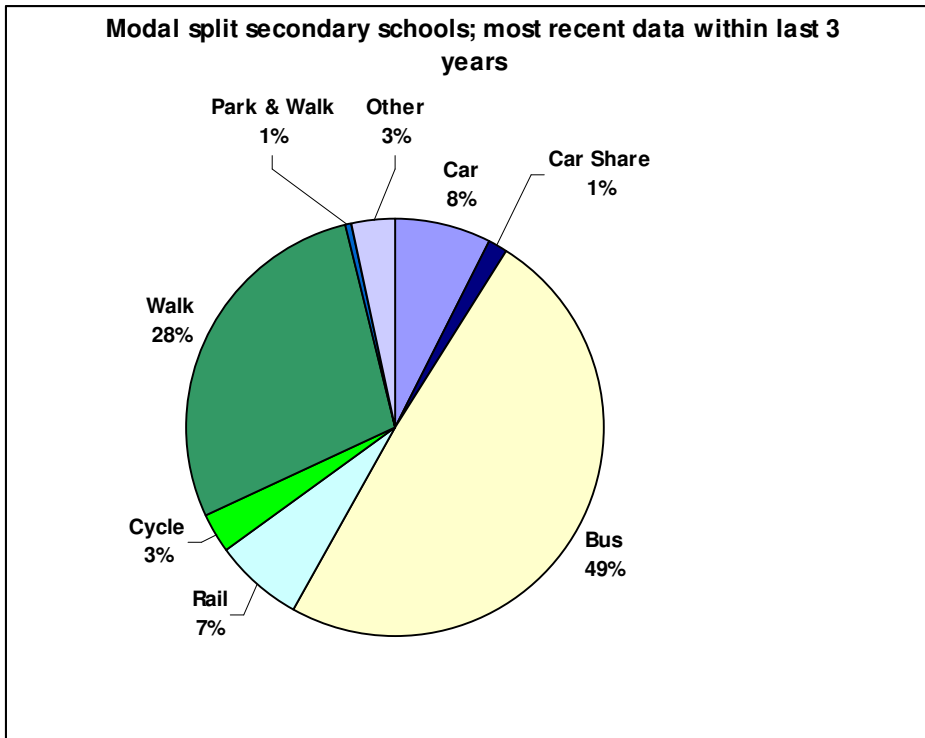
Figure 3, Modal split – primary schools⁸



⁸ The graphics excludes survey data that is more than three years old.

This more recent data shows a slight variation from the N198 data (which uses the most recent data from all schools, some of which is older than three years), but generally underlines the dominance of walking as a mode for travel to primary school.

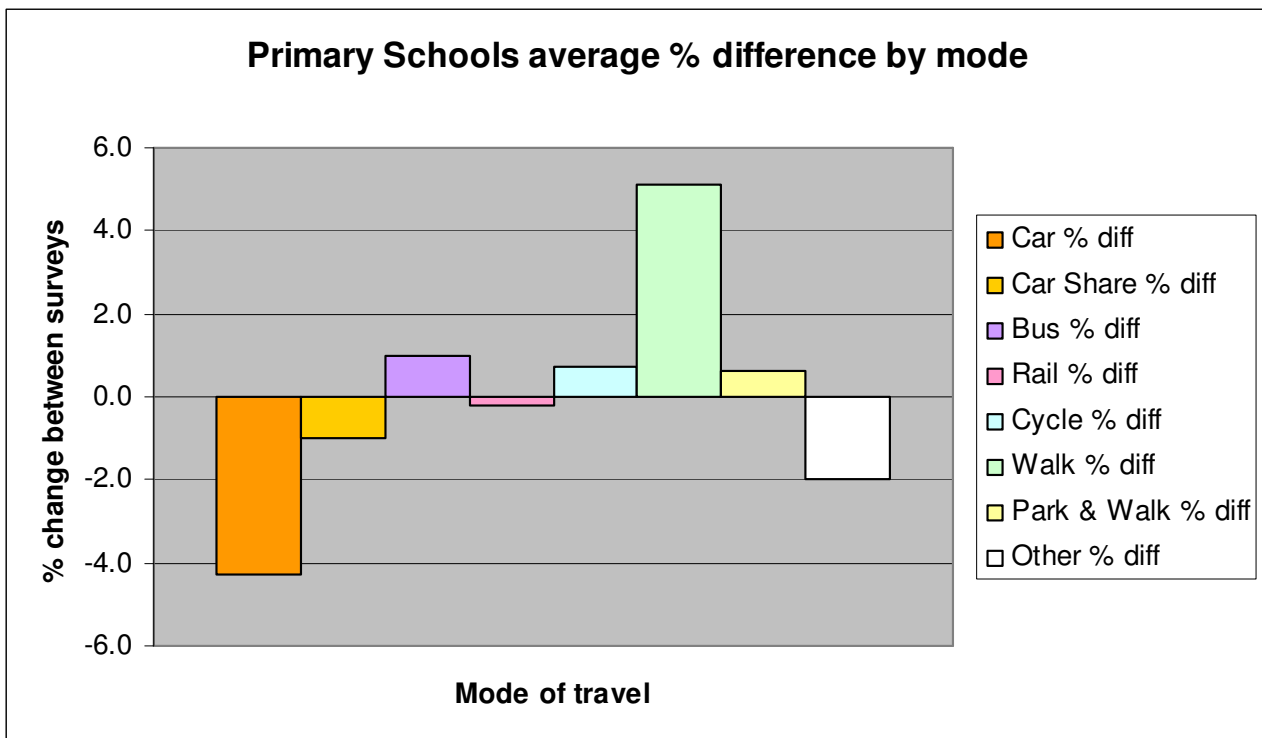
Figure 4, Modal split – secondary schools



For secondary schools, bus is the dominant mode, most likely denoting the larger distances that students travel to school and the availability of concessionary fares. Car mode share is significantly lower than for primary, perhaps because more parents are willing to allow their children to travel independently. Levels of cycling are lower in secondary than primary schools, again, perhaps, denoting longer distances and more unaccompanied travel.

The graphics above provide a 'snapshot' of current travel patterns. It is also possible to measure change over time and to infer the impact of travel plans on travel behaviour by comparing data from schools that have conducted two or more travel surveys.

Figure 5, mode shift in primary schools

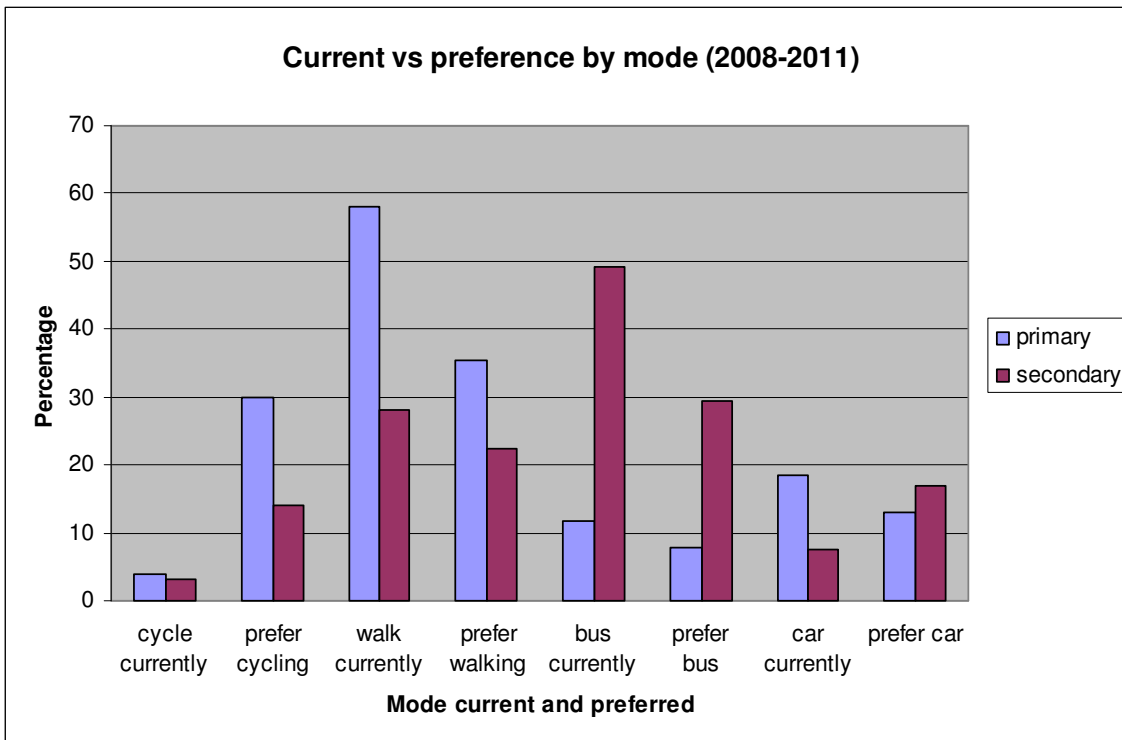


The graphic above shows how mode share has changed across primary schools where multiple surveys have been carried out. It can be seen that car use has declined by a small, but significant amount and that walking has increased by an approximately corresponding amount. Levels of cycling and bus mode share have only increased marginally. There is currently insufficient data to perform the same analysis for secondary schools.

Travel preferences

The 'hands up' survey also records pupils preferred mode of travel. This data indicates levels of suppressed demand for certain modes and can be used to help target interventions effectively.

Figure 6, Actual versus preferred mode of travel

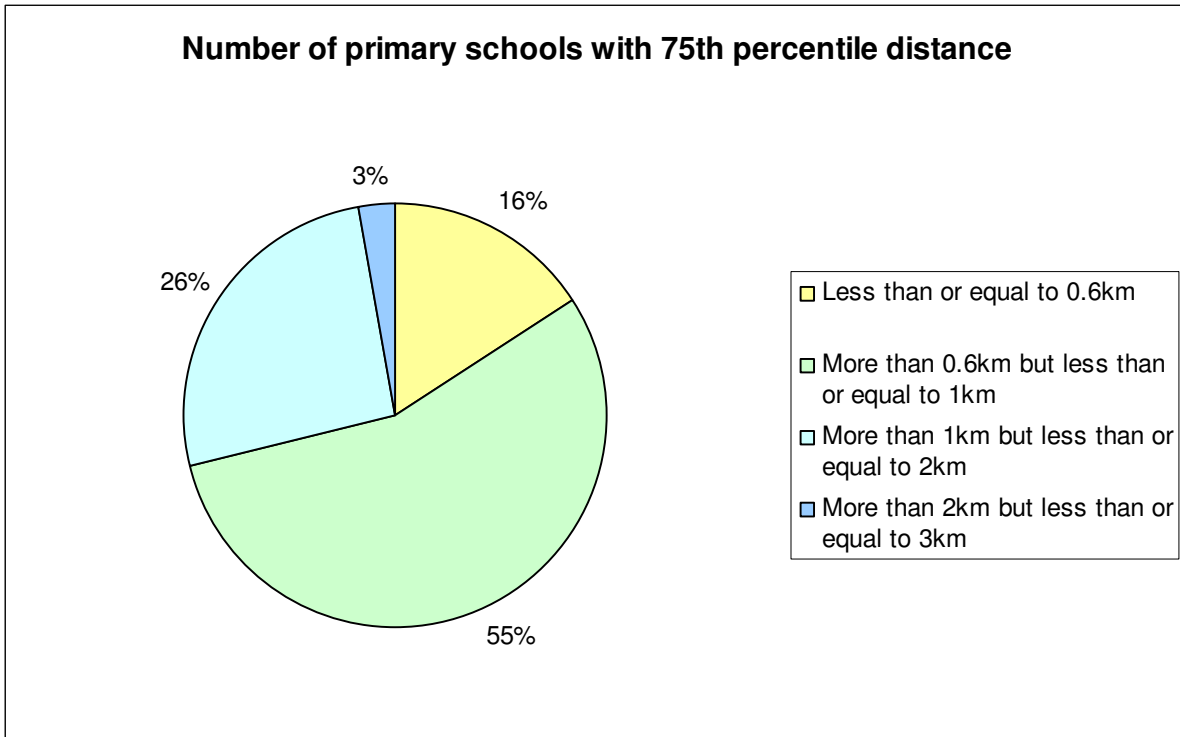


In both primary and secondary schools there is evidence of suppressed demand for cycling. For the more dominant modes – walking for primary and bus for secondary – many students would prefer an alternative. Primary school children would prefer to travel less by car, secondary level students slightly more.

Distance travelled to school

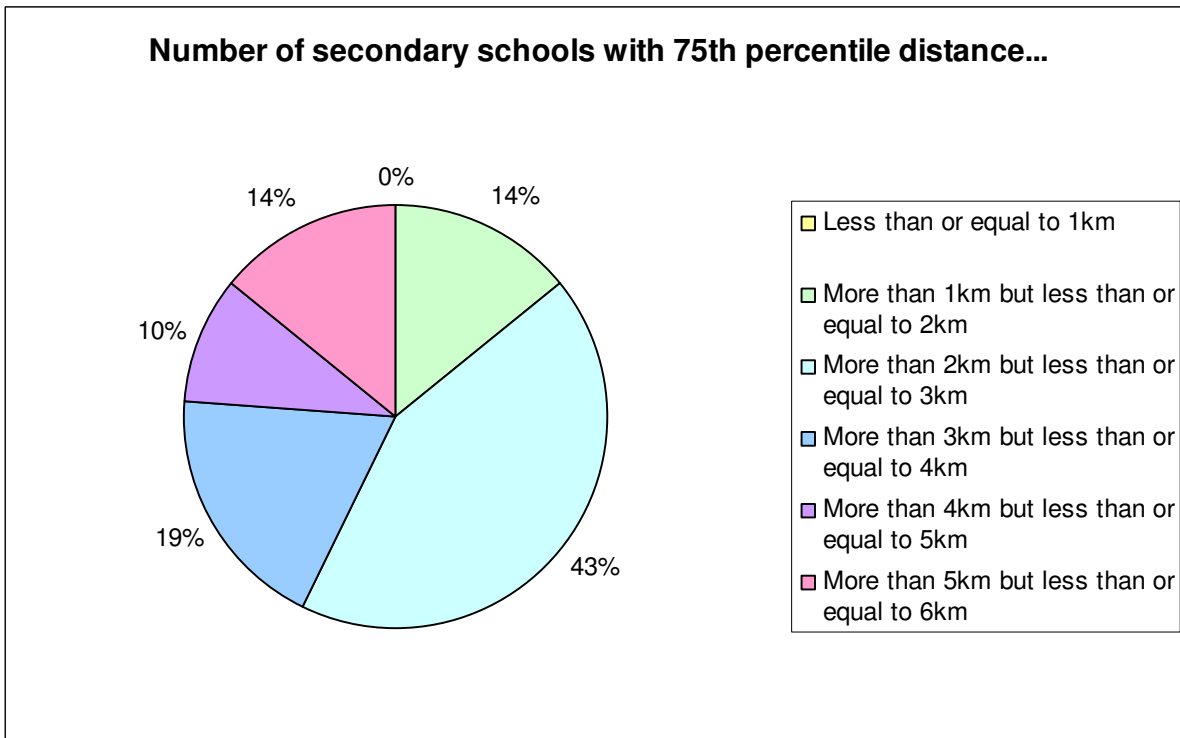
There is likely to be a correlation between mode of travel and distance travelled. From data provided by each school it is possible to work out the distribution of home to school distances for both primary and secondary schools. The figures below use the 75th percentile distance (the maximum distance that three quarters of students travel) to show how schools are grouped according to distance travelled by their students.

Figure 7, Distance travelled to school - primary



The majority of primary school students live in close proximity to the school they attend (at 71% of schools three quarters of students live within 1km).

Figure 8, Distance travelled to school - secondary



Students travel further to secondary schools. No schools have three quarters of their students living within a kilometre. 43% of schools have three quarters of their students living outside comfortable walking distance (more than 3km).

Children with special educational needs

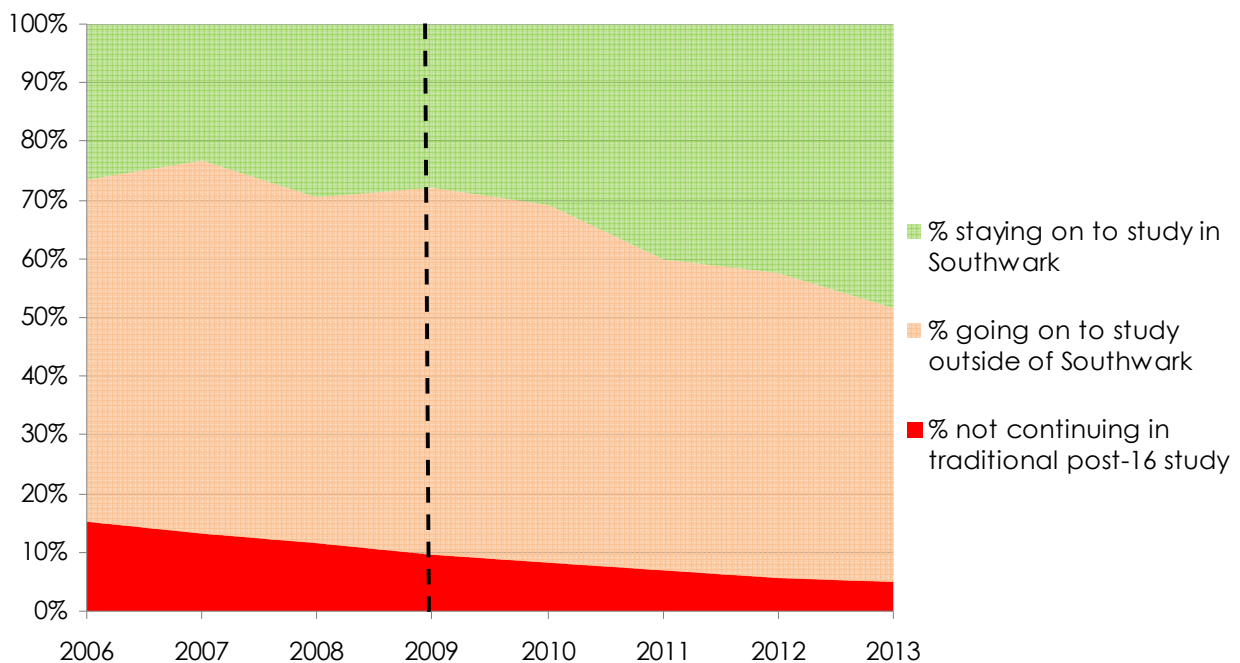
There are 1,600 children with statements of special educational need in Southwark. Of these, 396 qualified for assisted travel to school in 2008/9. Overwhelmingly, the most popular choice of travel at the seven special schools is the dedicated school bus. Southwark also provides independent travel training for children and young people with special educational needs to allow them to use mainstream public transport services.

3.3 Post 16 education

The focus for the council to date has been to assess the needs of children and young people in schools only. As a rule, the council expects that children aged 16 to 19 attending courses at a further education or 6th form college will be able to travel independently using free public transport⁹.

The figure below shows that increasingly we expect a greater percentage (and number) of young people to remain in Southwark for post 16 study. As the number of post 16 placements increase in the borough we will need to monitor the impact on travel arrangements closely.

Figure 9, Year 11 leavers split by destination



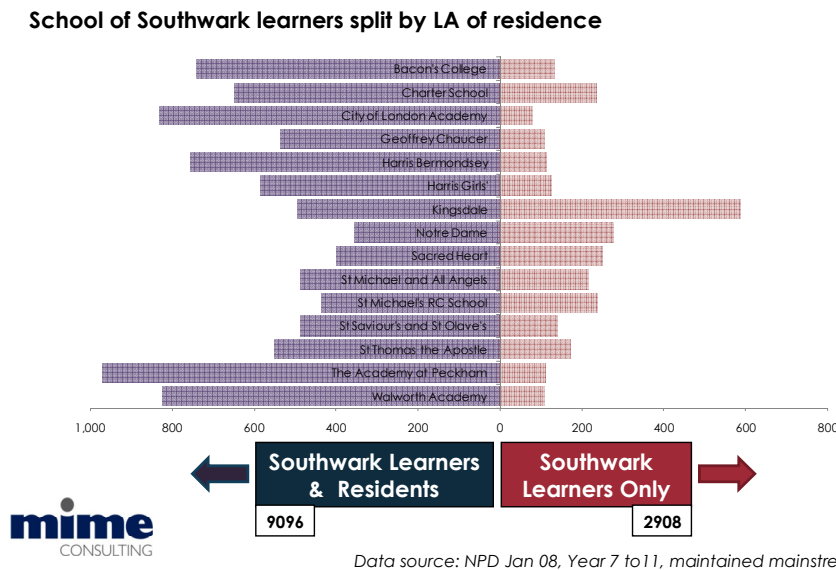
⁹ Southwark Council and Southwark Primary Care Trust, Home to School Transport Policy 2007/08, 2007

There are also a substantial number of young people travelling to education settings in Southwark from outside the borough¹⁰. The figure below shows there is wide variation in the percentage of pupils in post 16 education travelling into the borough within each educational setting.

Figure 10, resident and non resident students

SOUTHWARK RESIDENTS & LEARNERS 11-16

SOUTHWARK LEARNERS – DRILLDOWN



The council recognises the contribution that further and higher education travel planning work could have in increasing the use of sustainable modes of transport. More needs to be done to assess the needs of those pupils travelling to and from further and higher education institutions.

Finally, under the Southwark guarantee engagement programme the council has created 471 funded off site training opportunities, meaning a large number of young people travel to alternative sites for education on at least one day a week during the school year.

3.4 Extended services

The extended services agenda sets out a core offer of services which all schools are expected to provide by 2010, made up of the following five elements:

- Childcare (in primary and special schools)
- A varied menu of activities including study support, sport and music clubs
- Swift and easy access to targeted and specialist services
- Parenting support including family learning

¹⁰ Data source: NPD Jan 08, Year 7 to 11, maintained mainstream London only

- Community access to facilities including adult and family learning, ICT and sports facilities

Schools are not expected to provide these services alone, or necessarily to deliver them on site. Instead, they may work in partnership with other schools and agencies, including voluntary and community organisations, signposting existing services where appropriate.

As a result of this agenda, additional trips to and between schools and community facilities may be expected. Travel should be a factor in the planning of services ensuring that the safety of pupils is considered and that sustainable travel options are promoted wherever possible.

3.5 Barriers to using sustainable modes

Before planning a sustainable travel strategy it is important to recognise any factors that may stand in the way of people switching to sustainable modes. We have identified a number of barriers based on information supplied by schools, parents, children and young people.

The safety of children on the road requires special attention. The car is still the first choice for many parents and this is often as a response to perceived road dangers and concerns about personal security. The number of children killed or seriously injured (KSI) on Southwark's roads has dramatically decreased over recent years; in 2008 there had been a 76% decrease in child KSIs from the 1994/98 baseline average¹¹. Nonetheless, safety is likely to remain a concern for many parents, particularly in relation to cycling.

The absolute number of cyclists killed or seriously injured in Southwark had increased by 18% in 2008 over a baseline set ten years earlier¹². Although the accident rate for cyclists has fallen over this period due to a significant increase in the number of cyclists in the borough, road safety for cyclists continues to be a priority in order to counter negative perceptions and real risks experienced by this group. Ways to address this issue include the widespread provision of nationally standardised cyclist training and the delivery of improved conditions for cycling on our roads.

Storage for bicycles also needs to be available for children and young people at schools to encourage their use further. Adequate storage facilities at leisure centres will also help to encourage greater use of sustainable modes of travel between schools and activities held at leisure centres during the school day.

We have a high proportion of students that walk to primary school, but the difference between those who do walk and those who identify it as their preferred mode may be due to the perceived and real dangers of walking. Young people are over represented as victims and suspects of violent crime in Southwark¹³. More needs to be done to assist parents, schools, carers, children and young people to minimise the risk of injury through travel or crime by providing a safe, well designed environment for pedestrians.

¹¹ Southwark Council, Southwark road safety plan review, 2009

¹² Southwark Council, Southwark road safety plan review, 2009

¹³ Safer Southwark Partnership, 2007/08 Strategic Assessment: Summary of Key Findings

The good bus links within the borough, along with free travel make buses easy to use, yet some students would prefer to travel by car if this were possible. We need to take account of such travel aspirations and how sustainable travel can be made more attractive to particular user groups.

4 Sustainable travel infrastructure and initiatives

This section sets out what the council and its partners are doing to provide for and promote sustainable modes of transport, particularly for children and young people. This covers both infrastructure and an inventory of initiatives currently being employed to overcome barriers to sustainable travel.

4.1 Roles and responsibilities

Parents, carers and guardians are responsible for ensuring that children attend school, which includes making appropriate travel arrangements to achieve this. The council makes every effort to fulfil its duties to provide safer routes to school, but it is the parents', carers' or guardians' prerogative to determine suitable modes of transport and a safe route for children when travelling to and from school. The council is committed to actively include parents in any promotions or initiatives to promote sustainable travel to school.

4.2 School building programme

Promoting sustainable travel is an important step towards achieving the Government's aspiration for all new school buildings to be zero carbon by 2016.

Southwark's regeneration programme (Aylesbury Estate, Elephant and Castle, Canada Water, Bermondsey Spa and Bermondsey Square) is one of the largest of its kind in Europe and this, along with planned housing projects, will create around 20,000 new housing units, stimulating demand for school places¹⁴. The programme will involve significant changes for primary schools and secondary schools.

Southwark Council has produced guidance on the redesign of 11, secondary schools as part of the Government's national initiative Building Schools for the Future (BSF). The BSF initiative aims to develop "Good facilities where young people can learn and grow"¹⁵. The guidance reinforces the need for every new development to prepare a travel plan at the planning application stage that considers pupil and staff travel.

The guidance includes increasing provision for sustainable modes of travel, for example requesting that all of the BSF developments include cycle storage for at least 10% of pupils and staff, located to enable safe and easy access.

¹⁴ http://www.southwark.gov.uk/YourServices/educationandlearning/ssf/SSF_staff_govs.html, 18th November 2008

¹⁵ <http://www.publications.parliament.uk/pa/ld200607/ldhansrd/text/71010-wms0001.htm>, 18th November 2008

4.3 Public transport

While the council does not have control over the operation of public transport in the borough, Southwark works closely with regional bodies and transport operators in order to maximise the benefits provided by public transport services in the area. This section looks at developments, incentives and initiatives available to children and young people.

Concessionary travel

Children under five can travel free at any time on bus, tube, tram, DLR, and London Overground services as long as they are accompanied by an adult who has a valid ticket. Children aged five to ten years can travel free at any time. Children aged 11 to 15 years can get an 11 to 15 Oyster photocard to travel free on buses and trams and at child rate on tube, DLR and London Overground services. All 16 to 17 year olds can travel at child rate on bus, tube, tram, DLR and London Overground services with a 16+ Oyster photocard. Those 16 to 18 year olds who live in a London borough and are still in qualifying full time education can also apply to get free travel on buses and trams.

Buses

Southwark is well served by buses and a large proportion of children and young people already use them to travel to and from school or college. This is aided by the high percentage (90%) able to walk to their nearest bus stop within 6 minutes¹⁶.

To be eligible for free bus travel, pupils must hold the appropriate Oyster photocard for their age. Children and young people may have their Oyster photocard removed if they do not follow TfL's Code of Behaviour, meaning they will no longer be eligible for free bus travel. The Code of Behaviour ensures everyone travels safely and with respect for their fellow passengers and the staff. Passengers must act sensibly and lawfully. Swearing or using offensive language is not permitted, nor is drinking alcohol or smoking. Bullying or threatening behaviour is also prohibited¹⁷.

For more information on free bus travel for pupils in London, or the Code of Behaviour, visit TfL's website: www.tfl.gov.uk/tickets/faresandtickets/1063.aspx.

Overland rail

Southwark is well served by overland rail and services operate at 11 stations within the borough. Rail travel is free for children up to the age of 11 although an Oyster photocard may be required¹⁸. For 11 to 15 year olds, rail travel can cost as little as £1 for the whole day when using an Oyster photocard¹⁹. 16 to 19 year olds can travel by rail for half of the adult rate. Half adult rate season tickets can also be purchased²⁰.

For more information on rail travel for pupils and students in Southwark, visit TfL's website: www.tfl.gov.uk/tickets/faresandtickets/1063.aspx.

¹⁶ ONS/DfT National Travel Strategy 2007, Interview Data

¹⁷ Transport for London, Travel discounts for children, teenagers and students, September 2008

¹⁸ ibid

¹⁹ ibid

²⁰ ibid

Tube

Borough, Kennington and Elephant and Castle have all recently benefited from major investment to tube lines and stations serving Southwark.

The extended and refurbished East London Line opened as part of the London Overground on 23 May 2010. The line runs from Dalston Junction in the north to New Cross, Crystal Palace and West Croydon in the south. Works have now been undertaken to extend the line up to Highbury & Islington.

Phase 2 will extend the line west from Surrey Quays to Clapham Junction completing a link to the West London Line at Clapham Junction, which will allow passengers to travel around London by train without having to enter central London. This will result in a significant journey time savings and new travel opportunities.

4.4 Infrastructure measures to encourage active travel

The council is committed to encouraging travel that benefits the physical wellbeing of participants and has implemented a variety of initiatives in this area that are outlined below. In order to create the conditions for active travel the council is pursuing overall traffic reduction through a number of initiatives designed to discourage unnecessary car use. These include parking controls and land use planning favouring car free developments.

Walking

The council has invested significant funds to make the walking environment safer for pedestrians. Recent projects have included the transformation of dark and threatening passages, particularly under railway bridges and viaducts, into well lit and aesthetically pleasing areas to walk using innovative lighting and artwork²¹.

The needs of pedestrians and other vulnerable road users are considered paramount in the development of all traffic management schemes. The Pedestrian Environment Review System (Pers) is used to assess the quality of the walking environment prior and subsequent to the implementation of improvement schemes. Signalised junctions without pedestrian phases are under review by the council and routes to schools and stations are a particular focus where walking is concerned. The council has also implemented local accessibility improvements such as the provision of dropped kerbs and tactile paving.

There are three London strategic walking routes that pass through Southwark:

- The Jubilee Walkway
- The Thames Path National Trail
- The Green Chain

Maps of these routes can be downloaded from www.walklondon.org.uk

²¹ Transport for London, Smart Moves, Issue 5, February 2008

Cycling

Southwark hosts sections of the National Cycle Network (NCN). Most NCN routes are off road or on quiet streets and therefore are highly suitable to family cycling. The council is also developing a 'greenways' network of walking and cycling links which should be attractive to those who prefer an alternative to busier roads.

In addition, the council continues to work to ensure that routes for cyclists are well maintained and of good quality.

The council actively supports the Mayor of London's cycle hire and cycle superhighways initiatives. The northern part of the borough hosts several cycle hire docking stations and cycle superhighway route seven is already operational with further routes in the pipeline. Complementary measures for these schemes include permeability improvements to allow two way cycling on one way streets and substantial additional investment in cycle parking.

To reduce levels of risk on our roads and improve safety the council aims to become a 20mph borough. This means that the default speed limit across the whole of Southwark will be 20mph and any roads not covered by this will be the exception to the rule²². Reduced motor vehicle speeds are likely to make both walking and cycling more attractive options, particularly for children and young people.

Safer routes to school

The safer routes to school programme was designed to encourage children, young people and parents to use sustainable modes of travel by making focussed improvements to key routes to and from schools.

Southwark has carried out a child road safety audit to measure the safety of children in the road environment and to help prepare action plans that include education and promotion as well as physical works. A review of road safety around schools has been carried out and this programme has been developed alongside school travel plans. Over the last five years, four to eight schools per year have benefited from the implementation of infrastructure improvements.

4.5 Promoting safe and sustainable travel

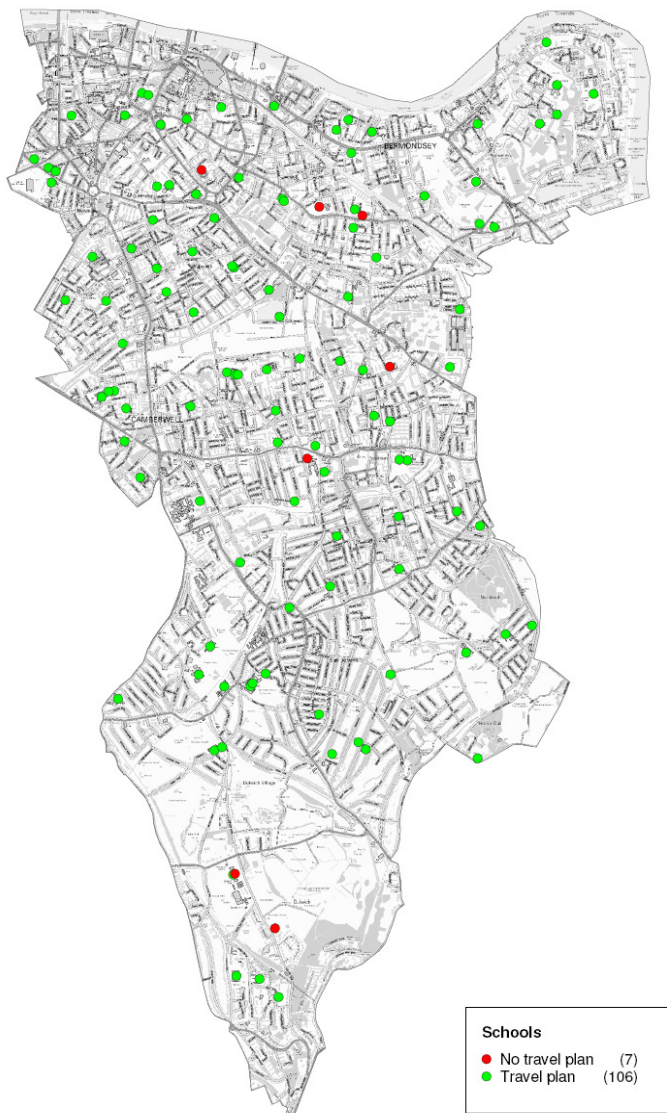
'Smarter travel' measures, which promote the uptake of sustainable travel through the provision of information, education and training, are an effective way of increasing the uptake of these modes. These initiatives present the best opportunity to create actual change in people's travel behaviour. With this in mind, the council will continue to deliver a coordinated package of training and publicity measures.

School travel plans

School travel plans (STPs) are completed on a three yearly basis, with updates every twelve months. A high percentage of the borough's schools have a completed STP, a key element of which is a survey of travel habits.

²² Southwark Council, Southwark road safety plan review, 2009

Figure 11, Schools in Southwark with travel plans



The monitoring of the Local Area Agreement indicator NI198 through surveys conducted as part of the STP provides information to help the council monitor and manage road traffic associated with the school run with a view to reducing the proportion of children travelling by car and increasing the proportion walking, cycling or using public transport.

STPs are the primary impetus for this and set out various initiatives to encourage walking and cycling such as Walk Once a Week and Bike Week. Appropriate training, cycle storage facilities and other measures complement these campaigns. Local ownership of travel plans is key to their success and the council has helped to establish junior road safety officers in schools and directly engages with teachers and parents/carers to achieve this.

The WOW campaign (Walk Once a Week) is heavily promoted by the council. The scheme encourages parents, children and teachers to try walking at least once a week and aims to raise the number of children and young people walking to and from school. Schools pledge to become a WOW school and agree to promote walking as the preferred travel choice. A similar scheme to

WOW is also promoted, encouraging teachers, parents and children to walk every Wednesday. Schools are also encouraged to participate in National Walk to School Week and International Walk to School Month. During these events schools and parents are provided with a variety of materials such as wall charts and badges to incentivise and track their progress.

Training

Road safety training in schools is given a high priority and pedestrian and cyclist training is available to all schools in Southwark. This type of training sets the foundation for safe and responsible behaviour in later life and is most successfully delivered through the education system. The council seeks to develop a wide range of coordinated programmes together with schools, parents, the wider community and other agencies.

Pedestrian training is offered to every school, and provided by the council's road safety team. In 2010 officers trained 2,150 children in Southwark.

| Calendar year | 2007 | 2008 | 2009 | 2010 |
|-----------------------------|-------|-------|-------|-------|
| Pedestrian training figures | 3,139 | 3,152 | 3,314 | 2,150 |

In order to try and encourage children to cycle to and from school, Southwark also offer free cycle training in schools to all primary school children (focused on year five and six pupils). The following training has been delivered to school children

| Financial year | Children trained |
|----------------|------------------|
| 2007/08 | 568 |
| 2008/09 | 540 |
| 2009/10 | 650 |
| 2010/11 | 507 |

Cyclist training is also offered to all adults including parents and families wishing to improve their skills.

Cyclist training delivered in Southwark conforms to the national standard guidelines and Bikeability materials are used to reward participants. Training is targeted at children in the final years of primary school, in an effort to encourage cycling to secondary school when they make the transition. Key safety messages are reinforced throughout training and safety equipment provided.

Up until now, school cycle training has not been monitored in such a way as to record how successful the outcomes are. It is difficult to tell whether those who are trained are actually more likely to cycle to school. Since 2007, the council has increased funding for and the amount of training delivered, but cycling, as a percentage of overall modal split, has remained static. Follow up monitoring is required to assess the impact of cycle training on children's propensity to cycle to school and the likelihood of their parents allowing them to do so.

Independent travel training is also available and has been particularly encouraged in the borough's 7 special schools. Courses are specifically designed around individual needs and can be delivered on a one to one basis.

Road safety education

Southwark also has an extensive school and college road safety education programme. Activities are designed to provide practical advice about safe use of the road. Specific schemes include:

Schools

Junior Road Safety Officers (JRSO)

Children's Traffic Club

Pre driver education

Junior street leaders and junior wardens

Theatre in Education

Theatre in education teaches road safety through drama. During the academic year September 2009 to July 2010, 70 pupils across the borough in years one, two and three, attended these performances.

Post 16 establishments and providers

Pre driver education and tailored courses to meet all aspects of road safety.

A toolkit has been developed to provide a selection of Key Stage 1 and Key Stage 2 resources that will facilitate the delivery of road safety themes and messages through the national curriculum. Many road safety resources are already available via the DfT's website²³; however the Southwark toolkit offers resources specific to the borough.

Road safety education activities are, where possible, focussed around the specific needs of the borough. London boroughs have been encouraged by TfL to bid for funding for schemes that address equality and diversity issues. Road casualty data in Southwark suggests that there are a disproportionate number of young, black, teenage casualties. Following a successful bid for funding the council has worked with a range of stakeholders and partners to design and deliver an innovative road safety resource (a DVD) relating to the type of journeys undertaken by the target audience.

The council actively promotes national government campaigns as well as regional initiatives. Specific campaigns include

- Bike Safe
- Heavy goods vehicle/cyclist campaign
- Drugs awareness

²³ <http://www.dft.gov.uk/transportforyou/informationforparentsteacher6173>, 18th November

- Don't drink and drive
- Child car seat safety
- Speed awareness

Southwark will continue to address the challenges it faces in creating a safe and convenient environment for sustainable modes of transport in a focussed and innovative way.

4.6 Complementary initiatives

Eco Schools is an international award programme that guides schools on their sustainable journey, providing a framework to help embed these principles into the heart of school life. Southwark has the highest number and percentage of eco schools of any London borough with 93 registered eco schools, 57 bronze level, 11 silver and 1 green flag school. The Eco Schools programme is focused around nine key environmental topics. One of these topics is transport and many of the outcomes of eco schools are complementary to the objectives of this strategy.

Junior streetleaders involves young people completing environmental audits of their local area. They report problems directly to the council and carry out the survey again in a few weeks to see what action has been taken. Issues reported may relate to road safety, e.g. potholes, uneven surfaces, damaged road signs, etc. All participants receive a briefing on road safety and expected behaviour during the audits as part of risk assessment.

Environmental business support works closely with businesses to audit their environmental impact across the borough.

An **independent travel training** programme has been developed in partnership between the council and parents involved with the Parenting Partnership for children with learning difficulties and/or disabilities (LDD) in the borough. All young people aged 16+ with LDD who currently receive home to school transport are assessed to determine whether they have the potential to become independent travellers and, if so, will learn a series of competencies towards this aim. Parents were involved in designing the training programme to ensure their needs and those of their children were supported.

86% of Southwark's schools have **Healthy School** Status, as at 31st July 2009 and all schools in the borough are now participating in the programme. This is based on a whole school approach to physical and emotional wellbeing focussing on four core themes²⁴:

- Personal, social and health education
- Healthy eating
- Physical activity
- Emotional health and wellbeing

Southwark PCT is the local National Health Service (NHS) organisation responsible for all local primary and community care services. In addition, it is responsible for improving the health of local

²⁴ <http://www.healthyschools.gov.uk/About.aspx>, 18th November 2008

people and tackling health inequalities as well as commissioning hospital services. The sustainable modes of travel strategy can assist the PCT in improving the health of the borough by encouraging active travel and by making walking and cycling safer. Active travel can improve the overall health of the population by tackling disease related to inactivity and obesity, such as heart disease and type 2 diabetes. At the same time, the PCT can work with the council to raise awareness of the health costs of the dangers on our roads and it is already working with us to promote the health benefits of walking and cycling.

The Department of Health's cross government strategy Healthy Weight, Healthy Lives identifies transport as a key element in creating a healthy society. The council has successfully piloted a new programme of support through the MEND project that has resulted in improvements in obesity rates of those participating.

The council's children's services department has adopted a coordinated community approach (Safer Southwark Partnership) to increasing safety for children and young people. Safety for children and young people whilst travelling to and from school has also been championed through the Southwark Safeguarding Children Board (SSCB).

5 Objectives

Based on the findings of the previous sections, a number of key objectives have been identified in order to further enable sustainable travel for children and young people in Southwark. These objectives will provide a focus for interventions by the council and its partners in delivering and promoting a better environment for sustainable travel. They are

Objective one, Support and contribute to the health and wellbeing of children and young people, particularly the most vulnerable.

Objective two, Facilitate parents, carers and guardians to establish a safe and appropriate journey to, from and between schools, settings and extended services using sustainable modes of transport.

Objective three, Ensure that the views of children, young people and their parents/carers are listened to and acted on, in making improvements to infrastructure that meets their needs.

Objective four, Develop, implement and monitor travel plans in all schools and further education institutions.

6 Action plan

Specific actions required to achieve the objectives identified above are included in the action plan in this section. As well as measures themselves, key partners for delivery and outcome monitoring are identified.

A sustainable modes of travel steering group will be established to support the delivery of this strategy. The role of the group will be to promote sustainable modes of transport to schools, parents, children and young people, and carers. The steering group will include the following as a minimum:

- Children's services
- Sustainable transport and road safety team
- Sustainable services
- Soutwark alliance
- Soutwark schools for the future
- Transport for London

| Objective 1: Support and contribute to the health and wellbeing of children and young people, particularly the most vulnerable | | | | |
|--|--|---|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Promote the health and environmental benefits of using sustainable modes of transport | Children's services (CS), Young Southwark, sustainable transport and road safety team (STaRS), Southwark Primary Care Trust (PCT), Southwark alliance and SSEP, sustainable services, Southwark schools including governing bodies | LAA target 198, Children travelling to school – mode of travel usually used (% of car use) London Regional Public Health Group Physical Activity Audit | Increased health amongst children and young people | 3 year review |
| Increase levels of physical activity through the promotion of cycling and walking including walking buses expansion of the Walk Once a Week scheme | STaRS, Southwark schools including governing bodies | Number of badges issued through Walk once a Week campaign and number of children participating in walk to school programme (2009 baseline) London Regional Public Health Group Physical Activity Audit | Increased levels of physical activity amongst children and young people | 3 year review |
| Actively promote independent travel training to children and young people with learning difficulties and/or disabilities | STaRS, CS, transition panel, SEN team | Pilot established for independent travel training programme Budgetary and resource spend/allocation for home to school travel – Annual evaluation | Higher levels of independent travel | 3 year review |
| Continue to provide road safety education to schools | STaRS, Transport for London (TfL) | Number of participants on pedestrian training scheme Road casualty data | Raised awareness of road safety issues | 3 year review |

| Objective 2: Facilitate parents, carers and guardians to establish a safe and appropriate journey to and from school using sustainable modes of transport. | | | | |
|---|---|---|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Provide guidance on setting up walking buses | STaRS, TfL, schools including governing bodies | Annual evaluation of established walking buses. Annual hands up survey and school census data | An increase in the number of walking buses. An increase in the number of walking trips | April 2011 |
| Extend cycle training offer to secondary schools | STaRS | Uptake of cycling in secondary schools | Increased cycling to schools | 3 year review |
| Offer personalised travel planning to students who have completed cycle training | STaRS | Number of trainees who cycle to school after receiving training | Increased cycling to schools | 3 year review |
| Actively engage with parents to promote the benefits of sustainable modes of transport | CS, STaRS, sustainable services, Southwark Alliance, Southwark Primary Care Trust, TfL, schools | Annual hands up survey and school census data. London Physical Activity Audit | Increases in levels of sustainable travel and transport on the school journey. Increases in the levels of physical activity | 3 year review |
| Promote the inclusion of cycle racks in leisure centre refurbishment programmes, parks and open spaces and Southwark Schools for the Future programme | Culture, libraries, learning and leisure, STaRS, public realm – parks and open spaces. | Annual audit of facilities | An increased proportion of schools, parks and leisure facilities have storage units for cycles | 3 year review |

| Objective 2: Facilitate parents, carers and guardians to establish a safe and appropriate journey to and from school using sustainable modes of transport. | | | | |
|---|--------------------------|--|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Encourage schools to consider sustainable transport in their promotion/establishment of extended services | Southwark schools | Provision for sustainable travel around extended services | Improved accessibility to schools and extended services | April 2011 |
| Promote use of the TfL journey planner in schools to establish a recommended route | CS, STaRS, TfL | Journey Planner web visitor data. Annual hands up survey and School Census data | Increased awareness of sustainable travel options | 3 year review |

| Objective 3: Develop and implement appropriate infrastructure improvements that address the safety and travel needs of children and young people. | | | | |
|---|----------------------------------|---|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Encourage designers of new schools and developments at existing schools and colleges to achieve national standards with respect to sustainable travel facilities such as adequate cycle parking and cycling and walking links to school | Development management, TfL, SSF | Redesigned schools fitted with adequate facilities for cycles Assessment against national standards and DDA requirements | All new and expanded schools provide high quality sustainable travel and transport facilities | 3 year review |

| Objective 3: Develop and implement appropriate infrastructure improvements that address the safety and travel needs of children and young people. | | | | |
|---|--------------------------|--|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Establish bidding process for schools to access capital resources for local infrastructure improvements | STaRS | Number of bids received | Efficient use of resources. Implementation of local improvement schemes. | 3 year review |
| Community wardens to travel on key routes to increase pupil safety on public transport | Community safety | Reported incidents on key routes | Reduction in anti social behaviour | 3 year review |
| Design and implement improvements to the cycling, walking and bus infrastructure that address issues arising from the assessment of children and young people's travel and transport needs | Public realm, TfL | Achievement of objectives arising from school travel plans | Improved provision for sustainable travel based on evidence from the needs assessment | 3 year review |
| Ensure that all school improvements address the needs of all children and young people including the most vulnerable, those with special educational needs, disabilities and mobility difficulties and that they are compliant with current DDA legislation | Public realm, TfL, SEN | Assessment against DDA legislation. Annual hands Up survey and School Census data | Increased access to and use of sustainable modes of transport | 3 year review |
| Monitor the impact of increased further education and | Transport planning | | | 3 year |

| Objective 3: Develop and implement appropriate infrastructure improvements that address the safety and travel needs of children and young people. | | | | |
|--|--|--|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| vocational training places in Southwark on travel routes | | | | review |
| Collect the views of young people on barriers to use of public transport and frequency of use | Performance information and analysis, CS | Increased number of young people indicating use of public transport and fewer indicating reasons for not doing so as 'It isn't easy' | Increased number of Children and Young People using sustainable travel | 3 year review |
| Identify schemes based on the assessment of school travel plan and school census data. | Transport planning | Prioritised scheme list | Priority schemes put forward for inclusion in transport improvement programme | 3 year review |

| Objective 4: Develop, implement and monitor travel plans in all schools and further education institutions | | | | |
|---|-------------------------------|---|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Ensure that all schools within the borough willing to engage have an approved travel plan | STaRS, TfL, Southwark schools | Annual STPs signed off and data uploaded onto iTRACE | All schools are actively promoting sustainable travel | December 2010 |
| Encourage all independent schools to develop and implement a travel plan | STaRS, TfL, CS | Annual evaluation of TfL guidance compliant travel plans in place | All schools are actively promoting sustainable travel | 3 year review |

| Objective 4: Develop, implement and monitor travel plans in all schools and further education institutions | | | | |
|---|--|--|--|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| Encourage all further education institutions and training providers to develop and implement a travel plan | STaRS, TfL, further education institutions, Southwark schools with 6 th forms | Number of travel plans in place | All further education institutions are actively promoting sustainable travel | 3 year review |
| Further education providers to supply data on mode of transport of pupils accessing placements | STaRS, TfL, further education institutions, Southwark schools with 6 th forms | Audit of training provider responses | All further education institutions are actively promoting sustainable travel | 3 year review |
| Ensure all planning applications for new or expanding schools and colleges are accompanied by a new or revised travel plan | Development management | All expansions and new schools have a travel plan in place prior to development | Only designs with a travel plan in place are approved for development | 3 year review |
| Review all travel plans on an annual basis and undertake a comprehensive review every three years in line with TfL guidance | STaRS, Southwark schools and colleges | Annual hands up survey and school census. Annual progress report undertaken | Travel plans will reflect the current needs of children and young people as well as the school/college | 3 year review |
| Introduce new processes to make it easier for schools to complete and update travel plans. To include online template and workshops for | STaRS, Southwark schools and colleges | Number of annual reviews completed per year | More schools actively participating in the STP programme | December 2011 |

| Objective 4: Develop, implement and monitor travel plans in all schools and further education institutions | | | | |
|---|---|---|---|------------------|
| Action | Delivery partners | Monitoring / outputs | Outcomes | Timescale |
| schools. | | | | |
| Synchronise the collection of STP and school census data | STaRS, CS, Southwark schools and colleges | Number of combined surveys received | Better quality data on travel to school | December 2011 |
| Encourage schools participating in the Walk to School week to link up with local businesses to improve sustainable travel in their local area | Environmental business support, healthy schools team, sustainable services, Education Business Alliance | Increasing numbers of schools partnering business in sustainable travel initiatives. Evaluation of benefits of partnerships to both the businesses and schools using tools such as the s3 and SEF/SIP. | Increasing numbers of schools partnering with business of mutual benefit. | 3 year review |

7 Monitoring & review

The achievements of this strategy and its action plan will be monitored and evaluated using the following principal sources:

- Hands up surveys
- Annual school census data
- School travel plan progress reports
- Revised school travel plans
- Road casualty data

Additional data may also be sourced from any of the following:

- Automatic traffic count data
- Travel surveys
- Cycle storage count data
- Bus and tube patronage data
- Ofsted reports and school self evaluations

This strategy will be reviewed on a three year basis via a partnership between children's services and the sustainable transport and road safety team.

8 Consultation summary

Internal consultation on this strategy took the form of presentations and feedback sessions with all interested parties within the council.

Our approach to public consultation targeted those groups who will play a key role in making change possible: Schools and colleges; parents, carers and guardians; children and young people themselves. We also sought the views of the wider community.

Previous consultations relating to school travel have formally consulted every school and college in the borough, but received relatively little feedback. In response to this, our approach has been to conduct in depth consultation with a small number of schools representative of the borough as a whole. Through discussions with teachers, groups of parents and student groups we were able to identify their aspirations and the barriers they face. Focus group style events were held at the following schools:

- Crampton primary school
- St Mary Magdalene primary school
- St John's primary school
- The Charter School

We also attended the Strategy Managers Meeting for senior school staff from across the borough and provided input to the Community Cohesion Symposium.

The wider community were consulted alongside consultation on the council's Transport Plan through attendance at Community Councils and at drop in surgeries.

For all of the above consultation events, the following key questions were identified as a starting point for discussion:

- *We want to encourage healthy, active travel (walking and cycling). What is the best way to achieve this?*
- *Should schools / colleges encourage more students to travel actively or is it down to the parents and the students themselves?*
- *How much can be achieved with 'smarter travel' initiatives and how much with infrastructure works?*
- *Should we target particular age groups or schools where we think we can make the most difference, or continue to work with schools across the board?*
- *How best can we work with older children and young people?*

The feedback we received from the consultations described above covered a variety of themes and can be summarised as follows:

- The council should continue to assist schools to promote sustainable travel.

- Parents and students need support and encouragement to travel sustainably, as well as practical assistance such as training and information.
- Current infrastructure provision for cyclists needs to be improved before some parents would be happy for their children to cycle and to cycle themselves. Some school staff are reluctant to encourage cycling due to safety concerns.
- Cycle training is important for students (and their parents).
- 'Walk on Wednesday' (promoting walking to school once a week) is the most widely known and supported council initiative in this area.
- Resources should be targeted where they can make the most difference e.g. particular age groups, but the council should continue to engage with all (willing) schools.