

Local Sustainable Transport Fund Application April – July 2011 Tyne and Wear Integrated Transport Authority

Key Components Bid: Travel to School (18 April 2011): Disability Equality and Health Impact Assessment by GAP

The Package Description for the Key Components Bid identifies its components, which are summarised below, with GAP comments in response to their Disability Equality and Disability Health Impact Assessments (DEHIA) in [blue text](#).

“The tried and tested methods we are using to achieve our objectives are as follows:

Walking to School:

Walk Once a Week (WoW) is a year-round walking promotion scheme, targeting the 5-11 age group. It encourages parents and pupils to walk to school at least once a week throughout the school year.

Free your Feet is a whole school walking challenge week, focused on 11-16 year olds, which has been shown to create a sustained increase in walking (after the promotional week) by up to 15% in secondary schools.

The **Campaign in a Box** toolkit is also aimed at 11-16 year olds and provides young people in school or youth work settings with resources to help them explore the barriers to walking in their area, and deliver a campaign to improve their streets, get more young people walking, and present their ideas to decision makers.

Cycling to School

Bike It is a practical project that will deliver an intensive promotion/educational programme to roughly 60 schools a year. The number of schools supported by the Bike It Officer increases each year as schools progress through the programme and become less dependent on the project officer.

Balance Bikes are small pedal-free bicycles aimed at nursery-age children who are not yet ready to move up to a pedal bike.

Active Travel to School

FEAT (Families Enjoying Active Travel) 1st is currently operating in Wallsend in North Tyneside, funded by the North of Tyne Primary Care Trust. It builds on the highly successful ‘Bike It’ project currently in operation in Gateshead, South Tyneside, Northumberland, Stockton and Darlington. However, FEAT 1st includes

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walking to school and, perhaps more significantly, engages directly with parents to deliver a 'whole family' change in travel behaviour.

Specific aims are:

* To increase the confidence and enthusiasm of pupils to cycle and walk - primarily on

the school run, but also increase physical activity in leisure time; and

- To engage parents in the cycling and walking activities of their children, both to support pupils' enthusiasm for cycling and to positively benefit the activity levels of parents themselves.

Children and Public Transport

Promoting Public Transport

Nexus currently have a strategy for marketing the use of public transport to schoolchildren aged between 5 and 16, which involves:

- Promotion of public transport to schoolchildren in transition to a middle or secondary school (with publicity distributed via school travel plan officers); and
- Wider marketing of the Under-16 'Child All Day' ticket at locations where children may congregate, such as sports or music events or venues.

Child Training on Public Transport

Children nearing the transition to secondary school at the end of year 6 will often be unused to travelling by public transport by themselves. Introductory sessions to children at this stage have been successful in ensuring they have the necessary skills and confidence to use buses and the Metro by themselves.

Safety

Child Pedestrian Training

"Tomorrow's Roads Safer for Everyone" targeted, by 2010, a 50% reduction in the number of child pedestrian casualties compared with the average for 1994-98.

The target was achieved in the previous year, 2009, and this was in no small way due to the undertaking of practical child pedestrian training.

Parking around Schools

This aspect of the bid would build on existing interventions in Tyne and Wear aimed at improving road safety by addressing problem parking in the vicinity of schools.

Additional enforcement, information and promotional activity would take place, for example through the use of bespoke banners, camera cars or allowing parking in existing nearby car parks (e.g. attached to pubs, supermarkets etc.) with improved connecting walking routes to the school.

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Travel Matters

TravelMatters (www.travelmatters.org.uk) is a web resource, recently developed in Tyne and Wear, that has already proved highly popular. It is dedicated to promoting sustainable travel to Key Stage 2 pupils via the classroom.

Links to Schools

This funding will be used to improve cycle and pedestrian access to schools and places of education, encouraging sustainable travel.

Grants to Schools

These are intended to carry out improvements on the school site, in order to support sustainable travel.

For most schools, this will be extra cycle storage but other elements might include parent waiting shelters, new paths on the school site, pool bikes (particularly in more deprived areas), trailers, and tools / spare parts for maintenance

Marketing

Our Local Sustainable Transport Fund proposals are consistent with the wider objectives of the Tyne and Wear LTP3 and help to build on and support initiatives developed within the LTP3 strategy. To support LTP3, the development of a comprehensive and cohesive marketing strategy is underway. Our marketing plan for LSTF will be a sub-element of the main LTP3 marketing strategy, using a consistent brand to promote the bid to the relevant stakeholders and audiences.

We recognise that it is not desirable to simply build new infrastructure and hope people will use it. We must ensure our initiatives and schemes are positively marketed as a holistic package that seeks to change people's travel behaviour.

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