

Home²School

Summer 2010

Our School Travel Advisors are heading your way!

We're starting a big push this summer to help you get students 'In the Zone' walking and cycling.



Mark Gregory



Jayme Radford



David Early



Mark Sutherland

Editorial

Welcome to our 'In the Zone' summer edition of *Home2School*

Times are changing in the Travel Plans team. The county's school travel plans are complete but our work is far from over.

Your School Travel Advisors will be out and about even more this summer. They will be helping you deliver your travel plan action points, with an 'In the Zone' approach. Get a sneak preview of what's to come over the next few months on pages 4 and 5 and find out about our exciting new plans

for areyouinthezone.co.uk in our Digital Future article on page 9.

The summer term is a great time for parents, students and teachers to think about their journey to school. Read about the up and coming Walk to School Week, Bike Weeks and European Mobility Week on pages 6 and 7.

We are also delighted to acknowledge the fantastic work of Marcham School, to increase walking and cycling 'In the Zone.' Turn to page 8 to find out their secret.

And finally, there's a new face in the Travel Plans team, I've joined as Guest Editor of *Home2School* – for one issue only! I hope you enjoy reading this edition as much as I have creating it.

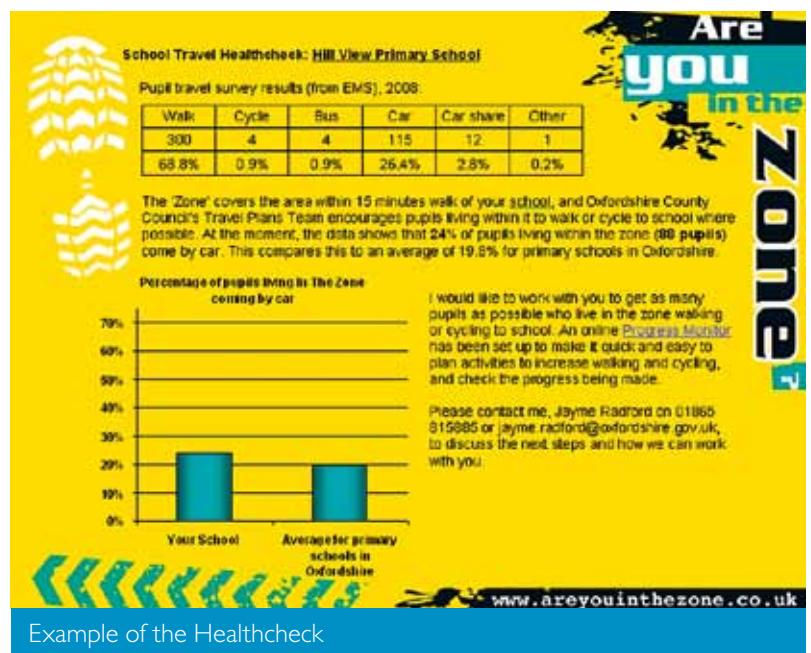
Rachel Mansell
Temporary Assistant
Travel Planner

Have you received your Healthcheck?

Your school will have recently received a Healthcheck from us, providing a summary of your autumn travel survey results. It also shows how many people living 'In the Zone' are travelling to school by car.

The Healthcheck includes a link to your online Progress Monitor; this will help you plan a set of actions for your school, to increase walking and cycling 'In the Zone'.

So, please make use of your Progress Monitor; it's a simple and quick way of tracking the progress being made at your school.



Are you in the Zone?

Zig Zag Parking Programme goes Nationwide

An article about our Zig Zag Parking Programme was recently posted on the Road Safety GB website. The article asked our road safety and travel plan colleagues across the country to get in touch if they were interested in hearing more. Over 40 packs were emailed out across the UK. Here is some of the feedback we received:

“There were some very good ideas within it (particularly the parents parking pledge) and as a result we then discussed it with one particular school who are having problems with parking, the head teacher was also impressed.”

Paul Anderton – Collision Investigation Technician, Urban Vision Salford

“We feel it is a useful programme that we would like to have in our armoury.”

John Mellor – Senior School Travel Plan Officer, Cornwall Council



Primary Schools that have taken part in the programme:

- Badgemore
- Windmill Hill
- Appleton
- Langford Village
- Longfields

“I think it’s great, I keep pinching bits!”

Chris Hamer – Road Safety Officer, Barnsley Council

“I think the Zig Zag Parking Programme is an excellent piece of work. The beauty is in the simplicity and whilst it contains nothing revolutionary by the way the different elements combine it is groundbreaking.”

Andrew McGrorey – Road Risk Advisor, Bedford Borough Council

The plans are done... So

The government deadline for completion of school travel plans was by March 2010, and here in Oxfordshire we've done really well! 324 out of 336 schools have finished their plans. Many thanks to all who have worked so hard to make this happen.

You might think our team's work is now done – but in fact you'll be seeing even more of the School Travel Advisors over the coming months! We'll be out and about doing even more to help you encourage pupils living 'In the Zone' to walk or cycle to school.



Mark Sutherland presenting RAF Benson Primary School with their travel plan in 2006

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Now we show how effective travel plans can be

We're looking to make a final push towards our other main objective – the five-year target to reduce car use on the school run.

The School Survey in October is when we will be measuring how we've done, so please take a look at your Progress Monitors and update them with actions you intend to take between now and then.

You might like to think of trying some of the activities on page 5 – and the School Travel Advisors would be delighted to talk to you about them!



One mode of transport the Travel Advisors use to get out and about



now it's time for action!

Primary Schools

Focus on walking



- 'In the Zone' lesson plans for years 5/6
- Messages to include in year 6 activity and communication about transition to secondary school
- Resources for Walk to School Week/ Walk on Wednesday
- Running the Parking Programme when drivers stop on the zigzags outside school
- Walkability Audits – using local knowledge to promote walking

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Secondary Schools

Focus on cycling

- 'In the Zone' workshops, maps and lesson plans
- 'In the Zone' messages for the school website, prospectus and flat screens
- Material to incorporate in existing transition activity with primary schools
- More cycle parking
- Bike maintenance visits
- Arranging 'Try it Out' days
- Setting up a cycling competition within/between secondary schools
- Identifying a cycle champion on the school staff



There are lots of opportunities and walking. Here are some w

Bike to School Week

Bike to School Week will begin on Monday 26th April. It's a great time to encourage pupils to cycle to and from your school.

In previous years Bike to School Week has run at the start of the summer term. However, this year it is planned to take place earlier, giving you more time to raise awareness and arrange activities.

The week is an ideal opportunity for pupils to try out cycling to school and to share in the many

benefits of swapping a car for a bike. It makes for fitter and more alert students. It allows for time with friends, encourages independence and reduces congestion on the road.

So why not promote it at your school? Visit www.bikeforall.net for more details.



Walk to School week

National Walk to School week will be held from the 17th to 21st May... Has your school signed up yet?

Walk to School Week asks parents, pupils and teachers to think about their journey to and from school and the many benefits of making it on foot or by bike.

This year the theme is 'Walk Your

Way,' focusing on how walking to school allows children to get to know their local area and develop important navigation skills.

If your school has registered, you will receive a free resource pack at the beginning of May. If your

school is yet to register – it's not too late! Download an application form at www.oxfordshire.gov.uk/travel2school and click on the 'latest news' link. Make sure your school doesn't miss out!



Are you in the Zone?

this summer to try cycling e'd like you to think about...

Team Green Britain Bike Week

Bike Week 2010 will take place from the 19th to 27th June. It provides the ideal opportunity to promote cycling within your school.

This year's Bike Week is sponsored by Team Green Britain. The national event promotes cycling as an everyday healthy and practical lifestyle choice as well as having environmental benefits.

You could encourage students to try out cycling to and from school by organising a bike buddy scheme that partners cyclists with non cyclists. Run a bike challenge course or have a biker breakfast for anyone who cycles that week.

Some events have already been organised such as an eco day in Abingdon Market Place, a bike day for all Bicester schools

and a sponsored ride at Sonning Common School. Visit www.bikeweek.org.uk to find out what's happening near you or to register your event.



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European Mobility Week

European Mobility Week will take place from the 16th to 22nd September. Why not begin a new school year promoting the benefits of walking and cycling?

European Mobility Week is a widespread, awareness raising campaign to encourage the use of non-motorised transport.

This year's theme is 'travel smarter, live better' highlighting

the physical and mental well being that walking or cycling can provide in addition to the environmental benefits. It's a perfect opportunity to promote active travel at your school and

when better to do this than at the start of a school new year?

To find out more about the campaign and this year's theme visit www.mobilityweek.eu



Are you in the Zone?

Marcham School Increases Walking and Cycling 'In the Zone'

Marcham Primary School now has over 83% of its pupils walking to school! So, what's their secret...?



Marcham School walking bus pass

Only 8% of those children at Marcham who live 'In the Zone' travel to school by car, compared to the county average of 20%. Head Teacher, Viv Hutchinson tells us how the school has achieved these fantastic results. 'Firstly, we knew that more children would cycle to school if we had attractive, secure cycle storage. Secondly, the school community was keen on a walking bus – and so it was important to make this a reality'.

Cycle storage is now installed and the walking bus is proving a big success. One of the ideas pioneered by the school is a walking bus pass which helps to encourage walking on a regular basis. 'Children who walk or cycle to school arrive refreshed, alert and eager

to learn,' commented Viv.

Nicky Sanford, a parent and deputy supervisor at Marcham's Pre-School, is the driving force behind the success of the walking bus. Nicky said; 'The children enjoy talking with their friends and have

even designated their own "bus stops" so that other children can join us en route. Our next aim is to encourage families who would normally drive to join us for the final leg of the journey to school.'



Nicky Sanford with her pretend lollipop and some of the Marcham School pupils

The Digital Future



Rory Bremner was at the Ashmolean Museum last month, hosting two well-attended seminars on 'The Digital Future.' Over 300 people attended the event, organised by JACKfm and FM107.9, to hear Richard Stacy, Social Media Expert, give a '15 Minute Guide to the Social Media Revolution.'

But what is social media, and what's it got to do with travel to school?

Richard explained that broadband internet and tools such as blogs, networking sites and podcasts mean it's now easy to distribute information to a mass audience. The power to influence people's decisions is shifting away from newspapers and adverts into other ways of organising and presenting information such as Google. Our daily conversations

with other people also play a large part, whether in real life or online.

In the Travel Plans team we are always looking for the most effective way of getting pupils and parents involved in what we do. We're making a start with a package of new maps, competitions and a special page for parents on our website. Please take a look at

areyouinthezone.co.uk and let us know your thoughts – good or bad!

But a website can't do what we want on its own. With JACKfm and FM107.9, we are exploring a variety of new ways of encouraging students, parents and schools to talk about travel and try out walking or cycling. You should start to notice something different this summer!



Some types of social online media

Calling all Children's Centres – we can help you!

Children's Centres are now being asked to write travel plans in preparation for an OFSTED inspection. We are putting together a series of training sessions to begin in September.

With very young children, the journey to and from the Centre involves parents and carers too.

The travel planning process will help you to encourage them to walk with a buggy or to cycle with children, rather than drive in the car. We can help you advise them

about journey times, the best routes to take and facilities for buggies and cycles on site.

We are working with Nikki Courtenay (Children's Centre Project Manager) to create a series of training sessions to help Children's Centre managers

develop travel plans. *"It is not just the writing of a plan that is important,"* commented David Early, who will be delivering the training with his colleague, Lisa Carroll. *"We will be engaging with parents about the importance of walking or cycling for children's health and social development too."*



Encouraging parents to try walking with a buggy

Our training will include:

- OFSTED inspections and travel plans
- Top tips for incorporating walking into everyday life
- Facilities and resources needed to encourage walking
- Developing an '**In the Zone**' approach for pre-school children
- Long term programmes or initiatives to encourage walking

Are you in the **Zone**?

Ticket prices down

The **Schoolkey**, a Park & Ride smartcard available for children aged 5 to 15 years was launched last year. Following a successful pilot, Oxford Bus Company has now reduced fares on the 'Park and Ride' routes, making the **Schoolkey** even more attractive!

The **Schoolkey** is an excellent solution for parents who currently drive through the congestion of Oxford City Centre from outside the ring road to drop their children at school. "A number of students live too far away to walk or cycle," says Jayme Radford from the Travel Plans Team. "Travelling with Oxford Bus Company offers a more sustainable alternative to the car. Students can develop independence on the journey to school, whilst parents can save time and the discomfort of driving in peak-hour traffic."

The **Schoolkey** can be created immediately at the Oxford Bus Key Centre in Debenhams. For further information please contact: thekey@oxfordbus.co.uk or jayme.radford@oxfordshire.gov.uk

oxford
bus company



Are you in the Zone?

Minibus for sale

Minibuses can be a very effective way of moving groups of pupils around; they reduce the number of cars on the road and are far more economical than running individual vehicles.

We don't usually advertise vehicles for sale, but it has come to our attention that Hagbourne School currently have a seventeen seat 02 plate minibus looking for a new home. It has 52,000 miles on the clock and has been regularly serviced by Enterprise four times



Hagbourne School minibus

each year. It's available for £4,500 which is below its market value – there might just be a deal to be done!

For more information, please contact Richard Jones, Headteacher at Hagbourne School, Tel 01235 813367.

Contact us

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