



*"Where children come first"*

## **School Travel Plan**

Version: 1.00

Date Released: 12<sup>th</sup> July 2017

## **APPROVAL & ADOPTION**

This policy was formally agreed and adopted at a Full Governing Body Meeting held on:

12<sup>th</sup> July 2017

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### **UPDATE SCHEDULE**

| <b>Version</b> | <b>Date</b> | <b>Reason for Update</b>         |
|----------------|-------------|----------------------------------|
| 1.00           | 12/07/17    | First Version post de-Federation |
|                |             |                                  |
|                |             |                                  |
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|                |             |                                  |

**Aylesham Primary School**  
**School Travel Plan 2016/17**

**DCSF No 886/ 2648**



**School Travel Planners:** Tanya Neil and Kara Satterley

**Position within school and email contact details:**

Deputy Headteacher: Kara Satterley / [ksatterley@aylesham.kent.sch.uk](mailto:ksatterley@aylesham.kent.sch.uk)

School Business Manager: Tanya Neil / [sbm@aylesham.kent.sch.uk](mailto:sbm@aylesham.kent.sch.uk)

**Headteacher:** Ian Rowden

**School Address:**

Attlee Avenue, Aylesham, Canterbury, Kent, CT3 3BS

**Phone Number:** 01304 840392

# 1. The School

## General Background Information

Aylesham Primary School is:

- A KCC community day school for pupils aged 4 to 11 with approximately 230 pupils on roll and 42 members of staff.
- A smaller than average school, serving its local village community with accommodation comprising of two buildings (the Infant and Junior schools' combined) and is also on the same site as the Sunshine Corner Nursery which is managed privately by the Pre-School Learning Alliance.
- The school is located on the outskirts of the village of Aylesham, approximately six miles southeast of Canterbury and belongs to the Dover, Deal and Sandwich Partnership of Schools. The address is:

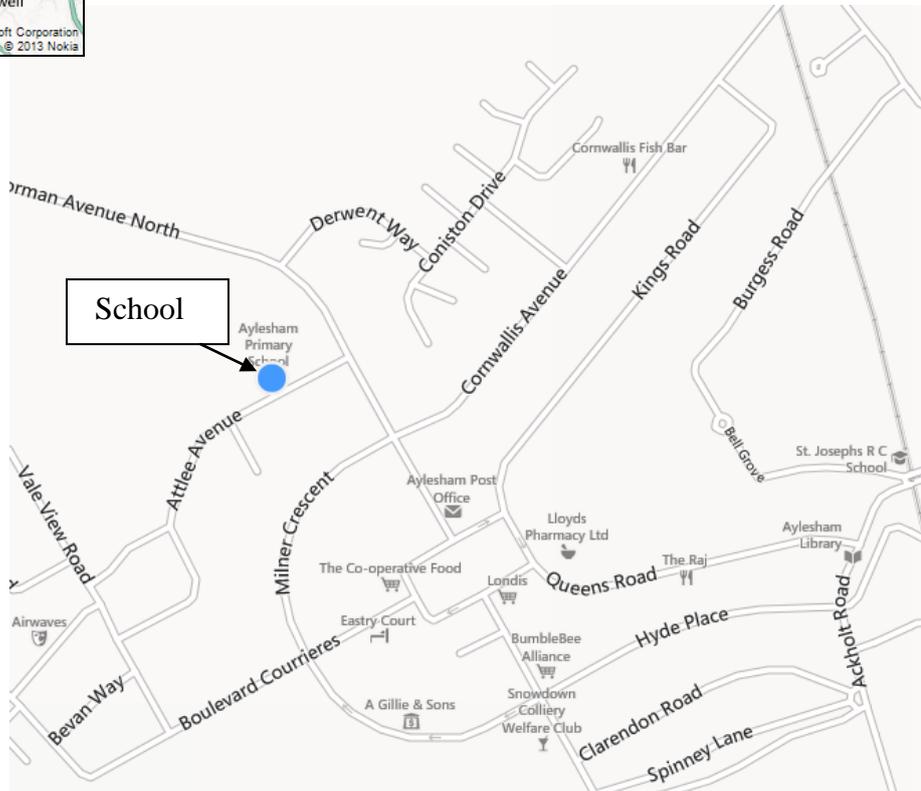
Aylesham Primary School  
Attlee Avenue  
Aylesham  
Canterbury  
CT3 3BS

- A part of the Dover, Deal and Sandwich cluster of 52 schools and the Samphire Learning Hub, a network of 9 schools in different circumstances that work closely to improve standards across those 9 schools. There is a powerful network of support. Since the infancy of the Hub all schools within the Hub are now graded as at least 'good' by Ofsted. One school is now outstanding. Through partnership, progress and achievement have improved for pupils within those schools.
- One of the 271 schools identified in the Priority Schools Building Programme (PSBP) for a new building project set to commence in December 2016. A large expansion of the village also commenced in Summer 2014 which surrounds the school site.
- A part of 'The Colliers Vale Federation' with Vale View Primary & Nursery School in Dover. As a result of partnership work Vale View Primary & Nursery School moved from Special Measures to good in 14 months.

Additional Information:

- The proportion of pupils eligible for free school meals is 24%. There is an relatively equal gender distribution (117 Male, 113 Female) within the school with 94.3% of pupils living in the village. The proportion of pupils with special educational needs and/or disabilities is approximately 6% is above the national average and a small number are in the process of receiving a statement of special educational needs. The range of needs covers communication, social, emotional and physical needs.
- There are currently no pupils in receipt of a statement of SEN who require transport provision. However from September 2014 up to 10 pupils required transport provided by the local authority. This was as a result of Aylesham Primary School hosting a satellite provision for Whitfield & Aspen Primary School pupils. Taxis transport the 10 pupils and arrive on site during school hours. They are limited to 5 miles per hour on site and are allowed access only when the HT/DHT allows them through the gate.
- School hours are:  
8.50am until 2.50pm for Reception Pupils  
8.50am until 3.00pm for Years 1 to 6

- The school operates a Breakfast Club during term time from Monday to Friday commencing at 7.40am until the start of the school day. Pupils are then escorted to the upper building by foot.
- There are a total of 36 parking spaces available on the school site. The Sunshine Corner Nursery has 5 spaces allocated for their staff. The number of spaces available for the school staff is 31 and this includes 3 disabled spaces and 2 visitor spaces. Any car that has 'access' to the school grounds is for dropping off and not parking.



## 2. SITE ASSESSMENT

### Existing School

- Aylesham Primary School is located in east Kent (approximately 280m north of Aylesham Village Centre). The site covers a broadly rectangular piece of land approximately 250m by 160m. It is approximately 36,000 m<sup>2</sup> in area and is centred on approximate grid reference 623302, 152401.
- The school is a 2FE with a current maximum capacity of 420 children. However, in December 2016 there were only 228 children on roll, although the existing infrastructure is designed to meet the operational needs of a maximum occupancy school.
- The existing Aylesham Primary School comprises a series of school buildings which are located towards the southern and eastern boundaries of the site. These are the Infant Block, the Junior Block and a private nursery that is excluded from the proposals. A hard standing sports pitch area is located in the south westernmost corner of the site and several car parking areas located within the site. The west, northwest and northernmost portions of the site are occupied by grassed playing fields.
- The surrounding area is bounded on the southwest, south and southeast by residential properties and the land to the northwest, north and northeast is currently a part of the village expansion with up to 1,200 new homes being built.
- The existing vehicular access to the school is provided by a single gated road accessed from Attlee Avenue. Staff and visitor parking on the site are constrained. Currently approximately 36 cars can park on the site of which 3 parking spaces are designated as disabled and 2 for visitors.
- The Sunshine Corner Nursery has a leasing arrangement with KCC and they are allocated the use of 5 parking spaces. This gives the school dedicated parking provision of 31 spaces. Pedestrian access to the school is via two gated points to the south west and south east of the site. The main public and pupil access to the site are from Attlee Avenue.
- The school day starts at 07:40am for the Breakfast Club with school gates opening at 08:30am. School ends at 15:00 although they are on occasions after school clubs until 16:30.
- The site is located on Attlee Avenue which is a 5.5m wide road with 1.5m wide footways along both flanks. All local roads are lit and subject to a 30 mph speed limit.
- There will be no change to the catchment area of the school as part of the new development, nor will there be to servicing arrangements. Significantly, in the context of this assessment, it is not proposed to increase the overall capacity of the school. As such, the proposed development would have no material impact on the highway network or on-site parking provision beyond the current established position.

The school in its strategic and local context is shown in **Figures 1.1 and 1.2** below

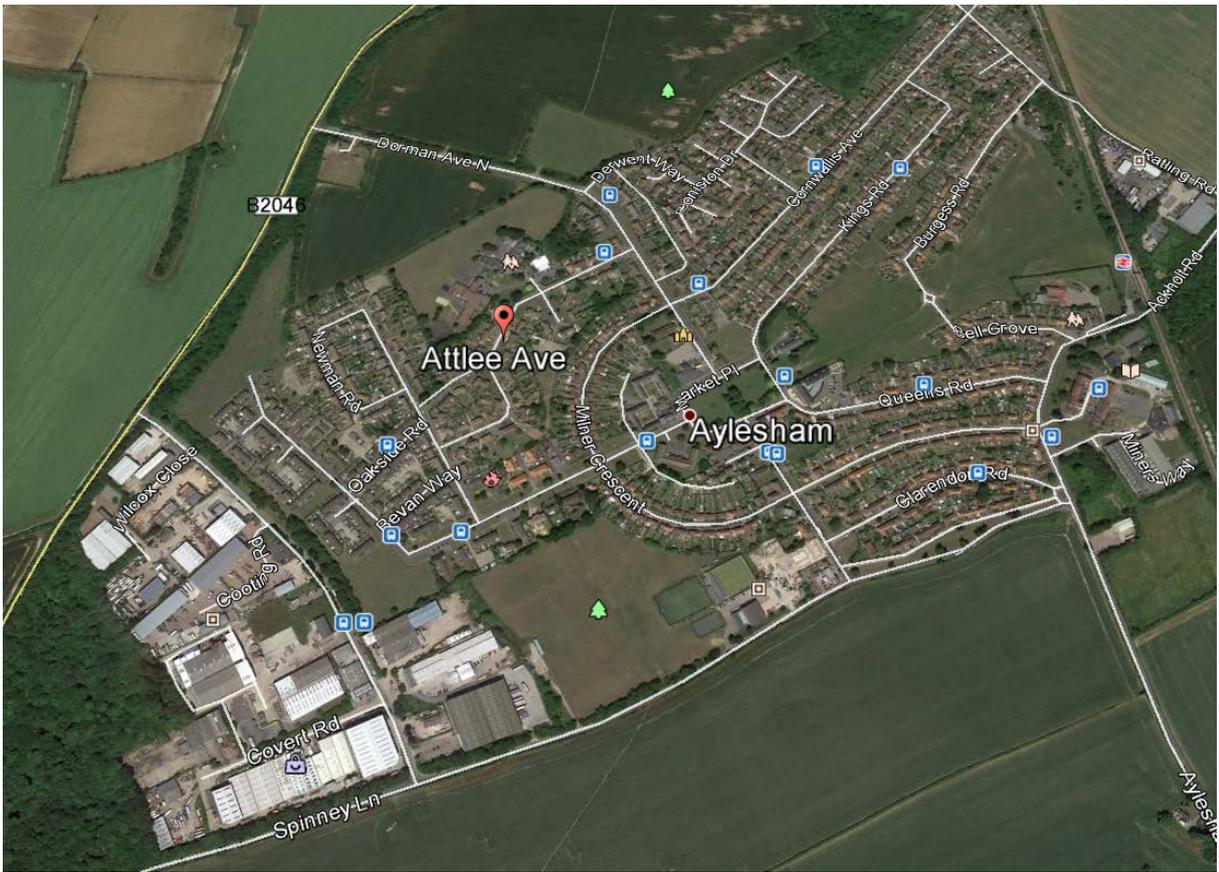


Figure 1.1 – Strategic Context



Figure 1.2 – Local Context

## **Pedestrian/Cycle Facilities**

### **Walking**

The school is accessed from Attlee Avenue.

All local footways are in good condition and benefit from a comprehensive lighting system; there are no obstacles to pedestrians walking to/from the school.

### **Cycling**

There are currently two dedicated cycle parking areas local to the site - a cycle rack at the front of the Infant Building and a Cycle/Scooter Covered Pod at the front of the Junior Building.

Given the age of pupils, it is unlikely that many would cycle to and from school alone; however it may be a possibility for pupils who have accompanying parents to walk with them. Cycling would however be a viable mode of transport for staff and visitors to the school.

## **Public Transport**

### **Bus**

The nearest bus stops are located approximately 100m from the school on Attlee Avenue. The routes that serve this stop serve all other parts of Aylesham which ensures that access to the school are feasible from all parts of the town.

## Site & Building Development Plan

- The school is a part of the Priority School Building Programme (PSBP). This building programme is being managed by the Education Funding Agency (EFA) and they will be redeveloping the school site to provide a modern two-form entry school, with up-to-date facilities.
- This project incorporates the provision of a new two-story school building that is to be sited at approximately the centre of the site and the demolition of the existing two school buildings and conversion of those areas into soft/hard landscaping.
- The existing vehicle and pedestrian entrances/exits will be retained. The proposed development would comprise a total of one new building and the maximum building height would not extend above 81.70 AOD.
- The capacity of the school is two-form entry and currently has 228 pupils. The proposed capacity of the site will be 420 pupils.
- The car parking area/s would need to be extended accordingly.

## OfSTED Report and School Profile

### Inspection dates

13-14 October 2010

24–25 September 2013

### Overall effectiveness

Previous inspection in 2010: Good 2

Last Inspection in 2013: Good 2

Achievement of pupils Good 2

Quality of teaching Good 2

Behaviour and safety of pupils Good 2

Leadership and management Good 2

For more information and to read the Ofsted Report please visit the school website or the Ofsted Website.

<http://www.aylesham.kent.sch.uk>

<https://reports.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/118563>

For additional information regarding performance please see the School Profile available on the school website and on the link below

<https://www.compare-school-performance.service.gov.uk/school/118563>

## School Travel Links

Aylesham Primary School is situated in a residential area of Aylesham Village.

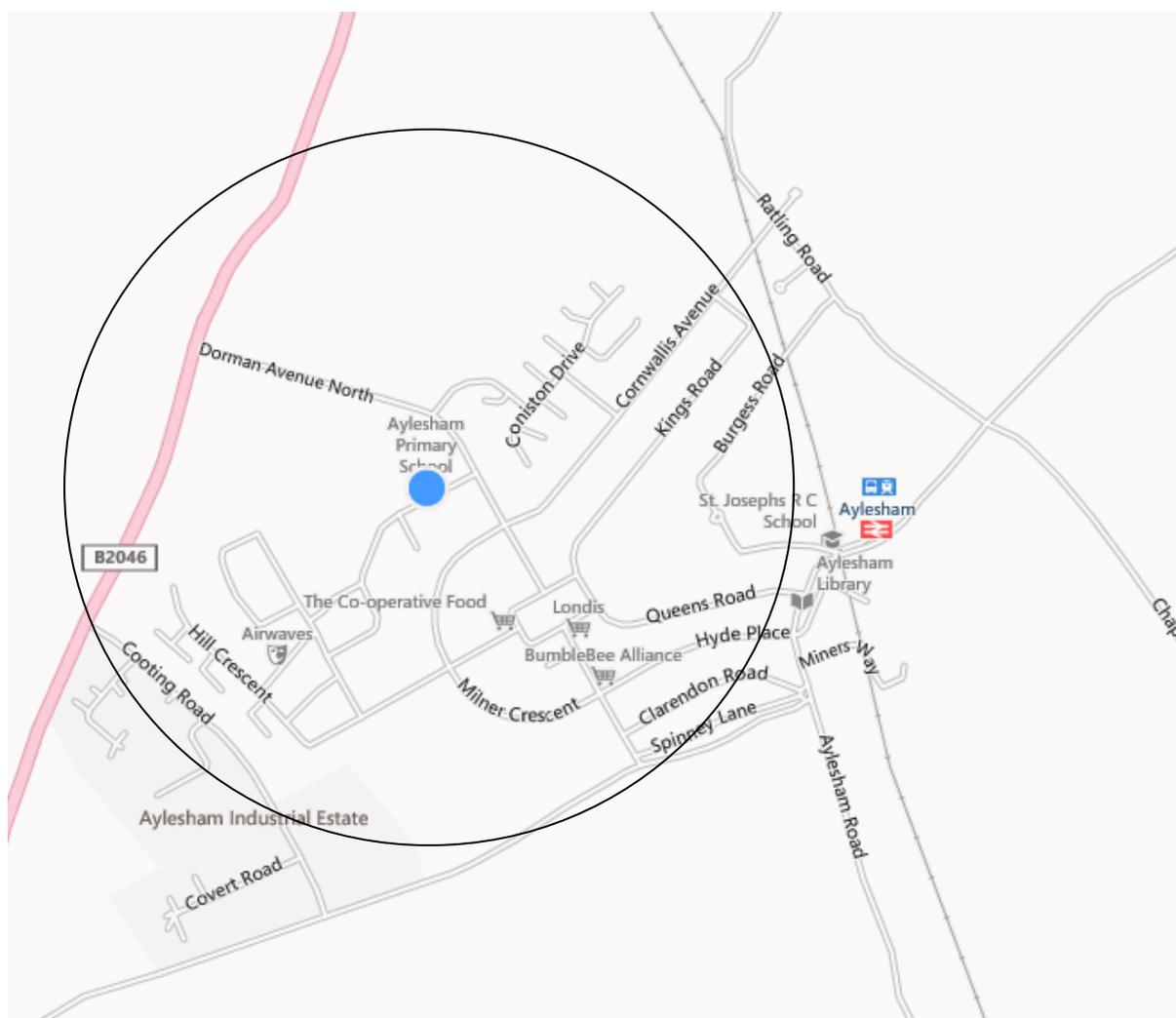
Characteristically, few houses have off road parking or garages. Some roads have a high percentage of vehicles parked in the road which can restrict clear views of the road when crossing.

There are no pedestrian crossings, zebra crossings, pelican crossings or a lollipop lady/man available to support pedestrians within the village.

The village has a train station which is 0.6 miles away from the school.

There are various bus routes to the village from a variety of surrounding villages and towns.

### Walking routes:



The map above is of the local area. The circle indicates a 0.5 mile radius around the school and therefore well within walking distance and suitable for primary age pupils. All roads with the exception of Cooting Road have pavements. There are no crossings of any nature.

Most pupils and their parents walk along Dorman Avenue North or Dorman Avenue South as part of their journey to school, although it is a relatively busy road which is used by villagers to gain access to the B2046 and the A2.

This road and the areas near Premier and the Co-op require special care when crossing the road. Attlee Avenue is busy from 08:30 am-09:00 am and from 14:45 pm-15:15 pm. There are also footpaths and alleys connecting roads which can reduce walking time. The map below shows pedestrian areas such as alleys, bridle paths and footpaths.

### Cycle routes:

There are no designated cycle routes near to the school.

### Cycle Route information can be obtained on-

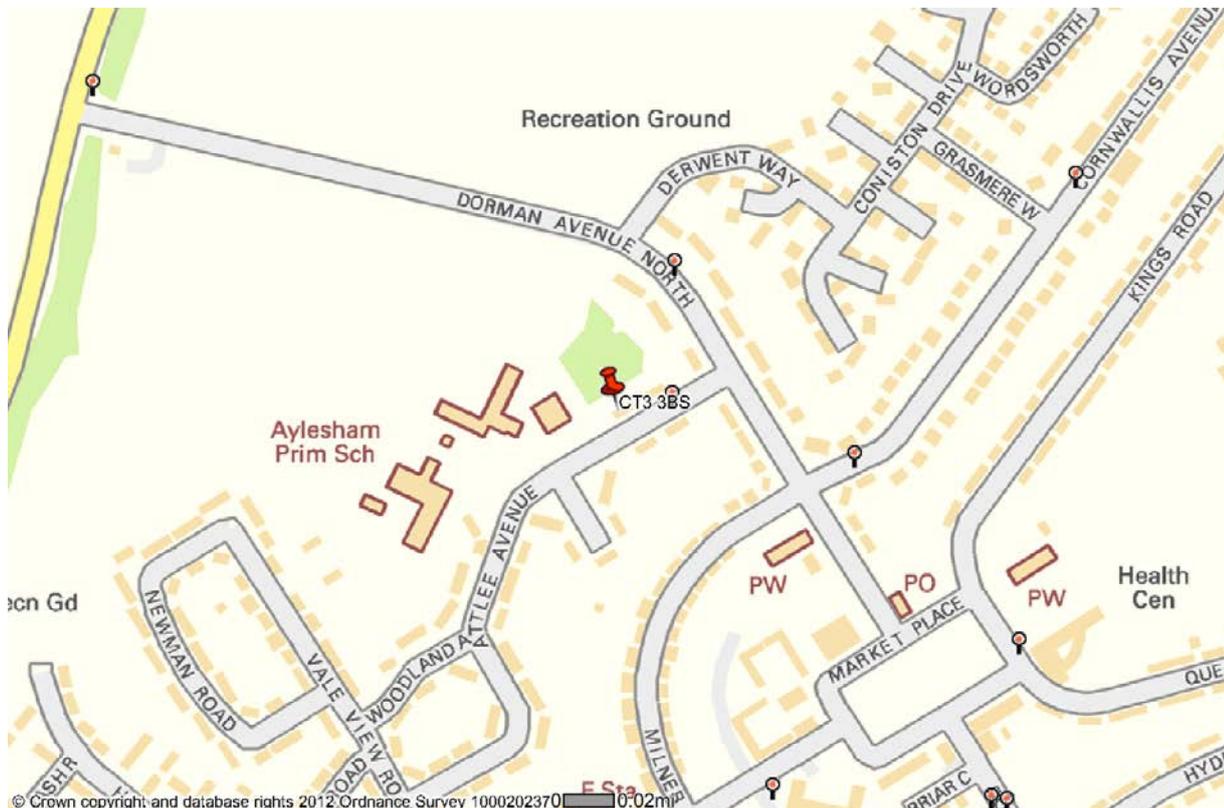
[http://www.cyclinguk.org/ride/touring-and-expedition?gclid=CJJB4-008dACFc-\\_7QodbHkMAg](http://www.cyclinguk.org/ride/touring-and-expedition?gclid=CJJB4-008dACFc-_7QodbHkMAg)

### Bus services:

You can download timetables and a map showing where bus stops are in the area of the school by going to

<http://www.kent.gov.uk/roads-and-travel/travelling-around-kent/bus-travel/bus-routes-and-maps#tab-1>

| Map symbols      |   |
|------------------|---|
| <b>Transport</b> |   |
| Rail stations    |  |
| Bus/Coach stops  |  |



For details log on to: <http://www.travelinesoutheast.org.uk>

| berNum.  | Service (From/To)                  | Frequency            | Operator               |
|--|------------------------------------|----------------------|------------------------|
|  |                                    | Monday-Friday        |                        |
| 89/89A/89B   | Canterbury to Dover                | Hourly               | East Kent              |
|  | Dover to Canterbury                | Hourly               | East Kent              |
| <i>Dover-Buckland-(Whitfield 89 or Coldred 89A)-Eythorne-Elvington-Nonington-Snowdown-Aylesham-Adisham (89B), Bridge or A2- Canterbury</i> |                                    |                      |                        |
| 95   | Aylesham to Sandwich               | School Service       | <u>East Kent</u>       |
| Aylesham-Nonington-Elvington-Sandwich  |                                    |                      |                        |
| 96A  | Aylesham to Christ Church Academy) | School Service       | East Kent              |
| Aylesham-Lyddon-Temple Ewell-Christ Church Academy   |                                    |                      |                        |
| 542  | Walmer-Sandwich                    | 1 Journey, Thursdays | <u>Roberts Coaches</u> |
| Walmer-Deal-Great Mongeham-Ripple-Sutton-Studdal-Eythorne-Woolage-Aylesham-Nonington, Chillenden-Goodnestone-Sandwich                      |                                    |                      |                        |
| 997  | Aylesham-Tower Hamlets, Dover      | School Service       | East Kent              |
| Aylesham-Whitfield-Buckland Valley-Buckland Bridge-Tower Hamlets   |                                    |                      |                        |
| 998  | Aylesham-Tower Hamlets, Dover      | School Service       | East Kent              |
| Aylesham-Lyddon-Temple Ewell-River-Buckland Bridge-Tower Hamlets   |                                    |                      |                        |
| <b>Last Updated: 14/12/16</b>  |                                    |                      |                        |

# Main Local Bus Routes in East Kent

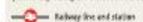


- INTERCHANGE POINTS** - You can change between routes at these points
- A Ashford, Park Street
  - B Folkestone, Bus Station
  - C Margate, Cecil Square
  - D Herne Bay, Bus Garage
  - E Ramsgate, Leopold Street
  - F Sandwich, Market Square
  - G Dover, Pencaster Road
  - H Hythe, Red Lion Square
  - I Deal, South Street
  - J Canterbury, Bus Station

**101.102** to Dover every 20 minutes (operates every hour and split the Hastings every hour)

| Main Routes | Monday - Saturday daytime frequency |
|-------------|-------------------------------------|
| 101         | Every 15 mins                       |
| 102         | Every 15 mins                       |
| 103         | Every 15 mins                       |
| 104         | Every 15 mins                       |
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| 196         | Every 15 mins                       |
| 197         | Every 15 mins                       |
| 198         | Every 15 mins                       |
| 199         | Every 15 mins                       |
| 200         | Every 15 mins                       |

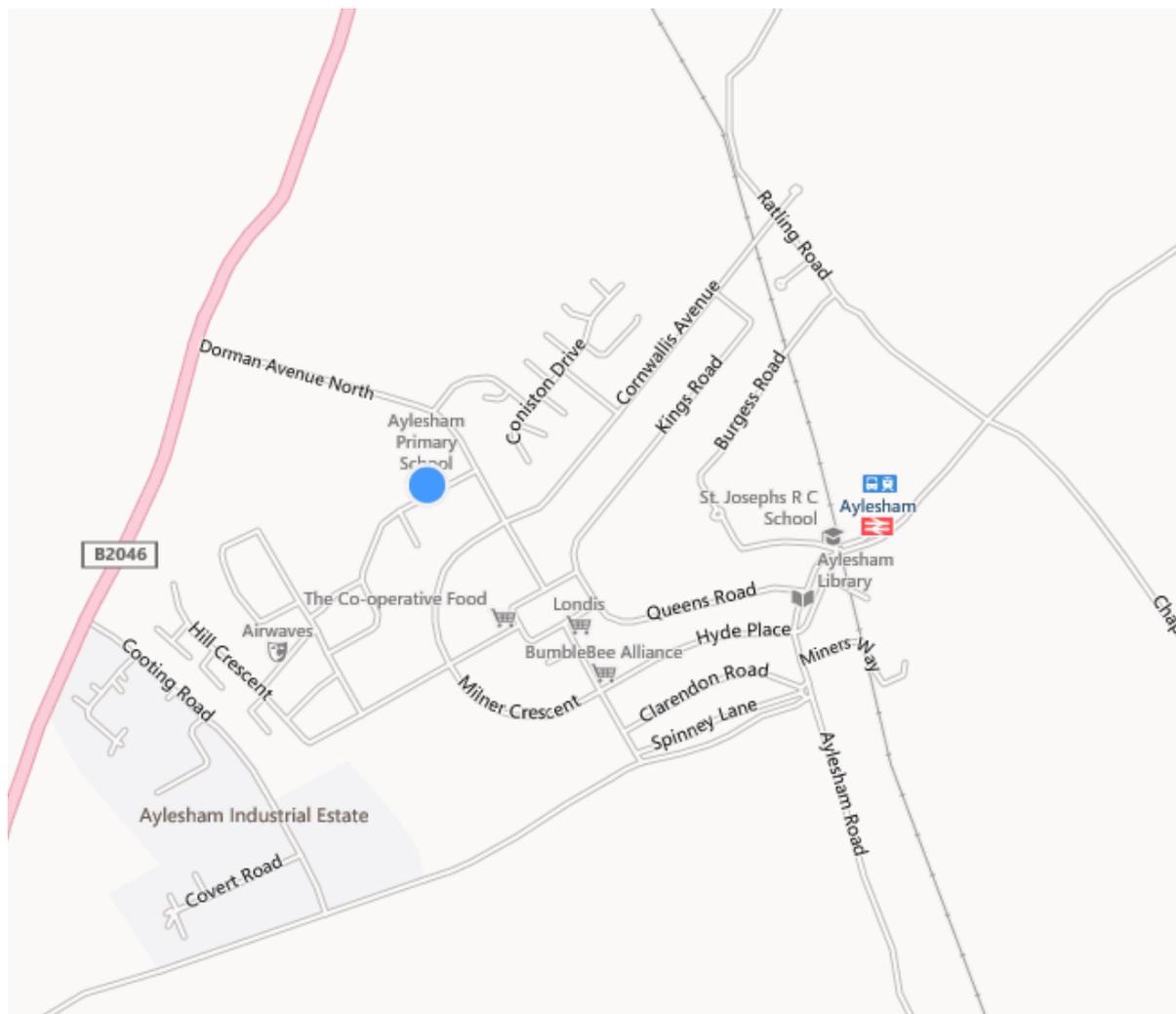
Fixed rate frequencies are included only as a guide and may vary, particularly during the afternoon school period



## Rail services

The nearest railway station is in the village of Aylesham approximately 0.6 miles from the school. It is indicated on the map below. It takes approximately 10-15 minutes to walk from the station to the school.

For up to date rail travel information, go to <https://www.southeasternrailway.co.uk/?&gclid=C1utvr218dACFeyw7QodMo8LWg>



School 

## School Travel Issues

There are a number of transport problems facing the school at this time. However, the village developers will be addressing many of these issues and the travel plan will assist in making travelling to and from school safer and therefore improve the transport situation in the surrounding community.

The problems associated with the school are described in the paragraphs below:

- The vast majority of pupils who attend the school live within a three mile radius.
- This area covers many smaller villages from where there are little or no public transport links.
- Approximately one third of parents returned the questionnaire. 25% of those parents travel by car which would suggest that the overall percentage for the school is similar. Parents state a preference for walking to school, although work commitments do not always allow for this.
- The school was built when car ownership was far less common. Accordingly, many of the houses have no garages or off street parking and resident's park in the roads. Residential roads are comparatively narrow and made more so by parked vehicles.
- Dorman Avenue North is used extensively during the period between 08:00-09:00 am for school traffic, commuting traffic and village building development traffic.
- The village building developments have caused Dorman Avenue North to become very busy and despite the speed humps it is felt that the speed of traffic is still a concern. Many parents have indicated the need for a pedestrian crossing to be installed from Dorman Avenue North to Attlee Avenue.
- The school has a relatively small parking area reserved for staff and visitors.
- Off road public parking is available in the car park in Cripps Close but there is very little available parking on Attlee Avenue. The influx of 'school run' cars, added to the factors above, results in:
  - Dangers to pedestrians particularly children walking through the village to school.
  - Congested roads through the village for a period in the morning and afternoon.
  - Vehicles being parked along Attlee Avenue either on the kerb and/or the double-yellow lines causing problems for those families that walk their child/ren to school.
  - Inconvenience to local residents and other road users.
- There is relatively few transport implications associated with pre-school and after school activity.
- Trips made during the day are made using hired coaches/minibuses or by foot.

**The transport issues above are the view of the school and the neighbouring community which has been agreed following surveys of pupils and parents.**

## Travel Surveys

### Hands-Up Pupil Travel Survey

A Hands-Up Pupil Travel Survey was carried out on the **9<sup>th</sup> January 2017**.

*216 pupils were asked and 16 were absent.*

The results were:

|                      | How pupils currently travel to school |            | How pupils would prefer to travel to school |            |
|----------------------|---------------------------------------|------------|---|------------|
|                      | No.                                   | %          | No.   | %          |
| Walk                 | 130                                   | 60.2       | 76  | 35.2       |
| Park & Walk          | 26                                    | 12.0       | 16  | 7.4        |
| Scooting/Skating     | 5                                     | 2.3        | 38  | 17.6       |
| Cycle                | 10                                    | 4.6        | 54  | 25.0       |
| Public Bus           | 0                                     | 0          | 3   | 1.4        |
| Dedicated School Bus | 0                                     | 0          | 2   | 0.9        |
| Train                | 0                                     | 0          | 1   | 0.5        |
| Car/Van with Others  | 23                                    | 10.6       | 9   | 4.2        |
| Car/Van on your Own  | 22                                    | 10.3       | 11  | 5.1        |
| Other                | 0                                     | 0          | 6   | 2.7        |
| <b>Total</b>         | <b>216</b>                            | <b>100</b> | <b>216</b>                                  | <b>100</b> |

### Staff Travel Survey

A staff travel survey was carried out on the **19<sup>th</sup> January 2017**. **42 staff returns**.

The results were:

|              | How staff currently travel to school |            | How staff would prefer to travel to school |            |
|--------------|--------------------------------------|------------|--|------------|
|              | No.                                  | %          | No.  | %          |
| Walk         | 9                                    | 21.4       | 14   | 33.3       |
| Rail         | 0                                    | 0          | 0  | 0          |
| Bus          | 0                                    | 0          | 0  | 0          |
| Car/Van      | 33                                   | 78.6       | 24   | 57.1       |
| Cycle        | 0                                    | 0          | 2  | 4.8        |
| Car Share    | 0                                    | 0          | 2  | 4.8        |
| Other        | 0                                    | 0          | 0  | 0          |
| <b>Total</b> | <b>42</b>                            | <b>100</b> | <b>42</b>                                  | <b>100</b> |

## Issues Raised by Staff

Members of staff were asked to give a reason as to why they currently travel in the way that they do. The answers included:

- I have too many heavy books and resources to carry to school.
- There is a lack of public transport.
- A car journey is the most convenient mode of transport.
- Ease and time.
- My husband drops me off on his way to work.
- Live too far away to walk and there is no public transport.
- I enjoy the exercise from the walk.
- I get the bus because I don't currently have a car.
- I live in the village so I walk.

## Parent Travel Survey

A parent questionnaire was sent out week beginning *3<sup>rd</sup> January 2017*. We received **83 replies in relation to 111 children**.

Here is a summary of the results:

| <b>Current journey to and from school:</b>         | <b>Tally</b> | <b>%</b>   |
|--|--------------|------------|
| By car accompanied by a parent only                | 15           | 18.1       |
| By car accompanied by a parent and other children: | 10           | 12.0       |
| By Car accompanied by a friend or relative         | 3            | 3.6        |
| Walks with a parent                                | 4            | 4.8        |
| Walks with an adult who is a friend or relative    | 39           | 47         |
| Walks alone or with other children                 | 10           | 12.0       |
| By bike:   | 2            | 2.4        |
| By bus:  | 0            | 0          |
| <b>Total:</b>                                      | <b>83</b>    | <b>100</b> |

| <b>Preferred journey to and from school:</b>       | <b>Tally</b> | <b>%</b>   |
|--|--------------|------------|
| By car accompanied by a parent only                | 14           | 16.9       |
| By car accompanied by a parent and other children: | 5            | 6.0        |
| By Car accompanied by a friend or relative         | 5            | 6.0        |
| Walks with a parent                                | 15           | 18.1       |
| Walks with an adult who is a friend or relative    | 15           | 18.1       |
| Walks alone or with other children                 | 9            | 10.8       |
| By bike:   | 19           | 22.9       |
| By bus:  | 1            | 1.2        |
| <b>Total:</b>                                      | <b>83</b>    | <b>100</b> |

## **Some quotes from parents:**

### **Parking**

*"The school gates should be closed to all vehicles including the Nursery at the beginning and end of the school day."*

*"Parking on double yellow lines and the paths in Attlee Avenue should be stopped."*

*"The school grounds should be a non-parking zone at the beginning and end of the day."*

### **Busy Roads**

*"Reduced speed limit / speed humps close to the school would help."*

*"Dorman Avenue North is a really busy road. The speed humps help but vehicles are also parked in the non-parking areas which mean traffic is obscured."*

*"Installation of speed reducing measures such as speed humps along Attlee Avenue."*

### **Crossings**

*"A traffic light or zebra crossing on the junction of Dorman Avenue North/Attlee Avenue would help."*

*"A Road Crossing Patrol Officer near the school gates."*

*"School crossing patrol is a very good idea or a lollipop person especially on the main road."*

*"We need a safer crossing at the Market Square."*

### **Walking**

*"I walk to school with my child. The pathway in Attlee Avenue is too narrow and we often encounter dog fouling so bins should be installed"*

*"I feel that we need better street lighting."*

*"There is always a lot of dog mess on Attlee Avenue even though there are bins provided."*

*"A walking bus scheme would improve child safety when crossing Dorman Avenue North and Cornwallis Avenue"*

### **Cycling**

*"More/better bike racks at school please."*

## **Parking**

### **The school proposes the following provisions:**

- Proposed total standard car parking (including staff and visitor and excluding the nursery) - 30 spaces
- DDA spaces - 2 spaces
- Delivery bay - 1 space
- Motorbike parking - 1 spaces
- Cycle/Scooter Parking – 12 spaces for each. Possibly an additional Cyclepod to be installed after the new building project has been completed.

## **ETHOS, ACTIONS AND MEASURES – THE ACTION PLAN**

### **School Ethos and Measures**

- The School wishes to be a Healthy School and its aims and objectives for its students include keeping them safe and healthy in school and out of school and promoting their personal sense of enterprise, which would include independence and promotion of sustainability in travel and personal habits.
- The school recognises that it is imperative that school staff and pupils are properly engaged at the earliest possible opportunity to influence travel choices. In this regard all information will be disseminated to pupils/ staff alike.
- The school also recognises that continued operation of the school on the site is dependent on achieving the targets set out in this TP.
- The school's aim is to minimise the number of cars and congestion around the school site which will produce:
  - Healthier, more active pupils, families and staff
  - Less pollution around the school
  - Safer walking and cycling routes around the school
  - A more pleasant street environment for all in our local community.

### **To support the aims of the TP the objectives are to:**

- Reduce the number of car journeys to and from school by encouraging and developing alternative travel options such as walking, cycling, car-sharing and the use of public transport
- Raise awareness of travel issues such as road safety, pollution and the many health benefits of sustainable modes of travel
- Educate students on road safety
- Remove the barriers, both perceived and actual, to walking, cycling and using public transport for school journeys;
- Improve the safety on the school journey for those walking and cycling;

### **The benefits of a TP are:**

- Positive modal shift
- Increased levels of walking and cycling amongst pupils
- Reduces car usage during the school run
- Reduces traffic congestion and pollution
- Improves the relationships between the school and the wider community
- Contributes to casualty reduction
- Increases the independence of pupils at the school, and gives a greater sense of personal safety for pupils and parents
- Demonstrates the school's commitment to environmental issues

## **Actions**

- A wide range of measures and actions will be used to encourage car-sharing, public transport use, cycling and walking in accordance with national and local policies.
- Parents are advised that if they bring your children into school themselves that they should not drive and if they do to be respectful of the schools neighbours.
- The appointed TP Co-ordinator (see 1.1.6) will ensure that the TP is implemented; operating efficiently and that measures for encouraging sustainable travel are in place.
- TP Co-ordinator responsibilities include (also see Measures below):
  - Make contact with KCC Schools Travel Plan Officer;
  - Oversee the TP, to make reports and monitoring information available as required by the TP;
  - Marketing, promoting and encouraging travel modes other than the car;
  - To obtain and maintain commitment and support from the management to the TP;
  - Ensuring that all information relating to public transport, cycling, walking and car sharing is displayed on notice boards, in bulletins, web sites and is kept accurate and up to date;
  - Identify travel habits through surveys;
  - Prepare staff travel packs;
  - Prepare student / parent / carer travel information;
  - Promote Car sharing by staff including information on staff notice boards;
  - Ensure the needs of the less mobile are incorporated in the Plan;
  - Be the contact point for and address any complaints or issues raised by local residents;
  - Introducing the TP concepts into teaching, assemblies and school trips.; and
  - Supervising walking buses.
- The TP Co-ordinator will not be a full-time position but the named TP Co-ordinator will be available full-time. The TP Co-ordinator will have responsibility for provision of information to staff and for carrying out travel surveys and reporting their results to the planning authority.

## **Staff Travel Pack**

- It will be the responsibility of the school to ensure that all staff are provided with an information pack containing details of public transport timetables and maps, as well cycling and pedestrian infrastructure when they start employment.
- The information pack will enable all staff to make informed decisions about their modes of travel. The likely content of the employees 'Travel Pack' will be:
  - Local cycle route information;
  - Sustrans leaflets on the beneficial effects of walking and cycling;
  - Details of local cycle groups;
  - Details of Cycle hire options;
  - Bus route/timetable information; and
  - Notice/message board to allow people to walk/cycle together (perhaps at night for safety).

- This list is not exhaustive or a prescriptive list of what will be in the Travel Pack but provides details of the likely content of the Pack. Details of the final Pack will be agreed in partnership with the Council.

### **Student / Parent / Carer Information**

- It will be the responsibility of the school to ensure that all student's parents are aware of the school's TP policies and for ensuring that parents / guardians and pupils are aware of the opportunities for and the advantages of travel by more environmentally friendly modes.

### **Measures**

- The ultimate aim of any TP is to influence travel behaviour by providing the right package of measures that promote and value sustainable transport initiatives. It is crucial to the success of a TP that the measures are site specific and tailored to the needs of users of the site, but that it also needs to be flexible when determining which exact measures are implemented, and allow for changes to be made in line with TP performance.
- Accordingly, as set out in Table 5.1 below, the following measures are either implemented, being implement or in the process of being considered;

### **Monitoring**

- The effectiveness of the TP and the measures proposed will need to be monitored and reviewed in partnership with the local authorities. This review process will identify the most effective measures and key motivators influencing people's travel choices. A sample questionnaire, is included as Appendix A to this report.
- Identifying these 'key motivators' is very important as it will allow the TP Co-ordinator to focus funds and resources on those areas most likely to affect people's travel choices.

### **Travel Survey**

- It will be the responsibility of the TP Co-ordinator to conduct surveys. The surveys will, on an annual basis, aim to establish:
  - Current modal split;
  - Modes used occasionally;
  - Reasons for modal choice;
  - Attitudes to more sustainable modes; and
  - What measures would persuade people to change to more sustainable modes
- A number of suggestions for improvements could be included within the travel survey. The list need not be exhaustive, but should provide an insight into the type of measures that would be required to cause worthwhile modal shift towards each of the more sustainable modes of transport.

## Review

- It will be the responsibility of the TP Co-ordinator to review the annual survey results and identify ways that further mode shifts can be achieved.
- As part of the review process, any complaints or issues raised by local residents will need to be addressed.
- Travel surveys will be undertaken annually, with the TP updated accordingly.

## Funding

- The school will provide the necessary funding to ensure that the targets are met or to implement the measures set out in this TP.

## TARGETS, MONITORING, REVIEW and FUNDING

### Targets

- Targets must be SMART (**S**pecific, **M**easurable, **A**ttainable, **R**elevant & **T**imely)
- The purpose of the TP and the targets are to;
  - achieve a modal shift away from private motorised transport to more sustainable modes, including public transport, walking and cycling;
  - Increase the number of students and staff walking to/from school;
  - Increase the number of students cycling and scooting to school; and
  - Reduce the number of trips to/from school made by car.
- Tables 6.1 and 6.2 below show existing and proposed modal shift targets.

|          | Driver / Passenger | Walk, Cycle |
|----------|--------------------|-------------|
| Baseline | 80%                | 20%         |
| 5 years  | 65%                | 35%         |

Table 6.1 - Staff Mode Share Targets at 3% per annum mode shift

|          | Passenger | Walk, Cycle, Scooter |
|----------|-----------|----------------------|
| Baseline | 28%       | 18%                  |
| 5 years  | 20%       | 82%                  |

Table 6.2 - Student Share Targets at 2% per annum mode shift

## **Monitoring**

- The effectiveness of the TP and the measures proposed will need to be monitored and reviewed in partnership with the local authorities. This review process will identify the most effective measures and key motivators influencing people's travel choices.
- Identifying these 'key motivators' is very important as it will allow the TP Co-ordinator to focus funds and resources on those areas most likely to affect people's travel choices.

## **Travel Survey**

- It will be the responsibility of the TP Co-ordinator to conduct surveys. The surveys will, on an annual basis, aim to establish:
  - Current modal split;
  - Modes used occasionally;
  - Reasons for modal choice;
  - Attitudes to more sustainable modes; and
  - What measures would persuade people to change to more sustainable modes.
- A number of suggestions for improvements could be included within the travel survey. The list need not be exhaustive, but should provide an insight into the type of measures that would be required to cause worthwhile modal shift towards each of the more sustainable modes of transport.

## **Review**

- It will be the responsibility of the TP Co-ordinator to review the annual survey results and identify ways that further mode shifts can be achieved.
- As part of the review process, any complaints or issues raised by local residents will need to be addressed.
- Travel surveys will be undertaken annually, with the TP updated accordingly.

## **Funding**

- The school will provide the necessary funding to ensure that the targets are met or to implement the measures set out in this TP.

## THE ACTION PLAN

| Measure  | By Whom            | When                     |
|--|--------------------|--------------------------|
| Appointment of TP co-ordinator/s and implementation of this TP   | Completed          |                          |
| Implement Upfront marketing and Travel Planning including travel information in the School Prospectus, on the website and newsletters to parents                           | TPC                | On receipt of planning   |
| Staff Travel Pack  | TPC                | By end of Term 6         |
| Children's 'Beep Beep Day' – Year R and Year 1   | TPC                | May 2017                 |
| Re-establishment of Junior Road Safety Officers or Junior Travel Ambassadors to deliver promotions and assemblies.   | TPC                | By end of Term 4         |
| Cycle Training and Bikeability   | TPC                | Next Due Term 1 / 2 2017 |
| New cycle and scooter parking provision for students   |                    | After PSBP               |
| Staff advised at interview and induction on alternative modes of travel including Staff Travel Pack.   | TPC / Head Teacher | On receipt of planning   |
| Newsletters - Provide information on travel related issues in and around the school and inform the parents on all walking, cycling, scooting activities in the school      | TPC                | Ongoing                  |
| Notice Boards - Promote all the walking, cycling and road safety activities via the notice boards.   | TPC                | Ongoing                  |
| Research WoW (Walk on Wednesday) and / or Walk to School Week  |                    | Ongoing                  |
| Promote the Highway Code and introduce highway safety into assemblies  |                    | By end of Term 4         |
| Advise staff about the Kent Journey Share Scheme<br><a href="https://kent.liftshare.com/business.asp#">https://kent.liftshare.com/business.asp#</a>                        |                    | Ongoing                  |
| Advise staff about the Cycle2Work Scheme<br><a href="https://kcc.rewardgateway.co.uk/Authentication/Login">https://kcc.rewardgateway.co.uk/Authentication/Login</a>        |                    | Ongoing                  |
| Information on the website - Information on how to get to and from school via public transport should be included on the website   | TPC                | Ongoing                  |
| Info within the Prospectus - Information on how to get to and from school via public transport should be included in the Prospectus  | TPC                | On-going                 |
| Local residents living near to the school: Information about the Travel Plan is to be put into the residents website and in any newsletter produced by the community group |                    | Ongoing                  |
| Continue to work alongside the Nursery to ensure that only parents with pupils at the nursery come onto the school site.   |                    | Ongoing                  |
| Arrange annual visit from the Gist Road Safety team for years 4 and 6.   |                    | Ongoing                  |
| Continue to contact our PCSO/Traffic Wardens with regard to speed of traffic near our school and arrange regular visits.   |                    | Ongoing                  |
| Children's School Council to put the Travel Plan on their agenda regularly   |                    | Ongoing                  |
| Submit a School Travel Plan bid for funding for an additional Cyclepod once the New Building Project has been completed  |                    | Spring 2018              |