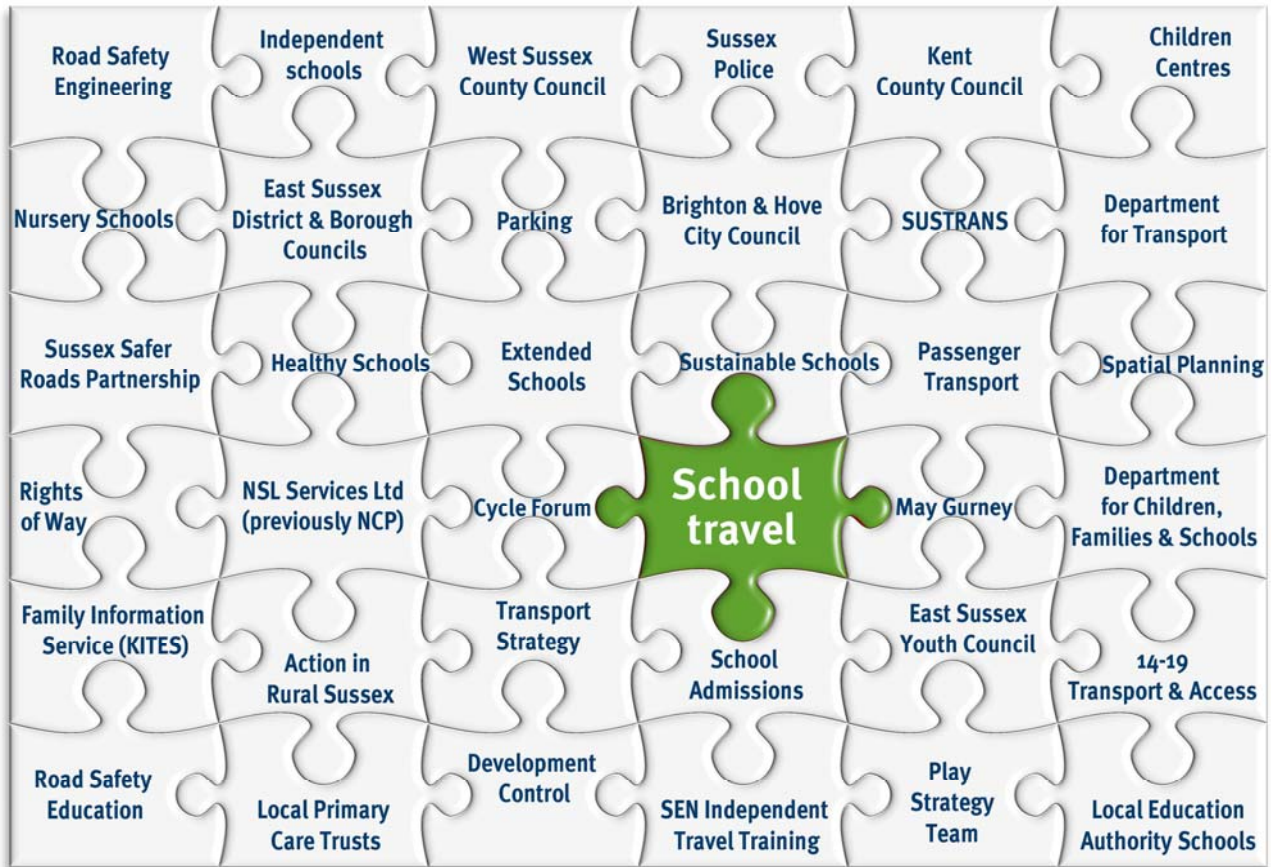


Appendix 1

Our key partners



Appendix 2 Table 9

*This denotes current initiatives or projects currently being undertaken.

Target	Action	Responsibility	Timescale
Objective 1: Reduce the use of the car on the journey to school. Objective 2: Increase the number of children using all forms of sustainable travel and transport on the journey to school.			
All schools to have a travel plan in place by March 2010.	*To work with remaining 14 LEA schools in the county to develop travel plans, to meet with the government target.	School Travel Plan Team	March 2010
	*To engage with 30 independent schools to raise awareness of the school travel planning process, and develop travel plans with schools where appropriate.	School Travel Plan Team	March 2011
Reduce the number of journeys to school made by car to 33% by 2010/11. (Baseline 37% 2006/07) (LAA Target)	*All schools with a travel plan in place to undertake an annual review. (This will include a more detailed questionnaire to pupils, parents/carers & staff to improve the quality of the needs assessment data.)	School Travel Plan Team	March 2011
	*Continue to support 30 schools where existing Walking Buses are established.	School Travel Plan Team	Annually
	*Promote Walk to School weeks to 140 LEA primary schools.	School Travel Plan Team	May & October 2010
	Promote Walk to School Weeks to Independent Prep schools.	School Travel Plan Team	May & October 2010
	Ensure all 'Independent Schools' complete 'Hands up Survey'.	School Travel Plan Team	August 2010

	<p>Provision of pedometer class packs with associated lesson plans promoting the benefits of walking to health and well being.</p> <p>Develop technology to improve access to learning, including video-conferencing, E-Learning, Virtual Learning Environment (VLE).</p> <p>Align the strategy to the emerging third Local Transport Plan (LTP3). The strategy will be a daughter document for LTP3.</p>	<p>School Travel Plan Team Local PCT's</p> <p>14-19 Development Team</p> <p>Transport Policy</p>	<p>September 2010</p> <p>March 2011</p> <p>March 2011</p>
<p>An online walking initiative scheme to be in place by summer term 2010.</p>	<p>Investigate the development of an online 'Walking Initiative' to be accessed via the county council website.</p>	<p>School Travel Plan Team Local PCT's</p>	<p>August 2010</p>

Table 10

Target	Action	Responsibility	Timescale
<p>Objective 3: Improve accessibility to schools by walking, cycling and public transport.</p> <p>Objective 4: Increase travel choice and awareness and promote sustainable travel options.</p> <p>Access to services and facilities by public transport, walking and cycling (67% by 2009/10)</p> <p>(Proportion of the total population within 30 minutes access by public transport (bus) for an arrival at a key centre between 07.00 – 10.00 and fro the return journey from that centre between 16.00 – 19.00)</p>	<p>*To work with remaining 14 LEA schools to develop travel plans, to meet with the government target.</p> <p>*Provide East Sussex County Council Development Control team with needs assessment data. (This will enable Section 106 'Local Sustainable Accessibility Improvement Contributions', to be secured for school measures where appropriate.)</p> <p>Monitor the effectiveness of the provision of needs assessment data to DC transport team and the securing of funding for measures outside schools.</p> <p>*Provide East Sussex County Councils Transport Strategy team with needs assessment data, to enable the identification of potential measures for inclusion within Local Area Transport Strategies.</p> <p>Monitor the effectiveness of the provision of needs assessment data to the Transport Strategy team and number of measures implemented outside schools.</p> <p>Recommend specific capital funding for school travel plan measures & initiatives through LTP3 from April 2011.</p>	<p>Transport Policy</p> <p>Transport Policy Development Control (Transport)</p> <p>Transport Policy Development Control (Transport)</p> <p>Transport Policy Transport Strategy</p> <p>Transport Policy Transport Strategy</p>	<p>March 2011</p> <p>August 2009 ongoing</p> <p>August 2010</p> <p>August 2009 ongoing</p> <p>August 2010</p> <p>August 2010</p>
<p>Publish revised Sustainable School Travel Strategy by</p>	<p>Review Sustainable School Travel Strategy 2007-2011.</p>	<p>Transport Policy School Travel Plan Team</p>	<p>March 2011 & updated</p>

March 2011.			annually
Publish summary booklets of Sustainable School Travel Strategy on council website by August 2009.	*Development of 'parent/carer friendly' guides concerning school travel in East Sussex. (1. School Transport, 2. Walking & Cycling to School 3. Driving to School) to deliver part of the government duty to promote sustainable travel to school.	Transport Policy Road Safety Education School Admissions and Transport (CSD)	August 2009
Identify how parents/carers prefer to access information concerning school travel by August 2010.	Hold a focus group meeting using parents/carers from the East Sussex 'Residents Panel' to establish how they currently access school travel information and how they may prefer to access this type of information.	Transport Policy School Travel Team School Admissions and Transport (CSD)	August 2010
Publish a school travel guide for parents/carers of children starting reception.	Develop guide to include useful information about school travel aimed at parents/carers with children starting reception year at school.	Transport Policy Travel Promotions School Admissions and Transport (CSD)	April 2010
Establish links with County Council Accessibility Strategy Local Assessments (ASLA) by March 2011.	Identify measures in ASLA's that could potentially be delivered through the Sustainable School Travel Strategy, and investigate funding options.	Transport Policy	March 2011
Investigate the potential of implementing a 'Wheels 2 Learn' scheme by August 2010.	Scrutinise previous 'Wheels 2 Learn' schemes and establish the potential of developing similar schemes with secondary schools and colleges.	School Travel Plan Team 14-19 Development Team	March 2011
Investigate the potential for an accredited Travel	*Continue to work with 14-19 Development Team, to secure funding and develop a Travel Training Scheme, to assist with	14-19 Development Team	March 2011

Training Scheme. Identify sustainable and cost –effective transport solutions for 14-19 education sector. Establish an Extended Schools & Travel Working Group by April 2010.	independent travel. *Continue to work with the Passenger Transport Team to identify whether capacity within existing provision could be utilised, such as school buses during down time, or by the use of community transport or public rail/bus services. Establish a working group between Extended School Services, School Travel Team, Transport Policy and Local Partnership’s for Children to develop potential local solutions to improving access to extended school services. Ascertain timetable for frequency of meetings.	14-19 Development Team Extended Schools Manager School Travel Plan Team Transport Policy County Wide - Local Partnership’s for Children	March 2011 Establish by August 2010
Target	Action	Responsibility	Timescale
Implementation of dedicated school travel information pages available on ESCC website by August 2010.	*Investigate with E-Business to establish a school travel information web page with associated links.	Transport Policy, School Travel Team & ICT School Admissions and Transport (CSD)	August 2010
Implementation of web based maps on council website displaying transport infrastructure ‘Viewfinder’ for parents/carers by August 2010.	*Investigate which transport infrastructure has been mapped within the county council.	Transport Policy & ICT	August 2010
	Develop an appropriate map based system that parents/carers can view transport/travel infrastructure.	Transport Policy & ICT	August 2010
	Identify appropriate council pages for access to the map system.	School Travel Plan Advisors Transport Policy	August 2010
	Incorporate a monitoring and review process to ensure that data displayed on the maps is updated annually.	Transport Policy & ICT	August 2010

Implementation of web based information indicating which schools are participating in training and initiatives, 'What's happening at my school?'	Undertake an audit of current participation in training and initiatives according to individual schools.	Road Safety Education	August 2009
	*Provide information on ESCC website so parents can identify what their child's school is participating in.	Transport Policy Road Safety Education School Travel Plan Team	August 2009 & annual review
Implementation of web based information on buses serving individual schools 'Which bus goes to my school?' by August 2010.	Develop a facility on ESCC website for parents/carers to utilise to establish the bus services that serve their child's school.	Passenger Transport Transport Policy	August 2010
	Incorporate a monitoring and review process to ensure that data displayed on the maps is updated annually.	Transport Policy & ICT Passenger Transport	August 2010
Implementation of an online booking system for 'Vacant Seats' scheme by August 2010.	Investigate the development of a facility on ESCC website for parent/carers to utilise to book a seat on a hired service that has 'vacant seats'.	Transport Policy & ICT Passenger Transport	August 2010

Table 11

Objective 5. Raise awareness of road safety issues. Objective 6. Improve road sense for children.			
Target	Action	Responsibility	Timescale
People killed and seriously injured in road accidents. (From 375 2005-07 to 342 2008-10)	*Offer Young Driver Programme to all secondary schools and colleges	Road Safety Manager	2008-10
	*Promote 'Pass Plus' as part of the Sussex Safer Roads Partnership.	Road Safety Manager	August 2010
Deliver cycle training to 50% of Year 6 children annually.	*Offer cycle training to all schools within the county.	Cycling & Child Pedestrian Co-coordinator	August 2010
Delivery of bikeability scheme to 50 schools during 2009/10 as part of pilot scheme.	*Identify 50 target schools and offer training.	Cycling & Child Pedestrian Co-coordinator	August 2010
Deliver child pedestrian training in 65 schools annually.	*Offer child pedestrian training to all schools within the county.	Cycling & Child Pedestrian Co-coordinator	August 2010
At least 88% of School Crossing Patrol sites to be staffed at any time.	*Advertise and monitor vacant sites.	Senior School Crossing Patrol & Driver Training Supervisor	Annually Review August 2010
Implementation of a School Keep Clear Traffic Regulation Order for the county (To apply to existing legally enforceable School Keep Clears) by September 2011.	Investigate the feasibility of implementing a 'School Keep Clear (SKC)' Traffic Regulation Order for the entire county. (Involve the amalgamation of existing SKC markings which are legally enforceable.) In order to have consistency of restriction times and to improve enforcement.)	Transport Strategy Borough/District Councils NSL	March 2011
Provision of 24 cycles and cycle	Investigate the purchasing of 24 cycles, vehicle trailer and	Road Safety Education	September 2010

<p>safety equipment by September 2010.</p>	<p>associated cycle safety equipment, to increase the delivery of Bikeability training to schools located in rural districts and areas with low cycle ownership.</p>		
<p>Cycle route training by Police Community Support Officers for pupils cycling to school by September 2010.</p>	<p>*Pilot provision of Cycle Route Training by Police Community Support Officers for pupils cycling to an identified school.</p>	<p>Road Safety Education</p>	<p>September 2010</p>
<p>Online booking system for Bikeability Training by September 2010.</p>	<p>*Investigate the feasibility of an online booking system for Bikeability training.</p>	<p>Road Safety Education</p>	<p>September 2010</p>

Table 12

Objective 7. Reduce negative environmental impacts of travel.			
Target	Action	Responsibility	Timescale
Per capita CO ₂ emissions in the LA area (2007/08 6.5 tonnes per capita to 5.9 tonnes per capita)	8As part of the Sustainable Schools Framework and the development of the Carbon Hub for Schools - Investigate calculation of carbon savings utilising school census car usage data.	Environmental Action Team CRD Energy Team School Travel Plan Advisors	August 2010
	*Investigate improvements to staff involvement in the school travel plan process.	School Travel Plan Advisors	Ongoing Review August 2010
Adapting to climate change. (Self assessment levels 2008 0 to 2010/11 to 3)	*Work with schools to encourage the review of their school travel plans to ensure that measures and initiatives are included in action plans and are delivered and promoted.	School Travel Plan Advisors	Ongoing Review August 2010
	Promote the transport infrastructure mapping system to parents/carers, to demonstrate the range of routes that can be taken to access the school site.	School Travel Plan Advisors	From August 2010

Table 13

Action	Responsibility	Timescale
Sustainable School Travel Strategy Summary Guides		
1. Target distribution of guides to transitional stages in education – Reception age pupils and Year 7 pupils, to receive copies of the guides.	Transport Strategy Promotions Officer School Travel Plan Advisors	September 2009 & annually
2. Include reference to guides in School Admissions booklet.	Transport Policy School Admissions and Transport (CSD)	June 2009 & annually
3. *Promote school travel guides and updated strategy to parents/carers through Steps to Action.	School Travel Plan Advisors	January 2010 & each term
4. Provide guides to 'Family Information Service' 'KITES'.	Transport Policy	September 2009 & annually
5. Poster campaign to promote sustainable travel alongside school admissions information in all nursery schools in the county.	School Travel Plan Advisors School Admissions and Transport (CSD)	September 2010 & annually
6. Provide guides to 22 Local Partnerships for Children in county. (LPC's prioritise needs for their local area and ensure resources and provision targeted, members include, school heads, social care workers, educational welfare, educational psychologists, extended schools etc.)	Transport Policy	September 2009 & annually
7. Provide guides to all Children Centres - Parent Forums (Parent Forum Development Workers) & Health Visitors – to target pre school children.	Transport Policy	September 2009 & annually
8. Include reference and weblink in ESCC School Travel Plan newsletter	School Travel Plan Advisor	September 2009

9. Make copies of guides to Parent Link Service (Choice Advisors)	School Travel Plan Advisor	September 2009 & annually
10. Make copies of guides available to libraries within the county.	School Travel Plan Advisors	September 2009 & annually
11. Investigate advertising school travel information inside buses.	Transport Policy/Communications Team/Passenger Transport	August 2010
12. Make links to summary documents on the following websites:- KITES (Family Information Service) & newsletter C-zone (ESCC Education website) Express CYPT (ESCC Children & Young Peoples Trust website) & 'Virtual School Bag' East Sussex Youth Council/Youth Cabinet Action in Rural Sussex (AIRS) & newsletter Netmums (National Parenting website) Local PCT's (Hastings & Rother, East Sussex Downs & Weald) East Sussex Community Information Service	Transport Policy/School Travel Plan Advisors/Communications Team	September 2010
13 . Promotion in press and local publications:- The Argus (local news paper) The Sussex Express (local newspaper) Action in Rural Sussex Newsletter ABC Magazine (Parenting Magazine)	Transport Policy/School Travel Plan Advisors/Communications Team	April 2010
Sustainable School Travel Strategy		
1. Re-publish Sustainable School Travel Strategy on council website.	Transport Policy	March 2011 & review annually
2. Include reference to strategy in School Admissions	Transport Policy	June 2009 & review annually

booklet.	School Admissions and Transport (CSD	
3. Make copies of strategy available in county libraries.	Transport Policy	September 2009 & annually

Appendix 3 – Sustainable School Travel Strategy - Consultation Results

A consultation was undertaken with key stakeholders during October – November 2009, which included all schools, all Councillors, appropriate County Council Officers and a number of outside organisations. A questionnaire was made available on the County Council website together with a copy of the full strategy and summary documents.

The consultation was promoted to schools via a web bulletin on C-Zone, which is the County Councils website for schools. A press release was also featured in the local newspaper promoting the strategy and details of the consultation.

A total of twenty one responses were received, this could be considered disappointing, but the responses that were received were generally positive and some very useful points were raised. These have been used to amend the strategy where appropriate.

The results of the consultation are presented below.

Q1 How much do you agree or disagree with the recommendations that are made in the strategy?		strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
1	Reduce the use of the car on the journey to school, especially in urban areas.	16	4		1	
2	Increase the number of children using all forms of sustainable travel and transport on the journey to school.	13	7	1		
3	Improve accessibility to schools by walking, cycling and public transport.	14	6	1		
4	Increase travel choice and awareness and promote sustainable travel options.	12	8			1
5	Raise awareness of road safety issues.	12	8	1		
6	Improve road sense for children	16	5			
7	Reduce negative environmental impacts of travel.	12	8			1

Q2 To what extent do you agree or disagree with the following statements about the Sustainable School Travel strategy?		strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
1	I am happy with the strategy overall.		17		3	1
2	The approach outlined in the strategy will help to deliver better school travel services		13	5	2	1
3	The approach is right for me as an individual		13	6	1	1
4	The strategy is easy to read	1	18	2		
5	The strategy is easy to understand		17	4		
6	I like the layout of the strategy	1	16	3	1	
7	The strategy contains all the information I need		11	4	6	

Q3 Are there any other comments you would like to make about the strategy?	Transport Policy Response
Key challenge is to achieve modal shift in a rural community, creates exclusion for those who wish to attend after school activities.	A new partnership group will be established to tackle this issue for schools in rural areas.
Well researched with comprehensive information, useful to refer to as an officer.	A final copy of the document will be circulated to all appropriate officers.
Needs to recognise 21st Century Schools/extended schools, need more flexibility in school transport being staggered to leave after 5pm or arrive before 8am.	A new partnership group will be established to tackle this issue for schools in rural areas, this will comprise of Extended School Services, School Travel Team, Transport Policy And Local Partnership's for Children.
Need more information to educate parents about sustainable travel, need to include promotion of independent travel for children.	Independent travel training is being considered by the 14-19 Development Team. An action plan outlining how we intend to promote the strategy is included, as part of section 8. This also includes how we will engage with parents/carers.
Consider the inclusion of specific targets for contribution to CO2 emissions.	This has been included in the action plan, Table 12.
More information about improving transport, and how can children/young people can access extended schools.	A new partnership group will be established to tackle this issue for schools in rural areas, this will comprise of Extended School Services, School Travel Team, Transport Policy And Local Partnership's for Children.
Would like to see promotion of cheap travel for school journeys and at weekends/after school clubs.	This information is included in section 7.2.
Promotion of more rail travel and Kent Freedom Pass, replicate in East Sussex. Consider cross boundary travel.	This suggestion will be investigated.
Need more recognition of 21st Century schools/extended schools.	This has been included in section 2.
Would like to see introduction of 3 in 1 travel card similar to West Sussex.	This suggestion will be investigated.
Does not mention liaising with Police concerning parking outside schools on zig zags.	The reporting of dangerous or illegal parking on school keep clear zig zag markings should in the first instance be reported to the School Travel Plan Team, who will contact the appropriate area Police Community Support Team.
Review unsafe walking routes to schools to see if these can be made safe at a reasonable cost as there are many children being provided with taxis on a daily basis because of unsafe routes where otherwise they would not have been entitled. This would make a significant contribution to reducing car journeys.	A meeting with School Admissions will be set up to discuss this matter.

Q4 How would you like to access information about the journeys you make to school?		
1	Through the Strategy document	6
2	Through school travel leaflets	14
3	Through web based information	12
4	Something else? Please provide details below Promotion local media, Countywide magazine Through curriculum activities	4