

# Hampshire sustainable modes of travel for children and young people strategy – supporting healthy and safe movement for all



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Healthy Schools

Hampshire   
Primary Care Trust

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# Vision

In Hampshire we seek to increase the number of children and young people enjoying the outdoors, walking or cycling, using public transport, reducing car journeys, looking after the environment and reducing fatal and serious casualties. We aim to do this by increasing accessibility and safety through promotion, education and, where possible, implement physical measures in order to reduce congestion, improve air quality and health, and effect climate change.

The delivery of this strategy is the responsibility of:

- Hampshire County Council
- NHS Hampshire
- Hampshire Fire and Rescue Service
- Hampshire Police
- other partner agencies.

NB: This strategy will encompass the statutory *Sustainable school travel strategy*.

The **national drivers** for this strategy include:

- Statutory duty – Education Act 2006 – Part 6 section 76 – “*Each year ...*”
- United Nations Convention of the Rights of the Child and RRR
- OfSTED – January 2012
- *The Marmot Review 2010*
- *Healthy weight; healthy lives*
- *National planning policy framework* March 2012
- Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation – NICE guidance November 2012

The **local drivers** for this strategy:

- the corporate priorities:
  - HCC1 Hampshire safer and more secure for all
  - HCC2 Maximising well-being

- HCC3 Enhancing our quality of place
- *Healthy weights Strategy*
- *Hampshire play draft strategy 2012*
- Hampshire's *Children and young people's plan 2012 –2015*
- Local Development Frameworks (LDFs)
- Hampshire's *Local transport plan 2011 – 2031*
- town access plans
- parish plans
- Air Quality Management Areas (AQMA)
- *County school sport and PE strategy.*

The main **vehicles for Change** include:

- Local Children's Partnerships
- Health and Well-being Boards
- Passenger Transport Team
- Children's Centres
- schools and colleges
- Hampshire Fire and Rescue Education Team
- Local Sustainable Transport Fund (LSTF)
- The County Sports Partnership Strategy Group
- School Travel Plan Team
- Streets Ahead Pedestrian Safety Scheme
- The Landscape Strategy Team
- Play Strategy Co-ordinator
- Sport Hampshire and Isle of Wight County Sports Partnership
- Healthy Child Programme
- Hampshire Healthy Early Years
- Hampshire Healthy Schools
- Healthy Colleges

- Child Safety Week (June)
- Road Safety Week (November)
- Walk to School Week (May)
- Cycle to School Week
- International Walk to School Week (October)
- South East Outdoor Play Week (March)
- Living Streets' Walk to School Outreach Programme.

NB: See Appendix 3 for links to websites.

# Background

Nationally, over the past decade, the proportion of journeys to school by car has nearly doubled and the average length of the journey to school for secondary pupils has increased by well over a third. As a result, the number of journeys made by walking and cycling has fallen.

Hampshire is one of the largest shire counties in England. It covers an area of over 3,680 km<sup>2</sup>, has a population of 1.3 million, over 500,000 households and a road network of over 9,500 km. The car remains the dominant mode of transport in Hampshire and will probably remain so for the foreseeable future. It accounts for almost 70% of journeys to work and a slightly higher percentage of all journeys. Every school day in Hampshire around 187,000 children and young people travel to one of over 594 schools (including independent schools) and 17 sixth form colleges.

Ninety-seven percent of Hampshire state schools have a school travel plan, which has translated into the proportion of children (aged 5 – 16) walking to school increasing by 11 percentage points between 2003 and 2010, while over the same period the proportion being driven to school decreased by a corresponding 11 percentage points.

During the five-year period between 1 July 2005 and 30 June 2010 there were a total of 2,534 child casualties, 1,202 of which involved 4 – 16-year-old pedestrians and pedal cyclists. This is broken down into five fatal, 192 serious injuries and 1,005 slight casualties. In addition, during this period, out of a total of 674 16-year-old casualties on mopeds, one fatal, 64 serious injuries and 266 slight casualties. Also during this period, 2,897 casualties occurred in the 17 – 24-year-olds (car driving) age group, there were 28 fatal, 232 serious injuries and 2,637 slight injuries.

Nationally, 20% of Year R children are overweight or obese and 1:3 in Year 6. In Hampshire, 7.1% of five year olds are obese and 15.6% of 10 – 11 year olds are obese (NCMP data 2010/11). Encouraging active travel will contribute to sustaining healthy weights. It should be noted that the Road Safety Team does not advocate that children under 10 years of age should be travelling independently, however, it is very important that children from a young age learn road safety measures. These messages should be taught at all childcare settings, pre-schools, infant, junior and primary schools.

# Aim of the strategy

This *Sustainable modes of travel strategy* has been developed in response to the Education and Inspections Act 2006 and updates previous strategies. This strategy embeds the *Sustainable modes of travel to school strategy* within a wider, more far-reaching strategy covering travel for recreation and other purposes.

It will focus and co-ordinate actions to promote and develop projects and services to deliver sustainable, healthy and safer travel, working together with Local Children's Partnerships (LCPs), schools and colleges, parents and governors, the Police, councils' road safety teams, Primary Health Care Trust and local transport providers. The overall aim of the strategy is to increase the proportion of children and young people using more sustainable modes of transport, and reducing dependence on the private car, when travelling to school and recreational activities, and going about their daily lives.

## Objectives

- To reduce the impact of the school journey on local congestion and school communities by increasing the proportion of journeys by walking, cycling, public transport and car sharing with initiatives like Park and Stride.
- To encourage young people, through information and resources, to consider changes to their own travel behaviour, thus supporting their health and well-being.
- To support sustainable school and college transport through the provision of road safety training, cycle training, walking buses, car share schemes and park and stride schemes.
- To provide online Hampshire travel information and develop the website – My Journey Hampshire.
- To increase awareness of the safety, health, environmental and economic implications of transport and travel.



- To provide support for sustainable travel through a tiered approach – see below in line with the 2012 – 15 *Children and young people’s plan*.
- To complement and collaborate with other strategies, including *Healthy weights, Play strategy, Landscape strategy* to ensure best use of resources.
- The Sustainable Travel for Young People Strategy Group will meet on a six-monthly basis to monitor ongoing progress on the strategy.

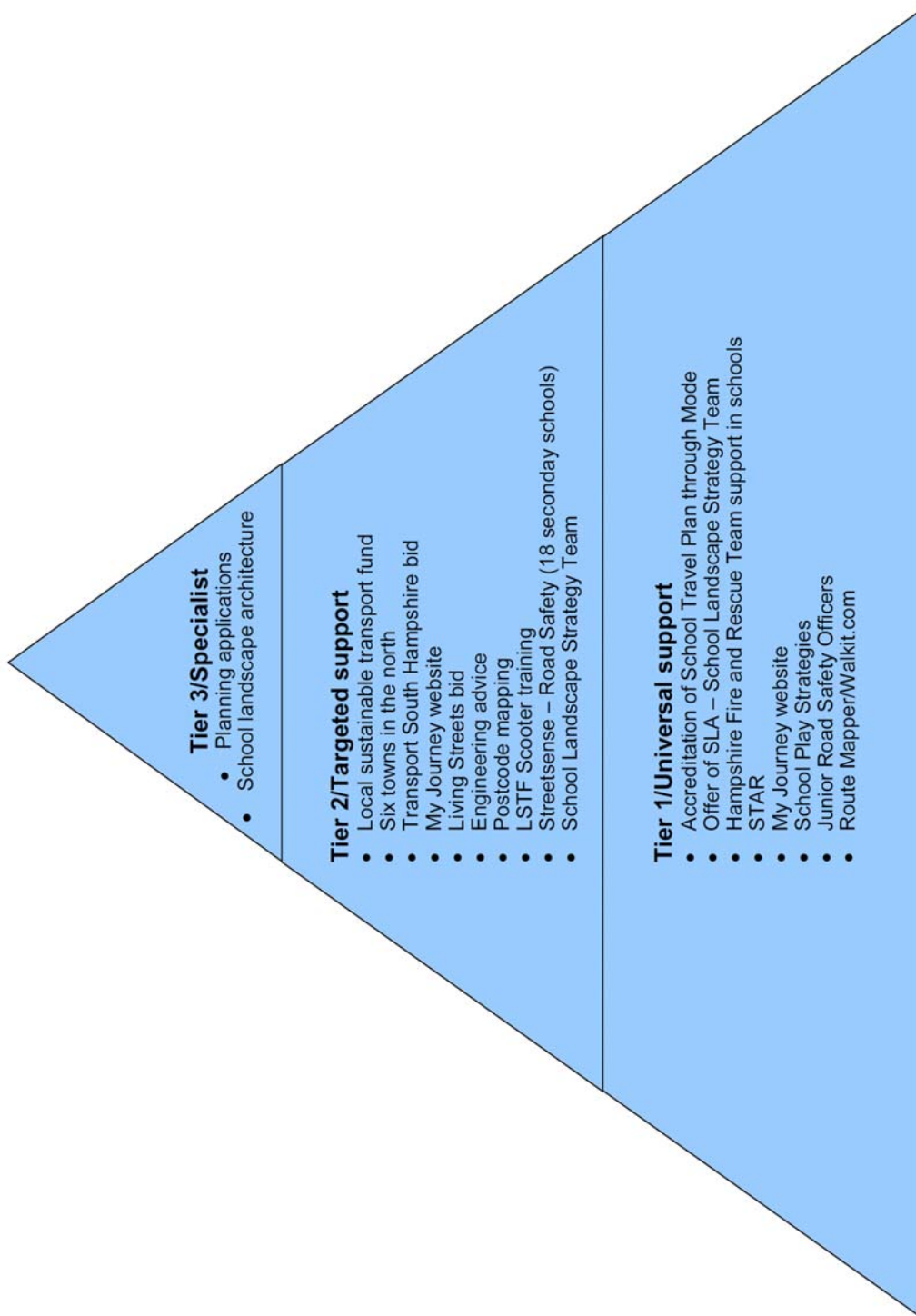
This will be achieved by using a **tiered approach** (see page 8):

- **universally** by:
  - promoting the *Sustainable travel strategy*
  - promoting engagement with the School Landscape programme as a way of supporting and encouraging sustainable travel
  - improving the sustainable travel websites
  - increasing intelligence around sustainable travel
  - removing barriers to sustainable travel
  - encouraging statutory and non-statutory services to promote and enable safe travel to school and recreational activities
  - promoting and supporting walking initiatives in schools, such as Walking Buses, Walk to School Week, Park and Stride and so on
- in a **targeted** way by:
  - targeting support in six towns in the north of the county through the Hampshire Sustainable Travel Towns Initiative (funded via the Department for Transport’s (DfT’s) Local Sustainable Transport Fund (LSTF)), as part of a whole-community approach to sustainable travel. Towns include Winchester, Andover, Basingstoke, Fleet, Farnborough and Aldershot
  - where appropriate, when working with schools, encouraging engagement with the School Landscape Programme is encouraged
  - targeting sustainable travel support to the wider community in the south of the county, working with

Portsmouth and Southampton City Councils through the Transport for South Hampshire (TfSH) partnership's LSTF funding

- targeting support for walking initiatives with schools with greatest potential for modal shift via Living Streets' outreach service (funded via the Department of Transport's LSTF)
- **specialist** support will include:
  - addressing access and transport issues in new and expanding schools
  - ensuring early engagement with the joint feasibility study to encourage sustainable travel is encouraged
    - bringing together an impact assessment group to understand the needs and issues
  - utilising resources from the Sustrans' Bike-It programme (funded via LSTF's HSTT).

# Supporting sustainable travel in Hampshire – a tiered approach



# Appendix 1

## Interventions Integrated Plan

Hampshire sustainable modes of transport for children and young people strategy 2012/15

Issue date	Date of last review	Date of next review	Staff involved
August 2012		August 2013	Glyn Wright

See also:

[www.hants.gov.uk/traveltoschool](http://www.hants.gov.uk/traveltoschool)

and

[www.hants.gov.uk/schooldetails?dfes=2524#travel](http://www.hants.gov.uk/schooldetails?dfes=2524#travel) .

## Delivery Plan

## CSDPP02(08)

Area to be addressed (using priorities from Section A)	Action(s) required	Target date(s)	Lead officer(s)	Identified in financial and HR impact assessment? (Yes/No)	Success measures	Progress review	
						Score * (1-5)	Evidence
<b>Universal Services</b>							
SP 1 Promote sustainable travel strategy	<ul style="list-style-type: none"> <li>Further develop and raise awareness of website – journey tools and the strategy through networks, school communications.</li> <li>Encourage those providing recreational activities to promote sustainable travel.</li> <li>Run a conference.</li> </ul>	Sept 2012          Mar 2013	Glyn Wright/Helen Harris          CDFs/YSS managers	Yes	Hits on website?          Conference held.		
SP 2 Improve sustainable travel websites	<ul style="list-style-type: none"> <li>Sustainable modes of Travel website.</li> <li>School Travel Plan website.</li> <li>My Journey website.</li> </ul>	March 2013	Helen Harris				
SP 3 Increase intelligence around sustainable travel	<ul style="list-style-type: none"> <li>Mode of Travel – school census.</li> <li><i>What do I think?</i> survey.</li> <li>Investigate universal use of Living Streets' whiteboard application to record mode of travel.</li> </ul>	Annually    July 2013	Children's Services Data Team/Helen Harris  Glyn Wright/Andy Pullar  Helen Harris/Living Streets		95% or more participation rate.		

Area to be addressed (using priorities from Section A)	Action(s) required	Target date(s)	Lead officer(s)	Identified in financial and HR impact assessment? (Yes/No)	Success measures	Progress review	
						Score * (1-5)	Evidence
SP 4 Remove barriers to sustainable travel	<ul style="list-style-type: none"> <li>School Travel Plans via Modeshift's national STARS accreditation.</li> <li>Implement measures identified through travel plans via Hampshire County Council's ETE Minor Works programme</li> <li>Input of school travel issues /measures into relevant Town Access plans/District Statements</li> </ul>	<p>July 2013</p> <p>March 2014</p> <p>As and when TAPs and DSSs are produced</p>	<p>Helen Harris</p> <p>Karen Wright</p> <p>Dominic McGrath</p>		<p>Number of schools with STARS accreditation.</p> <p>Continuation of Minor Works programme.</p> <p>Allocation of Minor Works funding is spent.</p> <p>Number of Town Access Plans/District Statements drawn up.</p>		
SP 5 Provide services to encourage and enable safe travel to school	<ul style="list-style-type: none"> <li>Bikeability training Year 5 + (Level 2 and 3).</li> <li>Pedestrian training – Streets Ahead.</li> <li>Promote local footpaths through the interactive route planner <a href="http://www.hants.gov.uk/traveltoschool/interactive-route-finder">www.hants.gov.uk/traveltoschool/interactive-route-finder</a>.</li> <li>Junior Road Safety Officers (JRSOs).</li> <li>Walking Bus advice and support.</li> </ul>	<p>July 2013</p>	<p>Brian Cainey</p> <p>Brian Cainey</p> <p>Sara Findlay</p> <p>Julia Shopland</p> <p>Peter Courtney/Helen Harris</p>		<p>Number of schools accessing Bikeability Training.</p> <p>Number of schools accessing Streets Ahead.</p> <p>Training.</p> <p>Number of schools with JRSO.</p> <p>Percent of Walking Buses that are still running after being set up.</p>		

Area to be addressed (using priorities from Section A)	Action(s) required	Target date(s)	Lead officer(s)	Identified in financial and HR impact assessment? (Yes/No)	Success measures	Progress review	
						Score * (1-5)	Evidence
	<ul style="list-style-type: none"> <li>Hampshire Fire and Rescue input.</li> <li>Create a database of schools to ensure a co-ordinated approach.</li> </ul>	Sept 2013	Donna Smith  Helen Harris		Number of sessions carried out by Hampshire Fire and Rescue.  Database in place.		
Targeted support							
SP 6	<ul style="list-style-type: none"> <li>Appoint and support Living Streets Walking Officers with their work promoting walking in a selected number of Hampshire schools.</li> </ul>	March 2015	Helen Harris/ Living Streets		By March 2015, 122 primary schools will be targeted through <i>Walk once a week</i> (WoW) campaign. Of those, 42 schools will be identified for in-depth support.  By March 2015, 26 secondary schools will be targeted using <i>Free your feet</i> campaign, and of those, 10 schools will receive in-depth support via Campaign in a Box		
SP 7	<ul style="list-style-type: none"> <li>Offer sustainable travel support to all schools and colleges in the identified towns, including scooter training, reviewing travel plans, Bike Doctors, Bikeability (Level 1), stunt roadshows, engineering</li> </ul>	March 2015	Andy Wren/ Helen Harris		Travel Plan follow-up support to 12 schools by March 2013 and 35 schools by March 2015.  To have written two sixth form college		

Area to be addressed (using priorities from Section A)	Action(s) required	Target date(s)	Lead officer(s)	Identified in financial and HR impact assessment? (Yes/No)	Success measures	Progress review	
						Score * (1-5)	Evidence
sustainable travel							
SP 8 Target support in south working with Portsmouth and Southampton	<ul style="list-style-type: none"> <li>In partnership with Portsmouth and Southampton City Councils, offer sustainable travel support to all schools and colleges in the identified towns, including scooter training, reviewing travel plans, Bike Doctors, Bikeability (Level 1), stunt roadshows, engineering advice, postcode mapping (awaiting confirmation of funding).</li> </ul>	March 2015	Andy Wren/ Helen Harris		Allocated funding is spent. Six college travel plans to have been written by March 2015.		
<b>Specialist support</b>							
SP 9 Address access issues in new and expanding schools	<ul style="list-style-type: none"> <li>Architects and School Travel Planning Team to work together to support schools planning application where schools are new, expanding or federating with consideration of any existing landscape programme work.</li> </ul>	As and when expansions or new schools are identified.	Mark Saunders		Where funding is available and where relevant, offer travel planning support to schools.		



## Performance Plan

Target delivery score	Definition
1 High likelihood of missing target	Little progress to date/high concerns that key risks may have a serious affect on target delivery.
2 Likelihood of missing target	Some progress to date/some concerns key risks may affect target delivery.
3 Possibility of missing target	Good progress to date/some confidence that risks under control.
4 Not likely that target will be missed	Excellent progress to date/high confidence that risks under control.
5 Target will be exceeded/best practice	Progress exceeding expectations/high confidence risks under control and opportunities being seized.

## CSDPP03(08)

Data confidence score	Definition
1 No data/low confidence in data	No performance information in last year on which to base target delivery assessment/data known to be of poor quality.
2 Little data/some concerns	Assessment only based on a little data within last year/data quality not known or some concerns.
3 Some data/some confidence in data	Assessment based on recent performance information/some confidence in data.
4 Recent data/high confidence in data	Assessment based on recent performance information/data of good quality.
5 Very high confidence in data	Assessment based on regular and recent performance information of very high quality.

## Appendix 2

Extracts from the Local Transport Plan –

[www.hants.gov.uk/transport/local-transport-plan](http://www.hants.gov.uk/transport/local-transport-plan)

### **Theme B – Management of traffic**

Policy objective 1: Continue to work to improve road safety through targeted measures that deliver reductions in casualties, including applying a speed management approach that aims to reduce the impact of traffic on community life and promote considerate driver behaviour.

### **Theme C – The role of public transport**

Policy objective 7: Ensure that travel from home to school affordably serves changing curriculum needs, underpins sustainable schools and maximises individual opportunities for education and training.

### **Theme D – Quality of life and place**

Policy objective 10: Contribute to achieving local targets for improving air quality and national carbon targets through transport measures, where possible and affordable.

Policy objective 11: Reduce the need to travel through encouragement of a high-speed broadband network, supporting the local delivery of services and in urban areas the application of *Smarter choices* initiatives.

Policy objective 12: Invest in sustainable transport measures, including walking and cycling infrastructure, principally in urban areas, to provide a healthy alternative to the car for local short journeys to work, local services or schools; and work with health authorities to ensure that transport policy supports local ambitions for health and well-being.

### **Theme E – Transport and growth areas**

Policy objective 14: Outline and implement a long-term transport strategy to enable sustainable development in major growth areas.

## Appendix 3

### Web links

- Hampshire Healthy Early Years.
- Hampshire Healthy Schools:  
[www.hants.gov.uk/healthyschools](http://www.hants.gov.uk/healthyschools) .
- Healthy Colleges.
- Local Sustainable Transport Fund (LSTF).
- School Travel (travel plans, financial support for school travel, Home to School policy, Route Finder mapping tool, etc):  
[www.hants.gov.uk/traveltoschool](http://www.hants.gov.uk/traveltoschool)  
[www.hants.gov.uk/schooldetails?dfes=2524#travel](http://www.hants.gov.uk/schooldetails?dfes=2524#travel) .
- *Schools Landscape strategy*.
- *Sport England strategy*.
- The My Journey website will support the *My Journey* campaign, which will highlight the many activities planned as part of the Hampshire Sustainable Transport Towns (HSTT) and Transport for South Hampshire (TfSH) LSTF projects. It can be found on the homepage of Hantsweb:  
[www.myjourneyhampshire.com](http://www.myjourneyhampshire.com) .

## Appendix 4

### StreetSense

StreetSense will be using a wide range of interactive opportunities to remind pre-teens and teenagers about keeping safe as they travel by foot or by bike. The programme includes:

- materials for teachers to use in assemblies or class-led discussions as part of pupils' Personal, Social and Health Education (PSHE) lessons
- live drama – theatre will be brought to schools by the theatrical company tinyGiants, who will perform *The Decision* for Year 7 pupils (age 11 – 12). The award-winning play, set in a courtroom, focuses on young people and their behaviour on and around roads
- Ghost Street workshops for pupils in Year 9 (age 13 – 14), where various filmed scenarios are viewed and pupils are asked to identify how the incidents could be avoided and take part in discussions about which character they feel was responsible for causing the incident
- safety engineering computer-aided design (CAD) workshops for Year 10 pupils (14 – 15 years) to consider and re-design roads to feature measures on the road that could help to improve safety
- and, with additional funding from the Government, Bikeability cycle safety training for up to 8,750 places for 10 – 14 year olds.

The StreetSense campaign has been designed specifically to appeal to 11 – 16 year olds and will be rolling out to Hampshire secondary schools for the first time during Child Safety Week (June).

## Appendix 5

### Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation – National Institute for Health Clinical Excellence (NICE) guidance November 2012

This guidance sets out how people can be encouraged to increase the amount they walk or cycle for travel or recreation purposes. This will help meet public health and other goals (for instance, to reduce traffic congestion, air pollution and greenhouse gas emissions). It makes the following recommendations:

- 1 ensure a senior member of the public health team is responsible for promoting walking and cycling
- 2 ensure all relevant council policies and plans consider walking and cycling
- 3 councils and public health teams need to develop co-ordinated, cross-sector programmes to promote walking and cycling for recreation as well as for transport purposes, based on a long-term vision of what is achievable and current best practice
- 4 help those interested in changing their travel behaviour to make small, daily changes by commissioning Personalised Travel Planning programmes
- 5 implement town-wide programmes to promote cycling for both transport and recreational purposes, together with cycle infrastructure improvements, and improve secure cycle parking facilities. These should be linked to existing national and local initiatives
- 6 develop local led-health walks programmes of for adults who are not active enough
- 7 ensure individual support is available for anyone who is walking on their own, walking informally with others in a group, or participating in local walking programmes. This includes helping to assess their activity levels and to set goals which build on this. The aim should be to increase the distance walked gradually, rather than providing them with a set target to aim for
- 8 foster a culture that supports physically active travel for journeys to school (for all staff, parents and students) and during the school day. For example, promote the health benefits of cycling and walking and provide sufficient, secure cycle parking. Also ensure it is easy to get into the school grounds by foot or by bike. In

addition, schools should provide suitable cycle and road safety training for all pupils

- 9 develop strategies in consultation with staff (and other relevant stakeholders, for example, students in universities and colleges) to promote walking and cycling in and around the workplace
- 10 incorporate information on walking and cycling into all physical activity advice given by health professionals. Ensure people who express an interest in walking or cycling as a way of being more physically active are given information about appropriate national and local initiatives. Also provide individual support and follow-up.