Sustainable Modes of Travel Strategy

Oldham Sustainable Modes of Travel Strategy
Final Version 1
October 2010

Oldham
Council

Oldham Sustainable Modes of Travel Strategy

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1.1.1   Oldham Council is committed to promoting safe and sustainable travel for the journey to school and recognises the environmental and health benefits that increased walking and cycling can bring.

1.1.2   Sustainable modes of travel, such as walking, cycling, public transport and car sharing, can provide more physically and environmentally sustainable forms of transport than the private car. Fewer car journeys to school means reduced CO_2 emissions, less congestion and improvements to parking problems around schools. Increased active travel, such as walking, cycling and scooting, means fitter and healthier children and helps to reverse the upward trend in childhood obesity.

1.1.3   The Education and Inspections Act 2006 requires local authorities to produce a Sustainable Modes of Travel Strategy (SMoTS) for journeys to school and to update this strategy each year. Local Transport Projects Ltd has been commissioned by Oldham Council to produce a strategy for inclusion on the Council's website.

1.1.4   The purpose of this Sustainable Modes of Travel Strategy (SMoTS) is to provide a strategic plan for the development of sustainable travel infrastructure and the promotion of sustainable travel for journeys to education in Oldham.

1.1.5   This strategy has been produced to inform parental choice of school from the 2011/12 academic year onwards.

1.2   Strategy Development

1.2.1   Key guidance on developing a SMoTS is provided by 'Sustainable Modes of Travel Strategy. A Practitioner's Guide (Non-London Edition)' supported by the then Department for Children, Schools and Families (DCSF) and the Department for Transport (DfT) Project Board and published in October 2009. In-line with this guidance, the development of this Sustainable Modes of Travel Strategy (SMoTS) has incorporated a four stage approach.
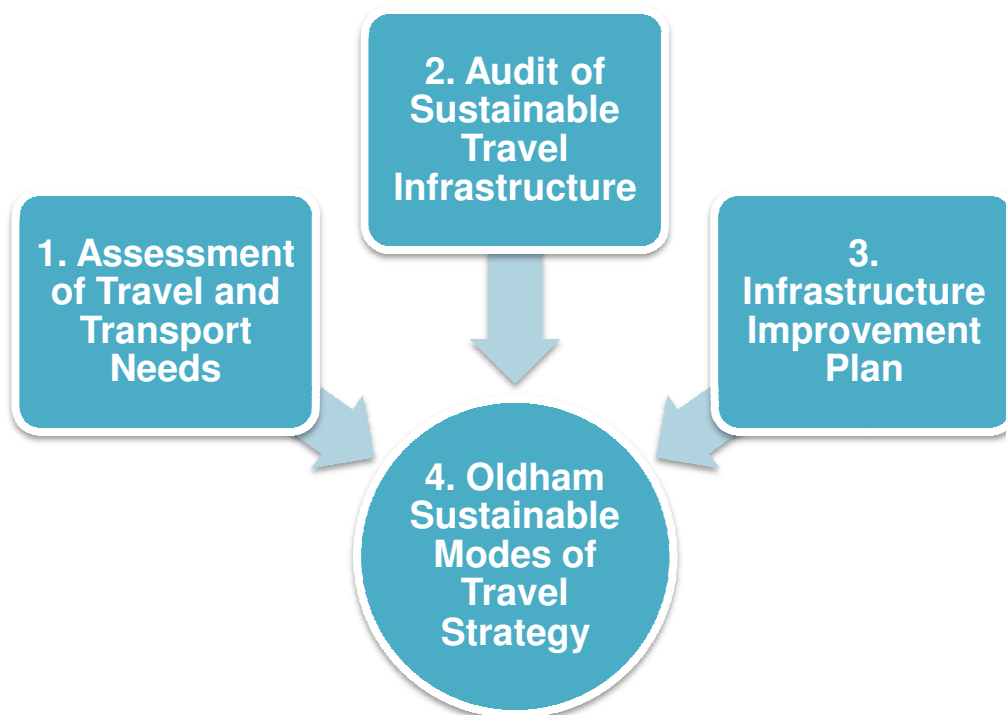
Figure 1: SMoTS Development Process

1.2.2 The first stage in developing the strategy was to complete a robust assessment of children and young peoples' travel and transport needs for the journey to school. This assessment established the current situation in Oldham with regards to sustainable travel and helped identify gaps in infrastructure provision and barriers to sustainable travel choices. The 'Assessment of Pupil Travel and Transport Needs' report (LTP,2010a) detailing this assessment is provided in full on the Council's website and is summarised in Section 3.

1.2.3 The second stage was an audit of the infrastructure within Oldham supporting sustainable travel choices. This included a review of both physical highway and school facilities and promotional measures aimed at encouraging sustainable modes of travel. The 'Audit of Sustainable Travel and Transport Infrastructure' report (LTP, 2010b) detailing this audit is provided in full on the Council's website and is summarised in Section 4.

1.2.4 These initial stages led to the development of an Action Plan for improving the infrastructure within Oldham to provide improved conditions for promoting sustainable travel options. The 'Infrastructure Improvement Plan' report (LTP, 2010c) is provided in full on the Council's website and is summarised in Section 5. The Action Plan is included within the IIP and is discussed in Section 6 of this report.

1.2.5 This 'Oldham Sustainable Modes of Travel Strategy' report represents the final stage of the SMoTS process and brings together the preceding stages into a standalone policy document.

1.3 Oldham in Context

1.3.1 Oldham is one of ten metropolitan boroughs that form the Greater Manchester conurbation. Oldham is bordered by the boroughs of Rochdale to the north, Tameside to the south, the City of Manchester to the west, Calderdale and Kirklees to the north-east and Derbyshire to the south-east.

1.3.2 Oldham is a dense urban area with a population of 217,273 and approximately 15 people per hectare (4 people per hectare national average) (ONS, 2001).

1.3.3 Oldham is ranked the 42nd most deprived local authority area in England out of 354 (DCLG, 2007).

1.3.4 Oldham is relatively ethnically diverse with approximately 14% of people from a 'non-white' ethnic group (9% nationally) (ONS, 2001).

1.3.5 There are approximately 18,878 children of primary school age (5 to 10 years) in the Borough, 19,128 children of secondary school age (11 to 16 years) and 8,029 young people of college age (17 to 19 years) (ONS 2001).

1.3.6 There are currently 120 educational establishments in Oldham that are covered by the sustainable travel duty of the Education and Inspections Act 2006, these include:

- 89 primary school establishments accommodating approximately 23,889 pupils;

- 15 secondary school establishments accommodating approximately 16,863 pupils;

- 4 independent schools;

- 3 special needs schools;

- 8 further education/training centres, including 2 colleges; and

- 1 pupil referral unit.

1.3.7 89 schools in the Borough provide education for children under the compulsory school age (5 years). In addition to the 8 further education centres and colleges in Oldham, 5 schools also provide education for young people over the compulsory school age (16 years).

1.3.8 Much work has already been done to encourage sustainable travel choices for the journey to school, including the development of an agreed School Travel Plan at almost every school in the Borough. The performance of Oldham schools in terms of sustainable travel is discussed in the following section.

2   Objectives and Targets

2.1   Objectives

2.1.1   Section 508A of the Education and Inspections Act (2006) came into force on 1 April 2007 and places a general duty on local authorities to promote the use of sustainable travel and transport. There are four main elements to this duty:

- An **assessment of pupil travel and transport needs**, based largely around data collected as part of School Travel Plans;

- An **audit of the sustainable travel and transport infrastructure** to, from and between schools, colleges and other educational placements;

- A **strategy to develop sustainable travel and transport infrastructure** within the authority to ensure that the needs of children are being catered for; and

- The **promotion of sustainable travel and transport modes** for school journeys.

2.1.2   A key objective of the SMoTS is to reduce the proportion of school journeys made by private car/taxi in-line with the national LTP4 sustainable travel indicator (Modal Share of Journeys to School, DfT, 2007) and to contribute to National Indicator NI 198 (Children Travelling to School – Mode of Transport Usually Used).

2.2   Targets

2.2.1   There are two national indicators that will be used to measure the success of this strategy:

- **LTP4** indicator (the proportion of pupils travelling to school by car); and

- **NI 198** indicator (children travelling to school, mode of transport usually used).

2.2.2   The LTP4 indicator relates to the proportion of children (aged 5 to 16) travelling to school by car (excluding car share). The definition of 'car' includes vans and taxis.

2.2.3   The performance of each local authority in the country is measured against the LTP4 indicator using data obtained from the annual school census. Each school in the Borough is required to take part in the annual school census and as a result, the 'usual mode of travel to school' is recorded for each pupil on an annual basis.

2.2.4   The NI 198 indicator provides information to help local authorities monitor and manage road traffic associated with the school run with a view to reducing the proportion of children travelling by car and increasing the proportion walking, cycling or using public transport.

2.2.5 Unlike the LTP4 indicator, the NI 198 indicator looks at all modes of travel, rather than just focusing on decreasing the proportion of car journeys.

2.2.6 The NI 198 figures are also obtained from the annual school census; although they are subject to a different weighting calculation from the LTP4 indicator.

2.2.7 The latest LTP4 and NI 198 figures for Oldham are shown in Table 1 and Figure 2 below.

Table 1: Oldham LTP4 and NI 198 Indicator Trends (%)

	Primary			Secondary			Total		
	06/07	07/08	08/09	06/07	07/08	08/09	06/07	07/08	08/09
Car	40.9	39.6	37.3	21.2	20.8	20.8	31.6	30.9	29.8
Car Share	4.3	3.0	3.3	2.3	1.6	1.4	3.4	2.4	2.5
Public Transport	1.6	2.2	2.1	37.0	29.5	29.4	18.5	14.8	14.7
Walk	52.4	54.8	57.0	39.2	47.1	47.4	46.0	51.2	52.6
Cycle	0.3	0.3	0.1	0.3	0.2	0.5	0.3	0.3	0.3
Other	0.5	0.1	0.1	0.0	0.8	0.5	0.3	0.4	0.3

LTP4 and NI 198 Trends % Travel to School by Car

Primary ── Secondary ── Total

40.9%   39.6%   37.3%
31.6%   30.9%   29.8%
21.2%   20.8%   20.8%

2006/07   2007/08   2008/09
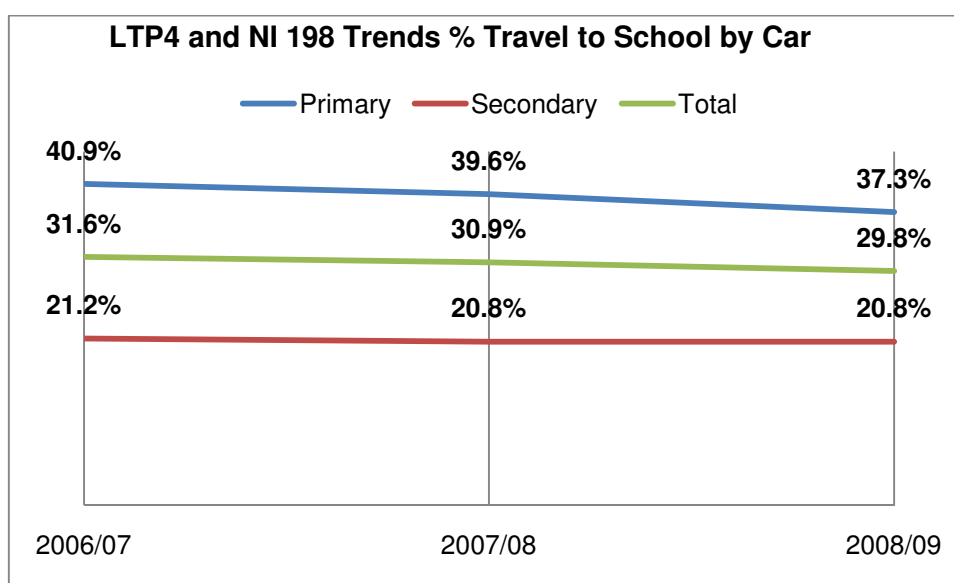
Figure 2: Oldham LTP4 and NI 198 Indicator Trends

2.2.8 The school census data on usual mode of travel to school in Oldham shows a positive trend with an overall decline in the proportion of journeys made by car since 2006/07. The reduction of 1.8% is significant, representing an estimated 718 pupils and potentially over 1400 individual journeys by car each day.

2.2.9 The reduction in car use for journeys to primary schools has been most marked with a fall of 3.6% with a smaller reduction of 0.4% in the secondary phase.

2.2.10 The increase in walking to school is significant with an overall increase of 6.6% in the proportion of pupils using this mode. By contrast, car share and public transport have seen a fall and the proportion cycling to school remains unchanged and marginal at less than 1%.

2.2.11 In 2007 the Greater Manchester Transport Unit (GMTU) set targets relating to the LTP4 indicator based on the data for 2006/07 for all of its metropolitan boroughs, including Oldham. The Oldham LTP4 target trajectory, based on weighted figures supplied by GMTU, is shown in Table 2 below:

Table 2: LTP4 Oldham Target Trajectory

	2006/07	2007/08	2008/09	2009/10	2010/11
% of School Journeys by Car (age 5-16)	31.6%	30.9%	30.5%	30.0%	30.0%

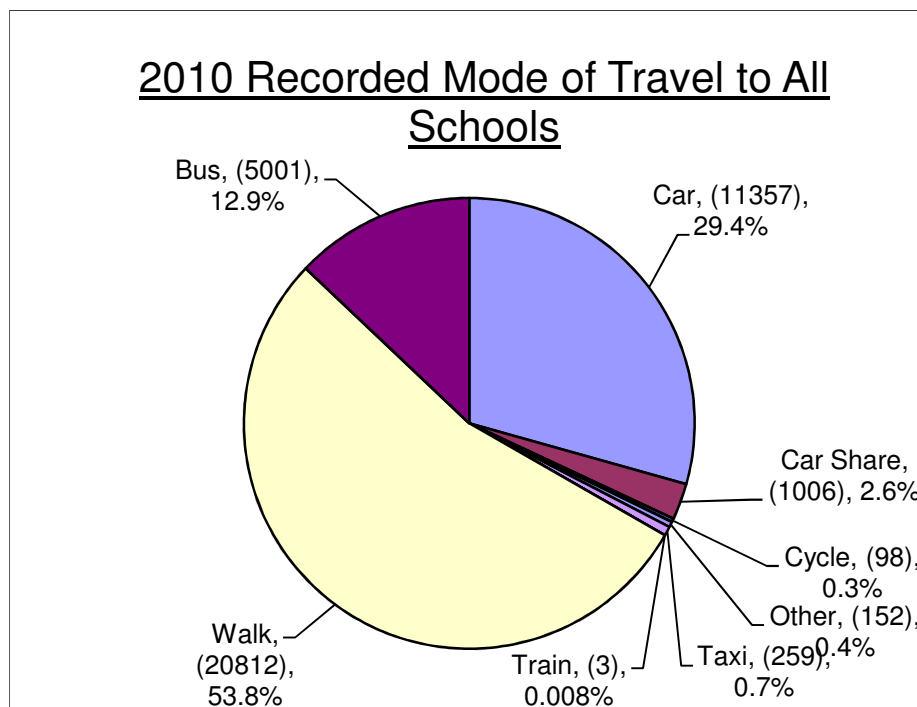2.2.12 The latest verified data from the 2009 school census (2008/09 academic year) shows performance ahead of the target trajectory, with 29.8% of pupils recorded as travelling to school by car compared to the target of 30.5%.

2.2.13 Data from the 2010 school census (2009/10 academic year) has been collated, but not verified. Provisional results indicate that the LTP 4 target has also been achieved.

3   Assessment of Pupil Travel and Transport Needs

3.1   Methodology

3.1.1   The 'Assessment of Pupil Travel and Transport Needs' forms the basis for development of the SMoTS, providing an analysis of existing travel patterns, identifying gaps in provision and the potential for shift to sustainable travel options.

3.1.2   The 'Assessment of Pupil Travel and Transport Needs' is firmly based on the barriers to sustainable travel choices, as identified within School Travel Plans and supplemented and updated by the results of a May 2010 survey of educational establishments in Oldham.

3.1.3   Annual school census data was analysed to identify trends and determine the current travel choices of pupils in Oldham. The 'usual mode of travel to school' results from the 2010 census (2009/10 academic year) in Oldham schools are provisional and are shown in Figure 3 below.

2010 Recorded Mode of Travel to All Schools

Bus, (5001), 12.9%
Car, (11357), 29.4%
Car Share, (1006), 2.6%
Cycle, (98), 0.3%
Other, (152), 0.4%
Taxi, (259), 0.7%
Train, (3), 0.008%
Walk, (20812), 53.8%

Figure 3: Mode of travel to School in Oldham (2010 School Census)

3.1.4   Assessment of road casualty data for the Borough has identified the scale of personal injury collisions (PICs) at journey to/from school times and allowed an assessment of critical locations. The distribution of personal injury collisions involving children and young people at school journey times is shown in Figure 4. Slight injuries are shown by green circles and serious injuries by blue circles. There were no fatal injuries recorded during 2007-2009 inclusive.
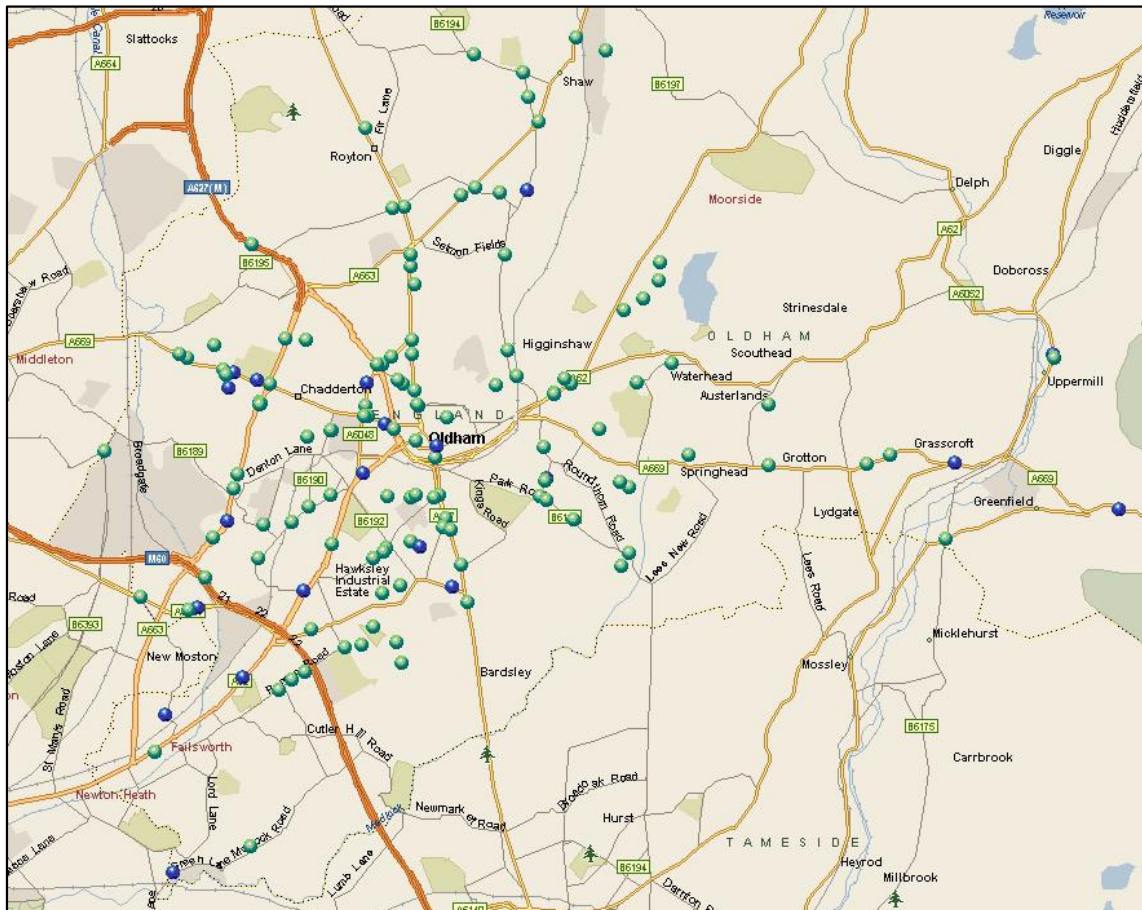
Figure 4: Locations of PICs to Children and Young People at School Journey Times (2007-2009)

3.1.5 The 'Assessment of Pupil Travel and Transport Needs' also includes assessment of:

- Pupil preferred mode of travel;

- Differences between primary and secondary school travel patterns;

- Distribution of pupils relative to schools;

- Journey distances and the potential for walking/cycling to school;

- Accessibility issues and barriers to sustainable travel;

- Supported travel;

- Post-16 transport;

- Extended schools services;

- The '14-19' agenda;

- Building Schools for the Future (BSF) programme of development;

- Primary Capital Programme;

- Travel from Neighbouring Areas to Oldham Schools; and

- Travel to Neighbouring Authorities by Oldham Pupils.

3.2 Summary

3.2.1 There was broad consistency between the barriers to sustainable travel choice identified in School Travel Plans and those reported in the online survey undertaken as part of the SMoTS project. The results of the survey are shown in Figure 5 overleaf.

Key Issues

Issues:
- **Traffic**
- **Cycle/Scooter**
- **Walking**
- **Bus Travel**
- **Other**

Data values by category:
- Parents parking around the school entrance: 81.8%
- Speed of traffic in the local area: 61.0%
- Volume of traffic in the local area: 61.0%
- Lack of cycle/child scooter storage: 37.7%
- Security of cycle/child scooter storage: 22.1%
- Need for improvements to cycle infrastructure in the local area: 59.7%
- Lack of school crossing patrols: 37.7%
- Need for more/improved pedestrian crossing facilities: 41.6%
- Poorly surfaced footpaths: 24.7%
- Lack of street lighting: 5.2%
- Lack of suitable bus services: 7.8%
- Reliability of bus services: 2.6%
- Behaviour on buses: 6.5%
- Large catchment area/travel distance: 28.6%

Figure 5: Barriers to Sustainable Travel Identified from School Survey

3.2.2   The issue of irresponsible parking around schools, often by parents dropping off or picking up pupils, is seen as the principal issue and the need to address this widespread problem is identified as a priority by the majority of schools in Oldham.

3.2.3   The need to reduce the speed and volume of traffic on routes to and from school is also seen as an important action to encourage the choice of sustainable modes. Much work has already been done to address this through the implementation of traffic calming and reduced speed limits in many residential areas and this is described in the Audit of Infrastructure.

3.2.4   With only a small proportion of journeys to school in Oldham currently made by cycle, there is potential to increase use of this mode, especially given the stated preference for cycling at some schools. The needs identified in the Travel Plans and survey questionnaires are a requirement for safer cycling routes and the need for additional storage at schools with a suppressed demand. Lack of storage for pavement scooters used by younger children and limited promotion of this mode of travel are also highlighted.

3.2.5   For walked journeys, the perceived need for improvements to crossing facilities is a priority. School communities appear to greatly value School Crossing Patrols and exhibit concern where authorised sites are vacant.

3.2.6   Wider personal safety issues, including the perceived threat of bullying on school journeys, are also seen as a barrier to choosing sustainable modes.

3.2.7   A review of current Council policies on Home to School and College Transport has provided context to issues relating to supported travel across a range of initiatives such as Extended Schools and the 14-19 Agenda. This has highlighted an issue with lack of provided transport for educational activities outside mainstream provision.

3.2.8   The full 'Assessment of Pupil Travel and Transport Needs' report is provided on the Council's website.

4 Audit of Sustainable Travel Infrastructure

4.1 Methodology

4.1.1 Information on the infrastructure supporting sustainable travel in Oldham was brought together from a wide range of sources and in consultation with stakeholder organisations and schools. This included both 'hard' highway features, such as pedestrian crossings and bus stops, and 'soft' promotional activities, such as cycle training and 'Park & Stride'.

4.1.2 Specific site audits in the area surrounding each educational establishment provided details of infrastructure near to each site and helped to identify gaps in provision. Maps have been produced for each educational establishment to show the location of all these 'hard' sustainable transport features within the vicinity of each site (see Section 4.3).

4.1.3 In addition to the school-level audit of infrastructure, sustainable transport was also studied on a community and borough-wide level to help identify gaps in provision and potential barriers to allow strategic planning.

4.1.4 Details of the 'soft' promotional measures that are currently undertaken at each educational establishment were obtained through a variety of sources, including consultation with each school. This information is summarised within sustainable travel reports that have been produced for each educational establishment in the Borough. These reports will complement the maps that have been produced that show the 'hard' sustainable travel features at each site.

4.1.5 The 'Audit of Sustainable Travel Infrastructure' included a comprehensive review of sustainable travel features associated with the educational establishments in the Borough, including the following key elements:

• Footpaths, cycle ways and roads;

• Pedestrian crossing points and school crossing patrols;

• Public transport routes, stations and stops;

• Traffic calming measures, speed limits/zones and safety zones;

• 'Home to School' transport (supported bus and taxi journeys);

• Cycle storage and cycling facilities;

- Parking restrictions and issues;

- Road safety, pedestrian and cycle training;

- Sustainable travel initiatives such as walking buses, car sharing and 'Park & Stride';

- Independent travel training;

- Sources of funding;

- Personal safety issues; and

- Initiatives under school programmes, such as Eco Schools and Healthy Schools.

4.1.6   Together with the 'Assessment of Pupil Travel and Transport Needs' report, this information has provided the necessary background to the 'Infrastructure Improvement Plan'.

4.2   Summary

4.2.1   Gaps in provision identified by the audit of infrastructure can be briefly summarised as:

- **Hard Measures:** Parking around school/college entrances appears to be a major issue and the provision of appropriate waiting restrictions could be standardised. There is a perception that additional cycle facilities on the highway and cycle storage on school sites would encourage cycling. Improved availability of School Crossing Patrols at authorised sites and additional crossing facilities at specific locations are perceived as necessary to support walked journeys.

- **Soft Measures:** There appears to be limited encouragement of cycling for the journey to school and an absence of structured support for car-sharing initiatives. Promotion of the use of pavement scooters for primary school pupils also appears to be limited.

4.2.2   The full 'Audit of Sustainable Travel Infrastructure' report is provided on the Council's website.

4.3   Information Provision

4.3.1   Key information on supporting infrastructure has been displayed on a series of maps for each school. 'School Catchment' and 'School Gate' maps, showing the locations of pedestrian crossings, cycle routes, bus stops and traffic calmed areas, have been produced and will be available online from January 2011.

4.3.2 The 'Catchment Map' for each school covers an area which corresponds to a 15 minute walk from the site. An extract from a School Catchment Map is shown in Figure 6. For the key to symbols see Figure 7.
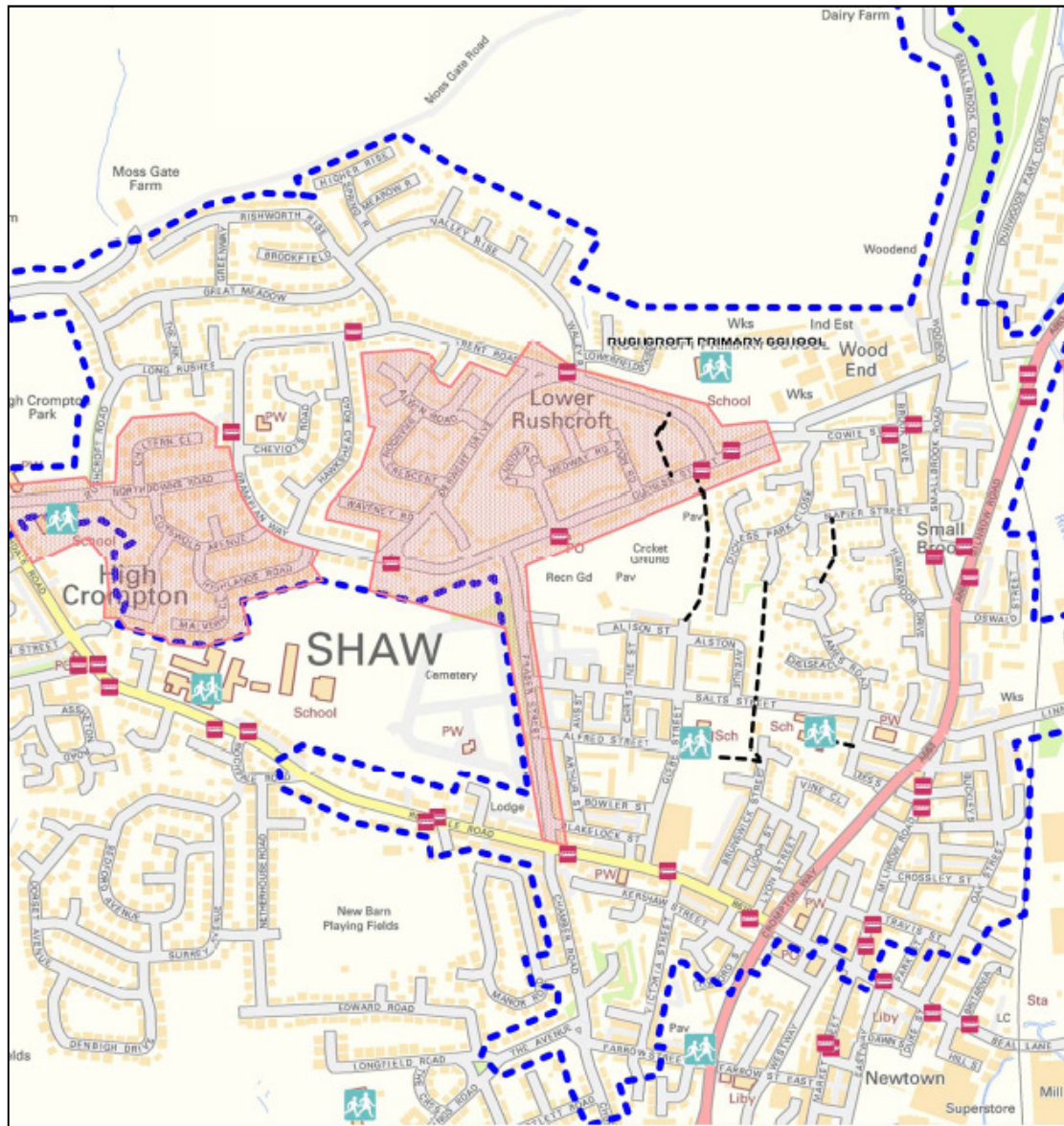
Figure 6: Extract from School Catchment Map

4.3.3 Each 'School Gate' map covers an area of approximately 200m radius from the principal access to the site and gives greater detail of the highway features around the access points. An extract from a 'School-Gate' map is shown in Figure 7.

Figure 7: Extract from School-Gate Map

4.3.4   Details of facilities and activities at specific sites are also summarised in individual school reports (Figure 8). These maps and reports will be available on the Council's website from January 2011.
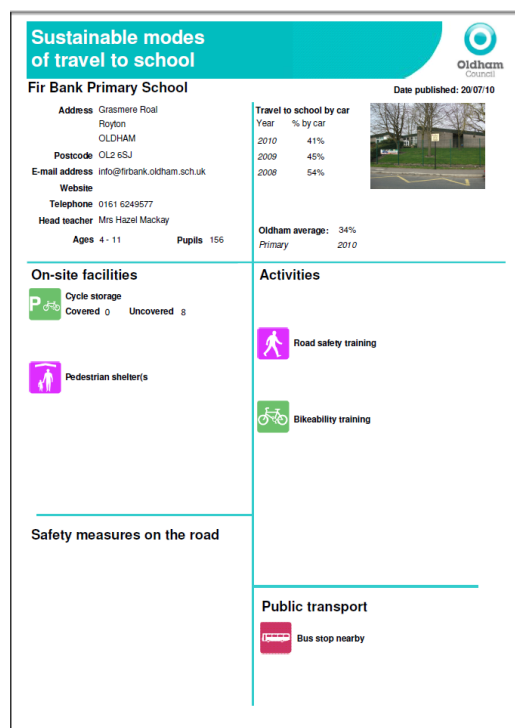
Figure 8: Example Report

5 Infrastructure Improvement Plan (IIP)

5.1 Methodology

5.1.1 The results of the 'Assessment of Pupil Travel and Transport Needs' and the 'Audit of Sustainable Travel Infrastructure', including the gaps in provision and the barriers identified, form the basis of this strategy for improving the sustainable transport infrastructure so that it better meets the needs of children and young people in Oldham.

5.1.2 The 'Infrastructure Improvement Plan' (IIP) considers both 'hard' and 'soft' measures and includes an Action Plan to guide infrastructure improvement and the promotion of sustainable modes in the Borough. The IIP also includes an outline methodology for prioritising actions to provide value for money and effective modal shift.

5.1.3 The IIP prioritises schools based on the potential to achieve a shift away from the car to active travel modes for school journeys. Those schools with a large number of pupils who travel by car and live close enough to walk or cycle would appear to have the potential for greater use of active modes of travel. The criteria used for prioritising schools is discussed in Section 6.2.

5.2 Summary

5.2.1 The IIP has been developed in consultation with stakeholders who will be involved in delivering the Action Plan with consideration of the various relevant local and regional transport and school policies.

5.2.2 Typical measures for implementation at priority schools suggested by the IIP include:

Hard Measures:

• Standardising the approach to school keep clear markings by protecting each pedestrian entrance with 'zig-zags' and introducing a Traffic Regulation Order (TRO) to prohibit stopping;

• A programme of undertaking surveys of pedestrian crossing movements at sites identified by schools would establish if the appropriate criteria for the provision of a formal pedestrian crossing had been met;

• Providing a scooter storage unit at each school committed to promoting this mode;

• Encouraging schools to provide appropriate cycle parking, providing financial support where possible; and

• Introducing car-share parking bays for staff.

Soft Measures:

• Support for the promotion of cycling and pavement scooters;

• Development of a 'Walk to School' promotional package specifically for secondary schools, with links to the National Healthy School Standard and Eco School objectives; and

• Support for the promotion of car-sharing and the potential development of a car sharing database.

5.2.3   An Action Plan detailing the method of prioritising schools and appropriate measures suggested as a result of the SMoTS project is provided within the IIP report and in Section 6 below.

5.2.4   The Infrastructure Improvement Plan also includes an example individual school SMoTS Action Plan and Targets. The IIP report is provided in full on the Council's website (LTP, 2010c).

6   IIP Action Plan

6.1   Proposed Measures

6.1.1   The suggested Action Plan of this strategy showing the programme for implementation is included within the IIP and is summarised in Table 3.

Table 3: IIP. Programme for Implementation.

	Action	Approximate Cost	Target Date	Responsibility
Strategy Development				
1	Assessment of Pupil Travel and Transport Needs.	As part of Oldham SMoTS	Complete Sept 2010	Senior Transport Policy Officer (STPO)
2	Audit of Sustainable Transport Infrastructure.	SMoTS	Complete Sept 2010	STPO
3	Prioritise school locations based on standard methodology and produce ranked priority list of 10 primary and 4 secondary schools.	SMoTS	Complete Sept 2010	STPO
4	Produce a pilot individual school Sustainable Modes of Travel Strategy at one of the priority schools (in agreement with them) as demonstration project.	SMoTS	December 2010	STPO
5	Consider variation of Unity contract in respect of prioritised list of schools with which to engage to update their School Travel Plan with an individual SMoTS.	No additional cost	November 2010	STPO / Road Safety (RS)
6	Agree targets and actions as part of the individual SMoTS at participating priority schools.	No additional cost	March 2011	STPO/RS
Example Actions at Priority Schools **(subject to agreement with school and availability of funding)**				
7	Implement scooter promotion at each priority Primary school, including the provision of storage and arranging awareness training.	£1,500/school. (Potentially 10 schools, total = £15,000)	April 2011 onwards	STPO/RS
8	If appropriate, implement cycle promotion at each priority secondary school including support for funding bids for storage if required, Bikeability Level 3 training and maintenance.	£2,000/school (Potentially 4 schools, total = £8,000)	April 2011 onwards	RS

	Action	Approximate Cost	Target Date	Responsibility
9	Implement car-share promotion at each priority school, including marking multi-occupant parking bays for staff and providing information on school website/newsletter.	£500/school	June 2011	RS
10	Implement additional specific actions using 'toolbox' and as identified in each school Action Plan (resources permitting), linked to existing programmes of highway maintenance, integrated minor works and local safety schemes.		March 2012	STPO/RS /Traffic Management

6.2 Prioritising Schools

6.2.1 The prioritisation criteria for targeting typical measures outlined in the Action Plan are discussed within the IIP and are outlined below:

1. Rank all schools on the percentage of pupils travelling by single passenger car, producing separate lists for both primary and secondary schools.

2. Take all those in each list at least 5% above the average and rank them again based on the percentage of pupils within 1 mile for primary and 2 miles for secondary.

3. From this information a potential **number** of pupils to be targeted can be calculated and a priority list of schools produced, ranked on this basis.

4. Take the top 10 primary schools and top 4 secondary schools as the short lists for action. These lists could be further refined by giving priority to those establishments with approved Travel Plans or who are prepared to develop an individual SMoTS with agreed targets and Action Plan.

5. Assess the barriers to sustainable travel choices identified in the site report for each establishment on the short lists, agree an Action Plan with the school and, where resources allow, implement appropriate measures in the priority order.

6. Use the information from the Assessment of Pupil Travel and Transport Needs and Audit of Sustainable Travel and Transport Infrastructure to identify potential cost-effective, Oldham-wide actions and, where resources allow, implement them.

6.2.2 A list of the priority schools identified by this process is shown in Table 3. Details of the responsibilities for the implementation of specific measures and the timescales associated with the Action Plan are provided within the IIP.

6.2.3   Using the criteria developed for the IIP, Table 4 shows the 10 priority primary and 4 priority secondary schools.

Table 4: Priority Schools (Based on 2010 data)

Primary Schools	Secondary Schools
Bare Trees Primary School	Hathershaw College of Technology & Sport
St Mary's RC Primary School, Failsworth	Radclyffe School
South Failsworth Community Primary School	North Chadderton School (Upper School)
St Aidan and St Oswald's RC School	Royton and Crompton School
Lyndhurst Primary and Nursery School	
Mills Hill Primary School	
St Herbert's RC School	
Richmond Primary School	
Werneth Primary School	
Glodwick Infant and Nursery School	

6.3   Example School SMoTS

6.3.1   The prioritisation criteria set out in Section 6.2 has led to the list of schools shown in Table 4. The process ranks Bare Trees Primary School first amongst primary schools in Oldham.

6.3.2   Key to the implementation of the IIP is the development of individual school SMoTS. This allows specific targets and agreed actions to be developed for each priority school. This section sets out suggested SMoTS targets and actions using the data for Bare Trees Primary School as an example.

6.3.3   This example has been developed based on the survey questionnaire, site audit and school census return for Bare Trees Primary School.

6.3.4   The school census records **50%** of pupils living within 1 mile of the school and usually travelling by car, representing **271** individuals. As the overall aim of the Sustainable Modes of Travel Strategy is to achieve a reduction in school journeys by single passenger car then this represents the target group for effective infrastructure improvement.

6.3.5 To reduce the overall proportion of pupils travelling by car to Bare Trees Primary School to the Oldham average of 34%, approximately **87** pupils will need to shift to sustainable modes. Whilst this might be the long term aim, realistic milestone targets will be required to provide a focus for activity. The *suggested* targets are shown in Table 5. Further detailed discussion with the school would be required to verify and agree any targets and these are presented only as an example.

Table 5: Suggested SMoTS Targets for Bare Trees Primary School

	Baseline (2010 census)	2011 Census	2012	2013	2014	2015
% by car	56%	56%	53%	51%	49%	47%
Pupils*	304	304	287	276	266	255
*Based on number on roll at 2010 school census						

6.3.6 This would represent 49 pupils shifting from single passenger car journeys to more sustainable modes or potentially 98 car trips saved per day. Whilst it is difficult to directly calculate the CO2 saved by this reduction in car/taxi journeys, an estimate can be made based on the following information:

- Average distance travelled to school of 2.4km for pupils age 5-10 years (National Statistics on-line) www.statistics.gov.uk/cci/nugget.asp?id=1576;

- 98 journeys x 2.4 km = 235km saved each day;

- 190 days in an average school year x 235km = 44650km saved each year;

- CO2 produced by an average car of 167.2g/km (www.whatgreencar.com);

- CO2 saved each year = 44650km x 167.2g/km = approximately **7.5 tonnes**.

6.4 Developing a School Action Plan

6.4.1 The Assessment of Pupil Travel and Transport Needs and the Audit of Sustainable Travel Infrastructure provide an indication of the issues identified by the school and the current provision of supporting infrastructure.

6.4.2 The information received during development of Oldham's SMoTS reveals that Bare Trees Primary School has no cycle or scooter storage and that the 'School Keep Clear' markings outside the school are faded. Whilst this may form the basis of an Action Plan, further detailed discussion with the school would be required to identify any additional barriers to choosing sustainable travel and to agree the level of activity and support.

6.4.3   The audit reports, school-gate map, walking catchment map and a map showing mode of travel choice for Bare Trees pupils have led to the identification of key issues including parking on footways, faded 'School Keep Clear' markings at the Holly Grove pedestrian entrance, a lack of dropped kerbs and tactile paving in the area and faded signs on Eustace Road.

6.4.4   An analysis of the mode of travel choice in Bare Trees' catchment area shows that pupils living north of Burnley Lane and those east of Victoria Street are most likely to be driven to school, despite living within a 15 minute walk of the site. This may indicate the need for improved crossing facilities on these roads to encourage walked journeys. In practice the reasons for parent/pupil travel choice in these areas would be explored in partnership with the school during the development of their SMoTS.

6.4.5   A suggested Action Plan, giving examples of what might be implemented to help the school achieve any agreed targets, is shown in Table 6. This would be further developed in partnership with the school.

Table 6: Suggested SMoTS Action Plan for Bare Trees Primary School

	Action/Description	Completion Date	Lead
1	Arrange for School-Keep-Clear markings to be remarked and signs to be cleaned/replaced	3 months	RS/TM
2	Introduce sustainable travel pages to school website, including information on car-sharing for staff and parents and links to appropriate websites	3 months	School
3	Implement scooter promotion, including awareness training and installation of storage unit	6 months	School/RS
4	Implement WOW (walk once a week) promotion supported by continuing pedestrian safety training	6 months	School/RS
5	Implement cycle promotion, including continuing Bikeability training and installation of storage (basic stands)	9 months	School/RS
6	Review school SMoTS targets and actions using school census data	12 months	School
7	Distribute newsletter to parents giving information on targets and performance and the benefits of choosing sustainable travel	15 months	School/RS

7 Strategy Implementation

7.1 Marketing and Promotion

7.1.1 There are various initiatives currently supporting the promotion of sustainable transport within Oldham from local, regional and national organisations. Sustainable travel to schools has been primarily promoted through the School Travel Plan process, which has involved every school in Oldham producing an agreed strategy to reduce the proportion of journeys made by car.

7.1.2 The SMoTS process will look to build on the School Travel Plan work and provide improvements to the current promotional campaigns.

7.1.3 As a result of the various stages involved in producing this strategy, a number of improvements have been identified that could help to develop the way that sustainable travel is marketed to children, young people and parents across the Borough.

7.1.4 Key to the process will be the development of individual school SMoTS as part of the Travel Plan review procedure. These individual strategies will allow schools, in partnership with the Council, to identify their own targets for reducing the proportion of journeys by car and a series of actions intended to help achieve those targets.

7.1.5 It is important that individual schools are engaged in developing their own actions to address their own targets, which will in turn contribute towards the Oldham and overall Greater Manchester targets for LTP4/NI198 indicators.

7.2 Monitoring and Reviewing

7.2.1 This strategy document has been produced as a result of a 4 stage process. Each stage has been undertaken to enable the outputs to be reviewed and updated.

7.2.2 The SMoTS process can only be successful if it is sustained over the long-term. The targets of this strategy are to be monitored using school census data. This data is collected and collated on an annual basis and as such, it provides a suitable trigger for the annual review of this strategy. It is proposed that this strategy be reviewed and updated each year upon receipt of the verified annual census data (currently provided in August).

7.2.3 The performance of those schools engaged in the process can be individually monitored to provide feedback on their own targets.

7.3   Barriers to Successful Implementation

7.3.1   The key barrier to the successful implementation of the strategy is the availability of funding and resources. By early 2011, all local authorities should be aware of the budget allocated to the implementation of their Local Transport Plans for the next 4 years. This will allow a detailed implementation programme to be developed.

7.3.2   Effective engagement of priority schools, with the greatest potential to achieve shift away from the car for school journeys, is crucial to the success of Oldham's SMoTS. The Unity Partnership, though the Road Safety/School Travel Section, will have an important role in further developing their partnerships with educational establishments in Oldham.

8 Consultation

8.1 Progress Monitoring Group

8.1.1 A progress monitoring group chaired by the Council's Senior Transportation Policy Officer provided context and focus for the development of the SMoTS. This group included representatives from the Council, the Unity Partnership and Greater Manchester Public Transport Executive (GMPTE) and met monthly during the development of the strategy.

8.2 Stakeholders

8.2.1 Officers of the Council, the Unity Partnership, GMPTE and other stakeholders were consulted as they were approached to assist in the process through the provision of background information and comments as part of the 'Assessment of Pupil Travel and Transport Needs' stage. A list of those consulted is provided in Table 7.

Table 7: SMoTS Consultees

Title	Organisation
Attendance & Behaviour Support	Oldham Council
Highways Asset Manager	Oldham Council
Data Analyst	Oldham Council
School Travel Plan Coordinator	Rochdale Council
Transport Analyst	GMTU
Interim Extended Services Manager	Oldham Council
Road Casualty Data	GMTU
Strategic Relations Coordinator	GMPTE
Senior Road Safety Officer	Unity Partnership
14 - 19 Strategy Manager	Oldham Council
Oldham Healthy School Programme Manager/Coordinator	Positive Steps Oldham
Integrated Transport Unit Manager	Oldham Council
Independent Living Support Worker, People, Communities & Society Directorate	Oldham Council
Cycling & Walking Officer	Unity Partnership
School Travel Plan Coordinator (Manchester City)	GMTU
Land Surveyor	Unity Partnership
School Travel Plan Coordinator	Tameside Council
GM Smarter Choices Officer	GMTU
Education Manager (Eco-Schools)	Groundwork Oldham & Rochdale

Title	Organisation
Student Placement Health and Environment	GMPTE
School Crossing Patrol Supervisor	Oldham Council
Portfolio Holders/Members of the Transport Executive	Oldham Council
Members of the Transport Executive	Oldham Council

8.3   Schools

8.3.1   The online survey, completed during May 2010, allowed educational establishments to provide comments on sustainable travel issues, including barriers to safe and sustainable journeys. A briefing was also provided for a meeting of Oldham's primary school head-teachers in June 2010.

8.4   Parents and Pupils

8.4.1   An analysis of available School Travel Plans provided access to the comments of parents and children recorded by each school during the development and review of their Travel Plan. This provided an insight into the issues of concern to children and young people and their parents.

8.5   Elected Members

8.5.1   Elected Portfolio Holders, Senior Officers of the Council and key stakeholders attended a briefing session held at the Civic Centre in July 2010. This event provided further guidance and comment for those developing the SMoTS.

9 Summary

9.1.1 To encourage alternatives to the private car for school journeys, the Education and Inspections Act (2006) places a general duty on local authorities to promote the use of sustainable travel and transport. The Act requires each local authority to develop a Sustainable Modes of Travel Strategy (SMoTS) for the journey to school and update it annually.

9.1.2 Oldham's Sustainable Modes of Travel Strategy, which will be updated annually, provides a robust assessment of the travel needs of children and young people in the area. A comprehensive audit of the infrastructure which supports sustainable travel has identified gaps in provision and the Infrastructure Improvement Plan (IIP) provides a structure for addressing these gaps.

9.1.3 To aid regular updating, processing and presentation of school data, a unique GIS based database has been developed. This will be managed and maintained by Oldham Council.

9.1.4 Easily accessible, map based information covering each school will be available for parents and other stakeholders on the Council website from January 2011. This will be supported by individual summaries giving information on facilities at and near each educational establishment.
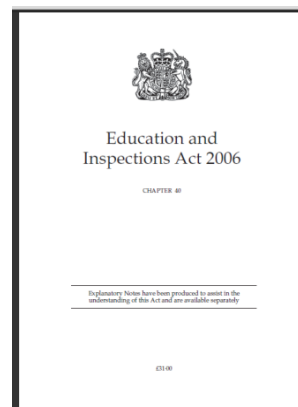
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