



Directorate of Environment and Neighbourhoods  
Director **Stuart Love**

## **SUSTAINABLE TRAVEL TO SCHOOL STRATEGY**

**August 2007**

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## EXECUTIVE SUMMARY

Sustainable travel (walking, cycling, carshare and public transport use) to school has been at the heart of planning and transport policies for many years, and has been specifically promoted on the Isle of Wight since 2004, under the Isle of Wight Council's School Travel Plan Strategy. This was underpinned by the new duty placed on local authorities by government in April 2007, to promote sustainable travel. This aims to reduce car use on the journey to school, thus providing health, environmental and safety benefits to the whole school community, and beyond. One of the key drivers for this initiative is health:

**‘...over 29% of children in Reception Year and over 34% of children in Year 6 are either overweight or obese’**

(Source: Isle of Wight NHS Primary Care Trust 2006 - see C.5)

This Strategy document, developed using the government's guidance, was initiated at a Sustainable Travel to School workshop held with Dorset County Council and Buckinghamshire County Council, two authorities with significant rural populations who are leading the way in sustainable travel. It provides a background to the current situation, and pulls together the aims of a wide range of partners from education, health, infrastructure providers and the local authority, to focus on improving:

- Accessibility to school sites and services
- Health through increased activity
- Environment through reduced car use

It links sustainable travel to school to the strategic delivery of transport through the Local Transport Plan 2, highlights the needs and requirements identified through school travel plans, and the potential for infrastructure improvements through an audit process.

**55% of children and young people want to walk or cycle to school. 22% want to travel by bus, train or carshare**

(Source: School travel plans 2006 – see F.3)

It puts forward Phase 1 of an Action Plan, which will widen consultation throughout the community, but with particular emphasis on finding out from children and young people what will help them travel more actively and sustainably. The Action Plan also includes an extensive audit of the current walking, cycling and public transport infrastructure, and this further research and consultation will lead to the development of Phase 2, which will define the ways forward towards a greener, healthier Isle of Wight.

Right now we are in exciting times. Plans to reorganise educational provision on the Isle of Wight, due to be revealed in Autumn 2007 (see C.10 and C.11), offer a unique opportunity to remodel education along sustainable lines, including transport. These can be maximised if the Authority continues to develop its internal and external partnerships, working together towards achieving the five Every Child Matters outcomes:

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well Being



Cycle and scooter parking at Newport CE Primary provided by The Forge at Whippingham and paid for from the school's travel plan grant.

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## A. Introduction

### A.1 Scope

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In April 2007 the government placed a new duty on local authorities to promote the use of sustainable travel to school – Section 508A of the Education and Inspections Act 2006.

Sustainable modes of transport are those that may improve the physical wellbeing of those who use them, or the environmental wellbeing in the locality.

For example, walking and cycling will both improve the wellbeing of the individual and the environment. The use of public transport or carshare will not be as detrimental to the environment as single car use.

The duty relates to all journeys to and from educational establishments, including during the day and pre- and after-school clubs. It relates to all types of establishment, including primary, secondary, the 14-19 age-group, independent and special schools.

The duty is to promote sustainable travel to children and young people, in general (not to individuals), of compulsory school age and below (ie. those attending nursery schools) and young people in further education if they start a course before their 19th birthday. It applies to all those children and young people resident on the Isle of Wight, whether they receive education on the Island or not, and to those who travel to the Island for education.

There is also a clear duty, underpinned by the Disability Equality Duty, to ensure there is no discrimination against disabled people, and that services are planned with disabled people's needs fully considered.

The Sustainable Travel to School Strategy deals only with the implications of Section 508A of the Act; it should be read in conjunction with the general transport policy in respect of pupils of compulsory school age and below, to and from schools, and institutions within the further education sector. This is available at:-

[www.eduwight.iow.gov.uk/parent/my\\_child/transport](http://www.eduwight.iow.gov.uk/parent/my_child/transport)  
[http://www.eduwight.iow.gov.uk/parent/my\\_child/transport](http://www.eduwight.iow.gov.uk/parent/my_child/transport)

### A.2 Background

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The Isle of Wight Council and its partners have been working to increase sustainable travel for a number of years, specifically by improving sustainable transport through the Local Transport Plan, and by increasing public awareness of the importance of activity through the successful Healthy Schools initiative at schools, and through health promotion in partnership with the Primary Care Trust.

Since 2004 the School Travel Plan Advisor has been supporting school communities to develop their own travel plans, and helping to focus partners in working together to facilitate active and sustainable travel to school. By



working on their travel plans, pupils of all ages have expressed both an understanding of the importance of activity and a desire to be active. They will often be passionate about looking after the environment, and some schools link their travel plan work to the Eco-Schools and wider Sustainable Schools initiatives.

*"I live about 2 miles from school and I find it's more fun, quicker and healthier to cycle than get there by any other way"*

Beeche, Trinity CE Middle School

This Sustainable Travel to School Strategy has been developed by a wide range of people, using the Isle of Wight Council's School Travel Plan Strategy, which itself forms part of the Local Transport Plan 2. It aims to help pull together the common threads running through the interest and needs of pupils and parents and staff at schools, along with the policies of the Isle of Wight Council and its partner organisations. These threads focus on:-

- Accessibility
- Health
- Environment

on the journey to school.

### A.3 Shared vision for sustainable travel to school

The initial approach to the development of this strategy was to hold a workshop in June 2007, at which a wide range of delegates included:-

Isle of Wight Council	
Head of Engineering Services	Environment & Neighbourhoods
Head of Policy, Planning and Commissioning	Children's Services
Healthy Schools Lead Officer	Children's Services
Home to School Transport	Children's Services
Planning Officer	Environment & Neighbourhoods
Premises Development Officer	Children's Services
Project Manager of Schools Reorganisation	Children's Services
Rights of Way Assistant	Environment & Neighbourhoods
Road Safety & Traffic Mgmt Team Leader	Environment & Neighbourhoods
Road Safety Officer	Environment & Neighbourhoods
School Travel Plan Advisor	Environment & Neighbourhoods
Transport Manager	Environment & Neighbourhoods
Transport Policy Manager	Environment & Neighbourhoods

Isle of Wight Partners	
Community Rail Development Officer	
Headteacher	
Physical Activity Alliance Officer	Primary Care Trust
Dorset County Council	
Team Leader	Network Traffic Safety
Buckinghamshire County Council	
Team Leader	Travel Choice
South East Regional School Travel Adviser from the DfT/DCSF Travelling to School Initiative	

This strategy was outlined at and developed from that workshop.

Our shared vision is:-

- To provide realistic provision to empower children and young people (with the support of parents and carers) to use sustainable travel modes to access educational opportunities
- Driven by, and for, children and young people; to be needs lead
- Challenging existing perceptions about what is possible

Therefore the key aims running through this strategy are to improve:-

- Accessibility: the ease by which people can access education
- Health: all those travelling to education
- Environment: around education sites and beyond

## A.4 Scope of this document

As guidance on producing this Strategy was not available until June 2007, and the summary document was to be published by August 2007, there was insufficient time to carry out the full consultation, assessment and audit required. This document therefore represents the first stage of the Strategy; the delivery programme, Phase 2, will be developed following the fuller consultation process, assessment and audit.

## A.5 Demographic information

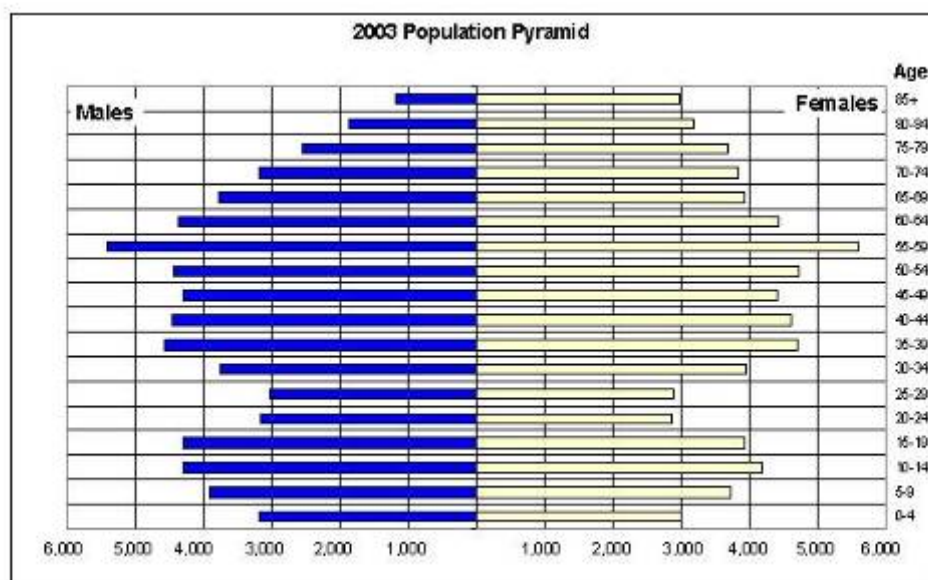
### A.5.1 Location

The Isle of Wight is located south of the cities of Portsmouth and Southampton, and separated from the mainland by the Solent, around 5km (3 miles) wide. The Island is roughly diamond shape and measures around 26 miles by 21km (13 miles) north to south and 37 km (23 miles) west to east.



### A.5.2 Population

Almost 97% of the population of 133,000 are white British. Nearly 50% are aged over 45, and 25% of residents are over retirement age. The 2001 census indicates that there is a higher than average level of people over 60 (28.4% compared with 20.9% in England and Wales) whilst there are less young people (18.2% under 16 compared with 20.2% in England and Wales).



The 2001 census indicated that the majority of people are located in the towns of Newport, Ryde, Cowes and East Cowes, and the southeast coastal areas of Sandown, Shanklin and Ventnor. Population densities in the rural areas are centred in Shalfleet, Yarmouth, Brighstone and Calbourne.

The number of dwellings on the Island has continued to increase more rapidly than the growth in population. There are now 5,000 more dwellings than in 1991 and in the last ten years there has been an average of 580 new properties built each year. The 2001 census shows that whilst the population and number of dwellings has risen, the number of people per dwelling has fallen and average family sizes are now far smaller than they were 50 years ago. Since 1981, the school population has fallen by 1,700 (UDP 1996) and this trend has continued.

It is a largely rural area and economically more deprived overall than its mainland neighbours. Geographical isolation and lengthy commuting times have a continuing impact on socio-economic development and access to education and training on the Island. There are significant areas of multiple deprivation, mainly though not exclusive to Newport, Ryde and Ventnor.

### A.5.3 Transport Infrastructure

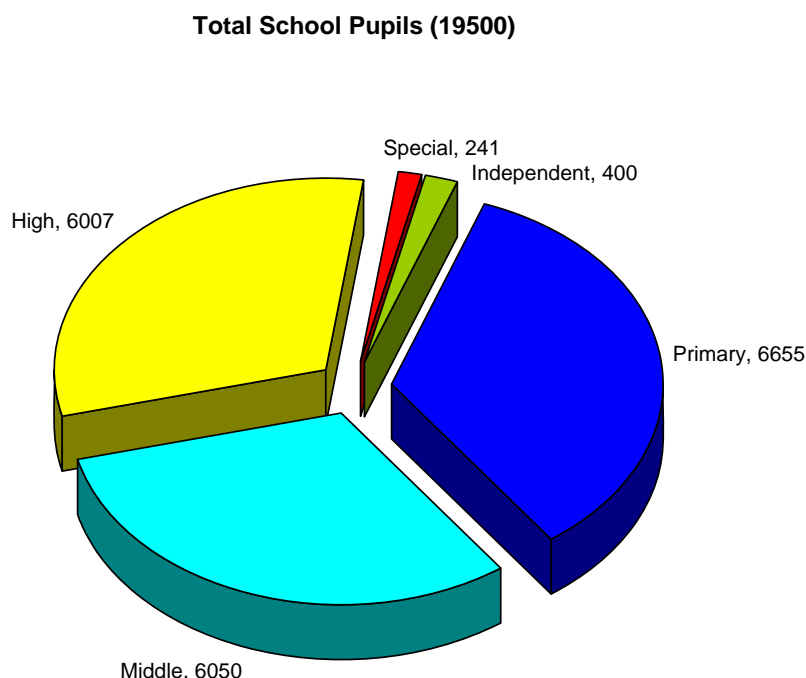
The population of the Island is centred on a number of coastal towns and Newport at the centre. Our transport network reflects this pattern, with roads radiating out from Newport and with our coastal roads following the fringe, the shape of our network is similar to that of the spokes and rim of a cycle wheel.

Almost uniquely, there is more walking and cycling transport infrastructure than highway; 827km (516 miles) of bridleways, footways and cycleways and 391km (243 miles) of classified roads.

Bus services are provided by two companies, Southern Vectis and Wightbus (owned and managed by the Isle of Wight Council). Train services, which run from Ryde to Shanklin, are provided by IslandLine owned by Network Rail. There are several privately owned taxi and minibus companies.

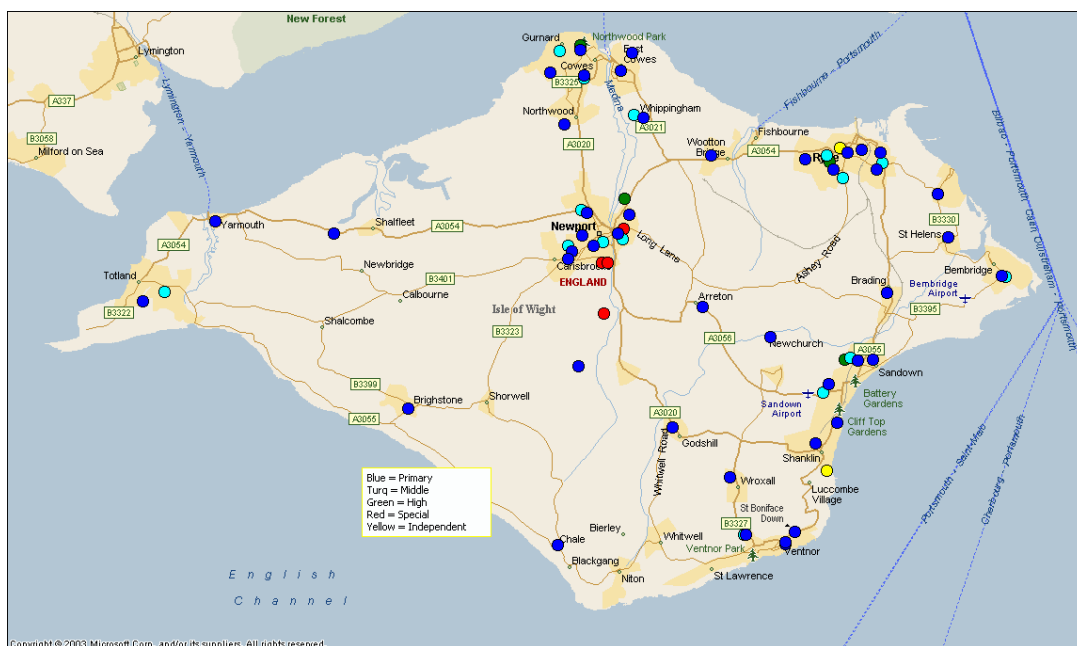
Some 26% of residents have no access to a car and many live in rural areas, some of which have limited public transport provision. People without access to either public or private transport provision can in effect be excluded from society and facilities they need.

## A.6 Current School Population (August 2007)



There are currently 46 primary schools teaching from Reception to Year 4; 16 middle schools from Year 5 to Year 8, and five high offering education from Year 9 to Year 11. There are two pupil referral units and one Local Authority maintained special school. There are two independent schools and one non-maintained special school.

The Isle of Wight College, which has a main campus in the central town of Newport and satellite centres located around the Island, is a general further education college (GFE). It is the main provider of further education and training for some 8,000 learners, with around 1,600 being young people aged 16-18.



Location of education establishments: August 2007

## B. School travel: national context

### B.1 Every Child Matters

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In September 2005 the Government published 'Every Child Matters: Change for Children', which sets up a framework of five outcomes under which Local Authorities should organise and evaluate their work with and on behalf of children and young people.

The five outcomes are:

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well Being

Priority national targets and indicators are related to these and Inspection judgements are derived from them.

### B.2 Travel Implications of the Education and Inspections Act 2006

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From April 2007, local authorities are under a new statutory duty (Section 508A of the Act) to provide:-

- an assessment of the travel and transport needs of children, and young people within the authority's area;
- an audit of the sustainable travel and transport infrastructure within the authority that may be used when travelling to and from, or between schools/institutions;
- a strategy to develop the sustainable travel and transport infrastructure within the authority so that the travel and transport needs of children and young people are better catered for; and
- the promotion of sustainable travel and transport modes on the journey to, from, and between schools and other institutions.

**Who is covered:**

All children receiving education and training on the Isle of Wight, from nursery provision to those who started a course of further education before their 19th birthday and are still participating in that course.

**What is covered:**

All journeys to and from school and during school day (includes pre-and after-schools clubs).

### B.3 DCSF Sustainable Schools Initiative

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The DCSF's Sustainable Schools initiative links two major themes in government; Every Child Matters and Sustainable Communities. The project enables schools to work through eight 'doorways' across three areas – campus (the way in which the school runs itself); curriculum (the way it

delivers the learning and teaching) and community (wider influences and partnerships) – to develop a holistic approach towards a healthier, more inclusive and fairer society. The ‘doorways’ are:-

- Food and drink
- Energy and water
- Travel and traffic
- Purchasing and waste
- Buildings and grounds
- Inclusion and participation
- Local wellbeing
- Global dimension

Locally, the Sustainable Schools initiative is being lead by the Healthy Schools Lead Officer assisted by the School Travel Plan Advisor. A network of support identified across each doorway is being established, enabling schools to develop the project appropriate to their own local environment.

#### **B.4 Department of Health – Obesity Guidance for Healthy Schools Coordinators and their partners (January 2007)**

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Rates of obesity have dramatically increased in England over the last decade. If no action is taken, one-in-five children aged 2-15 in England will be obese by 2010. Obesity has been linked to a variety of health problems, such as cancer, type 2 diabetes and psychological disorders. In March 2004 the Government set the Obesity Public Service Agreement (PSA) target to ‘halt the year on year rise in obesity among children aged under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole’.

Whilst parents have a significant influence over children’s lifestyle habits, schools have an important part to play. Healthy Schools Coordinators and their partners, including STAs, provide support to primary and secondary schools in addressing the prevention issues around obesity.

On the Isle of Wight, the STA works with the Healthy School Lead Officer and coordinators in schools to develop travel plans which facilitate active travel.

#### **B.5 National Service Framework for children, young people and maternity services**

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The Children's NSF, published on 15 September 2004, is a Department for Health policy which sets standards for children's health and social services, and the interface of those services with education, developed in line with the Every Child Matters policy.

Key standards which overlap with the Sustainable Travel to School Strategy are:-

- Give children, young people and their parents increased information, power and choice over the support and treatment they receive, and involve them in planning their care and services

- Introduces a new Child Health Promotion Programme designed to promote the health and well-being of children pre-birth to adulthood
- Promote physical health, mental health and emotional well-being by encouraging children and their families to develop healthy lifestyles
- Tackle health inequities, addressing the particular needs of communities, and children and their families who are likely to achieve poor outcomes

The School Nurses team (alongside health visitors) provides a package of care that promotes healthy lifestyle choices. This can include support and encouragement towards active travel to school.

## **B.6 Government planning policy guidance on transport**

The Government's Planning Policy Guidance on Transport, PPG13, states that:-

"...travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for...new and expanded school facilities which should be accompanied by a travel plan which promotes safe cycling and walking routes, restricts parking and car access at and around schools, and includes on-site changing and cycle storage facilities."

## **B.7 DfT/DCSF Travelling to School initiative**

In July 2007 the government announced the continuation of funding to support the delivery of the School Travel Plan Strategy until March 2010. Two funding streams are awarded; a contribution towards the STA post paid to the IWC, and a grant paid to schools when they complete an approved travel plan. The amount paid for the STA is about 70% of the full cost and, since 2006, the balance has been contributed by Leader+. This will cease in March 2008, and it is hoped the IWC will continue to support the initiative locally.

The grant paid to schools is for capital expenditure that will support active and sustainable travel, for instance cycle shelters and lockers, new pedestrian access, covered pedestrian waiting areas, etc. Up to £5000 is paid to primary schools and £10,000 to secondary schools, and the total available to all schools through the scheme is some £377,000. So far during 2007 alone the total grants drawn down by schools through this project is over £90,000.



Drop-off scheme developed as part of Shalfleet CE Primary's travel plan. The school used its travel plan grant to contribute towards the costs of the scheme.



## C. School travel: local context

### C.1 Corporate Plan 2006-2009 (draft)

The Council has a clear vision for its activities that it shares with the Local Strategic Partnership, Island Futures. The 2020 vision is of: -

“A progressive Island built on economic success, high standards and aspirations and a better quality of life for all”.

This vision for the Island encapsulates the principles of community leadership, sustainability, high performance and cost effectiveness that will be the key drivers that shape the Council's approach to service delivery. In order to deliver on its vision the Council has determined that it will focus its resources to deliver measurable outcomes for its community across 4 outward looking objectives that it also shares with Island Futures:

- Drive the sustainable regeneration and development of the Island
- Improve the health and well being of Island communities
- Create safer and stronger communities
- Improve outcomes for children and young people

In addition the Council has identified a more inward looking objective of being a high performing cost effective Council.

Aims with a direct link to the development of the Sustainable Travel to School Strategy are :-

- Drive the sustainable regeneration and development of the Island
  - Have an accessible, effective and integrated transport system for the Island.
- Improve the health and wellbeing of Island communities
  - A healthier community with fewer inequalities in which people exercise personal responsibility for their lifestyle choices.
- Create safer and stronger communities
  - Reduce injuries at home, work and on the roads.
- Improve outcomes for children and young people
  - Ensure high quality outcomes for children and young people from all partner agencies
  - Children and young people are physically, sexually and mentally healthy and can make good lifestyle choices.
  - Children and young people are safe, have security, stability and feel cared for.
  - Children and young people are able to be engaged with, be part of and make a positive contribution to Island communities.
- To be a high performing, cost effective council
  - Ensure that the needs of our customers are central to all of the decisions that we take.
  - Create effective partnerships where they are able to improve service delivery, cost effectiveness or community engagement.

- Every individual on the Island has the opportunity to participate in and make a contribution to Island life.
- Protection and enhancement of the Island's environment and heritage for the benefits of residents and visitors alike.
- Be an exemplar of good practice in the appropriateness and use of central systems

There is also a corporate CORVU target linked to sustainable school travel; the percentage of schools with a travel plan.

## C.2 One Island

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The Council's One Island programme was launched in February 2007 in response to the needs and wishes of Island residents expressed through the residents survey last summer. The programme consists of 24 projects for 2007/8 which are set within the three crosscutting themes of respect, civic pride and value for money.

The goal of One Island is to provide good value local services by raising standards and creating opportunities, by:-

- We will improve standards in education, offering opportunity to young people.
- We will allow our older citizens dignity in old age
- We will ensure that our roads are safer and our public transport improves.
- We will build one Island characterised by mutual respect, local pride and value for the Islanders.'

Many of these programmes are now underway and include, for Autumn 2007 and beyond, the following with sustainable transport to education links:-

- Further sites to be identified for anti-skid works (early autumn)
- School organisation implementation plan published (early autumn)
- New school vision for Cowes presented (late autumn)
- Bus information by text trial (early autumn – selected routes)
- 20 zones outside schools, where possible

## C.3 Local Area Agreement

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The Local Area Agreement (LAA) is a contract between the Government and the Island Strategic Partnership (ISP), that will help to improve the way key public service delivery organisations on the Island work together to focus on local priorities, improve local service delivery and make best use of existing resources.

The ISP - bringing together representatives from the public, business, voluntary and community sectors to deliver a Community Strategy for the Island – exists to ensure the objectives of the Community Strategy and the LAA are delivered. The LAA was signed by the ISP, the Isle of Wight Council and the government in April 2006.

The LAA and the Community Strategy set out objectives for the Island to be delivered over the next three years by the council, the NHS and partners from the public, private and voluntary and community sectors.

Both the Community Strategy and the LAA are structured around four main themes (see Community Strategy below).

## C.4 Community Strategy

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The Community Strategy identifies what local people and sector partners want, and what matters most to them – such as health, education, community safety, jobs and the local economy.

The Community Strategy is the overall plan for the Island that draws on and influences plans from all key local organizations, and summarises the long-term strategic vision and aims of the ISP.

The vision for 2020 is that our Island should be “a progressive Island built on economic success, high standards and aspirations and a better quality of life for all”.

The Community Strategy sets out a framework to achieve this vision – it identifies the key challenges the Island is presently facing and how, by working together, we can deliver solutions in line with community priorities. The Strategy has a focus on four main themes:

- A Safe and Strong Island:
  - where people value and respect one another and feel safe and secure.
- A Skilled and Educated Island:
  - where our children have the best start in life and where young and old alike have the skills and qualifications necessary for a happy and fulfilled life.
- A Healthy Island:
  - where everyone enjoys the best possible health, has a good quality affordable home and generally enjoys a good quality of life.
- A Thriving Island:
  - with a first rate infrastructure where business can grow and where young and old alike have the skills and qualifications to access well-paid sustainable job opportunities.

## C.5 Isle of Wight NHS Primary Care Trust – Public Health Report 2006

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The Public Health Report 2006 contains the following recommendation:-

“To maximise opportunities for combating obesogenic environments through the forthcoming Local Development Framework for spatial planning and through the Local Transport Plan.”

The Public Health Team has participated in the emerging Core Strategy of the Local Development Framework. This contains policies to:-

"reduce the predominant reliance on the private car for access to key services such as healthcare, education, employment and retail centres by improving access by public transport, walking and cycling" and also "to strengthen and extend the cycle and pedestrian network and access as part of the public realm". Both of these policies reflect the ambition of the Local Transport Plan (2), which was published earlier this year. A separate policy in the LDF Core Strategy states that new developments should "promote healthy lifestyles by addressing existing and future deficiencies in provision, upkeep, quality and access of sports facilities, playing pitches, parks, gardens and green spaces across the Island".

In 2006, the PCT took part in a national survey of overweight and obesity in children organised by the Department of Health. A survey of local children has identified that over 29% of children in Reception Year and over 34% of children in Year 6 are either overweight or obese.

The Annual Report recommends that:-

"Co-ordinated action is thus needed to both prevent and manage childhood obesity if these rates are to be reduced and the associated health risks reduced. Schools provide an important setting for programmes to address childhood obesity, working directly with children, but also importantly involving parents in support programmes. "

This link is made directly to the school travel plan initiative through the Healthy Schools status.

## **C.6 Isle of Wight Physical Activity Alliance**

### **C.6.1 Aims and Objectives**

- The primary objective of this project is the sustainability of the newly formed Island Physical Activity Alliance, joining partners from health, local authority, leisure centres, healthy living programme and private and community organisations.
- The appointment of a co-ordinator would work in liaison with professionals within these organisations to enhance and develop programmes that will address various health issues around risk factors for chronic diseases including CHD, Cancer, Diabetes, Mental Health and Obesity and weight management.
- The Alliance is a forum to provide a means by which local need and involvement will form the basis in the development of an Island Physical Activity strategy and action plan.
- The co-ordinator would link partners from Health Promotion, Community Safety, Youth Offending, Community safety and Injury prevention forums in addressing issues around access to facilities and programmes delivered on the Island and drive these programmes forward.
- This would focus on target groups and areas of social and economic deprivation in the first instance, and then developing further whole

systems approach in physical activity on other targeted localities and settings.

- Key population groups within children, young people and older people would benefit from a co-ordinated alliance to ensure health inequalities and empowerment of individual's ability to improve their overall health status through participation in physical activity.
- To work in a co-ordinated approach with relevant partners to address issues around access and travel to centres and programmes around the Island.
- To be a pro-active partner in maintaining social and physical active life activities for the high proportion of older, fragile and elderly living on the Island.
- Forge working partnerships forward with the Healthy Schools Scheme, Schools Partnerships, Healthy Living Centre, Age Concern, Health Trusts, Local Strategic Partnership, Agenda 21, Local Authority corporate plans in transport, culture, environment, planning and Community development.
- Address issues around long-term quality of life and safety within all sections of the community.
- Strengthen links with Primary and Secondary health and social care services with the community as a whole.
- Provision of physical activity opportunities that consider issues or people with special needs (e.g. people of different cultures, ages or with disabilities).
- Develop a sense of community identity and affiliation that enhances the capacity for local physical activity opportunities and action.

The Physical Activity Alliance Coordinator works in partnership with the School Travel Plan Advisor to deliver projects which increase activity on the journey to school, such as through the Schools Walk the Wight initiative (see J.3.3).

## C.7 Agenda 21

The Isle of Wight Council developed an Agenda 21 Strategy for the Island in 1999. The purpose of an Agenda 21 Strategy is to bring social, environmental and economic well-being to us all at the same time as ensuring that we leave the world at least as good a place as we found it. (Known as sustainable development).

The Agenda 21 Strategy has been developed in close partnership with the Isle of Wight Health Authority, the Isle of Wight Partnership and most importantly, with the Island's communities. The plan was developed taking account of an extensive consultation programme, run in parallel to that undertaken for the first Local Transport Plan 2001 – 2006.

We now know on the Island that Agenda 21 is the Action Plan for achieving sustainable development. We even know what sustainable development is - a way of living and working together which brings social, environmental and economic benefit to us all and which ensures that we leave our world at least as good a place as we found it. Above all we know that this can only be achieved if we work together as a truly participative community founded on social equity and inclusiveness.

This Island of ours is uniquely beautiful with a natural boundary of 100 kilometres of diverse and stunning coastline and over 50% of its land mass declared as an Area of Outstanding Natural Beauty (AONB). It does experience high levels of poverty and deprivation but nevertheless it has living towns and villages, which are real communities and not reduced to the pretty facade of the chocolate box commuter dormitory.

In 1999\*, some 15,000 households had no access to a car at all whereas 25,000 have access to one car, 9,000 to two and 2,000 to three plus. Clearly, to reduce the need for car travel and to improve mobility and communication for those members of the community who do not have access to a car reliable, affordable and well-networked public transport systems are an urgent priority for the Island. Thus carbon emissions would be reducing at the same time as promoting social cohesion and community well-being.

\* (By 2001, car ownership had increased; 14170 with no car, 27385 with access to one car, 12562 with access to two cars, and 3376 with access to three plus cars – Source: Census)

The key strategic aims of the Agenda 21 is an Island where there is:-

- Provision of comprehensive transport services for the Island which are accessible and affordable
- and which optimise the contribution of bus, train and taxi services to an overall integrated system;
- Fair and equitable fare structures for off-Island travel;
- Safe and welcoming cycle and pedestrian routes in and between the Island towns and villages;
- Reduced congestion, noise and air pollution on Island roads.

## **C.8 Local Development Framework – existing Unitary Development Plan**

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The Unitary Development Plan 1996-2011 (UDP) is a comprehensive land use plan for the Isle of Wight, providing the planning framework to guide new development throughout the Island. The Local Development Framework (LDF) is being developed to supersede the UDP in due course, but has not yet been adopted (as at August 2007).

### **C.8.1 Land use**

Specific guidance on land use for schools is given at sections 16.9 to 16.15. Section 16.7 states that 'To provide maximum benefit, facilities to meet social and community needs should be easily accessible on foot and by both public and private transport.'

### **C.8.2 Health**

Under section 14.23, 'the Council recognise that both cycling and walking are healthy and pollution-free ways of getting about and will encourage, where possible, schemes which will help make these methods of transport safer, easier and more pleasant.'

### C.8.3 Parking at school sites for cars and cycles

Appendix G-6 of the UDP specifies the following number of parking spaces for cars and bicycles:-

	<b>Maximum operational off-street vehicle parking provision</b>	<b>Minimum operational vehicle parking provision</b>	<b>Minimum off-street cycle parking provision (sq.m.)</b>
Primary	1 space per staff member	Facilities for setting down and picking up students. (This may take the form of a layby or service road in front of school or college)	
Middle, High and FE College	1 space per staff member 1 space per 8 students over 17 years of age		1 per 5 staff 1 per 5 students

### C.8.4 Local Planning Policy

When a planning application is received from an education facility, the IWC planning department may require:-

Either

a) Commitment to the Travel Plan process:-

A letter signed by the headteacher, or evidence by the school having already made significant progress towards developing their Travel Plan (ie. having convened a working group, conducted site and pupil surveys, and being actively involved in setting targets and objectives).

Or

b) A completed approved Travel Plan

The following planning condition has been devised locally for application where deemed necessary:-

“Before the (new development) is first brought into use a School Travel Plan with the specific intention of reducing the need to travel to and from the school by car, and to positively encourage travel by foot, bicycle, by public transport or by other sustainable means, together with a programme for future monitoring and annual reportage back to the local planning authority, shall be submitted to and agreed in writing with the local planning authority. The agreed plan shall then be implemented from the day that the use commences/building is brought into use in accordance with the measures set out in the document. The plan shall be monitored and an annual report

produced and submitted to the local planning authority in accordance with the timescale also set out and agreed in the school travel plan.”

## **C.9 Equality and diversity**

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Equality and diversity is a “golden thread” running through the Council’s services and is key to the aim of encouraging and developing opportunities, which together contribute to “improving life for the whole community”.

The Council recognises that there are groups of people within our community who may face discrimination (intentional or unintentional) because of their background or personal circumstances. The delivery of this strategy and the measures and initiatives contained within it can help to ensure that we avoid discrimination in terms of race, religious belief, gender, sexual orientation, disability, age and geographical location.

The Council is committed to treating people in the way that they would wish to be treated and our Comprehensive Equality Plan (CEP) provides a framework within which we can bring equality and diversity into all aspects of our daily business, including policymaking and provision of services. Successful implementation of CEP will enable the Council to achieve all five levels of the Equality Standards for Local Government.

Details of the Comprehensive Equality Plan can be found at [www.iwight.com/equality\\_and\\_diversity/cep.asp](http://www.iwight.com/equality_and_diversity/cep.asp).

## **C.10 Schools reorganisation and the 14-19 agenda**

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A report in September 2007 will give details of proposals to see post 14 provision delivered at a number of learning centres across the Island, in a Federation being run under a single leadership and governance with Isle of Wight College remaining separate. There will be management teams, including pupils and parents at each site. This set-up also means all 14-19 students will have a greater choice of subjects, and will mean the Island could offer the International Baccalaureate in future. Plans also include retaining Year 9 in middle schools, enabling the whole of Keystage 3 to be delivered at middle school.

The transport implications of these proposed changes are being explored at meetings throughout the autumn of 2007 and will almost certainly have an extensive impact on the provision of home to school transport. It is intended that every opportunity will be taken to maximise active and sustainable travel, and development will be in line with the Sustainable Travel to School Strategy.

## **C.11 Implications of Building Schools for the Future (BSF) and primary capital grant**

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Building Schools for the Future (BSF) is a government funded programme, which will assist all local Authorities in improving the school estate to meet the learning and wider environmental demands of the 21st century. This programme, which is focused at secondary provision, is also supported by a new initiative for primary. Currently the school estate of the Isle of Wight is seen by the Department for Children Schools and Families (DCSF) as being



in overall good condition, as a result our target date for the implementation of BSF is 2014.

Given this late BSF start date, the Local Authority was awarded a One School Pathfinder (OSP) in September 2006. The chosen site for this development was Cowes and currently the early design stages for a new learning centre on the Cowes High site are being completed. This Learning Centre will open in 2009/10 and set the standard for the 14-19 Learning Centres across the Island, as part of the changed school organisation. The new building will be designed to achieve an extremely low carbon footprint and carbon payback over time. Home to school transport will be of an integrated structure offering a mix of planned, safe pedestrian and cycle ways, high frequency public transport and reduction of individual car transport.

As part of its approach to school organisation the Local Authority will seek to develop the future school estate from a combination of its own capital and the bringing forward of the BSF programme. From 2009 to 2014 significant refurbishment and new build of school will occur. All buildings will be designed and built to achieve the following objectives in addition to providing high quality 21st century learning environments.

- Low carbon footprint and good carbon payback over time
- Integrated home school, transport
- Community focused and good community access
- Integrated information technology

The development of such a project offers some significant opportunities both in the overall reduction of the carbon footprint of travel to school, traffic congestion and in the establishment of sustainable commerce for the Island such as biomass provision for heating.

## C.12 Children & Young People's Plan 2006-2009

The children and young people of the Isle of Wight are our future and the Isle of Wight is their future. We must do everything we can to ensure that future is one where all children and young people are safe, healthy, can enjoy and achieve, have opportunities to make a positive contribution and can achieve economic well-being.

This Isle of Wight Children and Young People's Plan sets out what we will all do to secure this future. We all have a part to play so that the Isle of Wight is a progressive Island built on economic success, high standards and aspirations and a better quality of life for all.

The priorities and key actions within the Children and Young People's Plan are as follows, with examples of direct links to school travel given below:-

- Raise educational achievement
  - Implement the School Improvement Strategy
- Improve emotional well-being and mental health (by reducing bullying, alcohol and substance misuse)
  - Implement the Healthy Schools Strategy
  - Implement the Anti-bullying Strategy

- Increase support and employability for those aged 14 to 19
  - Implement the 14-19 Strategy
- Help more young people to get involved in things to do in local communities
  - Develop the Youth Involvement and Participation Strategy
- Develop more support for parents, carers and families young people and their families
  - Implement the Extended Schools Strategy

At the Review undertaken in June 2007, the following actions linked directly to travel were identified:-

- Children and young people through the Youth Council have said they need reduced fares to travel across the Solent to access education, training and employment. A suggested priority is:-
  - Maintaining the 50p bus fare for young people and the recent concession for young people travelling by WightLink to Brockenhurst College and working with transport providers to enable those most affected by lack of transport are able to access to public services and social
- More co-ordinated approach to prevent young people being killed or injured whilst speeding, drunk or drug driving or as passengers in cars driven by other young people who are speeding, drunk or drug driving
  - Using programmes such as Risk Education and Accident Prevention (REAP) delivered through the Healthy Schools initiative, with events such as 'Junior Citizen'. Research has showed that 88% pupils had used the skills they had learnt at Junior Citizen, 50% of these skills relating to the Road Safety workshop.

## C.13 Healthy Schools

In October 1999, the government launched the National Healthy School Standard (NHSS). Since then ALL schools on the Isle of Wight have signed up to the local scheme. Twenty seven schools have reached the standard by June 2007.

The four strategic aims of the Healthy Schools Programme are:-

- To raise educational attainment
- To promote social inclusion
- To encourage healthy behaviours
- To reduce health inequalities

From September 2006, changes to the Healthy Schools Standard focused on four core themes that are developed through the whole school approach. The themes are:-

- Physical Activity
- Healthy Eating
- Emotional Health and Well Being (including bullying)
- Personal, Social, Health Education (including alcohol, tobacco and substance misuse)

Schools are required to be actively engaged in the school travel plan process in order to satisfy criteria 3.7 of the Healthy School status:-

Criteria 3.7 - "Encourages children/young people, parents/carers and staff to walk or cycle to school under safer conditions, utilising the STP":

- The school is engaged with representatives from the Safe Routes to School programme and School Travel Plan (STP) Scheme
- The school has a School Travel Plan in place or is working towards one being in place
- Parents/carers have received information regarding the School Travel Plan via newsletter articles/letters etc.
- The school has used STP surveys to develop the broader physical activity agenda
- Throughout the school year there is a planned promotion of walking and cycling to school
- Pedestrian and cycle skills training are available for children/young people and staff

The School Travel Plan Advisor is an integral part to both the steering group and Quality Assurance Group, ensuring that the above criteria are being met before a school can be awarded the enhanced status.

## C.14 Anti-Bullying Strategy

A clear objective of the Children and Young People's Plan (see C.12) is to 'Improve emotional well-being and mental health (by reducing bullying, alcohol and substance misuse). Consultations with children and young people have identified bullying as a significant issue.

The members of Isle of Wight Children and Young People's Trust recognise that everyone has the right to live in an atmosphere free from victimisation and bullying and acknowledges the depth of children and young people's and their parents and carers concerns about bullying across the County.

The Isle of Wight Children and Young People's Trust aims to deliver a joined-up approach in preventing, responding to and monitoring bullying incidents wherever it occurs in the community. To do so it is currently developing an Anti-Bullying Strategy which aims:-

- To develop a framework that is consistent in its approach in preventing, responding to and monitoring bullying across schools and the Island community.
- To create an environment where children and young people feel safe, respected and valued.
- To build on best practice, locally, regionally and nationally.
- To develop local policies across agencies.

- To raise the profile of bullying and it's effects on children and young people's emotional health and well-being.
- To have an improved understanding of Island issues.

### C.15 Extended schools

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A key way of delivering Every Child Matters outcomes, an extended school works with the local authority, local providers and other schools to provide access to a core offer of integrated services:

- a varied range of activities including study support, sport and music clubs, combined with childcare in primary schools.
- parenting and family support;
- swift and easy access to targeted and specialist services;
- community access to facilities including adult and family learning, ICT and sports grounds.

These will often be provided beyond the school day but not necessarily by teachers or on the school site.

What are the benefits?

There is evidence that extended services can help to:

- improve pupil attainment, self-confidence, motivation and attendance;
- reduce exclusion rates;
- better enable teachers to focus on teaching and learning;
- enhance children's and families access to services.

### C.16 Local Transport Plan 2005-2011 Strategies and Annexes

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The Council's second five year Local Transport Plan (LTP2) was adopted in 2006 and will run until 2011.

Building on the firm building blocks established in the first plan 2001 – 2006, LTP2 shows the links to a broad range of other national, regional and local plans and strategies, outlines the Island's 20 year vision for transport and sets out in detail the local transport strategy for the next five years.

The Plan was developed using a series of structured workshop meetings and discussions with a broad range of groups including the Quality Transport Partnership which is comprised of the key stakeholders from the bus, train, ferry and freight operators plus representatives from motoring organisations, local business, motorcycle user groups, cycle and environmental groups. A number of specific topic based workshops were also undertaken with partners from health, education, economic development planning and the environment.

The Plan has been structured to reflect the shared priorities agreed by the government and the Local Government Association, these are: improving accessibility, safety, air quality, reducing congestion, plus three other locally identified priorities – economic prosperity and regeneration, the environment and effective management. The Plan also includes seven topic based reports, these are: Bus Strategy, Bus Information Strategy, Rail strategy, Smarter Choices – walking, cycling and travel to work, Rights of Way Improvement Plan, Road Safety Plan and our School Travel Plan Strategy.

The Plan is being monitored against the delivery of the 21 locally agreed LTP targets and our Annual Progress Report submitted to government in July 2007 indicated that of the 21 targets, 14 were on track, five not on track and two showed no clear evidence. The delivery of this sustainable travel to school strategy will assist in the delivery of LTP2 target T16, “mode share of journeys to school”, which seeks to provide alternatives to car use increase travel by sustainable means.

Targets which link to promoting sustainable travel to school include:-

T14	To increase to 24% the percentage of children participating in cycle training
T16	Modal share of journeys to school
T17	To restrict traffic growth to 2.3% per annum
T18	To have no overall deterioration in condition of the principal road network
T19	Non-principal road condition target (to be confirmed later in the plan process)
T20	To have no overall deterioration in condition of the unclassified road networks
T21	To have no overall deterioration in footway condition

The following Strategies (Sections C.16.1 to C.16.6) are included within and form part of the LTP, whether appearing as annex documents or not:-

### C.16.1 Accessibility Strategy

The ability to access education can significantly impact on people’s quality of life and life chances. Transport has a significant part to play in accessibility – by ensuring that people can access key destinations with ease and at times that are convenient. By locating services locally, the Council and other service providers can help reduce the need to travel and actively promote sustainable and prosperous communities.

The over-arching objective is to increase accessibility for all. Targets are:-

T1	To achieve a 12.1% increase in bus passenger journeys
T2	To achieve 76.3% bus punctuality
T3	To increase bus satisfaction to 65%
T4	To achieve a 20% increase in train passenger journeys
T5	To maintain train punctuality at 97.2% or better
T6	To maintain train reliability at 99.5% or better
T7	To achieve a 10.6% increase in ferry passenger journeys
T8	To triple the number of cycling trips
T9	To achieve 100% of pedestrian crossings with facilities for disabled
T10	To increase by 5% the number of households able to access Newport within 30 minutes by walking, cycling or public transport

Accessibility is being improved through a series of Local Area Accessibility Plans – LAAPs – the first of which being a scheme in the Carisbrooke area. Further details on this are available in the Promotion section (J.1).

### **C.16.2 Bus and Bus Information Strategies**

The aim of the Bus Strategy is to encourage significantly greater use of buses and achieve incremental modal shift away from cars on the Isle of Wight.

The first over-arching objective is to increase the number of passenger journeys made on buses and other public transport modes, in order to achieve incremental modal shift away from the car.

The second over-arching objective is that the bus should form part of a co-ordinated public transport network and should link effectively with connecting rail and maritime services.

The third over-arching aim is to provide and promote provision of affordable bus travel.

The Bus Information Strategy aims to look at information that already exists and sets out initiatives and additions that could reasonably be included and implemented over the next five years.

### **C.16.3 Active Travel Strategy**

Included as an annex to LTP2, this document provides a focus for an improved infrastructure for cyclist and walkers. It is also looking to improve accessibility, reduce congestion and pollution, and improve road safety.

Specific objectives include:-

C.1.1 Developing a transport infrastructure that will ensure that new schemes do not disadvantage or discourage walkers or cyclists, and thereby assist with the reduction in congestion and increase the levels of physical activity.

C.1.2 Improving accessibility by creating a safe and convenient network that links to local and regional networks and public rights of way. Improving accessibility to local schools and facilities for both Islanders and tourists.

C.1.3 Partnership working with organisations to ensure all Travel Plan maximise the opportunities for sustainable travel including walking and cycling, and consider the need and provision of alternatives to travel.

C.1.4 In recognition of the importance of an active lifestyle the authority will continue to work with the local Primary Care Trust to ensure joint promotion of cycling and walking as realistic healthy options that are accessible to all.

C.1.5 Working with schools and employers to ensure the sharing of best practice in the provision of facilities and support for individuals choosing to participate in walking and cycling for health, transport, leisure and educational purposes.

C.1.6 Recognising the dual role of walking and cycling in supporting Island tourism.

C.17 Promotion of a range of measures that will create opportunities for informed choices about the need to travel.

### C.16.4 School Travel Plan Strategy

Included as an annex to LTP2, the aim of this Strategy is to encourage every school to have a travel plan by 2010, in order to reduce car use on the school journey.

Objectives of the strategy are:-

- To increase road safety, particularly for children
- To improve children's health by increasing walking and cycling
- To reduce congestion
- To promote awareness of road safety issues around schools to local drivers, including parents/carers, staff, neighbours and the local business community
- To improve the environment around schools by reducing car use and thus levels of pollution
- To increase the use of public transport by children
- To increase accessibility to education opportunities
- To increase children's experience of independent travel, aiming towards positive behaviour habits which can be adopted for life

#### LTP4 Modal Share of Journey to School: Target 16

The Government require Local Authorities to include a target to reduce car use on the journey to school within their second Local Transport Plan. This indicator is based on:

1. Data obtained via the School Census for all schools with an approved School Travel Plan; and
2. Data obtained via the School Census for 50% of schools without a School Travel Plan.

Collected via the School Census in 2006/07.

The target is by 2010-11, to achieve a 4% decrease in the number of students travelling to school by car, illustrated thus:-

#### Share of Journeys to School by Car

	2006/07 Baseline	2007/08	2008/09	2009/10	2010/11
Percentage of 5-16 year olds	25%	-	-	-	-
Trajectory	-	23%	22%	21%	21%
Annual Change %	-	-2%	-1%	-1%	0
LTP2 Change	-4%				

The 'mode share of journeys to school' target has been set taking into account the current system and school locations. Should changes be made

to the system the Council will consider reviewing this target and will discuss options with GOSE at the earliest opportunity.

The development of the Sustainable Travel to School Strategy is and will be integrally linked to the implementation of School Travel Plan Strategy.

### **C.16.5 Rights of Way Improvement Plan**

The Rights of Way Improvement Plan is integrated into the LTP2; DEFRA particularly complimented the Rights of Way team on the way these two documents work together to deliver sustainable transport in general.

The main aims of the Rights of Way Improvement Plan are to:-

- Continue to maintain a high quality rights of way network
- Develop the network to benefit as wide a range of users as possible
- Identify a programme of achievable improvements
- Improve access for those with mobility difficulties
- Promote the network and countryside to non-users
- Promote the network for health and leisure
- Promote the network as an option for sustainable journeys.

### **C.16.6 Road Safety Strategy**

Included in the Provisional LTP2 and referred to throughout the consultation process, this Strategy identifies five target areas for improvement:-

- Child safety
- Pedestrian and cycle safety
- Powered two-wheeled vehicle safety
- Driver and passenger safety
- Safety of all road users

Specific to Child Safety and Pedestrian and Cycle Safety, the following actions have been identified:-

1. Structured road safety education programmes
2. Encouraging the promotion of road safety and providing support to children, parents, carers, teachers and school governors
3. Providing and developing appropriate road safety resources for parents, carers and teachers
4. Providing and supporting cycle and pedestrian training activities
5. Running appropriate publicity and awareness campaigns
6. Expanding the safer routes to schools programme to offer all schools the services
7. Undertaking programmes of speed reduction measures in residential areas
8. Running appropriate publicity and awareness campaigns for high risk pedestrian and cyclist groups
9. Providing safer walking and cycling facilities and routes
10. Reducing the dangers to walking and cycling caused by traffic volume and speed



11. Ensuring that the needs of pedestrians and cyclists (including mobility impaired) are given a high priority in all modifications to the road network

### **C.16.7 Quality Transport Partnership**

The Isle of Wight Quality Transport Partnership is an independent organisation comprising of transport operators, providers, interest and user groups. It is set up to provide an all embracing, high quality integrated transport network across the Island, and to the mainland, which provides the public with genuine choice for the way in which they travel. The objectives of the QTP are:-

1. To reduce dependency on the private car such that there is no growth in car travel on the Island over the next ten years.
2. Increase usage of other modes of travel, principally walking, cycling, buses, trains and taxis as a consequence of reduced car usage. It has to be recognised that pedestrian crossing points and safety form an integral part of the transport network for disabled people and that car travel may be the only form of transport for this sector of the community.
3. Integrate land use planning and transportation such that development is encouraged where it reduces the need to travel.
4. Provide an infrastructure which can increase usage of alternatives to the car which will involve the positive discouragement of car use and improve facilities for disabled users.
5. Work together with the other partners to ensure that the Island has high quality transportation services which are available to all users and at a reasonable cost.
6. To encourage the improvement of cross Solent ferry links.
7. To encourage the retention and improvement of the Island's railway and to utilise old lines for sustainable transportation use.
8. To promote the development of sustainable and efficient freight distribution on the Island, to support the Island economy and protect and enhance the island environment.

The QTP is recognised by the Council as an important link to and between all operators and users, and has been used throughout the development of the LTP2, Local Development Framework (Island Plan) and other documents. The chair of the QTP represents a transport view on a range of other working groups and discussion forums.

## **C.17 Current home to school provision**

Home to school transport is provided jointly in partnership by Children's Services and the Public Transport section of the Directorate of Environment and Neighbourhoods, and currently provides free transport for 2,800 pupils.

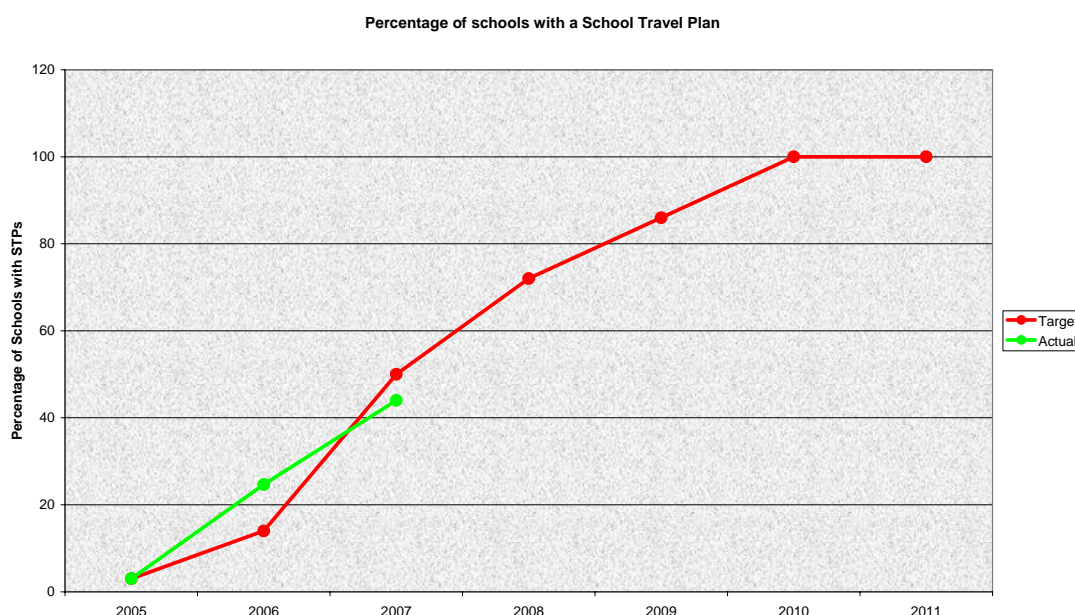
Children's Services will determine the eligibility of children to receive home to school transport. Public Transport determine the mode of travel for each child.

The Authority's Home to School current transport policy can be found at [www.eduwight.iow.gov.uk/transport](http://www.eduwight.iow.gov.uk/transport). The policy sets out procedures and administrative arrangements, both statutory and discretionary, for Island pupils aged 5 to 19 years. The policy is currently being reviewed in the context of the Education and Inspections Act 2006, and which will link to this Strategy, will be available in Autumn 2007.

## C.18 School travel plan development

The School Travel Plan Advisor has been working with every school (local authority and independent, special schools, and pupil referral units) across each sector of the education system (primary, middle and high) on the Isle of Wight since September 2004. The aim of the joint Department for Transport/Department for Children, Schools and Families Travelling to School initiative is to reduce car use on the journey to/from school, including the extended use of the site, by all users. Currently almost 50% of Island schools across all sectors have approved travel plans, with another 25% actively working on their plans.

Delivery is on track for every school to have a school travel plan (STP) by 2010:-



School communities (pupils, parents/carers, staff, governors, sometimes local residents and businesses) develop their own travel plan, assisted by the School Travel Plan Advisor (STA). The STA will in turn link to a range of experts including the Cycling Officer, Healthy Schools, Rights of Way, Road Safety and Traffic Engineers, Planning Officers, Community Rail Development Officer, local transport providers, the Police, Safer Communities, Civil Parking Enforcement Team, Risk Assessment and Health & Safety officers.

Plans are then assessed against the criteria laid down by the DfT/DCSF, and a selection quality assured by the South East Regional School Travel Advisors. Quality of plans have been consistently good on the Isle of Wight.

The Healthy Schools Lead Officer and the STA encourage schools to link their STPs to achieving enhanced Healthy Schools status (see C.13), and to work towards Sustainable Schools status (B.3). Schools have found this a successful way to imbed and sustain all three initiatives:-

### **C.18.1 Impact of school travel plans on school travel**

Schools define their own objectives and targets in their Action Plans, the headteacher and Chair of Governors committing to their implementation. Annual reports chart the school's progress towards their own targets; by 2007 schools with travel plans have shown, overall:-

6% reduction in car use  
4% increase in walking  
3% increase in carshare

(Data obtained comparing schools with travel plans at 31/03/06 and the same schools at 31/03/07)



Archbishop King Middle School's Bus Users Group – where pupils and a representative from Southern Vectis liaise to resolve issues - which was established as a result of their travel plan work.

## **D. Consultation**

### **D.1 Steering group**

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Children's Services directed the School Travel Plan Steering Group, which has been in existence for over three years, to develop this Strategy, as it's membership spans the delivery and implementation service providers, as well as including representation from schools. The Senior Inspector from the School Improvement Team has recently joined the Group to broaden the membership further.

Members include representation from schools, Planning, Transportation, Home to School Transport, Road Safety and Traffic Management, Healthy Schools, Cycling, Community Rail Partnership, Transport Policy, Rights of Way, Premises Development (Children's Services), the Physical Activity Alliance Coordinator and the Community Rail Development Officer.

The Sustainable Travel to School Workshop identified the following parties to be consulted in the development of this Strategy, as being integral to it's delivery:-

- Children and young people
- Parents/carers
- School staff
- Youth Council
- Disability Awareness officer
- Children & Young People's Trust
- Council portfolio-holders
- Safer Communities
- Extended Schools officer
- Sustainability officer
- Civil Parking Enforcement Team
- Police
- Cycle Forum
- QTP

### **D.2 Children and young people**

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The IWC intends to consult with children and young people by discussion with school councils from each educational tier (primary, middle and high), and by involving the Youth Council and Connexions. It will not be possible to consult fully with these groups prior to the publication of the summary of this Strategy by 31st August 2007, but this will be completed by 31st December 2007. The views of the children and young people are integral to and will shape the developing Strategy.

### **D.3 Further consultation**

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Consultation will continue directly on this strategy at monitoring and review periods, and also through other methods such as school travel plans, 'Big Day Out', Youth Council findings, etc.

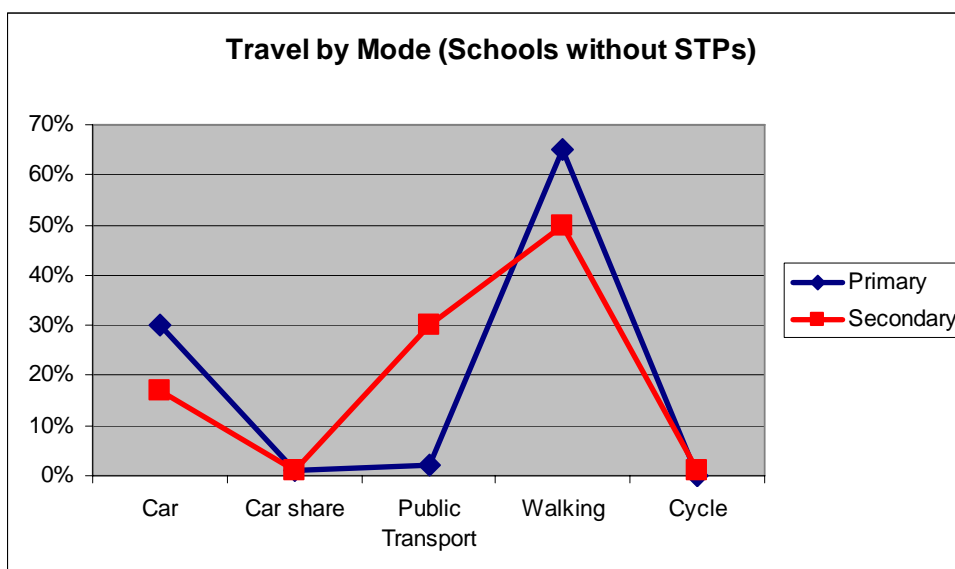
## E. Current travel patterns

### E.1 School Census Data

Data obtained through the School Census in January 2007 (requested from all schools with travel plans, plus 50% of those without, across all types of school) reveals that travel to school for pupils aged between 5-16 is currently at the following levels:-

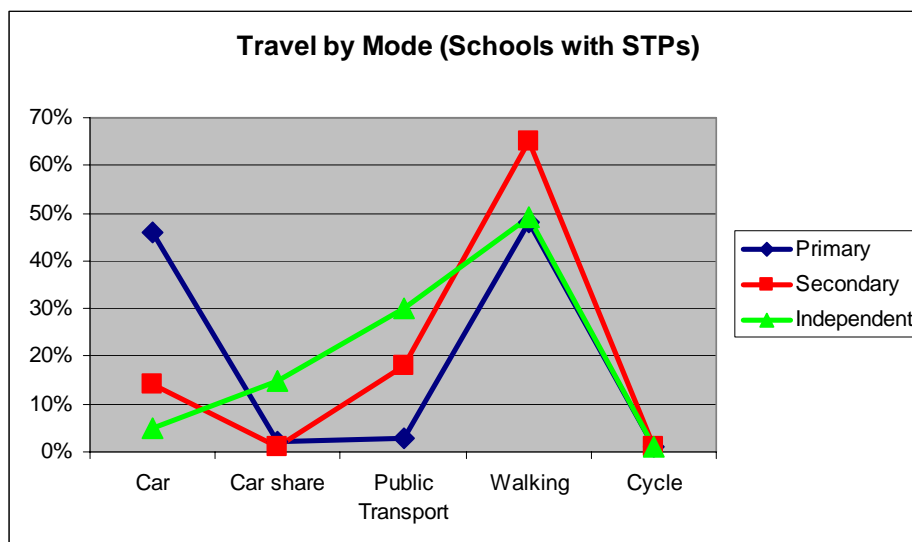
Car	25%
Carshare	1%
Public Transport	17%
Walking	55%
Cycling	1%
Other	1%

At schools without STPs, mode of transport data reflects this pattern:-

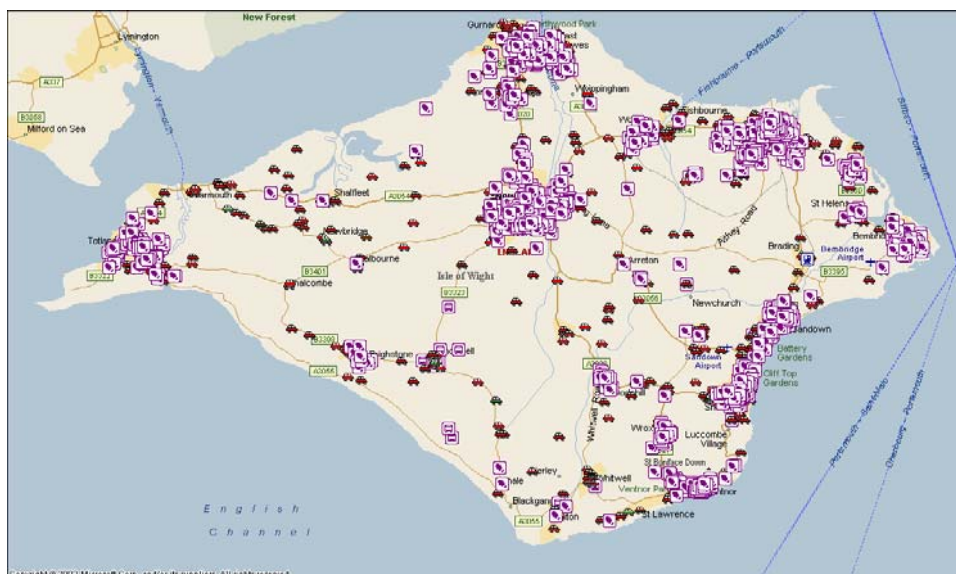


The census data reveals that schools with travel plans (see chart below) also have the same pattern of travel, although car use at primary level appears high (46% against the average of 25%). One reason for this is that some schools with high car use have been working hard to reverse this trend, and so have engaged with the STP process.

The independent school has a different travel pattern with far lower car use, and higher carshare and public transport (minibus) use. This reflects the school's compliance with their travel plan targets which was conditioned by the local authority as part of their planning application.



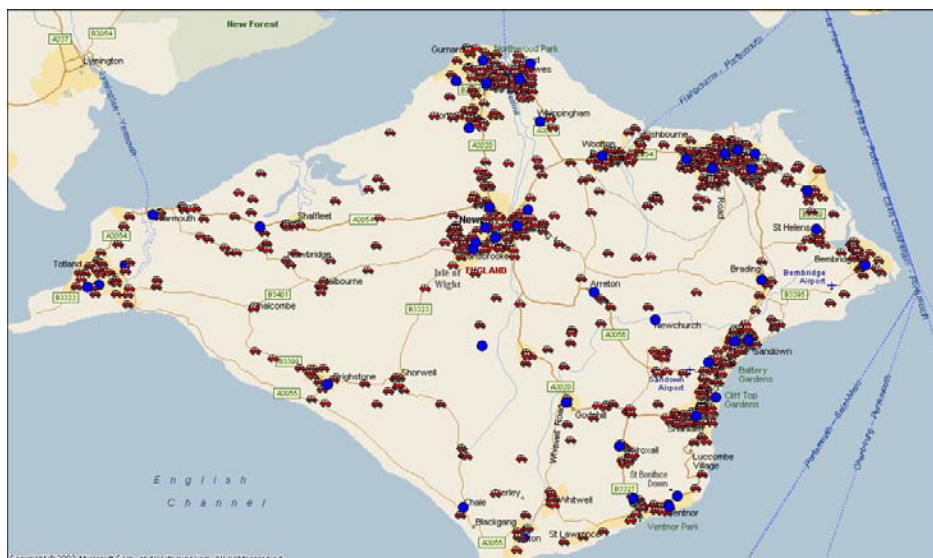
The Children's Services directorate allows the STA access to EMS (Education Management System) data, in order to plot mode of travel to school:-



Primary pupils walking to school (Source: School Census Jan 2007)

However, travel varies considerably between types of school, and even between individual school sites. For instance, primary schools have an average of 58% walking, yet walking to some sites is as low as 1% (rural sites) and as high as 75% (urban site) – see map overleaf.





Primary pupils car to school (Source: School Census Jan 2007)

These two maps illustrate how, although many primary pupils are being walked to school, many are also being driven to school – note that car use tends to prevail in more rural locations.

Mapping modes of travel relative to school location is conducted as part of the travel plan process – see F.5.

## F. Assessment of the travel and transport needs of young people

### F.1 Pupil usual mode of travel

	Walk	Cycle	Car	Car-Share	Bus	Train	Other	Returns	Non Returns	Total Pupils
Primary	1977	22	1191	50	85	2	0	3327	3328	6655
Secondary	2339	53	740	47	1157	104	1	4441	7616	12057
Special	2	0	3	0	14	0	0	19	222	214
TOTALS	4318	75	1934	97	1256	106	1	7787	11166	18953
%	55	1	25	1	16	1	100			

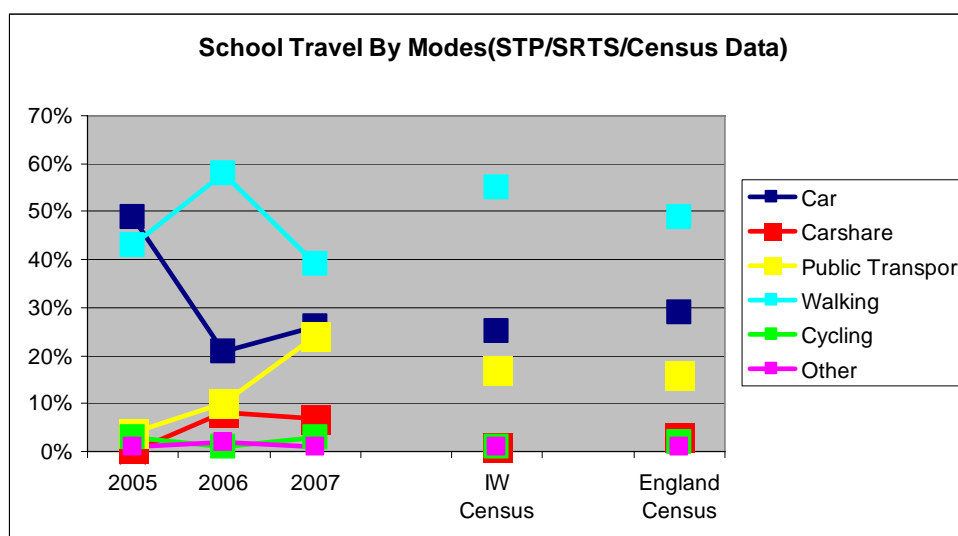
Source: DCSF July 2007 from School Census January 2007

The above data is taken from the School Census, which is submitted by schools in January each year. Usually schools obtain the data by asking parents each year – although this may not always be the case. The data reflects responses on 7787 pupils, which represents about 41% of the total school population.

This data forms the 2006/07 baseline for sustainable travel against which the LTP4 Modal share of journey to school target has been set – see C.16. 4.

### F.2 Travel trends

Data has been collected on school travel since 2005:-





**2005, 2006 & 2007**

Data has been collected from pupil surveys conducted through the STP process. One of the reasons for the significant changes across car, walking and public transport use is that the selection group in 2005 only represented 3 schools. As more schools submit data, the breadth of the selection group will improve and more realistic trends will emerge.

**IW Census**

This is the 'pupil usual mode of travel' data referred to at F.1 above, collected through the school census reported in January 2007.

**England Census**

This data has been collected from all schools in England through the same process as the IW census, in January 2007.

**F.3 Pupil preferred mode of travel**

	Walk	Cycle	Car	Car-Share	Bus	Train	Other	Total	No. of schools	No. of responses
Primary	24%	40%	16%	5%	9%	3%	4%	100%	46	24
Middle	29%	31%	17%	3%	12%	3%	5%	100%	16	9
High	31%	8%	26%	6%	18%	3%	8%	100%	5	3
Special	2%	21%	35%	9%	26%	0%	7%	100%	4	3
Independent	22%	62%	3%	4%	9%	0%	0%	100%	2	1
Average	22%	32%	19%	5%	15%	2%	5%	100%	100%	55%

Over half the students on the Isle of Wight have expressed their preferential mode of travel to school through the STP process. The data above reflects that collected since 2006, by asking pupils how they would prefer to travel to school. As well as their opinion being canvassed, in many schools pupils have been fundamental in the development and implementation of their travel plans.

**F.4 Comparison of actual travel against preferred travel mode**

It appears from the above data that those students currently walking to school (55%) are keen to remain active, although 32% of them (particularly the younger pupils) would rather cycle.

Of those currently travelling by car (25%), 5% would rather car-share. Interest in car use goes up at high school, as students become old enough to drive themselves.

A few bus users would prefer to travel by train (regardless of whether the train network is feasible) but public transport users appear to be reasonably happy with this mode.

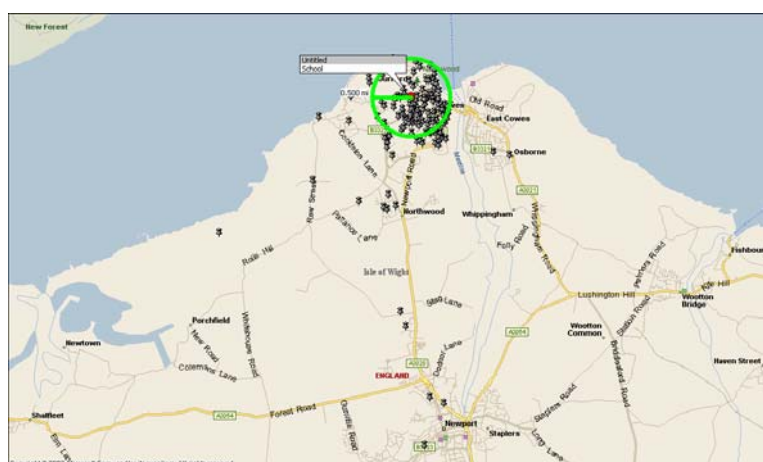
It may be that children at special schools would prefer to travel by car because most travel by bus, which can involve long journeys that can be difficult to this special group of pupils. On the other hand this group are the keenest to travel by bus, perhaps because this is a familiar mode of travel.

Pupils at the independent school are exceptionally keen to cycle (62%) and very disinclined to use the car, perhaps a reflection of the school's desire to minimise car use to the site.

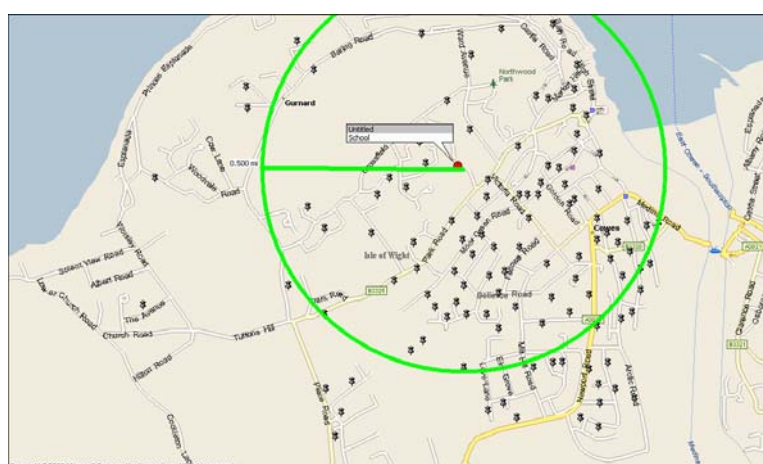
## F.5 Location of pupils in relation to the school they attend

The STA produces maps for all schools working on their travel plans, illustrating where pupils live. The data is then used by schools to demonstrate walking and cycling distances, decide walking bus routes or Park & Stride sites, identify who to target for active travel campaigns, etc.

An example (Cowes Primary) is given below:-



Map showing pupil catchment



Map showing pupils living within one mile radius (approx. 15 minutes walking) of the school

## F.6 Conclusions

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Census data reveals that more pupils walk and cycle to school on the Isle of Wight (56%) than nationally (51%), and that pupils who are active on their journey to school wish to remain so – although over 30% would like to cycle rather than walk. Pupils travelling by public transport and cars appear to wish to stay with these modes.

Pupils may live within the catchment of one school but travel to another – the reasons for this may be parental choice or on occasion a consequence of the IWC admissions policy (more likely at middle or high school level). Changes to the middle school structure and the 14-19 provision may have transport implications.

## G. Summary of the audit of the sustainable travel & transport infrastructure

In order to find out how the IWC can encourage more people to travel more sustainably to school, we need to understand what our current infrastructure looks like, and then what we need to do to improve it.

Final guidance on what would be required as part of this Strategy was received from government in June 2007, with a requirement to publish the Strategy in August 2007. This was insufficient time to conduct the full audit but this will take place as capacity and resources allow.

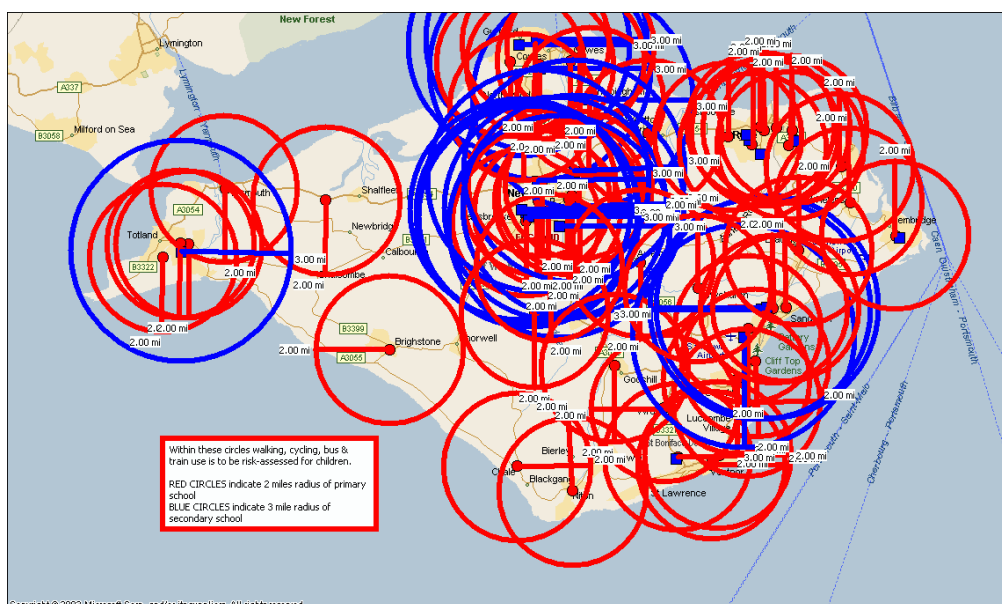
### G.1 Availability of Information

A full audit will take place, following the Home to School Travel and Transport Guidance issued by the DCSF, to ascertain the current status of the infrastructure. Areas which will be audited will include:-

<b>Bus, Train &amp; Taxi</b>	<b>Information available?</b>
Routes and times of services to schools	Routes mapped and times available
Low floor buses	Yes but requires mapping
Kassel kerbs at bus stops	Yes but requires mapping
Access to train stations	Yes but requires mapping
<b>Walking and Cycling Location and condition of:-</b>	
Public rights of way (footpaths and bridleways),	Location mapped but not condition
Footways on roads	Location mapped but not condition
Cycle tracks	Location mapped but not condition
Cycle lanes	Largely unmapped
<b>Air quality</b>	There are no Areas of Air Quality Management so no Action Plans required
<b>Road Safety</b>	
Incidence of child casualties	Yes, mapped
Location of school crossing patrols	Yes but requires mapping
Location of light controlled locations	Yes but requires mapping
Location of traffic calming	Yes but requires mapping
Location of school 20mph zones	Yes but requires mapping
Pedestrian training	Yes
Cycle training	Yes
Driver training	Yes

Measures which promote sustainable travel	
Walking buses	Yes
Park & Stride schemes	Yes
Public transport information and journey planning	Yes
Independent travel training	Not provided
Carsharing schemes	Provided informally at schools
Cycle storage at schools	Yes, requires collation
Potential barriers to sustainable travel	
Incidence of bullying/poor behaviour on buses and trains	Yes, requires collation
Other barriers (including inaccessibility of bus routes, lack of public transport, lack of crossings, poor lighting, lack of cycle or pedestrian routes etc.)	Yes, requires collation

The above table indicates that Information is largely available within the Isle of Wight Council, but requires collation and mapping. However, at present there is insufficient capacity or resources within the expertise areas to undertake these tasks.



The above map shows a 2 mile radius around every primary (red) school, and a 3 mile radius around every secondary (blue) school as at August 2007. This illustrates that very nearly every road on the Isle of Wight will need to be audited as potential routes for children walking and cycling to school. At present (August 2007) there is no capacity or resource to fulfil this task.

## G.2 Overall assessment of accessibility

The IWC Transport Policy section uses 'Accession' mapping software which shows site accessibility by public transport, car, walking and cycling. Access to the school sites in 2004 (source: Local Transport Plan Section F) was very good, with around 96% of pupils living within 20 minutes of a school.

### **G.2.1 Primary schools**

Calculations in 2004 (using 'Accession' mapping software) show that the Isle of Wight had good access to primary schools with over 97% of 5-9 year olds able to access a primary school within 15 minutes by walking or public transport.

### **G.2.2 Secondary schools**

Nearly 96% of 10-15 year olds are able to access a secondary school within 20 minutes, by public transport, walking or cycling. However, as the 'secondary schools' classification includes both middle schools and high schools, this does not necessarily mean that all pupils can reach the appropriate type of school within this timeframe.

### **G.2.3 Further education college**

81% of 16-19 year olds could reach the Isle of Wight college in Newport within 30 minutes using public transport, walking and cycling.

## **G.3 Factors affecting travel choice**

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Factors affecting travel choice may be perceptual rather than actual (eg. gaps in the walking/cycling/public transport infrastructure. Taking the primary sector, from school travel plan consultation with parents it is clear that, although most primary school children do live within 15 minutes walking or public transport distance of a school, parents may choose that their children travel by car because there is a :-

- Perception that car travel is safer than walking
  - Although statistically the child is more likely to be in a road traffic accident as a car passenger than as a pedestrian
  - And there is no correlation between walking to school and incidence of 'stranger danger', which is almost never reported
- Perception that car travel is cheaper than public transport
  - Although with the Student Rider scheme, bus and train trips never cost more than 50p, and car use is estimated at 42p per mile
- Perception that walking will take too long
  - Although given the issues of congestion and finding somewhere to park, even short car journeys can exceed 15 minutes at peak times
- Perception that children will be too tired to walk
  - Although teachers report that children who are active for 15 minutes before school are more able to learn, and have less concentration and behavioural problems
  - And if a child walks 15 minutes each way each day, they will achieve a third of the 7 hours of physical activity recommended for health

There are also the viewpoints that:-

- A parent drops off the child on their journey to work, thus combining two potential trips
- Children (or adults) can't walk in the rain!

## **G.4 Access to new sites**

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Given the Schools Reorganisation and the transport implications of the 14-19 project, Transport Policy has offered to model site options for Children's Services using 'Accession' mapping software. The transport costs of a location will be, of course, balanced with the other judgements regarding a site's development, and could have a significant impact for Children's Services.

## **G.5 Current situation - summary**

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### **G.5.1 Information**

The IWC currently holds all the information required to perform the audit, but it requires collation. There is no capacity or resource to perform this task, nor to risk assess walking and cycling routes for children.

### **G.5.2 Accessibility**

Data shows that accessibility to our current school sites is acceptable. However, the future location of schools and education establishments is as yet unknown and may have accessibility implications.

## H. Key objectives of the strategy and associated targets

Objectives have been identified through two mechanisms; the Sustainable Travel Workshop held in June 2007, and by looking at the needs analysis and audit guidance issued by government.

### H.1 Aims and objectives arising from Sustainable Travel Workshop

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The Steering Group and Sustainable Travel Workshop have identified these aims for this strategy, linked to key policies. These, and the objectives which follow, will be expanded and amended as required, as a result of wider consultation.

#### H.1.1 Aims

##### EVERY CHILD MATTERS

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well Being

##### CORPORATE PLAN

- Drive the sustainable regeneration and development of the Island
- Improve the health and well being of Island communities
- Create safer and stronger communities
- Improve outcomes for children and young people

##### CHILDREN AND YOUNG PEOPLE'S PLAN

- Raise educational achievement
- Improve emotional well-being and mental health
- Increase support and employability for those aged 14 to 19
- Help more young people to get involved in things to do in local communities
- Develop more support for parents, carers and families young people and their families

##### VISION OF THE SUSTAINABLE TRAVEL WORKSHOP

- To provide realistic provision to empower children and young people (with the support of parents and carers) to use sustainable travel modes to access educational opportunities
- Driven by, and for, children and young people; to be needs lead
- Challenging existing perceptions about what is possible

The aims of these policies all connect to sustainable travel through:-

Improving ACCESSIBILITY

Improving HEALTH

Improving the ENVIRONMENT



### H.1.2 Objectives

- To improve ACCESSIBILITY: the ease by which people can access education
  - By providing travel choice
  - By ensuring children and young people have independent travel skills
  - By making active and sustainable travel safer
  - By making sustainable travel more convenient
- To improve HEALTH: for all those travelling to education
  - By promoting active travel
  - By developing and enhancing the walking and cycling infrastructure
  - By providing relevant training
- To improve the ENVIRONMENT: around education sites and beyond
  - By providing agreeable alternatives to car use

The Workshop also identified the following over-arching objective:-

- To use, develop and improve partnership working in order to meet the objectives

### H.1.3 Objectives identified from needs analysis and audit

Section F provides evidence that more pupils walk and cycle to school on the Isle of Wight (56%) than nationally (51%), and that over 30% of pupils wish to cycle to school.

Section G shows that current access to school sites is good, but changes to the middle school structure and the 14-19 provision will affect catchment, which may well have transport and accessibility implications.

Section G also describes how the IWC holds all the information required to perform a sustainable travel to school audit, but it is clear that there is insufficient time or manpower to perform this task at present. Neither is there existing capacity to provide the required risk assessment of pupils' walking and cycling routes.

Objectives which will help address these issues include:-

- To improve ACCESSIBILITY: the ease by which people can access education
  - Identify funding for the collation of the sustainable travel audit information, in order to identify gaps in provision
  - Identify funding for the risk assessment of pupils' walking and cycling routes

- To improve HEALTH: for all those travelling to education
  - Facilitate pupils cycling to school
  - Facilitate pupils walking to school
- To improve the ENVIRONMENT: around education sites and beyond
  - Model changes to the middle school structure and the 14-19 provision with regard to improving active and sustainable travel

## I. Action Plan

Sections A to D of this document provide the background and rationale for this strategy.

Section G sets out where we already are.

Section H shows where we want to be.

The Phase 1 Action Plan and subsequent sections show how we will get there.

### I.1 Actions linked to Objectives

This table links the objectives identified in the policies in Section B & C, and the current situation as described in Sections E to H, with potential actions.

Actions	Objectives			
	Improving travel choice	Developing independent travel skills	Improving Safety	Developing Infrastructure
<b>CONSULTATION</b>				
Consultation to be broadened	✓			
Involve IW College in travel planning	✓			
Liaison with Civil Parking Enforcement Team, Police, Police Community Support Officers, etc.			✓	
<b>CHILDREN'S SERVICES</b>				
Schools Reorganisation to link to and facilitate the Sustainable Travel to School Strategy, including infrastructure development	✓	✓	✓	✓
Model changes to the school structure and the 14-19 provision with regard to improving active and sustainable travel	✓	✓	✓	✓
Rebuild of Cowes High School (Learning Centre) to facilitate active & sustainable travel	✓	✓	✓	✓
Admissions Policies and Transport Policies to link to and facilitate the Sustainable Travel to School Strategy	✓	✓	✓	
<b>IMPLEMENTATION</b>				
Collation of the sustainable travel audit information, in order to identify gaps in provision	✓	✓	✓	✓
Risk assessment of pupils' walking and cycling routes	✓	✓	✓	✓
Continue and develop work of officers (ie. Healthy Schools Lead Officer, School Travel Plan Advisor, Cycling Officer, Physical Activities Alliance Coordinator) who promote active and	✓	✓	✓	✓

Actions	Objectives			
	Improving travel choice	Developing independent travel skills	Improving Safety	Developing Infrastructure
sustainable travel				
<b>INFRASTRUCTURE</b>				
Continue to deliver pedestrian, cycle and driver training	✓	✓	✓	
Traffic engineering to support active and sustainable training	✓		✓	✓
Walking and cycling infrastructure development	✓	✓	✓	✓
Continued support of affordable public transport ie. Student Rider	✓	✓		
Link to Public Finance Initiative (PFI) bid to improve highway network				✓
Liaison with transport service providers to expand services where possible				✓
<b>INFORMATION</b>				
Information on Eduwight				
Information in Admissions documentation, school prospectus' and at Induction Days	✓			
Local Travel Options leaflets	✓			
Promote Traveltext service	✓	✓		
Use school travel plans to disseminate information locally	✓			
<b>IN SCHOOLS</b>				
Continue to support schools to promote active travel to school as it contributes towards the Physical Activity element of the Healthy Schools initiative	✓	✓		
Personal, Social and Health Education (PSHE) for children and young people to develop independent travel skills - through Healthy Schools and school travel plan initiatives		✓	✓	
Continue to support schools to achieve Sustainable Schools status	✓	✓	✓	✓
TravelSafe roadshows and events	✓	✓		
Anti-bullying training for children and adults		✓	✓	
Developing Bus and Train User Groups which link users to transport service providers	✓	✓	✓	✓
Provision of bikes as necessary (eg. working with Sports Partnerships, Police, retailers to facilitate bike availability).	✓	✓		✓

## I.2 Action plan – phase 1

This Phase 1 action plan will lay the basis for Phase 2, which will be an implantation plan.

Action	Completion	Responsibility
<b>Consultation</b>		
Children and young people via schools, Youth Council, Connexions, Big Day Out	Dec 2007	Steering Group (STA)
Council portfolio-holders	Dec 2007	Steering Group (STA)
Parents/carers via schools, Eduwight Forum	Dec 2007	Steering Group (STA)
Disability Awareness officer	Dec 2007	Steering Group (STA)
Children & Young People's Trust	Dec 2007	Steering Group (STA)
Safer Communities	Dec 2007	Steering Group (STA)
Extended Schools officer	Dec 2007	Steering Group (STA)
Sustainability officer	Dec 2007	Steering Group (STA)
Civil Parking Enforcement Team	Dec 2007	Steering Group (STA)
Police	Dec 2007	Steering Group (STA)
Police Community Support Officers	Dec 2007	Steering Group (STA)
IW College	Dec 2007	Steering Group (STA)
Cycle Forum	Dec 2007	Steering Group (STA)
QTP	Dec 2007	Steering Group (STA)
<b>Ensure that sustainable travel is inherent within Schools Reorganisation, 14-19 Agenda and rebuild of Cowes High School</b>		
Ongoing and continuing liaison with and between Engineering Services, Planning Services, and Property Services	Ongoing	Children's Services
Transport Policy to model school change proposals to show accessibility	Oct 2007	Transport Policy
<b>Admissions Policies and Transport Policies to link to and facilitate the Sustainable Travel to School Strategy</b>		
Update Admissions Policies in relation to Sustainable Travel to School Strategy	Dec 2007	Children's Services
Update Home to School Transport Policies in relation to Sustainable Travel to School Strategy	Dec 2007	Children's Services
<b>Implementation</b>		

Action	Completion	Responsibility
Identify funding for the collation of the sustainable travel audit	Sep 2007	Children's Services
Complete collation & mapping of data	9 months after funding award	Steering Group
Devise infrastructure improvement programme based on evidence of needs/gaps, following full consultation	3 months after completion of data collation	Steering Group
Deliver infrastructure improvement programme	Ongoing	Engineering Services
Identify funding for the risk assessment of pupil's walking and cycling routes	Sep 2007	Children's Services
Assess routes	Ongoing once funding approved (after Sep 2007)	Road Safety and Traffic Management
Inadequate routes to be included in infrastructure improvement programme	Ongoing	Road Safety and Traffic Management
Continued commitment to support and delivery of Healthy Schools programme	March 2008	Children's Services
Continued commitment to support and delivery of School Travel Plan programme	March 2008	Engineering Services
Continued commitment to support and delivery of Cycling Officer role	March 2008	Engineering Services
Continued commitment to support and delivery of Physical Activities Alliance Coordinator role	March 2008	IWC in conjunction with NHS PCT
<b>Infrastructure Improvements</b>		
Continued delivery of pedestrian training at schools	Ongoing	Engineering Services
Continued delivery of cycle training at schools	Ongoing	Engineering Services
Continued delivery of driver training	Ongoing	Engineering Services
Traffic engineering to include measures supporting pedestrians, cycling, and public transport use (given that almost all roads are routes to school) – including Section 106 gains	Ongoing	Engineering Services
Pedestrian routes (on and off road) to be enhanced especially within 1 mile of school sites – including Section 106 gains	Ongoing	Engineering Services
Cycling routes (on and off road) to be enhanced, especially within 3 miles of school sites – including Section 106 gains	Ongoing	Engineering Services
Continued support of affordable public transport for pupils/students (eg. StudentRider)	Ongoing	Engineering Services/Children's Services
Link to PFI for Highways Improvement	Once bid	Engineering Services

Action	Completion	Responsibility
	approved	
Liaison with transport service providers to expand services where possible	Ongoing	Engineering Services
<b>Information &amp; Promotion</b>		
Sustainable Travel to School Strategy on iweight.com and Eduweight websites	August 2007	Transport Policy
Information on sustainable travel to school sites given in Admissions documentation	Ongoing	Children's Services
Information on sustainable travel to specific school sites given on school websites, prospectus' and Induction Days	Ongoing	Schools
Schools to use travel plans to disseminate information locally	Ongoing	Schools
Local Travel Options leaflets issued to parents and pupils	West Wight & Cowes – Dec 2007	Transport Policy
Promote Traveltext service	Ongoing	Transportation
Continuing promotional activities, events and schemes linking to school travel, eg. Schools Walk the Wight, Bike to School events, Walking and Cycling Festivals, TravelSafe roadshows and events, etc.	Ongoing	Various
Continue to support schools to promote active travel to school as it contributes towards the Physical Activity element of the Healthy Schools initiative	Ongoing	STA/Healthy Schools Lead Officer
Personal, Social and Health Education (PSHE) for children and young people to develop independent travel skills - through Healthy Schools and school travel plan initiatives	Ongoing	STA/Healthy Schools Lead Officer
Continued delivery of road safety awareness through schemes such as 'Junior Citizen'	Ongoing	Healthy Schools
Continue to support schools to achieve Sustainable Schools status	Ongoing	Children's Services & multi-agency
Anti-bullying training for children and adults	Ongoing	Children's Services & multi-agency
School Nurses to encourage active travel as part of healthy lifestyle choices	Ongoing	School Nurses/STA
Education Maintenance Award (EMA) to encourage sustainable travel	Ongoing	STA/Connexions
Developing school Bus and Train User Groups which link users to transport service providers	Ongoing	Schools
Provision of bikes as necessary (eg. working with Sports Partnerships, Police, retailers to facilitate bike availability).	Ongoing	Schools

Phase 2 of the Sustainable Travel to School Strategy will therefore include:-

- Results of consultation
- Results of audit and needs assessment

- Progress against Action Plan
- Infrastructure improvement programme



## J. Promotion

### J.1 Links to Local Transport Plan

The LTP2 describes a delivery programme spanning the years 2006 to 2011, and reports on delivery on an annual basis.

The Action Plan described above (I.2) contains many elements which are ongoing or the continuation of existing practices. However, key will be Phase 2, the emerging Infrastructure Improvement Programme, which will develop and link to the LTP2 delivery programme.

An example of continuing programmes which deliver active and sustainable gains and link to the LTP2 are the local accessibility action plans (see Section C.16.1 for policy context).

The first local accessibility action plan (LAAP) was delivered at Carisbrooke from 2005-2007, full details of which are available within the Local Transport Plan 2007 Annual Progress Report ([www.iwight.com/transport](http://www.iwight.com/transport)). The project involved a wide range of stakeholders including residents, schools, councillors, police, transport officers and officers from across Engineering Services, to improve access in and around the Carisbrooke Park Estate.

Following stakeholder and public consultation, infrastructure improvements were made in the area, including:-

- Upgrades to the surface, lighting etc. to two rights of way serving the schools
- 20 mph zone in Wellington Road (four of the five schools front this one road)
- Parking restrictions to remove car parking which prevented two buses from passing
- Establishing four Park & Stride sites for parents at strategic locations, each school having a site within a maximum 10 minute walk
- Increased bus frequency

As well as the parents, staff, pupils and governors being key consultees, the five schools in the area were also involved by:-

- Developing their own travel plans to link into wider accessibility plans
- Primary and middle schools designing a road sign to be permanently installed alongside the new 20mph speed limit signs
- The high school developing a 'Hi-Viz' promotional project aimed at providing more junior schools with high visibility items for pedestrians and cyclists
- Promoting the four Park & Stride sites identified in the area
- Distributing the Carisbrooke Travel Options leaflet



- Carisbrooke CE Primary have 'adopted' a nearby right of way (providing updates on litter, mess, overhanging branches etc. direct to the Rights of Way department)

Engineering works in the area are currently still continuing, but staff at one school reported that, by July 2007, the composite scheme was having a very positive effect on the congestion outside the school, and that the Park & Stride sites were increasingly being used. Monitoring of this LAAP will continue, but it is agreed the impact of the scheme has been enhanced by the combination of 'hard' engineering and 'soft' promotional and educational measures.

## J.2 Links to school travel plans

### J.2.1 Benefits of active and sustainable travel

School travel plans on the Isle of Wight are delivered based on promoting the benefits of active and sustainable travel to all users of a school site; parents and pupils, staff and governors, and the wider school community:-

TRAVEL MODES AND THEIR BENEFITS				
ME = child, YOU = parent/carer and/or teacher, US = everyone inc residents, businesses; local and wider community				
	Walking, scootering	Cycling with adults	Bus & Train	*Park & Stride, *Park Away, * carshare
Improved road safety outside school = better for all	✓	✓	✓	✓
Reduction in pollution outside school = healthier for all	✓	✓	✓	✓
Reduced fuel use = better for all	✓	✓	✓	✓
Increased 'streetwise' and road safety skills = safer for me	✓	✓	✓	✓
Reduced congestion = better for all	✓	✓	✓	✓
Less stress for parents = better for me and you	✓	✓	✓	✓
Increased activity = better for me and you (child, teacher and parent)	✓	✓		✓
Mentally prepared for school day = better for me and you (teacher)	✓	✓		✓
Experience of independent travel = better for me	✓	✓	✓	
Increased awareness of local physical environment = better for me	✓	✓		
Increased opportunity for time with parents/children = better	✓			✓

TRAVEL MODES AND THEIR BENEFITS				
ME = child, YOU = parent/carer and/or teacher, US = everyone inc residents, businesses; local and wider community				
	Walking, scootering	Cycling with adults	Bus & Train	*Park & Stride, *Park Away, * carshare
for me & you				
Good for working parents = good for you			✓	✓
Knowledge of transport systems = better for me			✓	

### J.2.2 Every Child Matters, Healthy Schools, Sustainable Schools and STPs

Another method the STA uses is aimed at school staff and governors, and links the benefits of having a travel plan with Every Child Matters, the Healthy Schools status and Sustainable Schools:-

ECM Outcome	ECM Aim	Healthy Schools (from SEF1)	Sustainable Schools	How STP provides evidence/opportunities
Be Healthy	To be physically healthy, mentally & emotionally healthy and to adopt healthy lifestyles	Core Theme: Physical Activity School has a whole school policy School encourages learners, parents/carers and staff to walk or cycle to school under safe conditions, utilising the school travel plan	Acquiring positive, sustainable habits by encouraging everyone to participate. Greener travel arrangements contribute to the safety, fitness and alertness of pupils.	Providing an exercise opportunity through walking/cycling for whole school community (pupils, parents/carers and staff) which is cheap, easy and fun Showing how exercise and diet contribute to health Reducing congestion improves environment outside school
Stay Safe	Safe from accidental injury & death		A safe environment is good for children's physical and emotional wellbeing	Increasing road safety training where required Reducing car use improves safety of roads outside school Providing experience of independent travel increases pupils' abilities to deal with problem solving, bullying, etc.
Enjoy & Achieve	Achieve personal and social		Schools help themselves by promoting	Increased confidence in independent travel enables pupils to take

ECM Outcome	ECM Aim	Healthy Schools (from SEF1)	Sustainable Schools	How STP provides evidence/opportunities
	development and enjoy recreation		safer, stronger, healthier & greener practices. Pupils and staff can be 'switched on' by the values of sustainable development.	these skills throughout life activities
Make a positive contribution	Engage in decision-making and support the community and environment	2a. The school has established mechanisms for involving the whole school community in policy development	Creating sustainable communities	Travel gives an opportunity for parents to become involved in the school's policies and operation School is demonstrating best practice – leading by example
	Engage in law-abiding & positive behaviour in and out of school	Provides opportunities for all learners to participate in a broad range of extra-curricular activities that promote physical activity.	Raising pupils awareness through the curriculum (esp citizenship, design & technology,. Geography, maths, English, & science). Learning about real issues in real settings	Pupils' engagement with this 'real life' project empowers them to make decisions for themselves and their community Provides opportunities across the curriculum, involving all ability levels of pupils
	Develop positive relationships and choose not to bully or discriminate	Identifies barriers to participation and seeks to remove them	Caring for oneself, caring for one's community, caring for the world	Issues around bullying, peer group pressure etc. can emerge through pupil consultation process Offers opportunities to reduce concerns by working on project, and to share findings and solutions with other schools in the area
	Develop self-confidence and deal with significant life changes	The school encourages learners to recognise their achievements	Empowerment – children and young people view the environment as an important	Pupils usually express deep concern and awareness about environmental issues. This project gives them a way of making an impact in their own lives.

ECM Outcome	ECM Aim	Healthy Schools (from SEF1)	Sustainable Schools	How STP provides evidence/opportunities
	and challenges		issue for them	
	Develop enterprising behaviour		Achieving more with less	School community encouraged to take responsibility for improving own environment
Achieve Economic Wellbeing	Access to transport		Achieving more with less—protecting natural resources	Pupils have greater skills for making informed travel choices Improvements to local transport infrastructure can be gained through evidence based on consultation.

A headteacher noticed a “*distinct improvement in his level of alertness*” when a child cycled to school as opposed to travelling by car

The STA has developed a broad network of partners to deliver associated projects or services in the health, accessibility and environmental fields, recognising that delivery of the aims of the school travel plan strategy – and so the Sustainable Travel to School Strategy – relies on people working together in order to make STPs reality.

Many of the promotional activities described at J.3 below have been instigated or developed by the STA, often to combine joint outcomes – an example is the TravelSafe Roadshow (J.3.1). Transport operators are keen to help improve children’s behaviour on buses and trains, to improve the experience for all their customers, and to increase passenger numbers. Schools recognise that some pupils suffer some anxiety around the journey to a new school, particularly if that includes a bus or train trip which is a new mode of transport to them. Schools also recognise the behavioural problems sometimes experienced on buses and trains. The STA brought these agencies together, who produced a package which gives pupils education on how to use buses and trains, asking for fares, etc. This is followed by a trip on a bus (flagging down the bus, asking for a ticket, etc.) and on the train from Ryde St. Johns to Shanklin. The operators also talk to the pupils about behaviour, and the consequences of poor behaviour.

The Roadshow has been greeted with a very positive response from pupils and staff alike at the primary schools which have participated so far, and it has now been expanded to draw in Southern Vectis and a wider range of schools.

### J.3 Existing promotion of active and sustainable travel

The IWC has been providing a wide range of initiatives and incentives to promote active and sustainable travel, for some years. Many of these initiatives are delivered or developed in partnership with external agencies (indicated in bold). These include:-

#### J.3.1 Bus and Train

- Provision of comprehensive public transport information – IWC Public Transport Handbook
- Provision of IOW Public Transport Map
- StudentRider – concessionary fares for students aged 5-19, with no journey costing more than 50p
- Financial support for non-commercial bus services
- TravelSafe Roadshow:- a bus/rail experience and education session run for Year 4 pupils prior to transfer to middle school. Delivery supported by LIFT and provided by Southern Vectis, Wightbus and IslandLine working in partnership with the STA and the Community Rail Development Officer.



A new project to be launched from Autumn 2007 is the Traveline-txt service:-

#### traveline-txt

Traveline south east ( [www.travelinesoutheast.org.uk](http://www.travelinesoutheast.org.uk) ) now provides information about bus services as a text-message to your mobile phone

For times of the next few departures from any bus stop, simply send the SMS Code for that stop to 84268.

Every bus stop has a seven letter SMS codes and applies to one direction of travel.

So for a stop which has the SMS code iowapdp – you would simply send that code as a text message to 84268.

If you want departure times for a particular service, simply add the service number to your message.

Calls to traveline-txt cost 25p plus your network operator's normal text



### J.3.2 Cycling

- Bike to School and Work weeks - healthy breakfasts on the way to school or work - provided in partnership with local bike retailers and cycle interest groups.
- Cycling Festival (wide range of cycling-orientated events, in September each year)
- Safe Routes to School schemes linked to school travel plans
- Cycle storage designed by The Forge, Whippingham
- Re-Cycled-D bikes (business providing recycled bikes to the public)
- Route development and promotion with Island 2000
- Development of walking/cycling routes and storage with Sustrans (pupils contributing towards the design of the cycling scheme)



### J.3.3 Walking

- Schools Walk the Wight – linking the everyday walk to school and family walking activities, to the sponsored Walk the Wight event which raises funds for the Earl Mountbatten Hospice. Administered by the hospice, delivery supported by the STA, the NHS PCT Physical Activities Alliance Coordinator, and the Healthy Schools Lead Officer
- Walking Festival – one of the largest walking events in the country
- Park & Stride free parking permits provided at most IWC car parks near schools, and some private car parks (eg. pubs)
- 'Walking Maps' – local maps of primary schools showing distances walked over 5, 10 or 15 minutes, providing health and activity information for pupils and parents. Project supported by NHS PCT and Healthy Schools.



Almost 100% of pupils at Yarmouth Primary School walked to school in order to raise funds for the Earl Mountbatten Hospice through the Schools Walk the Wight scheme. Children had to walk a minimum of 26.5 miles (the distance of the 'Walk the Wight' event) in order to receive a medal and certificate of participation.

### J.3.4 Safety

- Hi Viz Project with Carisbrooke High School – students are working on a not-for-profit business in liaison with Halfords, aimed at providing 'trendy' high visibility products to primary and middle school pupils

- Gateway Roadsign competition linked to 20mph zones around schools – see J.1 above
- Travel Options leaflets for pupils, parents/carers – see Section N below – provided in Carisbrooke in liaison with Southern Vectis, Sainsburys, CarpetRight, the Eight Bells pub, Halfords and TAV Cycles.
- Considerate Driving around Schools leaflet - a joint initiative with the Police and the Civil Parking Enforcement Team aimed at explaining to parents why areas around school should be kept clear of parked cars, the health benefits of parking away, and what happens if they do park inconsiderately.



### J.3.5 Environment

- Eco-Schools project (provided by the Footprint Trust, linked to the travel plan and Sustainable Schools initiatives)
- Environmental Audits by the Footprint Trust and Engenius Limited which again incorporate the travel plan and Sustainable Schools initiatives
- Go Green Go Healthy days held at schools combining a wide range of service providers and companies connecting to healthy living and the environment. This one, held at Newport CE Primary, demonstrated how 'health' runs through almost every aspect of the school's activities.





## K. Barriers to implementation

The Sustainable Travel to School Strategy Workshop highlighted the following issues; further consultation may bring others to light – and possibly some solutions:-

Barriers	Solutions
<b>SCOPE</b> Current uncertainty as to the scale and impact of the local schools reorganisation, 14-19 agenda, and developing Extended Schools programme	Strengthen, develop and sustain communication between all parties:-•  Children's Services, Engineering Services, Planning Services and Property Services; and  Schools/learning centres
<b>CAPACITY</b> A lack of capacity has been identified in two key areas:-  Collation of assessment and audit data  Route risk assessment	The amount awarded to the IWC for the production of Sustainable Travel to School Strategy could contribute towards a 'Sustainable Travel Infrastructure Officer' post – see Section L. Financial Implications
<b>IMPLEMENTATION</b> When the full consultation, needs assessment and audit has been conducted, there may be limited capacity and resources to deliver what has been identified	Partnership working and improved communications could go a long way towards maximising the opportunities available locally – as evidenced by some of the work already in place in this field.

## **L. Financial implications**

### **L.1 Infrastructure Improvement Programme**

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As described above, when the full consultation, needs assessment and audit has been conducted, Phase 2 of the Sustainable Travel to School Strategy will be produced, including:-

- Results of consultation
- Results of audit and needs assessment
- Progress against Action Plan
- Infrastructure Improvement Programme

This will include the costs of the Infrastructure Improvement Programme.

### **L.2 A co-ordinated approach**

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At present, developments at school sites (Property Services) and around school sites (through the Planning Service) do not always connect to the infrastructure improvements identified through the Safe Routes to School Scheme (into which School Travel Plans feed) and the wider capital programme delivered under LTP2. Thus opportunities for connecting funding streams and implementing schemes are sometimes missed.

Given the potential re-organisation of schools on the Isle of Wight, and the 14-19 agenda, it is vital that the wider implications of transport are considered; in this context Children's Services are a major developer on the Isle of Wight.

For instance, if a developer proposed a unit which would involve the movement of some 2,000 people per day (approximately the size of a current high school), the IWC Planning Services would be looking for traffic management and sustainable travel infrastructure improvements to the wider area, not just on site.

The impact of travel may be best managed by using the wide range of expertise within the IWC at the design stage, with travel schemes designed and costed and integral to the scheme.

By drawing together the infrastructure requirements of the Infrastructure Improvement Programme, Safe Routes to School Scheme, Schools Re-organisation, and LTP2, and linking to funding streams such as Section 106 agreements, LTP2, DCSF, etc., plans may be able to be realised. This will require clearly identified needs – 'wish lists', and better communication between teams, at design stage; thus optimising every opportunity to link funding and achieve the desired outcomes. See chart overleaf:-

Programme	Funding	Responsibility
LTP2	Integrated Capital Block Settlement (inc. Safe Routes to School)	Engineering Services
Building development	Section 106	Development Control, Planning Services
Sustainable Travel Infrastructure Improvement Plan	Currently unfunded	Engineering Services
Schools Re-organisation – sustainable travel infrastructure and traffic management	DCSF	Property Services
14-19 Agenda – sustainable travel infrastructure and traffic management	DCSF	Property Services

### L.3 Sustainable Travel Infrastructure Co-ordinator

The government have awarded the IWC just over £10,000 per annum from 2007 to 2011 to support the delivery of the Sustainable Travel to School Strategy.

The Sustainable Travel to School Workshop has suggested that this funding may go towards the collation of the data and production of the Infrastructure Improvement Plan as described at L.1 above. If this was the case, progress and implementation will be very slow because the amount will only fund part of a post (based on a £30,000 full-time post including on-costs).

If the IWC could combine this grant with other funds to fully support the post, a Sustainable Travel Infrastructure Co-ordinator could be responsible for delivering the co-ordinated approach described at L.2 above.

### L.4 Benefits

Benefits of appointing a Sustainable Travel Infrastructure Co-ordinator could include:-

- Section 106 monies would be appropriately spent
- Planning gains would be obtained which supported LTP2 delivery
- The planning costs associated with the building developments at schools would be minimised by infrastructure improvements being established at design stage, rather than imposed at planning consent – or failing to be obtained at all
- Infrastructure improvements, which would benefit the whole community (not just on the journey to school) would be achieved
- Disruption to the local environment would be minimised
- Targets identified throughout this document – improving health, improving accessibility, and improving the environment – would be achieved

- Communication within the council (and it's partners as necessary) would be facilitated

## **L.5 Risks**

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Due to the capacity and financial constraints already identified in this document, the risks associated with not appointing a role of this nature include:-

- Failure to deliver the aims and objectives of the Sustainable Travel to School Strategy
- Failure to meet targets identified throughout this document
- Costs of planning applications on the schools rebuilding programme which fail to meet standards and requirements
- Frustration by the local community, the council's partners and within the IWC at unco-ordinated schemes.

## M. Monitoring, evaluation & review

Phase 1 – Strategy development	After full consultation (Dec 2007) and following feedback from DCSF (expected from January 2008)
Phase 2 – Sustainable Travel Infrastructure Improvement Plan	In line with LTP2 reporting, ie.- March 2008 March 2009 March 2010 March 2011

## N. Publication

The Sustainable Travel to School Strategy Summary was published on [www.iwight.com/transport](http://www.iwight.com/transport) by 31st August 2007. Developments to the strategy will be published following review.

### N.1 Information for Parents

The School admissions information booklet 'Educating your child', which is available to all parents of children who either start primary school or transfer to middle or high school each September, now includes a link to the Sustainable Travel to School Strategy at:-

[www.iwight.com/transport](http://www.iwight.com/transport)

Parents can also access approved school travel plans direct from schools, or from:-

[http://eduwight.iow.gov.uk/the\\_lea/policies\\_plans/School\\_Travel\\_Plan/](http://eduwight.iow.gov.uk/the_lea/policies_plans/School_Travel_Plan/)

### N.2 Sustainable travel information

Links to walking and cycling routes, and bus and train information :-

[http://www.iwight.com/just\\_visiting/getting\\_around/default.asp](http://www.iwight.com/just_visiting/getting_around/default.asp)

**Park and Stride**

**Travelling to School?**  
Park and Stride FREE PARKING Scheme  
FREE parking at various sites in the area has been arranged for parents dropping off children at school.

**Salisbury's**  
Ten minute walk to Newport CE Primary School.

**Victoria Recreation Ground, Recreation Ground Road**  
Five minute walk to Newport CE Primary, Carisbrooke CE Primary, ABK Middle and Trinity CE Middle.

**Eight Ball, Carisbrooke High Street**  
St Thomas', five minutes to Carisbrooke CE Primary, ABK Middle and Trinity CE Middle through footpaths.

**Carport, Cunville**  
Ten minute walk to St Thomas', Carisbrooke CE Primary, ABK Middle and Trinity CE Middle.

Please ask for the Park and Stride parking permit from your school. This entitles you to half an hour's free parking morning and afternoon. The advantages of using the Park and Stride scheme are:

- no hassle trying to find a parking space, even in the rain;
- ten minutes walk a day each way with your child uses 20,000 calories a year;
- valuable road safety experience and streetwise skills for your child;
- older children can walk with friends, allowing you to drop and go.

Contact your child's school for your permit.  
With grateful thanks to the organisations supporting the Park and Stride project.

**Travel Options In the Carisbrooke area**

**Fed up with traffic congestion? Concerned about road safety?**

For short journeys, especially around town, to schools, shops or health services, how about leaving the car at home – even occasionally?

**Walking and cycling** Get fit and active

**Bus** Leave the car at home and the fuss to the bus

**Park away** Know you'll get a parking space for the school run

The Isle of Wight Council, through the Local Transport Plan 2, is working in partnership with the community and service operators on a programme of improvements including paths for walking and cycling, improved bus services, traffic calming and parking control in the Carisbrooke area. Should you have any comments or suggestions please contact:

**Isle of Wight Council**  
Engineering Services  
Transport Policy, Enterprise House,  
Newport, Isle of Wight PO30 5WB  
Tel: (01983) 823777  
Email: [enr@iwk.co.uk](mailto:enr@iwk.co.uk)

The Isle of Wight Council gratefully thanks all its partners in developing these options.

Specific information aimed at schools is available in Travel Options leaflets. These are available for Carisbrooke, and will be available from Autumn 2007 for Cowes and the West Wight. Please contact the School Travel Advisor on 821000 for a copy.

## O. Contributors

This document has been contributed to, and produced with, the assistance and input of the following officers of the Isle of Wight Council:-

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Mark Oldfield (Buckinghamshire County Council)  
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With grateful thanks for everyone's time and input.