

Burford School Travel Plan Annual Progress Report 2006

Circulation: Partners, Local Press
Parents, School Staff & Governors
Safer Routes to School

1. Summary

Travel planning has continued to build on its strong foundations, with a number of activities (e.g. Go for Gold and termly Walk to School Weeks) now part of Burford School's ethos. Some new initiatives have been planned and executed during 2006 via the active STP group.

The working group has continued to demonstrate measurable progress against targets set for sustainable journeys to school, with the Walk to School Week initiatives continuing to generate keen response and attract a high level of participants.

Some highlights for the year included a 'birthday party' held in May for the school crocodile which celebrated being 5 years old. This tied up with WTSW; a tea party in the school hall (with giant crocodile cake!) and a school colouring competition, which generated some excellent PR.

In June, in order to raise interest in cycling to school, we linked up with our local cycle shop – Saddle Safari to celebrate 'Bike Week'. People were encouraged to cycle to the Rose Carnival, where there was a free competition for participants, a selection of different bikes to try out, a second-hand bike sale, plus a free bike check offered.

Burford School was honoured to receive a Gold Award in July, in recognition of travel planning excellence. (Having a level 3 plan for 4 years).

The arrival of Burford's new Headteacher coupled with a change in the STP working party at the beginning of the Autumn term, will no doubt provide new challenges and opportunities for the working group during 2007.

2. Targets & Progress

The 2006 targets were proposed and agreed by the working party at the beginning of the year. Progress was measured via response to the annual travel survey conducted during November. Key results are as follows:-

| Target | Progress |
|--|---|
| Increase numbers of children getting to school by sustainable transport from 80% (2005), to 84%. | Whilst 80% of children walk to school (the same figure as 2005), 89% get to school by sustainable transport. |
| Increase numbers of children getting home from school by sustainable transport from 60% (2005) to 64%. | Whilst 67% of children walk home, there has been a huge increase in the number of sustainable journeys home, to the tune of 81%. |
| Increase numbers using T. J. O'Reilly's car park during 2006 to 15%. | 13% use TJ's during the morning, 13% in the evening, but a further 7% park & walk from elsewhere in the morning, and 4% do so in the evening. |

The table below tracks our progress over the past few years (NB since 2004 we have been using the term 'sustainable transport' instead of just 'walking').

| | 2002 | 2003 | 2004 | 2005 | 2006 |
|-------------------------|------|------|------|------|------|
| Modes of travel - % | | | | | |
| Walk to school | 71% | 77% | 76% | 84% | 84% |
| Walk from school | 56% | 57% | 59% | 64% | 64% |
| TJ's | n/a | n/a | 13% | 14% | 13% |

For 2007, we want to have decided to change the way that we set and monitor our targets. We propose to set the 'total sustainable figures' to and from school and then break out the individual elements that make up this figure and set targets for these too. We have also included a new section for monitoring journeys to and from school on 'two wheels'.

In order to be able to set realistic targets, we have referred back to 2005 (in addition to the 2006) data to look at any trends. The table below details the historical data and the proposed new 2007 targets:-

| JOURNEYS TO SCHOOL | | 2005 | 2006 | 2007 targets |
|---------------------------|---|-------------|-------------|---------------------|
| Total sustainable | | 84% | 89% | 90% |
| Of which: | Walk | 56% | 49% | 50% |
| | Park and walk* | 23% | 20% | 7% |
| | Car share (to school) | 5% | 8% | 10% |
| | Car share (to edge of Exclusion zone**) | - | 3% | 8% |
| | 2 wheels*** | 0% | 10% | 15% |

| JOURNEYS FROM SCHOOL | | 2005 | 2006 | 2007 targets |
|-----------------------------|---|-------------|-------------|---------------------|
| Total sustainable | | 64% | 81% | 80% |
| Of which: | Walk | 41% | 40% | 40% |
| | Park and walk* | 16% | 17% | 5% |
| | Car share | 7% | 11% | 15% |
| | Car share (to edge of Exclusion zone**) | - | - | 5% |
| | 2 wheels*** | 0 | 8% | 15% |

Notes:-

- * = Combination of all Park and Walk locations in one target. Single family car occupancy to exclusion zone
- ** = We feel it is worth splitting this one out, as TJ's provides good off-road parking away from the congested school gate area. We want to encourage further use of car share to/from this specific location
- *** = This is assuming that we get storage in time for people to use it and therefore change their habits

3. Monitoring

- **Written Survey**

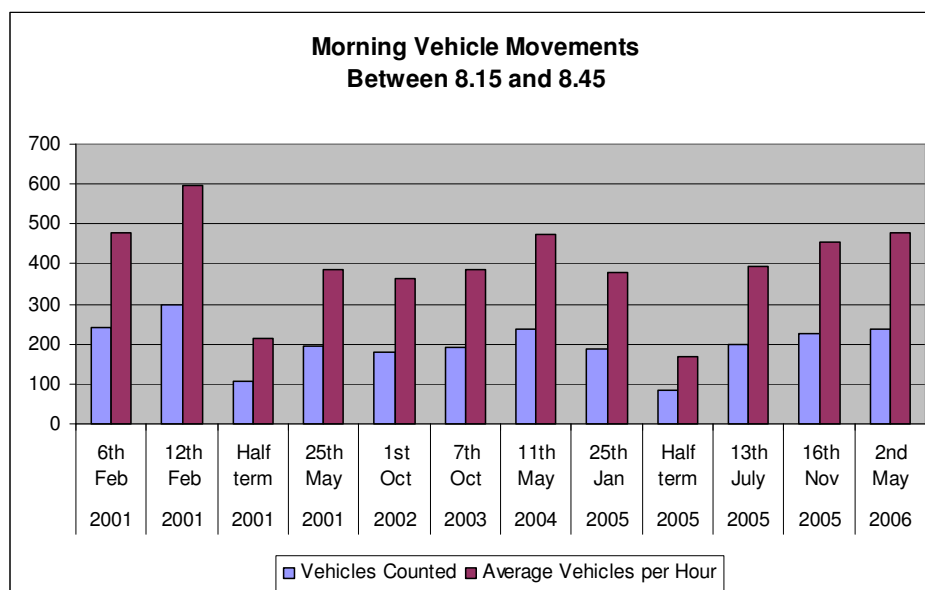
The annual Travel Survey was conducted in November 2006 by sending a 2-page questionnaire out to all parents. We had replies from only 42% of parents, which was down on last year's figure of 56%. This was disappointing given that we provided an incentive for return of the forms and several reminders were sent out in school newsletters over a number of weeks.

The first page of the survey asked questions consistent with previous years (to enable YOY comparisons), however, the second page included questions specifically about scootering to school – an activity that has continued to grow in popularity over the past year and an area we need to facilitate urgently in terms of storage, as well as health & safety issues. (See section 6 'Areas to Address').

The information gathered from the survey has therefore been useful in terms of reviewing, as well as helping to prioritise plans for 2007.

- **Traffic Count**

The traffic has continued to be monitored outside the school during the busy school drop-off periods. It appears that the average number of vehicles per hour (between 8.15am and 8.45am) has slowly been rising over the last few years. There have also been some concerns with the speed with which some of these cars travel at, which has spurred on the request for installation of Wig-Wag lights for 2007.



- **'Hands-up' Survey**

Once again, a 'Hands Up' survey was conducted (as requested by Safer Routes to School) throughout the school during the first week of November. This year, both 'usual journey mode' and 'preferred journey mode' were recorded.

Our results concluded that 74% of children 'usually' used sustainable transport (this is up on last year's figure of 69%). In actual numbers this means that around 100 of our children are brought to school by car (though not necessarily 100 cars).

When the 'preferred' question was asked, results indicated that 89% would prefer to come to school by sustainable means. A staggering 44% said that they wanted to come to school on two wheels! (This equates to 178 children wanting to come by bike or scooter).

These figures are not consistent with our Annual Travel Survey, but this is because the travel survey only represented 42% of children. In addition, since we have no facilities for storing bikes at school, many parents may assume cycling is not an option.

4. Initiatives

- **'Go for Gold' (GfG)**

This initiative continues to go from strength to strength and is fact now part of the school culture. Whilst the GfG initiative has not faltered at any point during the year, 2006 has seen many changes, including:-

(i) The introduction of new volunteers/GfG committee who give their time in the mornings to stamp pupils' cards / organise the smooth operation of GfG (this includes two parents, as well as two year 6 volunteers a day).

(ii) The actual location of the area designated for stamping. (Stamping in the existing wooden 'Hexagon' structure was causing congestion in the mornings, deemed to be a Health & Safety hazard by the school and which therefore had to be addressed). A new location was being trialed with great success.

Unfortunately, the temporary marquee structure (housing the new stamping location) was destroyed by storms in early January 2007, so a new structure is required ASAP(See 'Areas to address' section)

(iii) The new GfG scheme (which recognises sustainable journeys home and which offers a free swim for completion of a new-style card) was communicated to staff /the GfG committee / parents and pupils at the end of the Autumn term, with a view to phasing in from January 2007.

GfG Rewards

Class charts for KS1 were completed up until the end of the Summer term, but then abandoned due to the fact that didn't appear to be promoting any class competitiveness or pupil interest. However, up until the end of the academic year, the winning class (per term) was awarded a certificate and a trophy. It is particularly pleasing to note that Reception classes always do well in these competitions!

To help encourage Year R, a presentation (with certificates and badges) was made by the Headteacher to all those who had finished their first card in May 2006.

With the existing GfG scheme, stickers are awarded to those pupils who complete each row of their stamping card. In addition, rewards are provided on completion of rows 4, 8 and 12.

The chart below summarises the number and frequency of rewards for 2006.

Rewards issued 2006 Burford School

| | | Spring 1 | Spring 2 | Summer 1 | Summer 2 | Autumn 1 | Autumn 2 | Total |
|---------------|---------------|----------|----------|----------|----------|----------|----------|-----------|
| Card 1 | Row 2 | 2 | 1 | | 2 | 37 | 15 | 57 |
| | Row 4 | 7 | 1 | 1 | 2 | 2 | 31 | 44 |
| | Row 8 | 28 | 10 | 9 | 3 | 2 | 3 | 55 |
| | Row 12 | 3 | 12 | 22 | 11 | 8 | | 56 |

| | | | | | | | | |
|---------------|---------------|----|---|---|----|----|----|-----------|
| Card 2 | Row 4 | 5 | 6 | 2 | 24 | 11 | 8 | 56 |
| | Row 8 | 9 | 6 | 6 | 1 | 14 | 15 | 51 |
| | Row 12 | 14 | 3 | 6 | 5 | 5 | 11 | 44 |

| | | | | | | | | |
|---------------|---------------|---|----|---|---|---|---|-----------|
| Card 3 | Row 4 | 1 | 11 | 3 | 6 | 5 | 4 | 30 |
| | Row 8 | 1 | 3 | 4 | 9 | 2 | 1 | 20 |
| | Row 12 | 2 | 4 | 1 | 3 | 7 | 5 | 22 |

| | | | | | | | | |
|---------------|---------------|---|---|---|---|---|---|-----------|
| Card 4 | Row 4 | 2 | 1 | 4 | 3 | | 7 | 17 |
| | Row 8 | 4 | 4 | 3 | 2 | 1 | 2 | 16 |
| | Row 12 | | 4 | 5 | 2 | 2 | 1 | 14 |

| | | | | | | | | |
|---------------|---------------|---|---|--|---|---|---|-----------|
| Card 5 | Row 4 | | | | 5 | 2 | 3 | 10 |
| | Row 8 | | | | | 2 | 5 | 7 |
| | Row 12 | 1 | 2 | | | | 2 | 5 |

| | | | | | | | | |
|---------------|---------------|--|--|--|---|---|--|----------|
| Card 6 | Row 4 | | | | 1 | | | 1 |
| | Row 8 | | | | | 1 | | 1 |
| | Row 12 | | | | | | | 0 |

| | | | | | | | | |
|---------------|---------------|---|--|--|--|--|--|----------|
| Card 7 | Row 4 | | | | | | | 0 |
| | Row 8 | 1 | | | | | | 1 |
| | Row 12 | | | | | | | 0 |

| | | | | | | | | |
|--------------|--|-----------|-----------|-----------|-----------|------------|------------|------------|
| Total | | 80 | 68 | 66 | 79 | 101 | 113 | 507 |
|--------------|--|-----------|-----------|-----------|-----------|------------|------------|------------|

| | |
|-----------------------------|------------|
| Total rewards issued | 507 |
| Total cards finished | 141 |

We believe that the new scheme being phased in from January 2007 will provide a greater incentive for pupils to use sustainable transport home and we therefore anticipate renewed interest and a greater frequency of rewards.

'I walked in the rain' stickers have been very popular this year (we have had lots of rainy days!) particularly for KS1 and these will be continued in 2007.

- **Crocodile**
The South Valley Crocodile celebrated its 5th birthday this year and continues to run 3 days a week. Comments in line with previous years; the time and effort in getting CRB checks completed, causes delays and frustration.
- **Footsteps**
Last year, all of Year 1 were given Footsteps training during the summer term. In 2006, the training has continued into Year 2, and is hoped to be rolled out throughout the school in the future. Again, getting parent volunteers and the administration of sorting out CRB checks has been frustrating.
- **Parent Induction**
All parents who attended the school visit with their 4-year olds in the Summer term before they started Year R were introduced to the School Travel Plan in a presentation. A special leaflet was prepared to remind them of the important points. This is always considered a very important initiative as it encourages parents and their children to start school with good habits.
- **Walk to School Weeks**
Burford participated in the three Walk to School events again, namely in January (New Year Resolution walk), May and October. For the latter (and for the first time), the event included a 'month' of walking (actually three weeks, when half term taken into consideration) and included a Scavenger Hunt, which the younger pupils really enjoyed.
For each Walk to School Week, we ran a class competition to establish the 'Top Burford Walkers' and awarded prizes to the winning class in assembly.
- **Travel News**
Burford School Travel News continues to be published and distributed 2 or 3 times a term to all parents, staff, Governors and partners, plus the local Safer Routes team, local press, and other relevant organisations. Feedback from pupils is that they like to read the short snippets of information and like looking at all the photos (which they don't always see in the Press).
- **Finance**
Rewards for the initiatives are financed by donations from the Friends of Burford, although 'the pot' is down to about £100, since Volvo – one of our previous sponsors – is no longer able to support us in terms of donating any funds. Saddle Safari continue to support us through donation of prizes / vouchers. We will need to secure new sponsors for 2007.
- **Cycling Training**
Once again, Year 6 were invited to take part in Cycling Awareness training. 17 started the training and 15 children completed it. We also ran Biking Basics this year, with 25 children, aged 6-9, completing the training.
- **Cycling**
Cycling to school is one of the areas that we are trying to address, hence the reason for taking advantage of 'Bike Week' coinciding with our annual Rose Carnival. A cycle gazebo was stationed at the entrance to the Rose Carnival, manned jointly by our travel team members, plus Saddle Safari – one of our

sponsors. Those that made the effort to cycle that day, were rewarded with a certificate, stickers, balloons and a free prize draw for a Centre Parks holiday! We encouraged people to tryout various trailer bikes to raise awareness about the possibility of cycling with children to school and had many chats with parents on the subject. We talked with many parents asking why they did not cycle to school and lack of cycle storage at school was one of the most frequently mentioned reasons for not cycling

- **Car Share**

The car share scheme still runs, but is not heavily used in an official manner – although it is quite clear from our surveys that many more care share informally. The written survey identified that 8% and 11% car share to and from school respectively. What is interesting to note, is that more people car share on the way home. This is probably because of families going straight to after-school activities, or the organization of play dates. We therefore think that it is worth targeting this area and try and in particular, get more people to ‘park and car share’ at TJ O’Reilly’s. That way more cars will be kept away from the school gate area and sustainable transport will increase more than if we just tried to increase walking home.

- **Junior Road Safety Officers (JRSO)**

New JRSO’s were appointed at the beginning of the Autumn term (the current year 6 JRSO’s departed at the end of Summer term) and have risen to their new challenge with much enthusiasm and commitment. They have spent their first term researching (across the school year groups) and subsequently writing a new Scootering Policy (which will be issued during 2007). They also contribute ongoing, to assemblies, the updating of notice boards around school and the news for the termly Burford School Travel News. They are due to attend the conference in the 3rd week of January.

- **Local police/parking deterrent**

Problem parking is still in evidence around the school vicinity (although much improved since the white lines have been painted around the dropped curbs and corners of junctions). The local Community Police have been involved with helping to alleviate dangerous and bad parking, by patrolling during school drop off/pick up and sending a letter out to all parents of Burford detailing the issues and their potential resolution.

Despite all this, further action will be required and we are hoping to run the ‘Pupil Traffic Warden’ scheme in the latter part of the 2007 Spring term.

- **Highways bid**

2006 saw the installation of the much-awaited lights along the school drive and the resurfacing of the school footpath. The funding for this came primarily from central government. Burford were also delighted to find out that they were eligible for Wig-Wag lights, which help to slow down traffic around the school at arrival / departure times. These are to be funded by BCC and will hopefully be installed sometime during early 2007.

5. Publicity

Regular sources of STP publicity/communication are:

- The Travel News, which is issued at least once every half term, and goes to parents, plus everybody on the circulation list.

- The fortnightly school Newsletter, that is given to all pupils to take home. This has been in operation since the arrival of Burford's new Headteacher and proves to be a popular read!
- Bucks Free Press / Marlow Free Press – the local newspaper, which covers STP initiatives regularly in the local 'community' section. All our WTSW activities have received press coverage in 2006.
- The 'Burford Bulletin', which goes to all local residents in Marlow Bottom, includes an article per issue.
- The 'Valley News', the local newsletter, included an article in January 2006.
- The school notice board located by the school gates (visible to parents and passers-by) regularly features notices about our activities, as well as ad-hoc posters around the school grounds about forthcoming events
- The School Website has a section on School Travel activities which is updated as required
- The local Marlow Bottom Residents Association Website has some of our articles.
- Inside the school there is a notice board dedicated to Travel Initiatives, which is kept up to date by the JRSO's.
- The Governors annual report/school profile also includes a section on School Travel activities.
- The Governors Community Liaison committee now has a better link, since one of the STP Co-ordinators also sits on that committee.

6. Areas to Address

- **New scooter / cycle storage and GfG stamping shelter**

This is an area that needs some urgent attention. With recent loss of our temporary shelter for stamping / storage (during the recent storms), this will need to be a priority for 2007.

Since the GfG stamping has now had to move back to the old location in the 'Hexagon', the problems of parent / pupil congestion are once again a big issue in the mornings. In addition, with imminent installation of the new electronic school gates, there is no longer any space for scooters to be left.

Currently, parents are being asked to take their child/ren's scooters home with them, which over time could potentially discourage them from scootering to school. Given that we have set ourselves a '2 wheels' target for 2007, we must treat the resolution of this as a top priority.

From our Annual Travel Survey, we identified that approximately 10% of pupils regularly scooter to school. We also captured the following additional information (overleaf) about scootering views and habits:-

| Question | Response |
|--|-----------------|
| No. of families who currently leave scooters at school | 17% |
| If storage was provided, how many would be encouraged to scooter to school | 41% |
| No. of families who would use storage | 44% |
| No. of families who would scooter rather than walk | 26% |
| No. of families who would scooter rather than drive | 13% |

- This (albeit from only 42% return on the questionnaire) does support the rationale for Scooter / Cycle storage. If we can encourage a 13% modal shift from driving to either scootering / cycling with the provision of some storage in school, it certainly can be justified! We would like to discuss this opportunity urgently with BCC.
- **Issues with problem parking outside the school**
As mentioned earlier (in Section 4 – Initiatives) there are some issues to address here. We have received letters from a number of angry residents about the state of parking outside their houses and churned up verges from inconsiderate parents dropping off / picking up their children in cars etc. Aside from this, bad parking causes obstructed vision for the SCP and those who walk to/from school.
Heightening the links with the local community police and trialing the pupil traffic warden scheme supported with ‘traffic light banners’ in 2007 will hope to alleviate some of this.
- **Involving the local community**
To support the above, we have been successful in recruiting 2 residents onto our working party. Links are also being strengthened with the Governors Community Liaison committee, where new recruits are also being sought. It has proven difficult, at times, to get people to dedicate the necessary time to some of the STP requirements.
- **Cycling to School**
By setting a ‘2 wheels’ target for 2007, we are committed to including cycling initiatives in 2007, although we appreciate that it will take a number of years before we have a cycle-safe route to school.
- **Working closer with the teachers and the Curriculum**
The PSHCE co-ordinator is copied on all STP communications. Travel planning has now been integrated with the Healthy Schools initiative (theme 3) and there is class work on display in school, as evidence that this has happened.

- **Volunteers – still!**
There is always the need to involve more volunteers. We constantly are asking for more volunteers (via the school Newsletter /the Travel News) to take on some travel initiatives or to be a member of our more general Working Party. We are hoping that for 2007, we can get volunteers really motivated by concentrating on a few initiatives that will be exciting as well as have impact.
- **CRB checking – still!**
This is a big issue for volunteers as it puts people off becoming involved. The initial check is difficult enough, but ongoing checks for those who aren't continuously involved is almost insurmountable.

7. Updated Action Plan

See separate document for updated 2006 Action plan and proposed new 2007 Action Plan. A summary of all the key activities planned for 2007 are detailed below:

| Action | For | Responsibility | Timescale |
|---|-------------------------------------|---|----------------------------|
| Bring new Headteacher up to date with Travel Plan & initiatives | Headteacher buy in | STP Co-ordinators | Sept – Dec 2006 (done)* |
| Phase in new GfG scheme | Whole school | STP Co-ordinators and GfG team | By end January (done) |
| Agree reviewed travel plan incl. new 2007 Action plan | Whole school community and partners | STP Co-ordinators | End January (done) |
| Annual Progress Review to maintain Level 3 status | Safer Routes to School | STP Co-ordinators | January (done) |
| Circulate travel plan annual review | Whole school community and partners | STP Co-ordinators | January |
| Review and develop plan for 2008. Assign responsibilities | Travel plan working group | STP Co-ordinators / Working Party | November |
| Written survey | Whole school community and partners | STP Co-ordinators | November |
| Hands-up survey | Whole school community and partners | STP Co-ordinators | October |
| Inclusion of School Travel in the School Development Plan | Whole school community and partners | STP Co-ordinators / Working Party | Update (ongoing) |

| | | | |
|--|---------------------------|--------------------------------------|------------------|
| Regular review of Action plan /assign responsibilities | Travel plan working group | STP Co-ordinators / Working Party | Termly (ongoing) |
|--|---------------------------|--------------------------------------|------------------|

* = Please note that no full Working Party meeting was held during this time, in order that priorities and initiatives could be agreed with the new Headteacher initially.

8. Current Working Group Members

| | |
|--------------------------------|------------------------------------|
| Debs Krolkowski / Brid Hayward | STP Co-ordinators |
| Karol Whittington | Headteacher |
| Angela Mathieson | Deputy Head |
| Pattie Beresford | Chair of Governors |
| Rosie Brake | Ex STP Co-ordinator/General member |
| Antje Grosswendt | Go for gold co-ordinator |
| Robin St John Smith | Cycling Initiatives |
| Barry Simms | Patrol Crossing/LSA |
| Helen North | Crocodile co-ordinators |
| Vacancy | Governor/District Council |
| Angela Batten | Footsteps co-ordinator |
| Sam Kelly | Governor/Car Share co-ordinator |
| Tim James | General member |
| Terry Hastings | General member |
| Mary Nash | General member |
| Ingrid Galbraith | General member |
| Vanessa Hill | General member |

9. Partners/Contacts/Circulation List

- The Governing body
- School staff
- JRSO's (Amy Crisp, Matthew Chapman)
- PSHCE Co-ordinator – Wendy Crawford
- Community Liaison Chairperson – David Taylor
- Friends of Burford – Richard Moss
- Bucks CC Safer Routes – Nicky Batkin, Mark Oldfield, Liz Smith, Heather Garrett, Jane Woods, Carole Burslem
- Parish Council – Janet Pritchard
- District Councillors – Malcolm Blanksby
- County Councillor – Bob Woollard
- Thames Valley Police – Traffic Management Unit in Amersham & Marlow Police Station
- Marlow Community Police Officer – Adam Shaw
- Marlow Health Visitors
- Burford School Nurses
- Marlow Bottom Residents' Association

- TJ O'Reilly's
- Bucks Free Press - Sitala Peek, Mike Williams & Nic Brunetti
- St. Mary's Church Wardens
- St. Mary's & Marlow Bottom Pre-Schools – Hilary Harris & Sue Shaw
- Local toddler group
- Sustrans – Rhian Barnes
- DfT - Cathryn Evans
- Valley News – Mike Williams
- Transport 2000 – Carey Newson
- Sponsors – Volvo & Saddle Safari

If you have any comments on the travel plan or want to find out more, please contact:

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