

SCHOOL TRAVEL PLAN STRATEGY

1 Background

The *School Travel Plan* Strategy is an integral part of the borough's transport strategy in Camden's *Local Implementation Plan* that was updated by the Annual Report agreed in May 2007.

Travel to school has been an important policy issue for Camden over the last few years, leading to a major initiative to reduce travel to school by car. This has involved developing school travel plans, ahead of national and regional policy.

National and London targets

In line with national and Mayoral targets all schools with pupils up to the age of 16 are being encouraged to develop school travel plans so that all schools have an approved Plan by 2009.

Camden's targets

Camden's School Travel Plan strategy target is as follows:

To work towards 100% of Camden schools, defined as maintained nurseries, primary and secondary schools and independent primary and secondary schools having an active School Travel Plan by June 2009. Although Camden has a large number of independent nursery schools with travel plans these have not been included in the target. Camden also aims to have all schools engaged in the travel plan process by

2008 and, with assistance from the Council, 80 per cent of schools will be expected to have a travel plan by March 2008.

Our travel plan target will help to reduce traffic congestion and air pollution to make London a liveable city. Camden's LIP priority target seven, '*to maintain or increase the proportion of personal travel made by means other than the car*', is a key policy driver. Integration of air quality into school work¹ within the travel plan programme would also help deliver the Mayor's primary Air Quality Strategy objective '*to reduce the damaging effects of air pollution on London's health and to create a city with air that is pleasant to breathe.*'

We also welcome the Mayor's commitment to raise the importance of school travel planning through his Transport Strategy Proposal 4P.4. '*School travel plans: the London Boroughs will work with schools to develop plans that encourage more sustainable forms of travel and reduce traffic congestion.*'

School travel plans are also at the fore of national policy, following the production of the joint publications of the DfT and DfES in October 2003: '*Travelling to School – A good practice guide*'; and '*Travelling to School – An action plan*'.

¹ Curriculum packs are available from the Council

The Education and Inspections Act 2006 includes a new duty on local authorities in relation to school travel and transport. There are four elements to the duty, set out in more detail in "*Home to School Travel and Transport Guidance*" (DfES, 2007):

1. To conduct an assessment of the travel and transport needs of children and young people within the authority's area
2. To conduct an audit of the sustainable travel and transport infrastructure within the authority that may be used when travelling to and from, or between schools/institutions
3. To develop a strategy to develop the sustainable travel and transport infrastructure within the authority so that the travel and transport needs of children and young people are better catered for
4. To promote sustainable travel and transport modes on the journey to, from, and between schools and other institutions.

Camden considers that duties one, two and four can be delivered through the travel plan process, subject to high levels of joint working between different officers in the Council, TfL, the police, local residents and the Primary Care Trust.

Camden will ensure joined-up working at all levels to meet our new duties. This will ensure resources are used efficiently and delivery of these duties is targeted towards more effective solutions. Camden's Road Safety Plan, Walking and Cycling Plans, as well as the Local Implementation Plan support the

School Travel Strategy for the Borough. This strategy document explains ways towards meeting our new duties.

The Act also supports the government's innovative Pathfinder Pilot Scheme, designed to coordinate the introduction of pilot school travel projects around the country, particularly school buses.

Camden is working with schools and parents to build on its own school bus pilot scheme "SchoolPlus". The pilot involves the use of buses ordinarily dedicated to social service work only. This keeps costs down but restricts the service to morning operations. Camden would look to obtain funding to both widen the number of services and support afternoon scheduling too.

A capital grant has been made available by Department for Children, Schools and Families (DCSF) - formerly DfES - to all state schools with travel plans approved by TfL's school travel adviser. TfL have provided a like for like funding opportunity for independent schools which Camden welcomes. Funding continues to be allocated to all Councils in England and Wales for school travel plan officer posts, and regional advisers are now well established. Camden's STP team attend all Regional School Travel Adviser events organised to improve the delivery of travel plans.

Camden welcomes TfL and central government initiatives to raise the awareness and importance of school travel planning as they complement our existing school travel policy. Results

are already being seen in further uptake of travel planning at Camden schools

Local context

Camden's school run policy reflects its diverse make up of educational provision. There are a comparatively large number of independent and voluntary-aided schools, overwhelmingly situated in the north of the Borough. 23 out of 29 independent preparatory schools reside there as the map below shows. Of the remaining six state schools in the northern wards of Hampstead, Belsize, Frognal & Fitzjohn's and Swiss Cottage, four are voluntary-aided with three of these having significantly non-local catchments.

Recent data presented to Camden showed that 55 per cent of the entire independent school provision for north and central London was situated in Hampstead, Belsize and Swiss Cottage, putting an intolerable strain on the local road network during school run periods.

At present over half of primary and special schools have before school childcare. Nearly all schools provide after school activities to pupils. Camden is working towards the national target for extended services of all schools providing access to the 'core offer', including provision of high quality childcare 8am to 6pm all year round.

According to the Council's well-established school run policy schools receive a limited number of parking permit vouchers, subject to possessing a DCSF approved STP, allowing up to

fifteen minutes parking on single yellow lines or in residents' parking bays. These permits were being reduced by 20% per year, a process that began in September 2004.

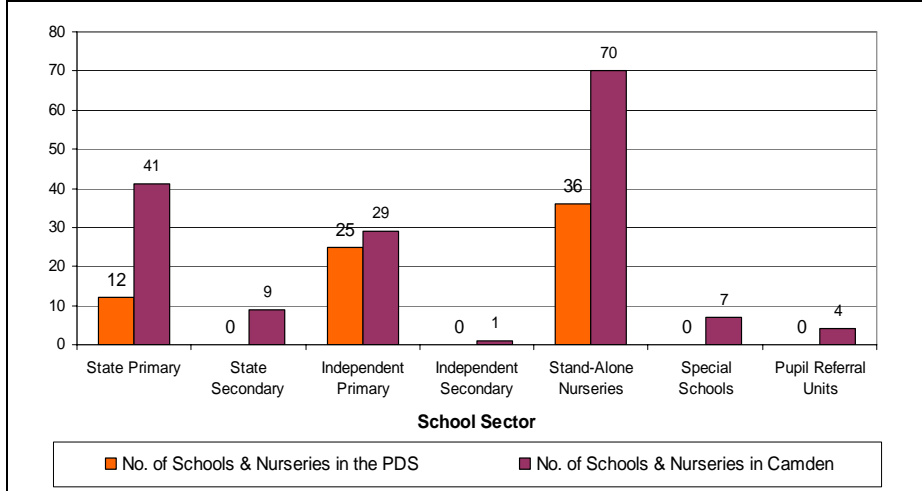
From May 2006, the new administration conducted a full review of its school run policy and agreed in June 2007 to continue with the process of reducing parking dispensation permits. From an original allocation of over 6,000 permits in 2002 by September 2007 only 1,000 will remain. By September 2008 this will fall to 500 and remain at that level for cases of temporary, emergency use.

In response, schools are required to carry out a number of different actions.

- Publicise Camden's policy to all prospective parents in their prospectus and on their website.
- Complete a DCSF travel plan by March 31st 2008

As the graph in figure 1 below shows, not all schools have opted into the Parking Dispensation Scheme (PDS).

Figure 1: Number of schools and nurseries in the PDS



In order to deliver travel plans from all schools across the Borough, Camden has in place a number of supporting policies, which cut across departments:

- Schools are unable to avail themselves of road safety engineering scheme measures under the STP implementation programme unless they possess an active STP.
- Schools are unable to obtain Healthy Schools Status unless they are ‘working towards’ possessing a STP. This means that the school must have carried out a full consultation of staff, parents and pupils.

- Camden’s latest road safety plan acknowledges the importance of linking modal shift objectives to reducing road casualty statistics declaring that

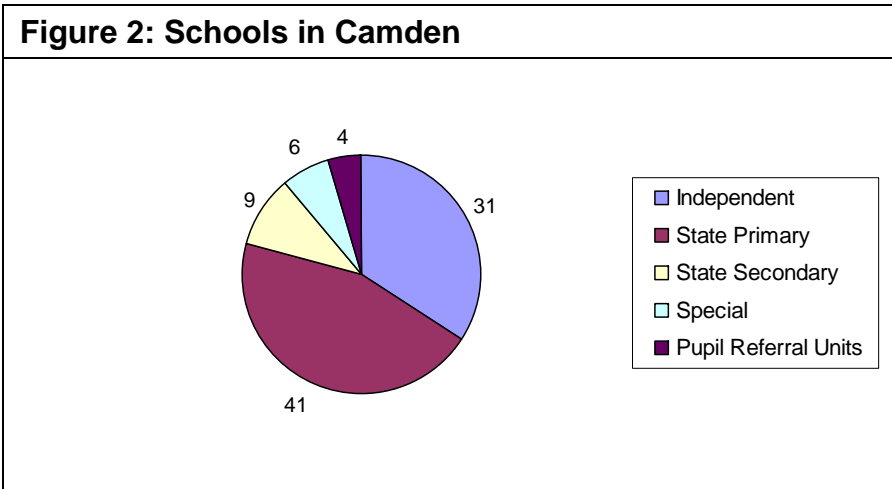
‘Casualty reduction can no longer be achieved by removing vulnerable road users from the street environment. Instead streets have to be made safe and attractive enough to attract people out of their cars in favour of walking, cycling and public transport.’

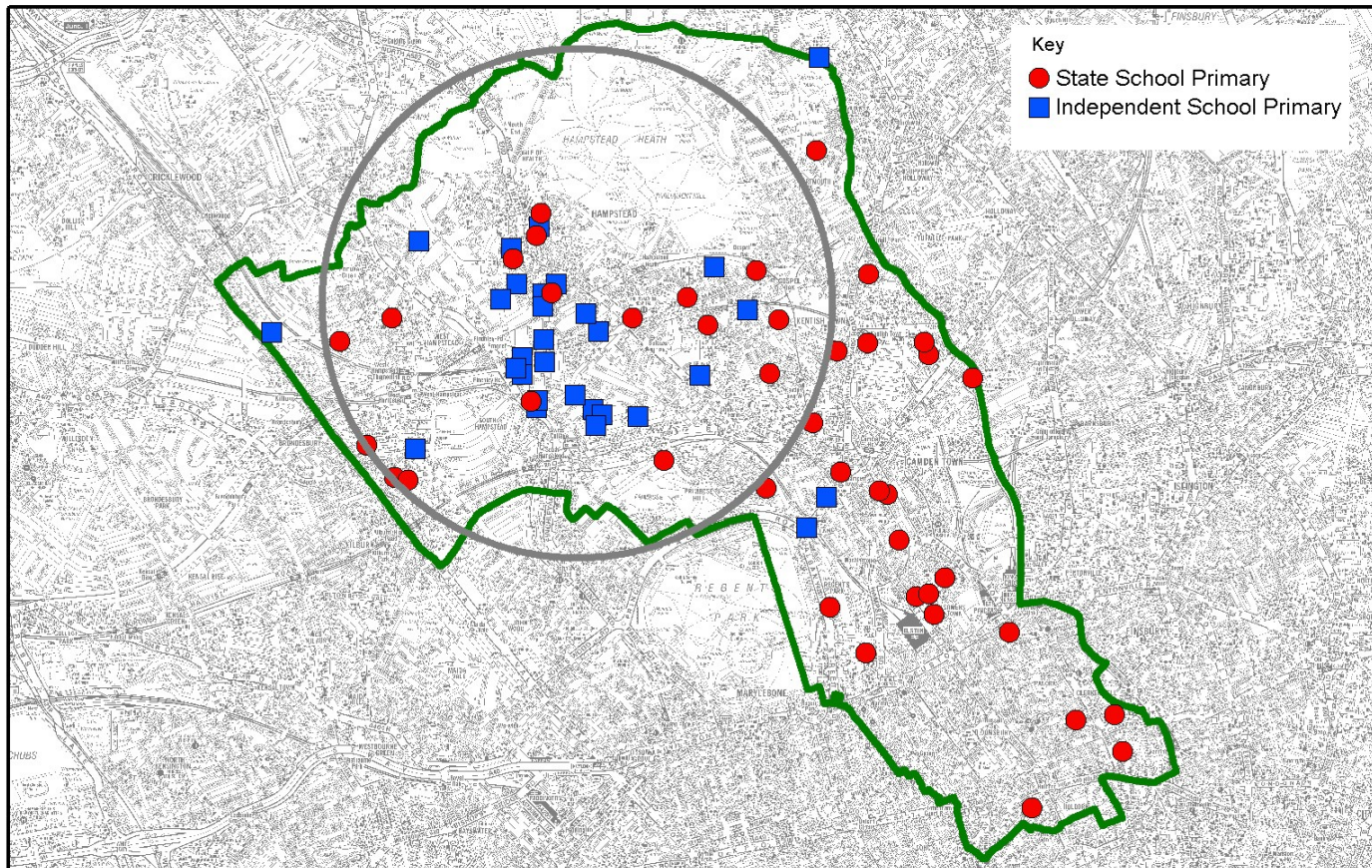
- Camden’s STP team works with Children, Schools and Families to promote school travel plans. Officers working with schools are aware of the STP agenda and the support available to schools from the STP team.
- The Culture and Environment DMT, CSF DMT and the Health Sub Board of the Children and Young People’s Partnership receive updates on performance against targets for STPs as part of the Children and Young People’s Plan performance management structure.
- Camden’s travel and transport policy for pupils reflects the extension of rights to free home to school transport. The transport policy for children and young people with SEN has also been updated in light of the guidance.
- The Education and Inspections Act also includes new legislation on admissions, which has led to amendments to policies (for September 2008 admissions). In updating existing school travel plans with schools and in developing new ones, requirements of new admissions processes on transport and travel will be taken into account.

Distribution of Schools in Camden

There are 91 schools in Camden, of which 59 are state, denominational or voluntary-aided and 32 are private. The chart in figure 2 shows the distribution of types of school in the borough.

The map on the following page shows the geographical spread of state and independent primary schools throughout the borough.

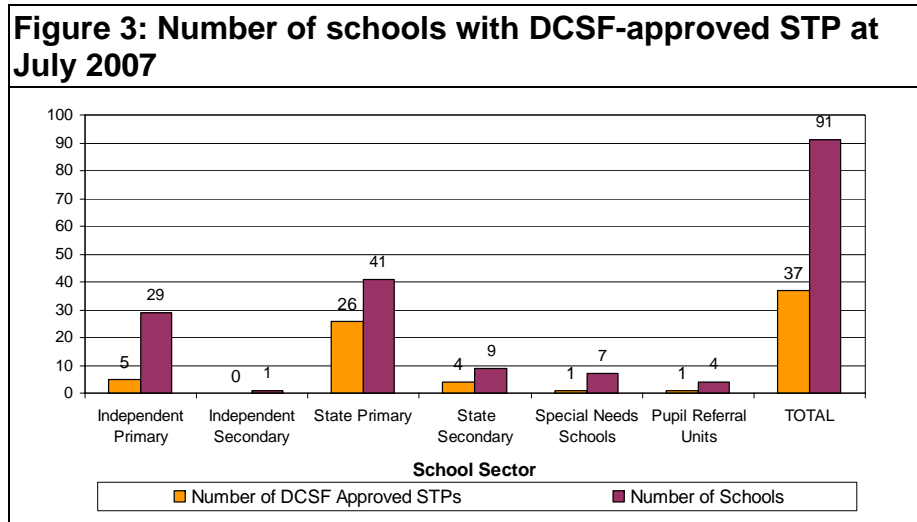




2 School travel plan progress

School Travel Plan Approvals

By July 2007, 37 (40%) out of 91 schools have produced approved school travel plans since the scheme's inception in September 2003. The bar chart in figure 3 below shows how this is broken down by school sector.



Camden is behind its target in order to obtain 100% of travel plans in all primary and secondary schools by 2009. 40% of schools have completed a DCSF-approved travel plan compared to 60 per cent that should have done by the end of the 06/07 academic year.

The reasons for this relate to the large number of schools in Camden that are in the independent sector and the difficulty experienced in bringing these plans up to a suitable standard. Camden has concentrated on schools in the independent and voluntary-aided sectors to persuade them of the merits of developing a travel plan. This is because these schools contribute disproportionately to London's school run traffic problem. Given the large number of children that are driven to school, schools have been reluctant to dissuade their market that they may need to consider less convenient ways of travelling than the private car.

Camden's STP team has provided information on the incentives available from TfL, which match the benefits offered by the DCSF for a completed STP. Aside from the regulatory school run deterrents of parking enforcement and planning control, Camden has tried to work with independent schools on travel awareness activities like Time To Talk (see below).

Due to the success of Camden's Safer Routes to School programme, which preceded school travel plans, many schools where the majority of children walked received road safety engineering measures. As a consequence, many schools have been accustomed to seeing journey to school

issues as beyond their remit. Camden's STP team consistently draw attention to the Every Child Matters agenda, which challenges this notion, but changing culture can be a lengthy process.

Camden has adopted TfL's STP accreditation system in order to grade travel plans and provide incentives for schools to move beyond a basic submission. Since this relies on schools voluntarily nominations to receive either a bronze, silver or gold award it underestimates the true quality of STPs. In 2007, the first year of the scheme, four schools received a bronze award.

Modal shift

Camden now possesses a considerable amount of data for schools in the parking dispensation scheme. A condition for entering the scheme was to provide yearly updates of how children usually travelled to school based on hands up surveys.

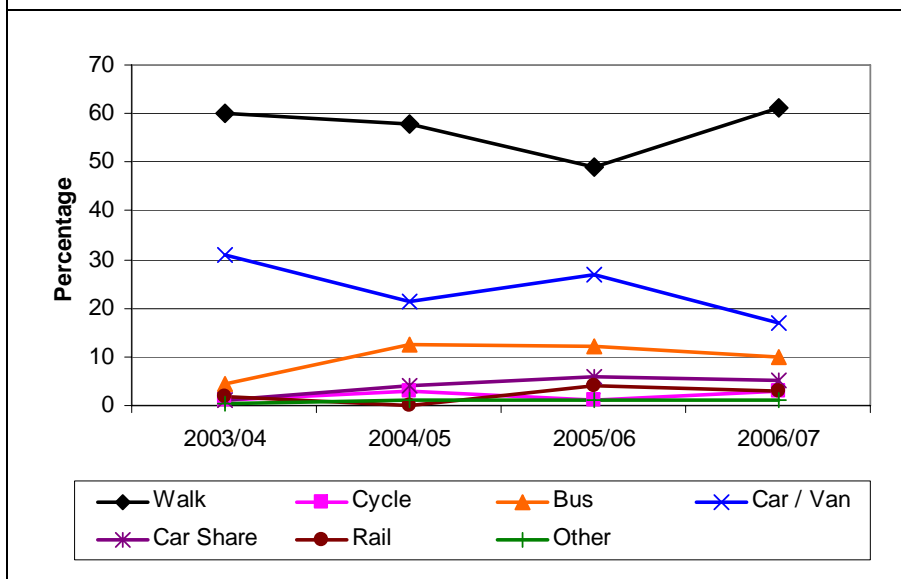
The three graphs (figures 4 to 6) below show how journey mode has changed for state primary, independent and stand-alone nurseries, year by year since 2003 when records began.

Most notably, car use has decreased at all schools between 2003 and 2007.

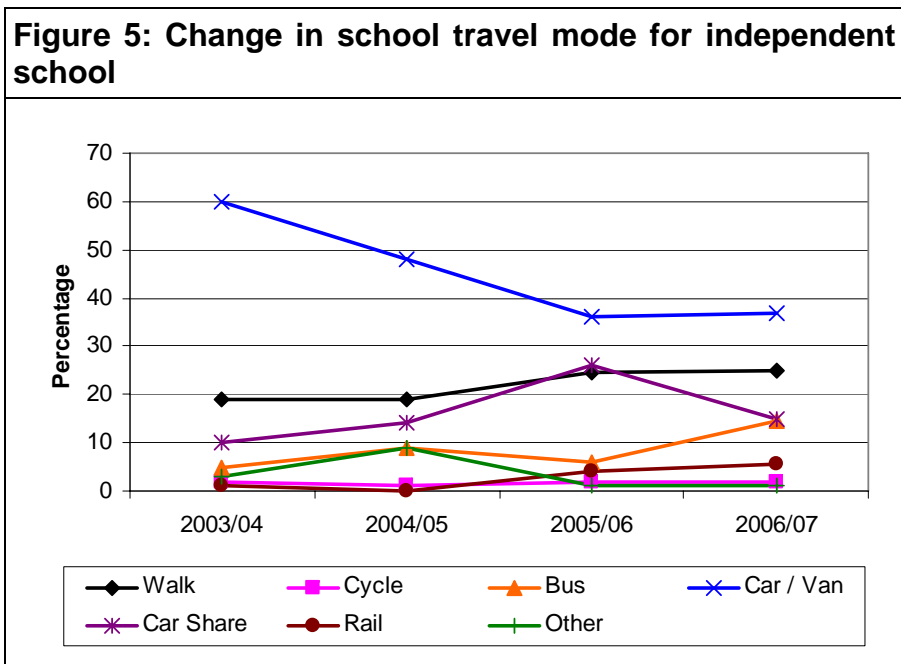
In state primary schools, walking remains the dominant mode at about 60%. Car use has reduced from about 30% to 17% and car share has increased from 1% to about 5%.

Bus use has doubled from 4.5% to 10% of journeys and both cycling and train/tube use have increased in primary schools.

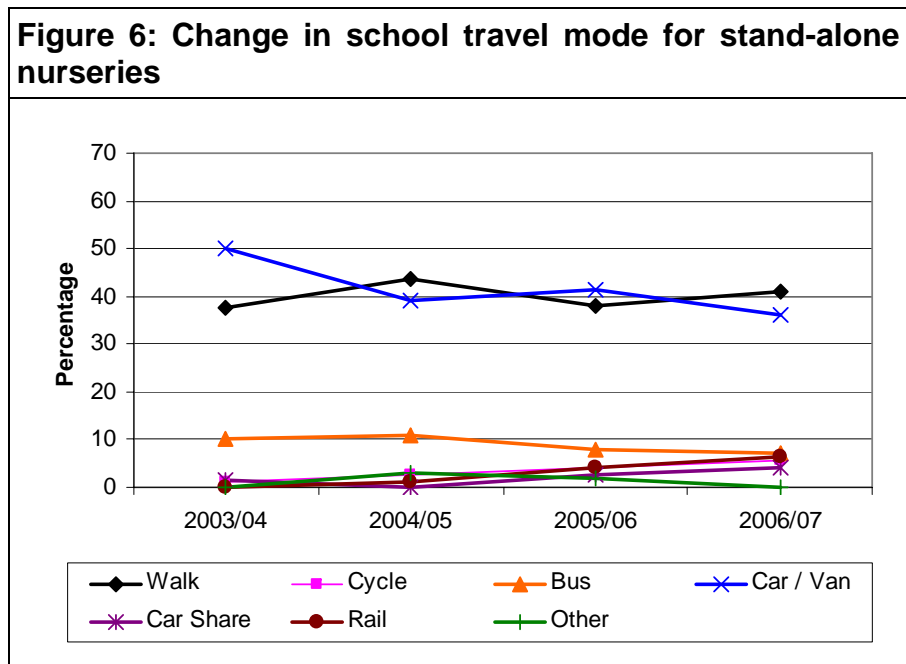
Figure 4: Change in school travel mode for state primary schools



In independent schools, car use is the predominant form of transport, but has reduced from 60% to 37% between 2003 and 2006. Walking has increased from 19% to 25% of journeys; train/tube use has increased and bus use has almost tripled (5% to 14.5%).



In stand-alone nurseries, walking has overtaken car use as the largest proportion of journeys (walking is now 41% and car use is 36%). Car sharing has increased from 1.5% to 4% and cycling from 1% to over 5%. Train/tube use has increased though bus use has slightly decreased from 10% to 7%.



Travel surveys

Traffic surveys were undertaken in February 2002 in Fitzjohn's Avenue, Arkwright Road and Ferncroft Avenues in Hampstead. To compare the changes in traffic levels over the five years and to check the robustness of the school data, traffic surveys were undertaken in February 2007 in the same location. The key summary findings from these traffic surveys are as follows:

- The surveys confirm that there has not been much change in traffic levels since the introduction of Camden' school run policy.
- During term-time for both independent and maintained schools there has been an increase of 10% 8 – 9 am and 12% 3 – 4 pm in traffic levels.
- During the Independent schools half term there has been a reduction of 8% and 2% respectively and during the maintained schools half-term a 10% increase and 5% reduction respectively.
- Comparing half term with term-time shows a drop in traffic. However, in the afternoon period there were marginally fewer vehicles during 2007 than 2002.
- It should be noted that the differences surveyed are relatively small in most cases and, therefore, anything that is less than +/- 10% should be regarded as not representing a significant change.

Some of the changes can be explained by higher levels of traffic that have been recorded outside the congestion charge zone and an increase in school rolls since 2002.

For all schools, monitoring has also been carried out for the London Area Travel Survey (LATS) using travel diaries (and other survey methods) completed by thousands of households. In the 2005/06 Strategy, table 1 sets out the results from the 1991 survey and table 2 the results from 2001. Both tables set Camden in context beside other inner London boroughs.²

It is interesting to note and compare changes, and perhaps a "headline" result would be that the Inner London average total for those making trips to and from education by walking, cycling or public transport has fallen by 4% from 84% to 80% between 1991 and 2001, whereas in Camden this has risen by 3% to 91%. The difference with the modal split between schools in the dispensation scheme and the LATS data is that LATS borough data is from households in the borough, but given the preponderance of independent sector schools in parts of the borough that have a geographical catchment area well beyond the borough, this will fail to catch those from outside the borough who attend schools in Camden. The LATS data is of interest, but the modal split shown below is of more use when considering the particular problems in at least parts of the borough.

² The tables can be found in *School Travel Plan Strategy 2005/06*

Resources

The Council has already committed considerable resources to tackling the school run problem.

- A dedicated school travel plan officer is funded without recourse to central government funds
- A website has been set up to provide guidance for schools at www.camden.gov.uk/stp.
- A web-based Camden School Travel Network (CSTN) to communicate updates, offers, competitions and useful information to school contacts.
- A School Travel Consultation Steering Group (STCSG) composed of residents, schools, parents, Councillors, experts, and relevant officers from parking, Children, Schools & Families, road safety training and engineering meets regularly to advise on school travel plan strategies.
- Officers in road safety, street policy, highway maintenance or air quality teams. Officers contact the school to address relevant issues raised in the STP. Long-term, street engineering solutions are built into their work programmes, where appropriate.
- Senior officers in road safety, highway engineering, cycle training meet once every two months to ensure integration

of the school travel plan programme with their areas of responsibility.

- An officer from the transport planning team attends regular meetings of the Healthy Schools Planning Advisory Group to ensure that STP policy objectives link with those of the Healthy Schools Programme.
- The STP Officer attends a bi-monthly network meeting called “Growing up Safely” to keep abreast of community safety initiatives being run by partners in the local authority and police. Any issues raised by schools as part of their travel plan are shared with this group.
- Funding from Transport for London is deployed to support another STP adviser to increase our ability to motivate, advise and monitor the school travel plan process more directly with schools.
- Both the Directors of Culture & Environment and Children, Schools and Families support Camden’s school travel strategy and annually review a strategy update before it is submitted to the Executive (Environment) Sub-Group. Senior officers in Parking, Education, and Street Policy advise on this report before submission to Directors and Executive members.

3. Work Strategy

Camden has taken a managerial approach with a well-defined strategy. This strategy involves five areas of work – marketing and preparation, development, implementation, monitoring, publicising and celebrating successes.

School Travel Plan marketing and preparation

Camden's strategy aims to convey the following messages to schools about the benefits of doing a travel plan.

- Improved health and safety of pupils
- Potential for improving the reputation of the school
- Potential for improving pupils behaviour in school and on the school journey
- Reduced traffic inside and outside school
- Improved relations with the schools neighbours
- Involvement in a wider community-based project
- An improved school environment
- Opportunities for learning, particularly under the theme of citizenship
- Visits from outside professionals and
- Opportunities for media coverage

Camden's strategy also aims to convey key messages to parents who are likely to be more interested in the health, safety, and learning opportunities for their child(ren) associated with doing a travel plan.

Some highlights of our marketing and preparation for 2006/07 included:

- A development of the 2007 Time To Talk project for north Camden. Time to Talk involved parents receiving a map helping them to travel to school by public transport or on foot in order for their child to photograph their school journey around four different themes. Students then entered a prize category for their photographs with the overall winners receiving an I-Dog in each category, a book for the school library and a donation to the Badger Trust of £50 to help look after badgers injured in road collisions.
- A roll out of Walk on Wednesdays to two more schools and 650 pupils that have not currently developed a school travel plan. The objective behind this is to raise travelling to school as an item on the school's agenda.
- Close liaison with Camden's Healthy Schools Officer has led to six schools contacting the Camden school travel plan team to develop a travel plan. Four schools are proceeding to develop a plan for 2007/08.

Time to talk

Try a different way to school
and help the badger



8
I-DOGS
to be won in
our competition!



Local transport map inside...

School Travel Plan development

In order to meet our targets for all schools to have a travel plan by March 2009, Camden is aiming to work with schools to deliver 35 travel plans in 2007/08 and 19 travel plans in 2008/09, bringing the total to 80% and 100% respectively.

There are a number of different sub-strategies for achieving this.

Selective

Camden's school run policy makes it mandatory for all schools in the parking dispensation scheme to possess a DCSF approved travel plan by March 2008. This covers 20 independent schools and one state school that will have to ensure that their travel plans are fully up-to-date by this time in order to receive any parking permits for academic year 2008/09.

Camden will approach these schools by offering two sets of seminars during the Autumn Term 2007. The first being area-specific to north Camden, the second will cover the rest of the Borough. All the schools currently have STPs but need to develop them to the DCSF-approved standard.

Responsive

A total of six schools have recently got in touch with us following closer working between Camden's school travel plan

team and the Healthy Schools Officer. These schools have received a visit from the STP team and are currently in the process of developing a school travel plan. Since these last schools often face the most significant challenges to complete a travel plan, Camden has successfully bid from TfL for supply cover funding to pay for the plans to be written by a teacher in class time. Camden is also offering to input data for the schools so that they can concentrate on developing their plan rather than this labour-intensive task.

Camden's STP team will remain alert to requests from schools around any related journey to school issue in order to develop a travel plan.

Following the success of closer working with the Healthy Schools Officer, Camden's STP team will seek to work closer with other teams in the Council to provide support on travel issues to schools that are developing a travel plan. One example of this strategy is a closer working relationship with the Children, Schools and Families Directorate to explain school travel plans to School Link Improvement Officers.

Reactive

Camden's STP team have a close working relationship with officers in Planning Development Control. The STP team works alongside officers with responsibility for providing transport observations on development projects. STP officers are an integral part of the planning process and have taken the opportunity to develop travel plans for a number of

schools since Camden pioneered the concept in 2000 with The Royal School, Hampstead, acknowledged as being a 'best practice' example of what can be achieved with an independent school through the planning process.

Recently, St Mary's School, Hampstead has set up a school bus scheme for 20 children, entered into the Council's Walking Wednesdays scheme and agreed to install cycle parking facilities in response to a Section 106 travel plan. Camden will continue to foster this close working relationship to work towards our September 2009 target.

Challenge

A new initiative which we would like to commence at the start of the academic year 2007 will involve setting a challenge to schools that have not yet developed a travel plan. Camden's STP team will write to schools asking them to find examples of travel issues affecting their children. Results will be publicised amongst all other Council officers. Schools that respond will be offered a visit by Camden's Theatre in Education programme, supported by TfL once they have completed their travel plan.

Once in train our work on developing travel plans with schools has ranged from the following:

- Meetings with schools including assemblies to launch the travel plan and map out a development timetable for plan delivery.

- The Camden website which provides information on how to write and research a travel plan, including possible measures to consider.
- Seminars: (see above)
- Attendance at governor, staff or STP working group meetings as requested.
- Help with data entry as part of the STP consultation where requested and subject to resources being available.
- Visits once the STP consultation is complete in order to discuss potential actions to include in the STP.
- Camden particularly welcomes the support that TfL's Regional STP team has offered in this respect over the last three years. There is an increasing amount of support available from TfL, including examples like the KS2 Cycling Curriculum Pack, the Tour de France competition, Bike IT, STP conferences, and Walk on Wednesdays.
- Written and verbal feedback on the STP draft
- Formal check of TfL requirements before STP sign-off.

School Travel Plan implementation

Camden's STP team puts strong emphasis on getting the STP action plan right as the backbone of any implementation project. This means checking that the school understands the following:

- School only actions
- School and STP team actions

- School and other Council bodies actions co-ordinated by the STP team
- School and external group actions including stakeholders like the police, local residents, and charities and NGOs like Sustrans.
- The length of time these actions will need to take place (schools need to adjust expectations to understand that engineering measures may take two or three years to come to fruition and not in the form originally envisaged).

At an early stage in the process the school's STP co-ordinator is made aware of current projects and programmes that are on offer from Camden's STP team. This is to ensure that, early on, the school is able to consider how practical and successful it will be to include them in the travel plan to tackle the issues raised. Current examples include:

- Theatre in Education workshops to raise awareness of sustainable travel-related issues;
- Visits to the Green Travel Roadshow as a travel awareness exercise;
- Small grants programme for funding low cost 'revenue' items like pedometers and wet weather gear.
- The Sustran's Bike IT project
- TfL's Cycling Curriculum Pack for KS2
- Walking Wednesdays
- TfL Safety and Citizenship and Camden's Junior Safety Citizenship programmes
- The Mayor's Cycle Parking Fund

- The provision of parking enforcement facilities including CCTV vehicles and cameras to reduce illegal parking around schools.
- Lobbying TfL buses for increased provision during school run periods.

At any stage during the STP development process, but especially after the receipt of an STP draft, Camden's STP team note any issues that require a cross cutting response from Council or external bodies such as the police and:

- Establish links with the Council's road safety, cycle training, STP engineering implementation, Healthy Schools, Children, Schools and Families, GIS, Air Quality monitoring, and school transport teams. Meetings are held once every two months to exchange information and ideas and check on progress.
- Pass road safety issues raised by schools to Camden's Public Safety Officer.
- Most recently Camden's Air Quality Monitoring and STP Officers collaborated to produce an air pollution education programme.
- Issues involving higher levels of political support such as lobbying for improved bus services are discussed as part of the Member-led School Travel Consultation Steering Group
- The Healthy Schools and STP Officer share information on schools in the Healthy Schools Scheme and exploit opportunities to market the travel plan as a shared policy objective.

- Where schools indicate an interest in developing cycle training amongst pupils and staff the STP officer informs Camden's Cycle Training Officer, giving advice on cycle parking facilities and their possible improvement as part of the DCSF grant.
- The link officer in Camden's CSF Directorate gives advice on linking school travel plan objectives with work plans within Camden Local Education Authority.
- GIS team members supply school maps as and when requested as part of the travel plan development process.

Camden's STP team will look for opportunities to improve on the efficient implementation of school travel plans. As a part of this objective, Camden will be providing seminars in the Autumn Term 2007 to develop draft STPs into DCSF-approved STPs. This is intended to auger an area-based approach to dealing with the issue of car travel in north Camden. As part of our implementation strategy Camden's STP team have worked with colleagues in engineering to construct a bid to conduct a feasibility of street improvement works in anticipation of completed STPs in this area by March 2008. Strong links have been made, through the STCSG to local resident's organizations so that it will be possible to gain a more realistic understanding of what is and isn't achievable in the area.

School Travel Plan monitoring

Camden has received 58 school travel plans in total, 39 of which currently meet the CS&F criteria. Baseline data from

the travel plan is inputted into an Excel spreadsheet. In line with TfL requirements, Camden is updating this information onto the iTrace system over the school summer holiday break 2007.

School travel data is also collected from the CSF school census and recorded by officers in the STP team. Camden produces maps of this postcode data for schools to use in order to update their STP targets in light of changes in school pupil catchment patterns.

Each year schools provide an update to their school travel plan. In 2006/07 Camden used TfL funds to boost update responses. Out of 28 school travel plan updates requested, Camden received seven, linking the receipt of an approved update with the opportunity for schools to bid for funds up to £2,000 to pay for small items to implement their travel plan. Items ranged from pedometers to wet weather gear, to match funded cycle parking facilities and pool bikes for staff. Camden will continue to work closely with TfL to implement incentives for schools to monitor their travel plans, evaluating and adapting these schemes when necessary.

Case study: La Sainte Union Secondary School, Healthy Living Week

As part of its school travel plan La Sainte Union Secondary School conducted a Healthy Living Week from 11th to 15th June 2007.



The main objective was for students to gain a view of the benefits of healthy eating and exercise and adopting a healthy lifestyle. Related to this is also raising awareness of sustainable and healthy forms of transport as a means to travel to school and, as a result, more students cycling and walking to and from school.

Camden's school travel plan team provided a grant of £2,000 towards some of the activities for the event. The £2,000 helped pay for a Walk for Life competition, which recorded student's achievements walking all or part of the way to school rather than using public transport. Those students that walked to or from (or both) school or from Gospel Oak station / Archway had increased from 21 to 54 (or got off the bus 2 stops earlier). In addition, all of these students expressed the intention to continue to walk at least some of the way to school.



Cycle training provided the students in year 7 and 8 with an increased confidence base and a potential fun way of getting to school. The school is installing cycle parking for 30 bikes this year as part of its travel plan.

The personal safety training gave year 8 students the chance to promote confidence on the school journey and encourage more students to walk rather than use public transport or car to travel to school.



Due to the success of the Healthy Living Week, the school is considering making it part of a regular event at the school.

For schools in the parking dispensation scheme the issuing of parking dispensation permits to schools is conditional on receiving a DCSF-approved plan by March 31st 2008. The plans will include data on modal split amongst pupils in the school and no more than two pages of A4 addressing each of the travel plan action points. While this remains a powerful incentive for schools to remain committed to Camden's travel plan programme, the Council is aware that further incentives will need to be put in place prior to the final reduction of permits in July 2008. Schools will need to continue:

- Securing TfL recognition for travel plans that meet a DCSF-approved standard in the independent as well as the state sector through the TfL STP accreditation scheme.
- Ensuring that schools are aware that they can highlight their travel plan status to OFSTED inspectors as part of the 'Every Child Matters' policy agenda.
- Promoting TfL curriculum packs like the KS2 Cycling Curriculum Pack recently produced. The pack has been circulated to schools so that travel planning can become incorporated into the schools' daily work programme.
- Making stronger links between road safety engineering and cycle training measures and the development and maintenance of a school travel plan
- Maintaining a programme of school travel plan co-ordinator training through seminars and the TfL accreditation scheme.

4 Promoting sustainable travel and transport to and from school – Coordinated measures

Camden has funded a full time School Travel Plan (STP) Officer since 2003. Funding sought from Transport for London is focused on the revenue costs of running our school travel plan programme.

The grant from the Departments for Transport and Education and Skills of £24,000 for 2004/05 and 2005/06, which has been used to part-fund an Assistant STP Officer has been extended, facilitating the retention of staff to March 2008.

School Travel Adviser 2007/08, 2008/09, 2009/10, 2010/11

TfL funds were also used towards funding the Assistant STP Officer in 2007/08 whose role was solely to help meet TfL's school travel plan target of all schools possessing an approved plan by 2009. This has been an important resource given that Camden's STP Officer has mainly been working on implementing the Borough's school run policy. The school run policy is expected to deliver results in terms of STPs meeting the TfL target for all schools to have a travel plan by March 31st 2009. In addition, it is a requirement of Camden that all schools in the parking dispensation scheme hold a DCSF-approved plan by 31st March 2008 (a year earlier than TfL's requirement).

Camden's Assistant STP Officer will continue to support schools that have shown an interest in producing a travel plan

by bringing them into a framework for doing so and will be assisting in the provision of training events to deliver more STPs during the Autumn Term, as suggested by TfL's Regional School Travel Adviser.

These are also likely to be schools that have less capacity to produce a plan despite a willingness to do so in principle. Currently we estimate this number to be around 11 per year.

The Assistant STP Officer will liaise with others on inter-school presentations, conferences, press and overall PR.

Teacher supply cover funding

Camden recognises that writing a travel plan is not always a voluntary exercise. It may be difficult for schools to find time to complete the plan given other equally pressing priorities.

In secondary schools the process of developing a travel plan can be extremely labour intensive and requires dedication to ensure that students are brought into the travel planning process and the wider school community are consulted upon travel issues.

To ensure that both secondary schools and less advantaged primary schools have the opportunity to develop a travel plan by 2009, Camden is bidding to pay for supply cover funding to

work with 30 schools a year in 2007/08 and 2008/09. Paying for a teacher to work on a travel plan is also more likely to elevate it from an optional extra for the school to a professionally produced plan owned by the school community. Assistance would cover carrying out a consultation at the school, arranging meetings between the school, council and other key players and advising the school travel steering committee on how to draft a plan.

Many of these schools cite the lack of teacher time as a key obstacle towards produce a travel plan. We estimate that anything between **one and three days** of teacher time would be needed at each school to complete the plan. The total cost would add up to £540 per school at current rates.

Table 1: Estimated Maximum Teacher Time per School	
School Travel Plan Activity	Number of hours
Internal meetings including preparation, minutes and actions	5
External meetings including preparation, minutes and actions	3
Questionnaire distribution and collation or other consultation mechanisms	8 (2 if undertaken by students in class)
Drafting a plan	5
Travel plan updates (twice a year)	3
Total	24 hours

Camden will also be looking to deploy supply cover funding for one day per school for the completion of STP updates.

Walk on Wednesdays (WoW)

Walk on Wednesdays is Camden’s chosen initiative to raise travel awareness and reward sustainable travel behaviour. It plugs a gap we discovered in many school travel plans whereby schools wish to encourage sustainable travel outside the development of travel measures, but do not know how to do so. During the summer term WoW ran at 20 schools in Camden.

We are bidding for resources to renew it again in 2008/09, and subsequent years, tied in with TfL’s ‘DIY Planet Repairs Campaign’. The programme runs during the same term as Walk to School Week, Sustainability Week, Bike Week, and Child Safety Week, and is an ideal practical interface to educate about and promote these events.

Journey to School Pedometer Challenge

The Pedometer Challenge is a competition to devise the most cost-effective way of using pedometers to encourage more children to walk or ‘park and stride’ to school. School Councils will be invited to tender their most creative ideas for using pedometers to get as many of their peers walking to school as possible. Members of the transport planning team at Camden will judge entries. Any school that enters will receive a prize for doing so. There will be one winner and two

runners up. The winning school and two runners up will be able to pilot their ideas.

Journey to School Art Exhibition

Camden's STP team has recently run a project called "Time To Talk" with the objective of promoting sustainable school travel in a less preachy, paternalistic way (see below). This involved the running of a photography competition where children were invited to photograph their school journey around four distinct themes. The idea was to convey how the local environment on the school journey could be worthy of artistic endeavour. Our strategy would like to build on this successful project in future years, possibly involving an international dimension where cameras could be issued to pupils in other parts of the world who face more substantial challenges on their daily school run.

Best practice seminars 2006 – Primary and Secondary

Camden's school run policy review concluded in June 2007 stipulating that all schools in the parking dispensation scheme would need to produce a DCSF-approved STP by March 31st 2008. As part of this process, Camden has bid for seminars, which will provide a step-by-step explanation of how to develop a DCSF travel plan. The first session will explain:

- What is a school travel plan?
- How can a school travel plan help me?
- Overview of school travel plan
- Background information required

- Involving stakeholders in the travel plan
- Consultation methods

The second session will explain:

- Possible measures matched to issues raised
- How to access support in implementing measures
- Writing your action plan
- Monitoring requirements and benefits (sign-off, Every Child Matters, funding, etc)

All schools without a travel plan in Camden will be invited to participate with opportunities for delegates to receive supply cover funding. This will be repeated in 2008/09.

School run policy monitoring exercise- Small Grants Scheme

Monitoring the modal shift impacts of school travel plans has become much easier since the DCSF introduced a mode of travel question as part of their annual school census. Even if a repeat survey is conducted every year at the same time, a whole host of factors may have a considerable impact on modal shares as reported by individual schools. At the same time the breadth of Camden's school travel plan programme involving nearly all schools in the NW3 area is likely to be having an impact on reducing school run traffic. In order to confirm if this is the case with likely lessons for other local authorities wishing to emulate Camden's successes, it is vital that rigorous monitoring is carried out. As part of the background to Camden's School Run Scrutiny Panel, traffic

surveys were undertaken in the NW3 area. We would like to repeat these surveys in 2008/09, in order to judge definitively the effects of Camden's school run policy on restraining school run traffic.

Improving monitoring and engagement – Sustainable Transport Drama Workshops for Primary and Secondary School Children

In addition to the small grants programme Camden also acknowledges the role theatre workshops can play in boosting school awareness of travel plans generally and delivering STP updates in particular. Camden will be offering all schools that completed STP updates or a new plan in 2006/07, the opportunity to receive a visit by a TfL approved theatre company in 2007/08 academic year. Subject to school take-up it may be possible to offer more theatre productions between April and July 2008 to schools that completed their STP in the 07/08 academic year. Efforts will be made, using Camden's internal media networks, to publicise all benefits (small grant and theatre productions) to schools not engaging in the STP process.

Table 2: Current School Travel Plan development schemes funded by TfL			
Scheme	Description	Benefits	Cost (£000)
School Travel Adviser	Match funding of an Assistant School Travel Officer deployed solely to meet TfL's STP target of travel plan completion and improvement	Resources targeted at schools to produce a travel plan that encounter capacity problems. Bringing 30 independent schools in Camden up to DCSF standard and ensuring professional delivery and monitoring of STP initiatives.	16
Theatre in Education - Sustainable Transport Drama Workshops for Primary School Children	Sustainable travel drama workshops to visit 30 schools in 2007/08 that have developed a school travel plan or school travel plan update in 2007.	Theatre workshops will encourage children, staff and parents to think about their travel behaviour and buy in to more travel plan development and implementation measures.	15
Two best practice seminars	Invite schools that have not yet developed a school travel plan and develop the seminar format involving external speakers, room hire, invitations to speakers and attendees and further event preparation. There will be two series of two half-day best practice seminars to assist STP coordinators with development of new plans	Best practice seminars will help to initiate the STP development process and will guide schools step-by-step on what a STP should contain.	5.5
Two days supply cover funding to assist with school travel plan development	Supply cover funding to be paid at survey and consultation stage and upon receipt of final approved plan (£180 per day) at 10 schools initially but this may be increased if more than 10 schools	Two days supply cover will help to go toward the cost of releasing a member of staff to consult on the school travel issues and problems and write the STP	3.6

Table 2: Current School Travel Plan development schemes funded by TfL			
Scheme	Description	Benefits	Cost (£000)
One day's supply cover funding to assist with school travel plan monitoring	Supply cover funding to be paid to schools that complete an annual review. Funding will only be given to the school on submission and approval of the progress review. £180 is available for 30 schools for one day.	One day supply cover will support and encourage schools to keep their STPs active so they can monitor the implementation of the STP and reset targets and objectives based on previous achievements	6
Feasibility, Design, Consultation and Monitoring for STP engineering measures	Funding for engineering to work with schools who have approved STPs or with schools as they are in the process of developing STPs	This will help to establish pre-implementation stages of engineering works through feasibility, design, consultation and monitoring for School Travel Plan engineering measures	20
Walk on Wednesday (WoW) scheme	Participation of students at schools in Camden's WoW walking incentive scheme	Students are rewarded for their efforts to walk all or part of the way to school as well as increase travel awareness	In travel awareness budget (£15k)
Journey to School Pedometer Challenge ³	Competition to devise the most cost-effective way of using pedometers	Encourage more children to walk to school or "park and stride"	12
Journey to school art exhibition ⁴	Photographic exercise with 10 schools, funding disposable cameras	Only run with schools that have an approved STP	4
2007-08 Total awarded by Transport for London			82.1

³ Non-BSP funding

⁴ Non-BSP funding

Table 3: Proposed School Travel Plan development schemes for 2008-09			
Scheme	Description	Benefits	Cost (£000)
School Travel Adviser	School Travel Adviser deployed solely to meet TfL's STP target of travel plan completion and improvement	Resources targeted at schools to produce a travel plan that encounter capacity problems. Bringing 30 independent schools in Camden up to DCSF standard and ensuring professional delivery and monitoring of STP initiatives.	36
Theatre in Education - Sustainable Transport Drama Workshops for Primary School Children	Sustainable travel drama workshops to visit 30 schools in 2007/08 that have developed a school travel plan or school travel plan update in 2007.	Theatre workshops will encourage children, staff and parents to think about their travel behaviour and buy in to more travel plan development and implementation measures.	15
Camden Green Fair Roadshow for schools with travel plans	Invite schools with approved school travel plans to the Roadshow event. The production incorporates themes of how our travel choices impact on the environment and eco-system.	The Green Roadshow is tailored especially for school children about sustainability and school travel through environmentally-themed entertainment.	In travel awareness budget

Table 3: Proposed School Travel Plan development schemes for 2008-09			
Scheme	Description	Benefits	Cost (£000)
Two best practice seminars	Invite schools that have not yet developed a school travel plan and develop the seminar format involving external speakers, room hire, invitations to speakers and attendees and further event preparation. There will be two series of two half-day best practice seminars to assist STP coordinators with development of new plans	Best practice seminars will help to initiate the STP development process and will guide schools step-by-step on what a STP should contain.	5.5
2 days supply cover funding to assist with school travel plan development	Supply cover funding to be paid at survey and consultation stage and upon receipt of final approved plan (£180 per day) at 10 schools initially but this may be increased if more than 10 schools	2 days supply cover will help to go toward the cost of releasing a member of staff to consult on the school travel issues and problems and write the STP	3.6
One day's supply cover funding to assist with school travel plan monitoring	Supply cover funding to be paid to schools that complete an annual review. Funding will only be given to the school on submission and approval of the progress review. £180 is available for 30 schools for one day.	One day supply cover will support and encourage schools to keep their STPs active so they can monitor the implementation of the STP and reset targets and objectives based on previous achievements	5.4
Advice to schools relating to engineering schemes	Funding for engineering to work with schools who have approved STPs or with schools as they are in the process of developing STPs	This will help to establish pre-implementation stages of engineering works through feasibility, design, consultation and monitoring for School Travel Plan engineering measures	20

Table 3: Proposed School Travel Plan development schemes for 2008-09			
Scheme	Description	Benefits	Cost (£000)
Journey to school pedometer challenge	Competition to devise the most cost-effective way of using pedometers. Entries judged by transport planning team and overall winning idea is piloted with as many schools as possible (at least 15). Evaluation of modal shift to be provided to TfL. Competition will only be run with schools who have an approved and valid STP in place	The challenge will encourage more children to walk or "park and stride" to school.	12
Walk on Wednesday (WoW) scheme	Participation of students at schools in Camden's WoW walking incentive scheme	Students are rewarded for their efforts to walk all or part of the way to school as well as increase travel awareness	In travel awareness budget
Journey to school art competition and exhibition	Running a photographic exercise with schools based on the themes of the school journey. There is funding for digital or disposable cameras and processing costs and for winning prints to be produced mounted professionally for presentation. Winning entries will be placed on exhibition.	The competition targets schools in the north-west of the borough where there is a particular problem with congestion associated with the school run. Invite students and parents to take time out of their normal routine to spend a day with their child walking to or from school.	4

Table 3: Proposed School Travel Plan development schemes for 2008-09			
Scheme	Description	Benefits	Cost (£000)
Small Grants Implementation Scheme	Small grants are available to schools that have developed an active STP or annual review. They can apply for funding (up to £2,000 or more if a strong case is made) to assist with the implementation of school travel initiatives and measures.	Encourage schools to develop STPs even further and to implement schemes and initiatives that assist with modal shift.	20
2008-09 Total bid to Transport for London			121.5

5 Strategy to audit and develop infrastructure to support travel needs of pupils

Camden is committed to encouraging sustainable travel in the borough for all users, this involves an extensive work programme of maintenance and provision of supporting infrastructure. For example:

- Strategic walking and cycling routes including the provision of facilities such as pedestrian crossings, signage, cycle lanes and advanced stop lanes.
- Local Safety Schemes, to improve safety at casualty hotspots, including, vehicle speed reduction measures, new pedestrian crossings.
- Accessibility schemes, for improving walking routes in particular for people with mobility difficulties but with benefits for all pedestrians.
- Town Centre Schemes, with a whole range of measures to improve travel, accessibility and safety for all users in town centres.
- Bus stop accessibility schemes which upgrade or introduce bus stops to allow safe boarding and alighting of low floor buses

There are many other additional schemes that will have benefits for pupils that travel to school, and these are all subject to individual strategic auditing and prioritisation that are cross cutting and will meet the travel needs of pupils as well as other users (for example the development of a strategic cycle network). All of these work programmes are

detailed in Camden's Local Implementation Plan (LIP). The criteria listed in **Table 5.10** of the LIP demonstrate how schemes can be prioritised.

Currently, in terms of targeting pupils travelling to and from school, pupil's needs are primarily identified through the school travel plan process. When schools develop their travel plans, they are required to set targets that encourage more sustainable travel by pupils to school. Infrastructure requirements such as pedestrian crossings, cycle parking or cycle lanes could then be considered for implementation through a feasibility study (described below in more detail), if found feasible, funding can be sought to implement the engineering measures that will help facilitate sustainable travel.

Feasibility for School Travel Plan engineering measures

Camden requests funds from TfL to allow the necessary feasibility work to be carried out for the engineering measures associated with issues raised by schools in their Travel Plans. This involves working closely with the school and pupils, to investigate possible solutions to the problems raised by schools in their travel plans, concerning road safety, and barriers to walking and cycling.

During the school travel plan development phase, an engineer will visit the school to help assess infrastructure needs for

supporting sustainable travel to school. This may include engineers attending parent governor meetings, School council meetings, and conducting on-site walkabouts of the local area, with small groups of children who help to identify road safety issues and measures that could encourage modal shift to walking or cycling. The proposals for physical measures are then developed into school travel plan implementation schemes. This means that submissions for funding to TfL can be more accurate. Should funds allow, early consultation and design work could be carried out for schools that are having engineering measures implemented in the following financial year.

Camden has implemented school travel plan engineering (formerly safer routes to school) schemes for 41 schools in the borough to date. In addition, the majority of the Council's capital programme directly contributes to improving conditions for children and young people walking and cycling to school and encouraging modal shift, including in particular Streets for People, Town Centre Schemes, the walking and Cycling Programme, and 20mph zone programmes. Camden has implemented twenty one 20mph zones to date, see figure 2.6.1 of the LIP (2008/09 - reporting and funding).

Selection for implementation of engineering measures

Schools are selected for school travel plan implementation schemes through one of two ways:

- the school identifies a need through a school travel plan;
or

- the school reports a need directly and then develops a school travel plan as a result

Several criteria are used to determine whether a scheme should be included in a specific year's programme. These include the criteria listed in **Table 5.10** of the Local Implementation Plan, as well as the following:

- whether the proposed measures could be incorporated into a current or planned scheme under another programme;
- whether the proposed measures are likely to significantly reduce road danger where there are high proportions of children and young people already walking;
- whether the proposed measures would be likely to contribute to significant modal shift where there are high proportions of children and young people being driven to school;
- the level of children and young people walking or cycling unaccompanied by adults;
- the scheme's priority compared to other proposed school travel plan implementation schemes;
- the level of recent expenditure and provision of similar facilities in the area.

Current programme for STP implementation schemes

This section sets out details of the funding required to deliver the borough's School Travel Plan Strategy.

It is important to note that these descriptions are of schemes that are currently deemed both desirable and feasible. However, there can be no guarantees of timescale or delivery of any individual scheme or programme since these are dependent upon a number of factors, which cannot always be accurately forecasted. These include:

- Funding availability from TfL
- School Travel Plans developed at relevant schools which are approved by officers at TfL (this is a condition of any funding)
- Consultation results
- Changes in technology or approach
- Taking account of other developments as yet unknown – e.g. major new development sites etc.
- Political decision making

Road Safety Education associated with STPs and schools generally are set out in the borough's Road Safety Plan, which is available separately, and can be viewed or downloaded from the borough's website: www.camden.gov.uk

In 2007/08, Camden intends to implement the following school travel plan engineering measures, subject to approval by TfL:

Phoenix School

This scheme involves the installation of two raised entry treatments, at either end of College Crescent (at its junction with Finchley Road, and Fitzjohn's Avenue). College Crescent will be converted to one way uphill (eastbound) for a trial period, this will allow the entry treatments to be narrowed, to slow traffic and reduce rat running on the road. The entry treatment pavement widening will shorten the crossing distance for pedestrians.

St Patrick's School

This scheme involves improving road safety outside the school gates. Concerns raised by the school included the corner of Holmes Road and Raglan Street, where cars would cut the corner of the raised entry treatment and drive over the footway and have been dealt with through section 106 funded work.

Highgate Schools (phase 2)

This scheme involves implementation of a new puffin crossing on Highgate Road, south of its junction with Lissenden Gardens. The crossing will make crossing Highgate Road safer and also improve access to bus stops for pupils from the local Highgate Schools (William Ellis, Parliament Hill and La Sainte Union).

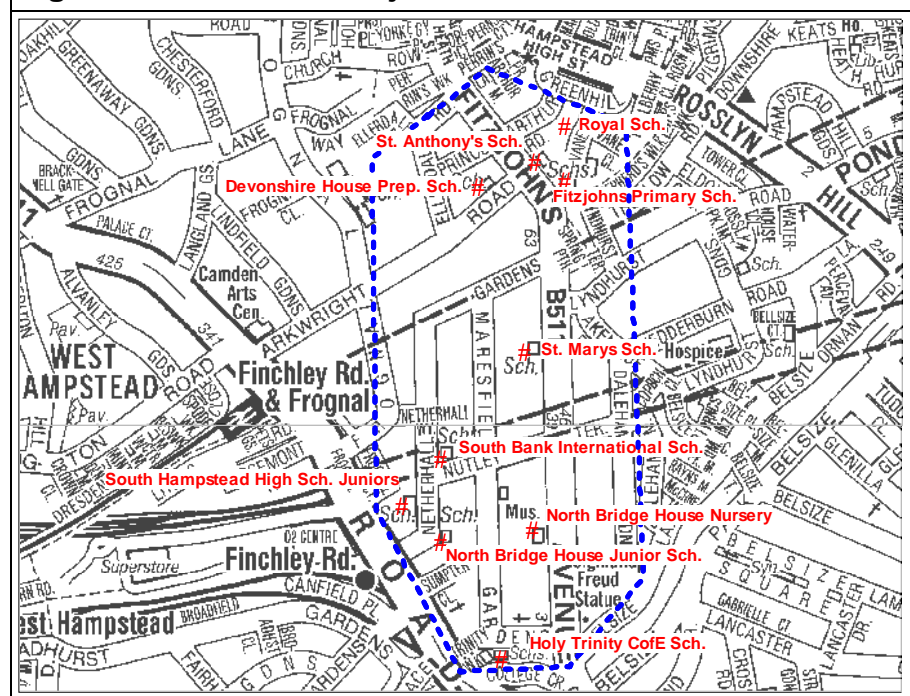
School Travel Plan Implementation programme for 2008/09

The Council aims to take an area based approach to future STP implementation schemes; this means that more schools can benefit from one scheme, and issues for all of the schools involved can be looked at holistically within the wider geographical area. The Council is bidding for two area based schemes for 2008/09 involving a total of 13 schools.

Fitzjohns area STP scheme

This scheme involves looking at road safety, walking and cycling issues for schools located along the Fitzjohns Avenue corridor, located in the north-west of the borough, covering the area between Swiss Cottage and Hampstead. There are ten schools located in the area, eight of these are private schools; Royal School, St Anthony's School, Devonshire House Prep., School, St Mary's School, South Bank International School, North Bridge House Juniors and Nursery, South Hampstead High School. There are also two state schools: Fitzjohns Primary School, Holy Trinity CofE School (See figure 7).

Figure 7: Schools in Fitzjohns area STP scheme

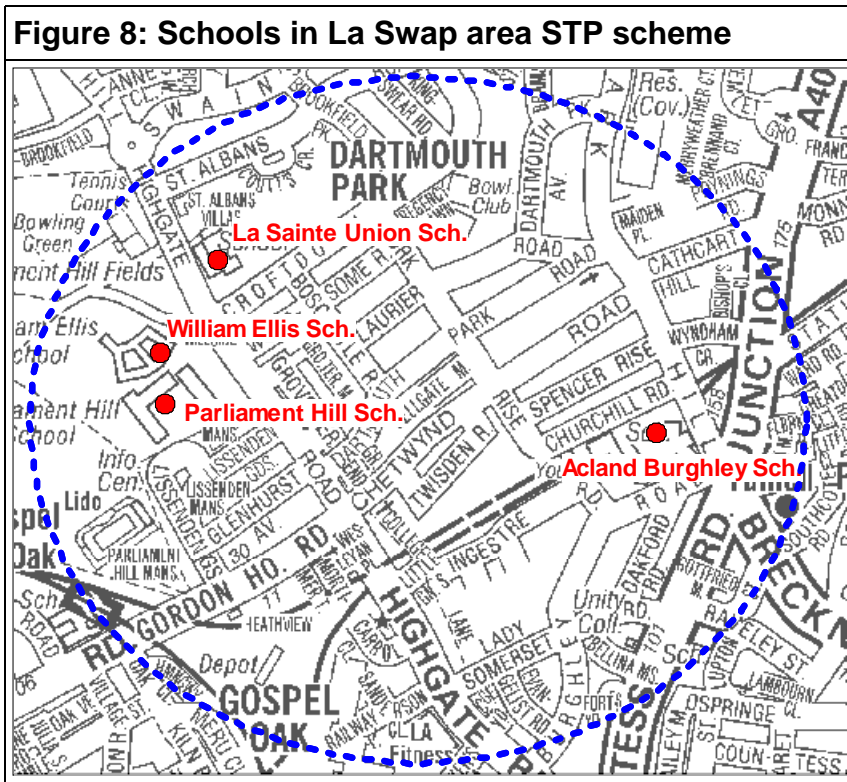


The main issues raised by schools include; traffic speed and volume, signage issues (e.g. keep clear markings, time-plates), pedestrian crossing points, lack of cycle facilities, and school bus parking provisions.

The scheme will involve the design and consultation of proposed measures in 2008/09 at a cost of £30,000, with implementation of measures in 2009/10.

La Swap Schools area STP scheme

This scheme involves addressing road safety issues and improving connectivity for pedestrians and cyclists between the La Swap schools located in Highgate/ Tufnell Park Area (See figure 8).



La Swap is the biggest established consortium Sixth Form in London. The scheme has around 1200 full time students aged 16-19. The La Swap schools consist of: Acland Burghley, La Sainte Union, Parliament Hill and William Ellis. About 70% of La Swap students come from the four schools, and 30% are new entrants. The scheme enables students to study for qualifications from any of the sixth forms at each of the four schools, this means that students may need to travel from one school to another in order to study all lessons on their timetable. There is a need to improve the pedestrian and cycle connectivity between the four schools, to promote the safe and sustainable travel, which will have a lasting impact on the travel behaviour of many of the young adults studying in sixth form. In addition to the La Swap connectivity issues, the scheme will also address issues raised in the School Travel Plans of the four schools. Issues raised in STPs for each school are summarised below:

Acland Burghley

- Issues: Safer Road crossings, better street lighting, cleaner and wider footpaths, slower and less traffic

La Sante Union

- Issues: Desire for new designated cycle routes to enable students to avoid the busy roads, congestion of students waiting outside the school for buses.

Parliament Hill

- Issues: Need to increase pedestrian safety and improve signage by introducing pedestrian entrance as there is a

dangerous entry to the school, new barriers and collapsible bollards to signify pedestrian only areas, poor sightlines for school traffic and pedestrians.

William Ellis

- Issues: lighting, lack of cycle lanes, security and safety of bikes at the school and motorist behaviours, need for safer road crossings, traffic volume and speed.

This scheme will involve design, consultation of proposed measures and partial implementation of measures in 2008/09 at a cost of £60,000, with completion of scheme in 2009/10.

Saint Christopher's School 'Keep Clear' STP scheme, Camden tries to ensure that all schools have accurate 'keep clear' markings outside the main entrance, to ensure safety for pupils coming and going to school. This small scheme will look to install keep clear markings at St. Christopher's school in Belsize Lane. This will involve changes to current parking arrangements and would be subject to public consultation, this scheme is costed at £5,000 and would be consulted and implemented in 2008/09.

Table 4: School travel plan engineering programme				
Year	Scheme	Description	Benefits	Cost (£000)
2007/08	Phoenix School (Non-BSP funding)	Two raised entry treatments, pavement widening outside school	Improvements to crossing roads.	100
2007/08	Primrose Hill Primary School (Non-BSP funding)	Improve levels and provide additional gully	Completion of last year's scheme	10
2007/08	Highgate Road Puffin Crossing	Carry-over scheme to complete puffin crossing on Highgate Road		55
2007/08	St Patrick's Junior, Nursery and Infants School	Minor consultation on and implementation of parking changes		2.5
2008/09	Fitzjohn's Area Scheme phase 1	Design and consultation of proposed measures for schools in the Fitzjohns Area of Camden	Encourage more sustainable travel, improved road safety	32
2008/09	La Swap Schools area	New measures to improve connectivity between La-Swap schools	Encourage more walking and cycling, improved road safety	63
2008/09	Saint Christopher's Keep Clear	Keep clear markings outside school	Improved road safety	6

Table 5: Combined financial summary of STP engineering and development schemes (£000s)		
	2007/08	2008/09
STP development schemes (Tables 2/3)	82.1	121.5
STP engineering schemes (Table 4)	167.5	101.0
Total	249.6	222.5