



Active Travel for Schools

Travel Guide 2022 -2023
(Middle & Secondary Schools)

Walking, cycling & sustainable travel training, information and resources education guide for the academic school year.



Foreword

Welcome to the 2022 – 23 Academic School Year guide from your Active School Travel Team.

Staffordshire County Council's Active School Travel team work to bring your school a variety of campaigns, resources, training and support every year to benefit your school community. Bikeability, Scooter Training, School Travel Plans, Walking Buses and Air Aware are just a few areas of our work you may have heard of.

This guide has an overview of the last year in review and outline the initiatives and campaigns your school can be part of for the new school year ahead, helping your team prepare in advance.

School Travel Advisors use data collected to find the best ways to support schools to increase active and sustainable travel to school. Physical inactivity rates and school congestion, along with parking concerns and poor air quality affect most schools countywide. The data provided by you in 2021-22 details where increases in walking and cycling must be made. Our team have worked with many schools to help increase these walking rates. Pupils have benefitted from fun and informative activities where schools are working with their School Travel Advisor.

Climate Change, the cost of living, decreases in activity levels are just a few of the negative impacts affecting families and your school staff currently. Small changes in the way we travel bring about wide changes.
Get involved and get in touch!

To ensure your teaching and wider staffing group are aware of what support is offered please share this information with them in your school meetings and display in the staff room areas.

School type specific guides have been produced, if you wish to see the other version for Infant-Primary age ranges please ask.

Thank you from the Active School Travel Team



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Teachers find that pupils who actively travel to school by cycling, scooting and walking all or part of the way arrive more relaxed, alert and ready to engage in lessons. Young people need at least 60 minutes of physical activity every day, while adults should get a minimum of 150 minutes a week. Exercise is not only great for our physical health but our mental and emotional health as well.

It is recognised that embedding good behaviour from the start will benefit long term habits. Therefore, we have focused our activities on the start of school life and at each transition stage.

We will continue this going forward however would like to increase our engagement with Middle and Secondary Schools who often miss out on campaigns that are targeted at much younger pupils and families. Our team want to change this and work much closer with you to identify activities and campaigns that will work better to reach your students.

Walking is free and easy in urban areas and is the most popular mode of travel to school BUT it has decreased massively in Middle and Secondaries since before lockdown 2020. The survey data, see next page, shows a 10% decrease. This is also evidenced in the number of parking complaints and qualitative data we have from around the county. Whilst we are aware many of your students come from rural areas, and may be eligible for dedicated school transport, previous data shows we can pull this trend back and get over this bump in the road.

How can we help?

Does your school have an active school council that would be willing to take part in consultation to help shape our offer to schools with older students?

We would love to hear from you.



Staffordshire school travel pupil information

113,212 pupils (all mainstream schools)

7,000 (approximately) pupils entitled to school transport

106,000 (approximately) pupils on the school run

Our journey to active travel for schools



2019
Staffordshire
School of
the Region
2019/20/21

2020
Back to School
Action Plans
& Travel maps
supporting post
lockdown

2021
Evie the EV
joins the
team

2023
Car Share
platform

2013
The Bike Bus & Inspiring
New Travel Options
(INTO)



2018
Bikeability
Plus



2018
Air Aware

2015
Bikeability Plus
– Balance bike
training pilots

2003 – 2010
Travel to School
Initiative - 88%
of Staffordshire
Schools took part

1999
Walking Buses
launch
in Staffordshire

2006
Cycle Proficiency
becomes Bikeability

2017
Expansion
School Travel
Planning
begins

2019
Walking Bus
celebrates 20th
Birthday

2022
Record number
of summer term
activities

2012
School Travel
Planning
Modeshift STARS



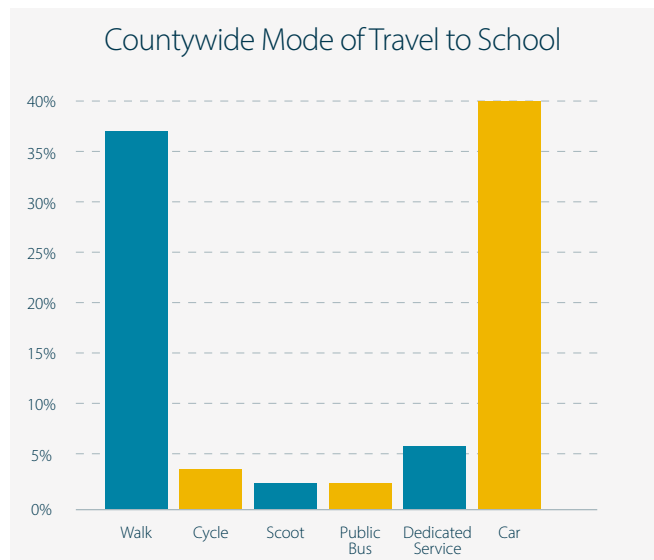
2021 – 2022 Active School Travel – Year in Review

School Mode of Travel Census survey Autumn 2021 findings show that car use remains high across all mainstream schools in the county.

75% responses provided data that has been used for funding bids for a variety of projects including infrastructure. Thank you to all schools for their responses.

- Car usage remains high
- Walking remains below the national average and has seen a significant drop since before 2020

The 2022-23 census survey will be sent to schools in September please complete the short hands up data collection.



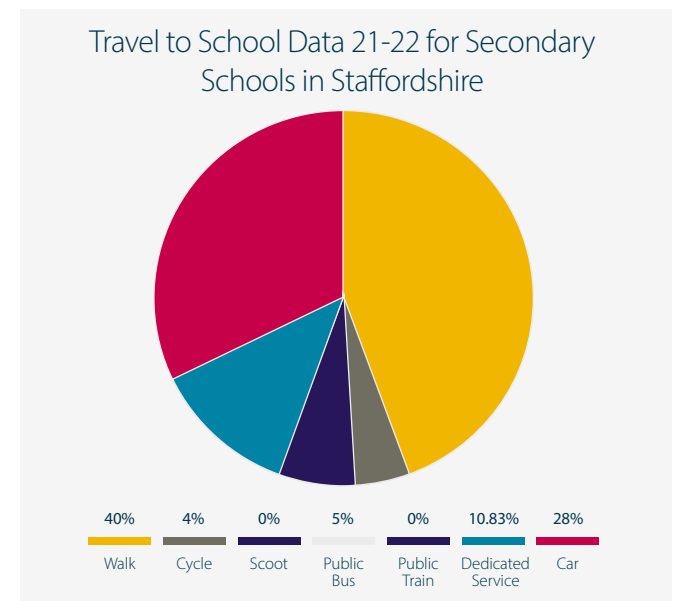
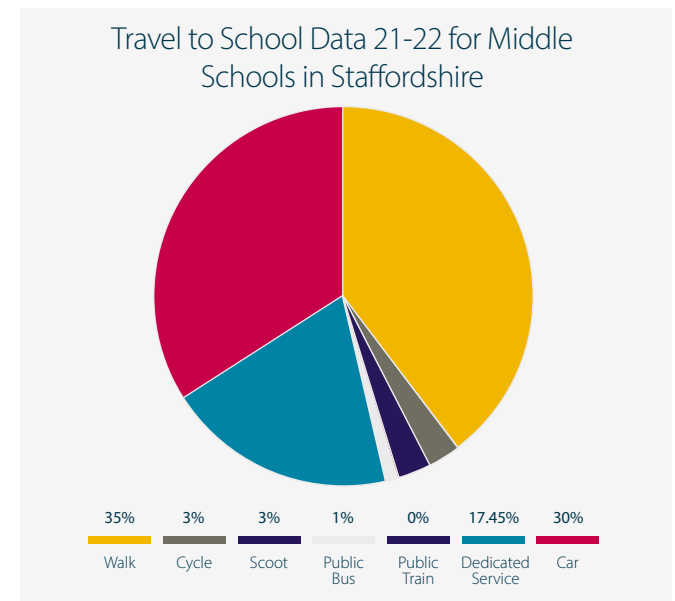
National data suggests that **one in five cars on the road at 8.50 am** is engaged in the school run. Children are subject to up to 3.9 times more pollution in a car that is standing in traffic than when walking or cycling to school.

Data is available by school type, district, rural, urban and faith. Working with schools through travel planning and running campaigns it shows schools can increase their combined active travel rates over a very short period of time.

2021-22 evidence suggests a 10% decrease in walking alone for Middle and Secondary schools.

In the 5 years between 2015 and 2019, an average of 44% of children walked to school – the most common way of getting to school. Post Covid = 37%.

Let's reverse this trend!



Year in Review - continued



School Travel Planning is supported by the Department for Transport through the Modeshift STARS accreditation scheme.

Schools benefit from a range of additional funded activities to help them achieve a range of levels from Bronze to Platinum.

2021-22 provided the opportunity to review plans following the lockdowns that affected all schools. There has been a negative impact for schools, however those with working on a plan for encouraging active travel will see improvements and increases in physical activity much quicker.

18 Schools with Travel Plans as part of expansion programmes receive dedicated support from the team.

Platinum & School of The Region – Heath Hayes clinched the trophy for the 3rd year running.

Travel Planning the “Heath Hayes” way.

- Walking, cycling, scooting, park and stride and car share on the school campaign planner
- Active Travel Ambassadors take control
- Supportive staff and senior leadership team

11 new School Travel Plans totalling 56 Staffordshire Schools with an active plan

- Active Travel in the classroom linking to the curriculum
 - Social media savvy to reach the parents
- Results! Increased active travel rates.

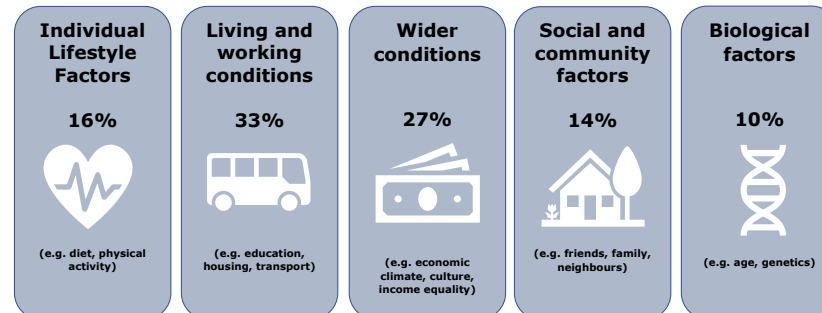
Influences on healthy weights and causes of obesity

Better Health Staffordshire have shared findings from a recent study about the causes of obesity. Increasing levels of physical activity could help reduce obesity levels – an active journey to school will increase regular physical activity levels for both children and parents alike.

The causes of obesity are complex, with many root causes. Evidence shows that there are over 100 interconnected factors driving obesity. Oversimplifying obesity to any one cause can make addressing it even harder.

Although personal lifestyle choices about diet and physical activity play a role, the most important drivers of obesity lie beyond an

individual’s control. They include the environment we live in, media and marketing influences, government policies and the state of the economy. It has been found that the contribution of each factor (by theme) is:



Bikeability

Following reduced delivery in 2020-21 our contracted providers Cyclist Training Ltd were able to bounce Bikeability back into schools achieving fantastic results in 2021-22.

From Year 5 things get very exciting for cycle training. It isn't just about the core levels and outcomes, this is where the transition from riding a bike to becoming a cyclist happens.

Your students (up to year 11) can experience Bikeability Ride & Bikeability Fix to complement the level 3 training. Journey planning, using cycle infrastructure and how to ride like a pro by the experts. Who needs a car anyway!



Active Travel Activities

Parking buddies – In partnership with Staffordshire Police, funding was made available and PARKING BUDDIES have proved to be an effective way of supporting schools and the wider community in keeping the school gates clear. A number of Middle Schools countywide have benefitted from these in 2022.



120 Schools 390 Buddies

“Decreased parking issues, less congestion and zig-zag lines clear, we love our buddies”

“Residents of our road have felt listened to and action taken”

Air Aware & Anti-Idling

The pupil led campaign targeted parents who were idling around their schools and included a monitoring phase to see how much pollution they witnessed around the school, and an active campaign phase where they engaged with parents and got them to sign a pledge not to idle near the school.

The campaign was a huge success with hundreds of parents signing the pledge and many thousands of balloons worth

of pollution saved from damaging the air quality around the schools.

The children were thrilled to be involved and felt a real sense of achievement for what they had done.



8 pupil led anti-idling campaigns
120 business & community locations countywide
Cleaner air, almost everywhere

The year ahead 2022-2023

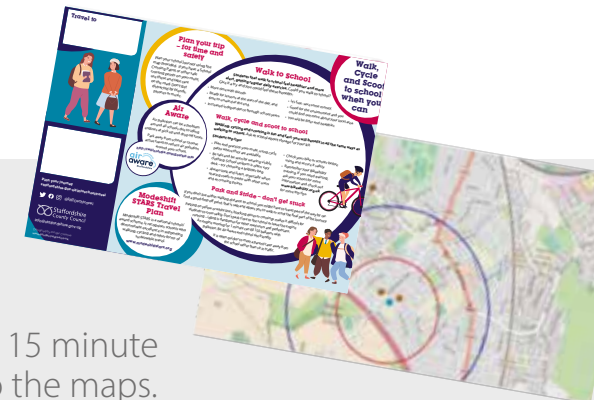
Throughout the year **active travel** can be promoted at your school. The Active School Travel team promote all of their campaigns via the school e-newsletter and update our webpage with information. Information, resources, and ideas are provided to make each campaign a success. Go to the Active School Travel website for further information on all of the initiatives and more highlighted here. As a school you can follow the activities per term or choose to do any theme at any point.

Autumn Term

September return to school – Travel Maps

September and the start of the new academic school year and a new intake of Year 5's in Middle Schools or Year 7 & 9 students in Secondary Schools. This is the perfect time to re-enforce active travel messaging. School travel maps are available for all schools to share with students highlighting 5/10 or 15 minute walking zones. Park and Stride locations and other appropriate parking locations can also be added to the maps.

Students not only may be new to your school but also to the area. Where students are eligible for school transport they may socialise out of school hours in unfamiliar locations. Parents can also be encouraged to park away from the school, where their child can walk to be met. This increases activity levels as well.



Walk to School Month

is a national campaign celebrated by thousands of schools throughout the country throughout the month of October. Check out www.livingstreets.org.uk website for other ideas to encourage walking to school and resources you can use within school.

There are different ways to encourage older students to increase their activity levels by walking, ask your school council to investigate what would encourage your students to increase their step count.



Be Bright Be Seen & Road Safety Guidance for Educators

With the clocks going back and the nights getting darker it's time to start thinking about **Be Bright Be Seen** campaign! Be Bright Be Seen is a national campaign aimed at keeping everyone as bright and as visible as possible on the school journey, whatever your age!

Contact your Road Safety Education Officers for further road safety education resources and visit the **THINK!** website to find some useful resources surrounding Be Bright Be Seen and general road safety.

Safe & Sound

Staffordshire Fire and Rescue **Safe & Sound** has a range of programmes delivered every Wednesday at 10am, or you can watch on demand. Scooter and Cycle safety information has been included in 21-22, we look forward to working with their team on some new delivery for this year.

Spring Term

Air Aware Anti-Idling

The campaign is back for 2023 to reduce idling engines around our county. For schools we have signage, posters, banners, digital support and classroom activities. So much to access, and the benefits are massive. Air Aware Staffordshire has been working with schools since 2018 to increase awareness of air pollution and the harmful effects it can have on children. This can range from headaches and loss of concentration to more severe respiratory diseases such as asthma and lung disease.



Don't fume at the "fumer's", let them know to "turn if off", remember 1 minute of idling can fill approximately 150 balloons with pollution. The led Anti-Idling campaign is an informative raising awareness of the harm of idling, delivered in a positive way and can also be delivered by students. Campaign your school transport drivers to turn it off when they drop off.

Air Aware Love Your Journey

Lack of exercise and overexposure to Air Pollution are two of the main contributing factors leading to heart disease. Staff, pupils, and parents can all get involved by using their heart on their journey to school for St Valentine's Day. Air Pollution is a problem around most urban schools in Staffordshire, but all schools will see pollution levels worsen at pick up and drop off times. You can do your bit to help improve the air quality around your school and increase activity levels, both of which can lessen the risk of heart disease.



Sustrans Big Walk and Wheel

The Big Walk and Wheel is a national challenge aiming to increase physical activity on the journey to school and reduce school gate parking issues, which takes place during April. Free resources are available to schools at the point of registration via [Sustrans](#). This campaign is open to **ALL** schools for staff, parents and pupils, they have great prizes too!



Summer Term



Walk to School Week

The sun is shining, the sky is blue, it was in 2022. **Walk to School Week** is a national campaign celebrated by thousands of schools throughout the country, usually the 3rd week in May. Thousands take part every year, this is a great way to celebrate the upcoming half term, encourage all your school to arrive fresh after a short walk to school.

Living Streets website for dates and other ideas to encourage walking to school and resources you can use within school at any time of the year.



Clean Air Day

Clean Air Day takes place in June each year, to promote awareness of air pollution and highlights the solutions. Resources for schools are readily available on the Clean Air Day website, we also have our own lesson plans available on request - AirAware@staffordshire.gov.uk

Bike to School Week

Host a breakfast for your bikers or arrange a Dr Bike to visit your school, or (see staff travel pages) get a staff member trained to deliver this themselves.



Way2 Transition

WAY 2 GO! is a lively activity book, packed full of ideas and activities surrounding the transition to middle and secondary school. This resource would provide an opportunity to discuss during a planned lesson, the issues, and points to consider relating to transition.



General active travel activities and training for any time of the school year

Park & Stride

For those students not able to walk all of the way to school, suitable Park & Stride locations can be identified and suggested to parents, to ease congestion in the close vicinity of the school. Staff who live local to your school should be able to assist in this matter – they know the local area well.

Typically, a good Park & Stride location is 5-10 minutes' walk away from the school and has ample parking – a public house, supermarket, village hall are ideal. Get permission first before you share the location!

More information can be found here www.livingstreets.org.uk/media/2035/park-and-stride-print.pdf download a pack to get you started.



The benefits of Park & Stride include:

- Cars no longer congregate near the school gates. This creates a safer environment around the school with less traffic, pollution and noise.
- Residents and businesses near schools will benefit from the congestion relief and the reduction of parked cars on local roads.
- Parents and their children can include walking in their journey to school if they don't live within walking distance of their school. It means that more children can experience the health and wellbeing benefits of walking.
- Park & Stride schemes are good for parents who have to drive to work and means their children are not excluded from walking initiatives. Even parents and their children who walk regularly to school sometimes may need to take the car, especially after school if they are going on to somewhere different.



Park and stride locations definitely work and in some locations a parent can meet several children from multiple schools in one location.

Bikeability, Scooting and Cycling

Bikeability – Cycle training. The following are funded by the Department for Transport to SCC to encourage more children to cycle more regularly, improving skills, health and wellbeing.

From Year 5 things get very exciting for cycle training. It isn't just about the core levels and outcomes, this is where the transition from riding a bike to becoming a cyclist happens.

Your students (up to year 11) can experience Bikeability Ride and Bikeability Fix to complement the level 3 training. Journey planning, using cycle infrastructure and how to ride like a pro by the experts. Who needs a car anyway!

Bikeability Level 2 – On road training to increase confidence, understand the road and signals, how to negotiate junctions and share the road with other road users.

Bikeability Level 3 – from age 11 students advance their skills for busier roads and more complicated junctions or faster roads.



All Bikeability funded by Staffordshire County Council and is delivered on our behalf by our contractors Cyclist Training Ltd

How to book – contact 01785 818193

For further info on what Bikeability is, or for activities to promote cycling in school see

www.bikeability.org.uk

★★ Level 2 = 7,000

★★★ Level 3 = 1,500



Active Travel Ambassadors

Experience has shown us that pupil power has a major role to play in the push for more active and sustainable travel.

The Active Travel Ambassadors are a pupil group in school, usually made up of representatives from each year group/class. This can be the responsibility of an existing group such as School Council or Eco Committee or a stand-alone group working on sustainable and active travel. Each school group will receive a resource pack with ideas, campaigns, and activities for the pupils to engage in. Each pupil will receive a badge showing their role and will be supported by your school travel advisor with resources and materials to assist with their campaigns.



Staff Travel

It's not all about the students – here is the **Staff Travel** bit.

How much to fill up a car! The price of fuel is affecting many households, with more and more people choosing to lose a few miles. Those short distances that can be walked and cycled are there for the change, increase your activity levels as well.

All things bike!

If you are a Staffordshire County Council employee you can access the cycle to work scheme through the VIVUP benefits platform. If you are not employed directly by the council investigate if your school is part of a cycle scheme.

Thinking of cycling but want to brush up your skills? Adult training is available and delivered by the same Bikeability team that train your students. We can arrange for you, just ask! You can be a complete beginner or want to learn to ride more complex routes.



Fancy getting a member of staff on a short Dr Bike course to help staff and students out? Get in touch we might even be able to get some maintenance kits sorted for schools taking part.

Public Transport

Local services have many discounts and offers. They can depend on who you are employed by but check them out. Comparison to car and parking charges they can save you a lot of money.

Car Sharing

New for 2022! We are launching a brand new car sharing platform in the Autumn term, when its ready we will be in touch through the E-Bag.



Get in touch with the Team

Staffordshire County Council's Active School Travel Team have a wealth of knowledge and experience to assist your school. From training and activities to resources to promote and encourage active and sustainable travel for the whole school community we can help. The best way to contact the team is by email in the first instance: into@staffordshire.gov.uk www.staffordshire.gov.uk/activetravel



Useful Contacts

Student Transport Team - student.transport@staffordshire.gov.uk

Public Transport Team - publictransport@staffordshire.gov.uk

Road Safety Education Team - roadsafetyeducation@staffordshire.gov.uk

School Crossing Patrol Team - scp@staffordshire.gov.uk

Cyclist Training Ltd – SCC Bikeability providers - liann@cyclist-training.co.uk



Follow & Stay Updated

Our guide has been designed to give you an overview of the full year in advance. News, views and up to date information can be found by checking our webpages and following us and our partners. www.staffordshire.gov.uk



Active School Travel Team

You can keep in touch with the latest updates from Staffordshire County Council and our various teams on social media *(click icons to connect)*



Staffordshire County Council: twitter.com/StaffordshireCC



Active School travel: twitter.com/INTOschtravel



Air Aware: twitter.com/AirAwareStaffs



Staffordshire County Council www.facebook.com/yourstaffordshire



School Crossing Patrols www.facebook.com/schoolcrossingpatrols



Active School Travel: www.facebook.com/activeschooltravel



Air Aware: www.facebook.com/AirAwareStaffs