



City of Bradford's Sustainable Travel to School Strategy 2017-2020



Foreword

Guided by government through the duty placed upon it by the Education and Inspections Act 2006, Bradford Council continues to promote and encourage the use of sustainable travel to and from schools, colleges and universities. Sustainable travel is promoted to, staff, children and young people from reception through to sixth form, college and university contexts.

Research shows that if you live close to your school or college you are more likely to walk or cycle whilst buses are more likely to be used if they are considered attractive, convenient and affordable. Sustainable modes of travel especially walking and cycling may improve the physical well-being of those who use them, also the environmental well-being of all or part of the Council's area. The most sustainable ways to travel are walking and cycling whilst travelling by bus or train is better than short trips by car.

Studies have also shown that a significant contribution towards childhood fitness and improved health is made by choosing to walk or cycle to school rather than drive. It is now recognised that encouraging children to eat healthily and be active every day means they have a better chance at being successful in school and a better quality of life in later years. In accordance with promoting these sustainable travel choices the Council's school admissions information booklet has pages dedicated to travel. In addition, the Council participates in a number of school travel initiatives with partners such as Sustrans along with providing highway infrastructure to aid safer sustainable travel.

Introduction

The Sustainable School Travel Strategy has been developed in response to the Education and Inspections Act 2006 and will build upon the work that has already been carried out in the Bradford District over a number of years. Government initiatives including Bikeability and the Cycle Cities Ambition Grant have directed funding dedicated to the promotion of sustainable travel and safety within local communities and are often based on the needs of schools. Other Government funding through the Local Transport Plan has provided infrastructure measures that include traffic calming, pedestrian and cycling facilities, additional and enhanced lighting and school zone treatments. Revenue activities related to road safety education, training and publicity have also been supported. In addition with the integration of Public Health into the Council, stronger links and joined up working is becoming embedded with school travel initiatives, funded by Public Health and employing Sustrans Active Travel Schools Officers, now being well established and funded up to 2018. The work done, whilst prioritised on the needs of schools, has given benefits to the whole community and consequently there is a sound foundation on which to build the requirements of the Education and Inspections Act 2006.

The opportunities created by this strategy will enable children to travel safely and sustainably whether by walking, cycling, public transport or car sharing. By promoting these sustainable modes of transport within the young population we will instil good future practice. In turn, this will help relieve congestion, reduce carbon dioxide, improve air quality, help reduce the number of overweight and obese children and allow the development of children and young people into independent travellers able to make informed decisions regarding sustainable transportation.

The four main elements of the Education and Inspections Act 2006 are:

- To make an assessment of the travel and transport needs of children, and young people within the Bradford District.
- To audit the sustainable travel and transport infrastructure within the Council that may be used when travelling to and from, or between schools/institutions.

- To provide a strategy to develop the sustainable travel and transport infrastructure within the Council so that the travel and transport needs of children and young people are better catered for.
- To promote sustainable travel and transport modes on the journey from home to school and between schools and other educational institutions.

The sustainable school travel strategy is integrated with general arrangements and policies in respect of transport for pupils of compulsory school age and above, to and from schools and institutions within the further education sector. The Sustainable School Travel Strategy is published on the 31st August each year.

This Strategy identifies partnership work between key stakeholders, including the West Yorkshire Combined Authority (WYCA), schools, colleges, Active Bradford and departments of Bradford Council including, highways, transport planning, road safety, school travel service, passenger transport services, public health, environmental health, carbon reduction and school organisation and place planning.

Purpose of the Strategy

The Sustainable Travel to School Strategy is concerned with children and young people aged up to 25 attending nurseries, schools, colleges and other deliverers of education or training. Bradford Council has been delivering strategies for sustainable school travel for a number of years. However, it is recognised that more needs to be done to ensure better integration of services that impact on school travel, and to respond effectively to new legislation.

The importance of implementing a sustainable school transport culture and travel network in order to encourage a change away from private car use for school journeys is seen as paramount in developing future transport strategy.

It will be important to develop a new strategy that generates:

- A real difference in the way that services are delivered
- A real difference in outcomes for children and young people such as improved health, independence, safety and access to services
- A real difference in outcomes for the wider community such as reducing the growth of congestion and air pollution and where possible providing shared transport improvements
- A real, long-term difference in travel culture that ensures future sustainability of our communities and environment
- A best-value, school travel solution that gives value for money and will provide Bradford with a sound, sustainable platform for the future

Our Vision for School Travel in the Bradford District

Bradford will be a District where parents are able to make an informed decision of educational opportunity for their child where access is supported by sustainable travel. And transport infrastructure, and public transport arrangements exist to enable every child to travel to fulfil their educational potential within an inclusive, safe and sustainable environment.

Aims and Objectives for the Sustainable School Travel Strategy

Our Sustainable School Travel Strategy has the following overarching aims through a reduction in the use of the car for the journey to school:

- Improve the quality of the local environment, by reducing carbon emissions associated with school travel, improve air quality and reduce local congestion
- Reduce child casualties and improve road sense for children and young people
- To widen choice by improving accessibility to educational establishments and activities by sustainable travel modes

- To improve the physical and mental health of children
- Contribute to improving educational achievement and attendance
- To reduce the potential in children to become overweight or obese

Objectives

The more specific objectives of this strategy are:

Accessibility

- To improve accessibility to educational establishments and activities.
- Increase travel choice availability and flexibility for primary, secondary and 6th form students.
- Meet the needs of all children including those whose families are on benefit, families with English as a second language, families who do not have access to private transport and families based in rural areas.
- Provide training for pupils with disabilities to encourage independent travel.
- Promoting the most cost effective concessionary travel options

Safety

- Improve road safety by providing an appropriate level of road safety and cycle training.
- Continue to implement infrastructure and design measures to improve road safety, especially around schools.
- Address and prevent anti-social behaviour associated with school travel, particularly on buses

Health

- Promote and encourage physically active and sustainable modes of travel such as walking and cycling.

Environment

- Promote the use of sustainable transport modes to help reduce congestion and improve air quality within the environment.

Education

- Educate and inform parents, children and teachers about sustainable transport options and safety issues.

This Strategy will focus on wider issues, targets and outcomes that will be developed and reviewed on an annual basis.

This means that:

- More children and young people will be healthy through being active on their journey to learning
- More children and young people in the district will enjoy taking part in travel training leading to greater independence throughout their life
- More children and young people will be able to walk or cycle to their place of learning or positive activities
- More children and young people will be able to access public transport rather than travel by car
- Every child and young person will have the opportunity to achieve their full learning potential and be encouraged to do their best
- The district's economy will benefit through investment in sustainable transport infrastructure and initiatives and less congestion in the morning peak

Part 1 - Wider Strategic Context

The Government is committed to “[supporting] sustainable travel initiatives, including the promotion of cycling and walking [and encouraging] joint working between bus operators and local authorities”.

Funding Programmes

Active School Travel Programme

Public Health has pledged to continue the funding for the Sustrans Active Travel Schools Officers that work with targeted schools in the district on cycling and active travel. Those schools are engaged in an intensive programme over the school year which has proven local results in increasing walking, scooting and cycling to school as well as reducing car journeys. This programme has excellent outcomes with 13,000 people actively engaged across almost 300 events/activities in the 2015/16 year.

Unfortunately the grant for this project beyond Summer 2018 has been cut by half. This means that despite running since 2012 and having a highly sustainable offer, the viability of the programme is currently in question. Officers are in the process of looking to source other funding streams to support the project.

The programme has also recently supported a balance bikes training pilot which allowed the youngest school children, ages 3 to 5, to gain the skills to balance on a bike without pedals. This balance based skill and exposure is proven to both increase children’s aptitude in later skills training as well as their general enthusiasm and interest in cycling into the longer term.

Bikeability

Bikeability offers children (usually in years 5 and 6) a short intensive training programme to learn the skills needed to ride a bike safely in a highway context. It is labelled nationally as ‘Cycling Proficiency for the 21st century’. Funded directly from the Department for Transport the Bradford Council Bikeability programme has gone from strength to strength since 2015. In that year the delivery approach was changed to have a full time coordinator employed to administer the programme. This has allowed for more efficient delivery and the numbers of children trained per year to more than double to about 3000.

Cycle City Ambition Grant (CCAG)

Bradford was successful, in partnership with West Yorkshire Combined Authority (WYCA) and the other West Yorkshire councils in a bid to the Cycle City Ambition fund. The Bradford part of this wider programme, with a district level value of somewhere in the region of £7m has already provided a high quality safe cycle superhighway route between Leeds and Bradford, improvements to the Canal Towpath and cycle parking, along with a package of measures around communication and engagement in cycling. Further work is on-going to deliver similar works with a new cycle route on the Canal Road Corridor and more works on the towpath. In addition a complementary programme on walking, ‘CityConnect Walking’ funded through the Department for Health engaged with communities and schools along the completed route in partnership with Living Streets. Further such walking engagement works are also planned as other parts in this emerging network are delivered.

Policy Agendas

Cycling and Walking Investment Strategy (CWIS)

Formed as a legally binding element to the 2015 Infrastructure Act, the CWIS sets the government approach to cycling and walking development for the foreseeable future. This is shaping the content of a WYCA produced regional Cycling Prospectus and in turn local strategy will also be influenced by CWIS stipulations. Advice produced by central government in July 2016 suggested that local and combined authorities should integrate cycling and walking into their Regional Growth Fund bids in order to be assured of access to a CWIS related revenue programme known as the Access Fund. To assist in these integration efforts central government has produced guidance on the development of Local Cycling and Walking Investment Plans (LCWIPs). These documents are designed to set out the local priority for route development. At the time of writing the West Yorkshire authorities had a collective bid in to receive support in the development of a regional LCWIP approach.

Education & Inspections Act 2006

Places a general duty on local authorities to promote the use of sustainable travel and transport and to support choice and flexibility of educational provision. It extends the right to free transport for children living in low-income households and allows headteachers to address poor behaviour that takes place outside the school premises

National Planning Policy Framework 2012

Supports sustainable travel by actively managing patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development including schools in locations which are or can be made sustainable; and take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

Public Health England

Childhood Obesity: A Plan for Action

Aim: Every primary school child should get at least 60 minutes of moderate to vigorous physical activity a day. At least 30 minutes should be delivered in school every day through active break times, PE, extra-curricular clubs, active lessons, or other sport and physical activity events, with the remaining 30 minutes supported by parents and carers outside of school time; travelling actively and accessing community opportunities.

Public Health England's Change4Life campaign continues to develop and implement programmes and initiatives designed to increase physical activity in families with children aged 5-11. Change4Life uses high profile campaigns and partnerships with local authorities, schools and the commercial sector to encourage children to achieve their 60 active minutes.

Ideas to encourage physical activity among children and young people include:

- consistently promoting the benefits of healthy living across the curriculum
- out of school clubs promoting activity
- provision of cycle parking, walking/cycling crocodiles, limit parking/drop off spaces and providing safe routes to schools
- campaigns to promote cycling and walking to school
- continued encouragement and promotion of cycle training for all children

Local Context

The Community Strategy

The Sustainable Travel to School Strategy objectives are compatible with the following outcomes in the Community Strategy:

Outcome 1: Bradford's economy is increasingly resilient, sustainable, and fair, promoting prosperity and wellbeing across the District.

Outcome 2: Bradford becomes an increasingly inclusive District where everyone is able to participate in the life of their communities and neighbourhoods, and understands their rights and obligations.

Outcome 3: Bradford's people experience improving good health, wellbeing and quality of life, irrespective of their community, background or neighbourhood.

Outcome 4: Bradford becomes a more attractive District, supported by good connectivity and infrastructure.

Local Transport Plan 3 / West Yorkshire Transport Strategy

This strategy, adopted by WYCA in summer 2017 has five 'core themes':

1. Road Network - A road network that enables users to move around more efficiently, and that balances the competing demands for road space
2. Places to Love and Work - To make our cities, towns and neighbourhoods more attractive places to live, work and visit
3. One System Public Transport - A transformational public transport system that connects different modes of transport into one network
4. Smart Futures - To use technology to better plan and manage the transport system and improve the experience of the people using it
5. Asset management and resilience - To ensure that we make the best use of our existing and future transport assets and that they are fit for the future and properly managed in a sustainable, environmentally friendly and cost effective way

There is also a sixth 'cross cutting theme':

6. To improve the transport system of West Yorkshire in a way that it makes a significant contribution to improving the health and overall wellbeing of people living and working here.

These six themes determine the approach to spending on a local the Local Transport Plan and are all in some way relevant to children and young peoples' travel for educational purposes.

The Strategy is available from http://www.westyorks-ca.gov.uk/uploadedFiles/Content/Transport/Transport_Plan/Transport-strategy-full.pdf

Bradford's Local Plan

Adopted in the summer of 2017 the Core Strategy forms the key local planning strategy of the Local Plan for Bradford district. It contains a number of policies relating to the development and promotion of sustainable transport options in relation to the delivery of new developments. There are ambitious targets around delivery of new housing to meet the needs of the population and access to sustainable transport options, along with delivery of key infrastructure (including schools) is at the heart of the plan. The associated

Infrastructure Plan sets out the key needs for Bradford in terms of facilities and infrastructure required to ensure that the sustainable development needs are met across Bradford.

West Yorkshire Low Emission Strategy – reducing road transport emissions – improving air quality and health

The Low Emission Strategy seeks to improve air quality in the urban areas of Bradford through vehicle emission reduction activity, while simultaneously reducing CO2 emissions where possible.

An objective of the strategy linked to schools is to enhance travel planning with the promotion of modal shift to increase walking, cycling, public transport and traffic reduction.

Bradford Cycle Strategy 2016 to 2026 ‘Keeping the Wheels Spinning’.

The Cycling Strategy for Bradford, rewritten and resubmitted to the Council for endorsement in early 2017, brings together the collective ambitions of a range of organisations and cyclists in the district providing a great platform from which to continue to develop and improve all aspects of cycling.

The strategy has three key aims:

AIM 1 – Continue to improve the ENVIRONMENT for cycling

AIM 2 – Provide greater ENCOURAGEMENT for people to make cycling a natural choice

AIM 3 – Improve ENGAGEMENT between partners involved in cycling to make sure that everyone knows what is going on and what their cycling opportunities are.

Set below these aims are suite of objectives and an action plan.

The strategy is available at <http://www.cyclebradford.org.uk/about-cyclebradford/strategyplan/>

Active Bradford – A Strategy for Sport and Physical Activity in the Bradford district 2016-2019

Framework supports active travel through walking, cycling, school travel plans and walking buses. Specific actions being drawn up and taken forward.

Public Health Priorities:

Children’s Healthy Weight Strategy 2017-2020

Key objectives:

- Promote Healthy Choices
 - Comprehensive provision of physical activity
- Building physical activity into everyday life
 - Promote sustainable modes of travel
 - Children are encouraged to be active everyday

Bradford Council Plan 2016-2020

Our six priorities are:

- Better skills, more good jobs and a growing economy
- Decent homes that people can afford to live in
- A great start and good schools for all our children
- Better health, better lives
- Safe, clean and active communities
- A well-run council, using all our resources to deliver our priorities

Sustainable travel will contribute to a numbers of elements of the Council Plan, namely safe, clean and active communities, better health, good schools.

Our district, Our climate, Our Responsibility

Bradford Council and the Environment Partnership have produced a Framework for Action called "Our District, Our Climate, Our Responsibility" to help tackle climate change in the Bradford District.

Aim 7 Transport supports the aims of this strategy through its actions:

- Ensure that all council supported organisations have in place a travel plan for their activities
- Promote changing attitudes to transport to encourage modal shift to sustainable transport options
- Support change through infrastructure development and adaptation to encourage modal shift

Challenges for School Travel

There is an increasing awareness of the links between education provision and transport, along with a greater environmental awareness and a desire for sustainability both in transport and education policies and provision. The changing patterns of how and where education is provided are influencing travel needs and the demand for school places. The promotion of choice, the changing landscape of educational provision, the 16 -19 agenda and the extended offer to 24 year olds for learners with learning difficulties and disabilities all rely to some extent on the ability to travel.

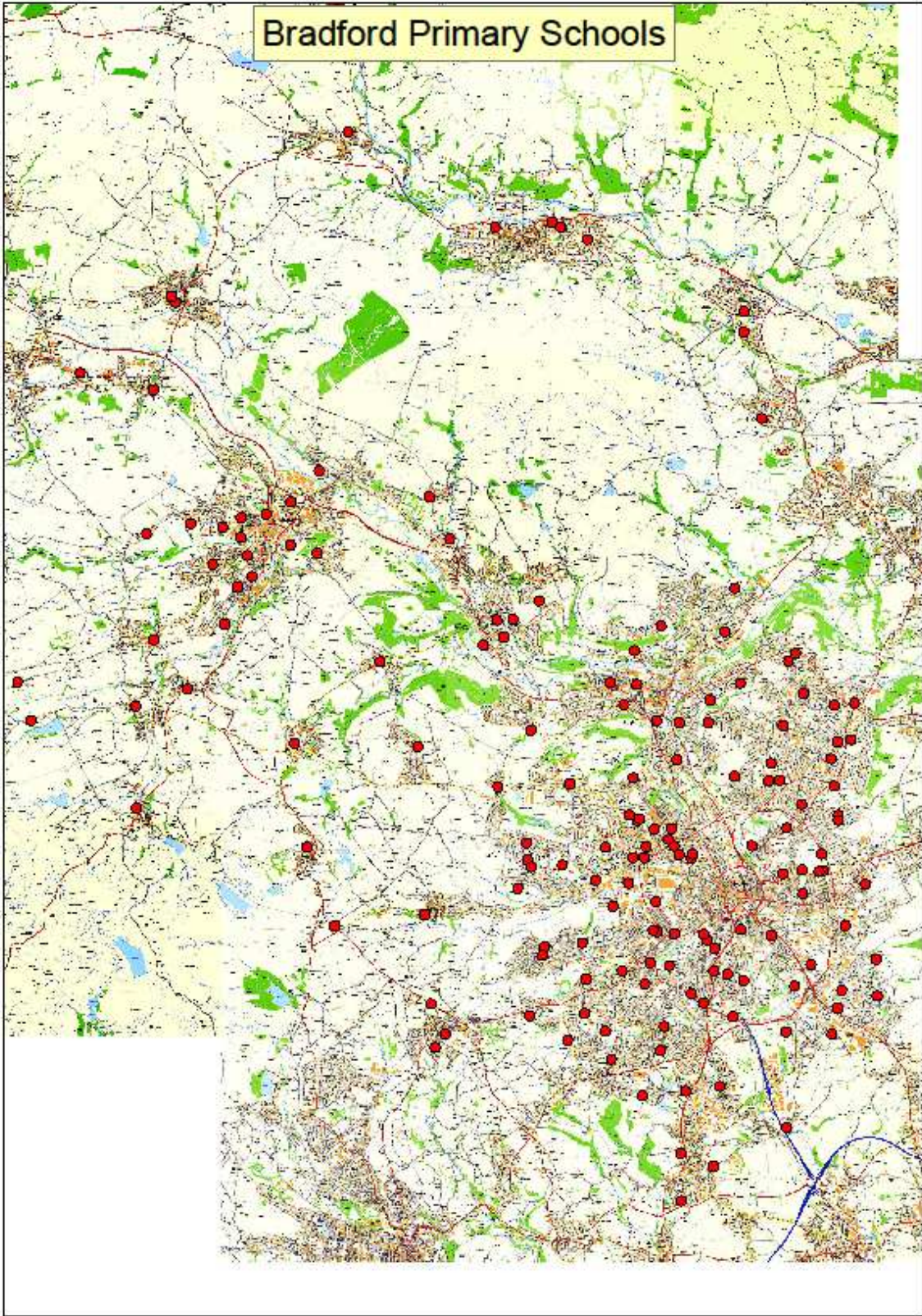
Education Reform

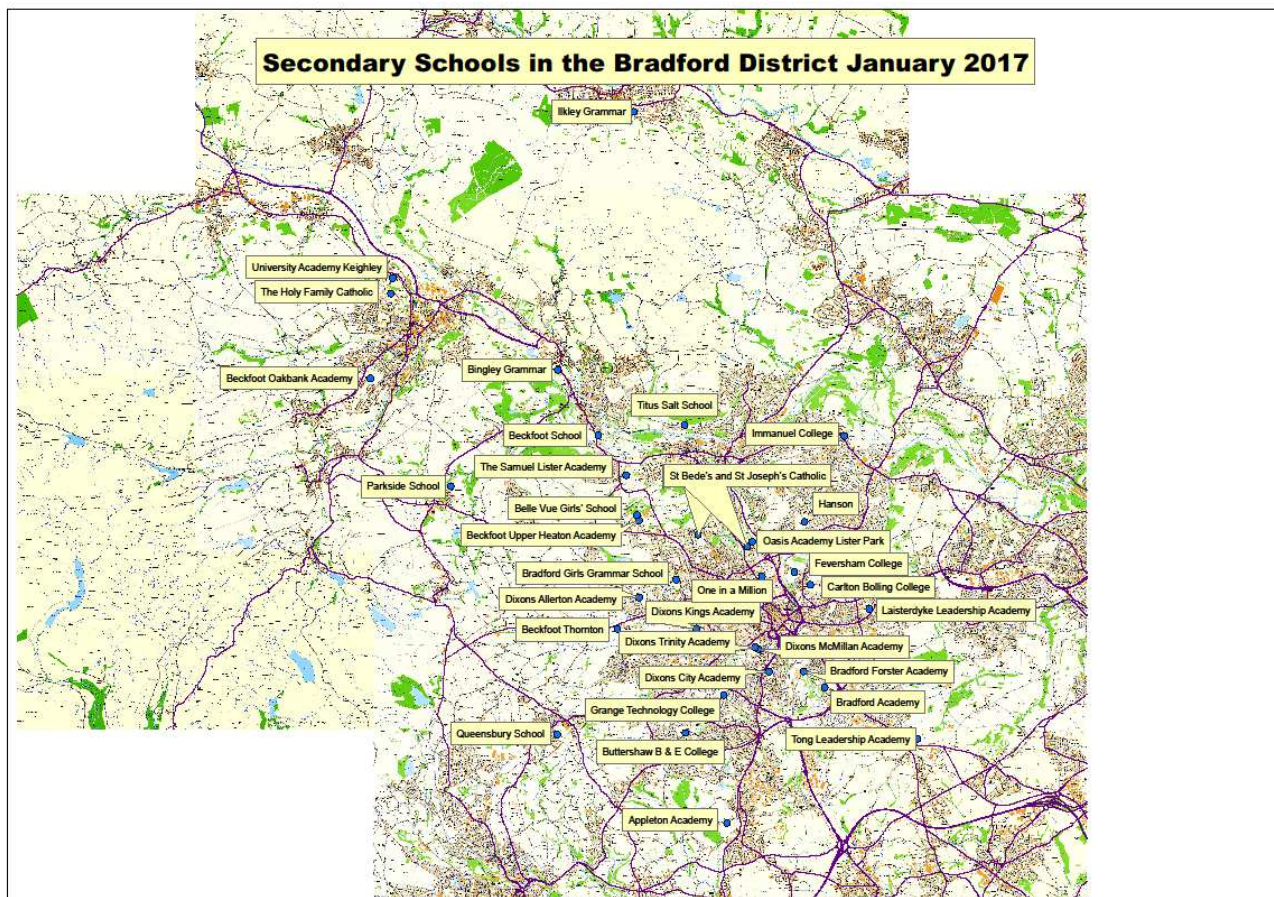
There is a demand for a workforce with a broader range of skills, particularly with the continuous worldwide changes to both economies and technological advances. The key government priorities for education reform include;

Raising the Participation Age; by 2015 all young people will stay on in education or training until they are 18 years old; from September 2013, new 16 to 19 study programmes will be introduced and all students in full or part-time education aged 16 to 19 will be expected to follow a study programme tailored to their individual needs, education and employment goals, including students with learning difficulties and/or disabilities.

This has implications for school travel because in order to access these provisions learners may be required to travel to various sites including FE colleges, Industrial Centres of Excellence, Studio Schools, employers and schools other than their home school.

Bradford District Schools





How do our Children Travel to School?

Data on school travel has been collected since 2006 via the School Census. However from 2012 the collection and central reporting of this data and has no longer been a requirement on the Council. Schools now enter mode of travel data into the School Information Management System and Bradford Council collates the results. Results for school travel can be seen in table 1 below.

	car (including vans and taxis)	car share	public transport	walking	cycling	other
2009/10						
All Ages	28.0%	4.3%	15.8%	51.6%	0.2%	0.3%
2010/11						
All Ages	27.3%	4.4%	14.8%	52.9%	0.2%	0.5%
2012/13						
All Ages	26.3%	4.4%	11.5%	57.4%	0.2%	0.2%
2014/15						
All Ages	26.1%	4.62%	11.3%	57.7%	0.2%	0.1%
2015/16						
All Ages	26.5%	4.4%	10.9%	57.9%	0.2%	0.1%
2016/17						
All Ages	27.4%	4.5%	9.9%	57.9%	0.2%	0.1%

Table1. School Travel Data

School Travel Plans

School Travel Plans (STPs) are developed, maintained and monitored by schools to promote and facilitate sustainable travel for the school journey. A STP sets out practical initiatives and measures to encourage active, healthy, safe and sustainable travel as an alternative to single occupancy car use.

The main aim of a STP is to reduce single occupancy car use on the school journey, by promoting and encouraging sustainable travel. Increasing sustainable travel helps to reduce congestion and pollution, as well as improving the health and fitness of children and young people.

Unfortunately there is no longer any requirement for schools to produce STPs (outside of occasional planning obligations) or any resource for the Council to support schools in their development. As such any data on the barriers as shown below is historic and predates 2011.

Barriers to travel identified by parents, children and teachers within school travel plans

Road congestion	Identified in 113 plans
Lack of bus route	Identified in 72 plans
Lack of crossing patrol	Identified in 71 plans
Poor footway condition	Identified in 67 plans
Lack of cycle route	Identified in 58 plans
Lack of crossings	Identified in 57 plans
Lack of signage	Identified in 48 plans
Lack of traffic calming	Identified in 28 plans
Poor road condition	Identified in 25 plans
Problem bus stops	Identified in 15 plans

Road Safety Training	Identified in 95 plans
Zig-Zags	Identified in 73 plans
Cycle training	Identified in 63 plans
Traffic Calming	Identified in 22 plans
Cycle Storage	Identified in 18 plans
20mph zones	Identified in 8 plans
Walking bus	Identified in 6 plans

How Much does School Travel Cost?

Bradford Council has a duty to provide school transport to certain eligible children. Within the District there are 100 bus services dedicated to schools plus local service buses. Passenger Transport Services operates 50 dedicated minibuses and 450 taxi runs to schools. Within the district there are approximately 3500 eligible children. Travel to school costs the Council over £10 million per year.

Childrens Weight

There are approximately 155,000 children and young people aged 0-19 in the Bradford District.

In Bradford, it is estimated that 14% of 2-15 year olds are obese and 18% are overweight¹. Evidence suggests that this could increase to 25% of children in Bradford district being obese and 30% overweight by 2050 if no action is taken².

The tables below show a downward trend in obesity for reception children but an increase for year 6.

Reception	11/12	12/13	13/14/	14/15	15/16
No. of children measured	6,990	6,929	6,348	6,773	7,168
% obese	10.3%	9.8%	9.7%	8.6%	9.6%
% overweight and obese	22.8%	21.5%	21.6%	19.9%	21.1%

Table 2 Percentage of overweight and obese reception children

Source: National Child Measurement Programme (NCMP)

Year 6	11/12	12/13	13/14	14/15	15/16
No. of children measured	6,130	6,058	6,111	6,260	6,751
% obese	21.8%	20.5%	22.2%	21.5%	22.3%
% overweight and obese	35.3%	35.5%	36.3%	35.7%	36.4%

Table 3 Percentage of overweight and obese year 6 children

Source: National Child Measurement Programme (NCMP)

Summary of NHS Priorities for Bradford District ³

The Bradford Strategic Needs Assessment 2012 has prioritised what is necessary to reduce childhood obesity in Bradford. This assessment is currently under review.

- To ensure that we have a children and young peoples healthy weight pathway specific to Bradford district.
- To ensure good partnership working across all of the partners with the aim of addressing the prevention and treatment of overweight and obesity via the Healthy Weight, Healthy Lives Board for children and young people.
- To ensure support is provided for the development and implementation of school health plans.
- To ensure treatment services are available to children and young people who are overweight.
- To ensure all partners know their role in addressing obesity and that the intervention implemented are as evidence based as possible.
- To ensure that the Obesity Health Needs Assessment 2009 is used to develop an action plan to reduce health inequalities and target services in defined areas of need.

- To ensure that the Obesity Health Needs Assessment 2009 and the Children and Young People's Lifestyle Survey 2010 are used to develop evidence-based interventions that target identified gaps in service provision.

1 Bradford Children and Young People's Plan 2011-2014 (2011).

2 Obesity Health Needs Assessment (2010), NHS Bradford and Airedale

3 Bradford Joint Strategic Needs Assessment

Environment – Carbon Reduction and Air Quality

Bradford has significant air quality problems, mainly attributable to transport, and there are currently four designated air quality management areas in the District. These areas have been identified as exceeding the government health based objectives for nitrogen dioxide. Air quality problems can shorten lives by up to nine years in air quality hotspots and reduce the average life expectancy in the UK by 7-8 months - the health costs are £20 billion annually.

Part 2 - Current Practice

Sustainable travel in schools is promoted through various teams within the Council including the Transport Planning Team, School Organisation and Place Planning, Public Health and Road Safety and through various initiatives provided by other agencies such as WYCA and Sustrans. Many of the initiatives promoting sustainable travel within the Bradford District are outlined below.

School Travel Plans

All schools were required to have a Travel Plan by 31st March 2010. Since 2011 the production and review of Travel Plans is a voluntary process and forms one part of an overall solution to sustainable travel to school. School Travel Plans are a package of measures to facilitate safer and more sustainable travel and the process is undertaken by the whole school community with assistance & direction from the Sustainable School Travel Coordinator. The School Travel Plan can identify and include both physical measures such as road crossings as well as policy issues such as promoting safe and sustainable travel to new parents and pupils. The Government decided to cease funding the Travel to School Initiative in March 2010. At this point 191 schools had an approved travel plan in place, however there was little support or appetite to assist with the implementation of the plans within the schools.

With the increase in the school population many schools in Bradford are undergoing a process of expansion. In addition there are a number of free schools and studio schools being created. The expanding schools and new schools will be asked to revise or write school travel plans through the planning process.

There are currently 191 approved school Travel Plans in the Bradford District, which are part of the process guiding the development of the Sustainable School Travel Strategy.

Walkshire

Bradford Council is in the process of working up a pilot project to encourage children to travel to school actively via the use of a game which currently has the working title of Walkshire Bradford. This IT based product should have a classroom level registration based interface where the teacher integrates the product into registration and the class see their progress around a 'map' with prizes picked up on that route. The more children that change their behaviour towards active travel, the more prizes the class will collect. The aim is for this product to be launched in the spring – summer term of the 2017-18 school year.

Highways Infrastructure

The Council has promoted safety in schools for a number of years, including safety on the journeys to and from school. These improvements have come generally through the Constituency Area Committees, funded through the Local Transport Plan to implement traffic measures that include school zones, traffic calming, pedestrian and cycling facilities, new footways and improved street lighting.

WYCA

WYCA's Education Transport Development Team work with schools in Bradford to assist with the public transport elements of school travel plans and promote sustainable travel.

The support offered includes the following:

- Junior Safemark, a Year 6 transition workshop available to all schools in the District.
- Journey planning advice
- Dedicated school officer
- Safemark for secondary schools. A service that helps to maintain good behaviour on buses and promotes bus use to young people.
- Liaison on behalf of schools with transport operators to ensure services are running at appropriate times.

Yellow Buses

WYCA, with its partners, has introduced Mybus, yellow buses to West Yorkshire Authorities to increase bus patronage to primary and secondary schools. Mybus is based on the American yellow bus and has Closed Circuit TV (CCTV), seatbelts and a dedicated driver to ensure safety on the journey. Bradford District now has 50 yellow buses running 68 services. The MyBus services have also recently benefitted from over £1m government funding to improve their emissions outputs through the green bus fund.

Metroville

Metroville is a futuristic new classroom that provides the ideal learning setting for WYCA's Junior SAFEMark workshops which help pupils to develop valuable life skills in independent travel. Located at Bradford's state-of-the-art youth facility Culture Fusion, Metroville's custom-made all-around blinds create a complete environment with its own streets buildings, shops, vehicles and bus stops. Designed for Year-6 pupils about to move up to secondary school, Junior SAFEMark workshops provide 11 year-olds with the skills and confidence to use public transport. Many will find themselves travelling to their new school by bus, and Junior SAFEMark teaches them how to read timetables, plan journeys on-line and how to behave safely while travelling. Metroville also means WYCA is able to offer Junior SAFEMark to all Year-6 schools in the Bradford district, compared to just 20 under the previous arrangements.

WYCA Discounted Tickets

Half fare passes allow children to travel on buses throughout Bradford and West Yorkshire. School Plus MetroCards give young people aged 5 to 16 and full-time school students 16 to 18, unlimited bus travel in West Yorkshire at any time on any day of the week. School Plus MetroCards are valid on most West Yorkshire buses displaying the Metro logo at most times of any day of the week which makes them better value than some operator special offer tickets which can only be used at certain times or on certain journeys. These tickets have been one of the first to be transferred to the new smartcard system MCard.

School Bus Network Revisions & Associated Promotions

WYCA and the school transport team reassess transport provision regularly to ensure transport is provided where it is necessary. An example of this can be seen at the Belle Vue Schools campus where WYCA increased the numbers of pupils able to use the

services by redesigning the network to include areas not previously served by bespoke schools transport and worked closely with the school to promote the services.

GenerationM Website

WYCA has upgraded its young person's website www.generationm.co.uk. The site features journey and travel information for all school buses and provides school travel packs along with links to WYCA's journey planning software and ticket information.

Independence

Every parent or carer wants their children to lead a happy life. Parents and carers have hopes that their children will be part of their local community, have friends, live independently and be healthy.

Families raising children with special needs may be overprotective but we all need to help children with special needs reach their best potential and they should be encouraged to be as independent as possible, beginning at a very early age.

The Children and Families Act 2014 places a duty on Local Authorities and others including early years settings, schools, further education establishments, health and social care, to support children and young people with special educational needs (SEN) or disabilities to prepare for adult life, and help them go on to achieve the best outcomes in employment, independent living, health and community participation.

Travel Training

The Bradford Council's Travel Training Unit is a team who provide travel training for children and adults affected by disability and/or learning difficulties living in the Bradford District.

Travel training is beneficial in enabling all users of public transport, not just disabled people, to have equality of access and independence. It assists in overcoming challenges, removes barriers to independent travel and gives people greater access to education, employment, local services and social activities. It allows people to take greater control in their lives, enabling them to learn new skills and take advantage of opportunities throughout their lives.

The Unit offers training to those, 14 years and above, who have a need and willingness to learn how to travel independently by public transport to school, college and beyond.

Bikeability

Bikeability is designed to give children between the ages of 9 and 14 the skills and confidence to ride their bikes on today's roads

There are three Bikeability levels, with each level designed to help improve their cycling skills, no matter what they know already. Levels 1, 2 and 3 take trainees from balance and control, all the way to planning and making a journey on busier roads.

Qualified trainers teach children to ride on-road giving essential skills necessary to make the leap from pavement to road allowing children that are able to ride to school to do so safely. Within the Bradford District a team of 20 trainers have so far trained over 6000 pupils in over 80 schools.

In 2015 the Bikeability system underwent a significant change in that, for the first time, a specifically employed full time Bikeability coordinator has been taken on to oversee the

programme. This has allowed for both for the programme to grow the number of children undertaking training as well as for significant improvements in quality of delivery.

Cycle Links to School

There are 65km of on road cycle routes and 87 km of off road cycle routes within the Bradford District. Off-road cycle links are being provided, where possible, to allow pupils and students to cycle to and from schools, and other education and training institutions, away from roads. The Council has been able to fund off-road links to Crossflatts Primary, Riddlesden St. Mary's Primary, Cullingworth Primary and Newby Primary, Bingley Grammar, Stocks Lane and Thornton Primary. Major cycling infrastructure provision with links to schools include the Canal Road Greenway, City Connect from Leeds to Bradford, Airedale Greenway, Great Northern Trail, Living Street and Connect 2. Further links will be developed during the lifetime of the West Yorkshire Transport Strategy.

Active Travel Schools Officers

The Sustrans "Active Travel Schools" project (previously referred to as Bike It) has been running in Bradford since early 2012. Active Travel Schools is a practical project that delivers an intensive promotion/educational programme in at least 12 schools each year. It seeks to raise awareness, develop skills and encourage children to take action in their own lives and increase the number of school journeys undertaken by bicycle and other active travel modes. The project is proving to be popular with schools across the district with 37 engaged in the project so far. Funding to continue the project past the initial two year period has been secured through a partnership with Public Health although as stated earlier there are issues with the sustainability of a recent decision to half this funding allocation.

As stated earlier the Active Travel Schools Officers have also worked on a Balance Bikes pilot teaching balance skills to those children at the very youngest and earliest stage in their cycle skills development journey such that they will be better equipped when cycling at an older age.

Furthermore, in 2015 there will also be the roll out of a Balanceability pilot programme teaching balance skills to those children at the very youngest and earliest stage in their cycle skills development journey such that they will be better equipped when cycling at an older age.

Road Safety

The Road Safety team distributes resources and has dedicated staff employed to educate pupils of both primary and secondary schools in the skills needed for independent travel. The programme aims to increase road safety awareness and encourage parents to allow their children to walk or cycle to school, and includes playground cycle training, road pedestrian training, classroom workshops and school assemblies.

Initiatives run through Road Safety Education and Training Programme

- A primary school programme which includes pedestrian and cycling training, in car safety sessions, starting school and transition information and parent/carer sessions.
- A secondary school programme which covers key pedestrian and car passenger safety messages for KS3 pupils, a pre driver presentation and Theatre in Education for KS3/4 pupils
- Car seat checks and information sessions
- Parents of 5-6 year olds are provided with 'Teddy Takes a Tumble' packs, car seat and seat belt wearing information.

- Involvement in initiatives throughout the year including; Child Safety Week, Brake Road Safety Week, 'Be Bright Be Seen' the Stay Safe Programme, the Positive Lifestyle Project, Summer Holiday programmes and multi-agency events and Health Fairs

School Crossing Patrols

Bradford Council has made a pledge to continue to provide a school crossing patrol service. To ensure public funds are well spent the Council has completed a thorough review of the Service to ensure that crossing patrols are placed on the most strategic walking routes to school.

Part 3 - Partnership Working

Existing policy and best practice repeatedly stresses the importance of delivering Sustainable Travel promotional measures in partnership with investments in transport infrastructure and services. This is important in two ways:

- Firstly, to ensure that public knowledge and understanding about new infrastructure or services is maximised – people won't make use of improved facilities if they don't know about it; and
- Secondly, to ensure that transport infrastructure and services are of a quality commensurate to the marketing campaigns - promoting travel modes which are unable to deliver the quality of service, safety and accessibility that the public demand is unlikely to deliver long-lasting changes to travel behaviour.

This necessitates partnership working between organisations to deliver successful 'packages' of transport infrastructure and service investments with complementary Sustainable Travel. In addition the promotion of sustainable travel to school ticks many different policy boxes and shared agendas including, economic congestion benefits, environmental and air quality benefits and health benefits.

Bradford Council Officers from across the spectrum of directorates in the following areas are working in partnership to ensure that Sustainable Travel measures are planned as part of a packaged and joined up approach:

- Transportation Planning and Highways
 - Transport Planning
 - Road Safety
 - Area Traffic Teams
 - Major Highways
- Childrens Services
 - Healthy Schools
 - Youth Services
- Marketing and Communications
- Public Health
- Sports and Leisure

In addition external partnership arrangements around school travel exist with:

- WYCA
- Sustrans

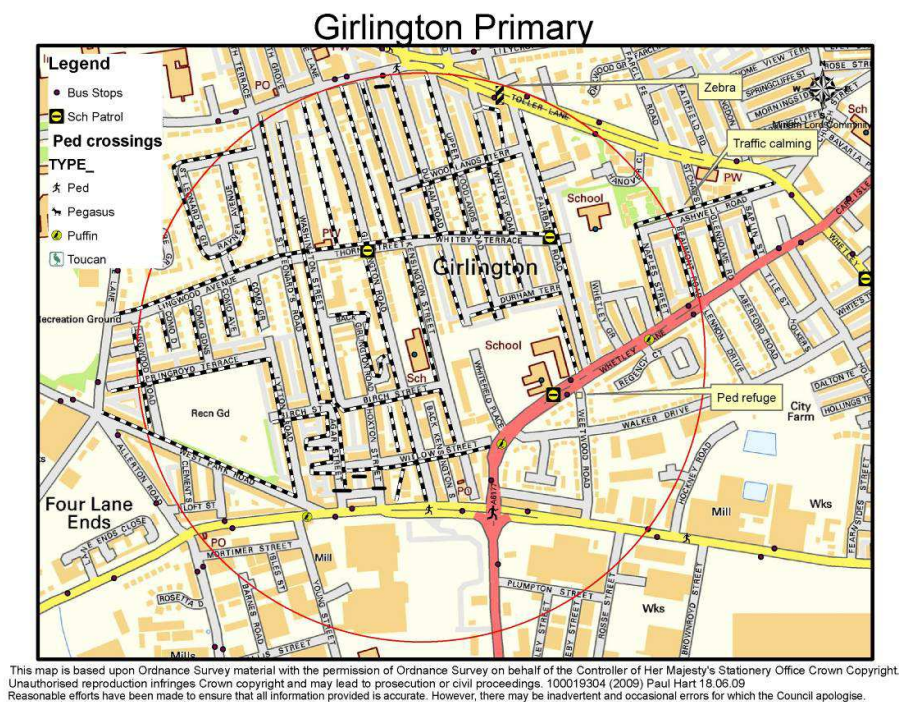
Part 4 – Infrastructure Audit – status and requirements

Mapping Exercise

A desk top exercise has been completed for each school in the district to identify features such as traffic calming, bus stops, school crossing patrols, pedestrian crossings and refuges to enable parents and young people to make an informed decision on a safe and sustainable route to school. An audit radius of 500m has been used for primary schools and 1000m for secondary schools. All school audits have been completed with a corresponding number of sustainability maps plotted and published on the Council's website. These maps are now under review and replacement maps will be produced when resources allow.

In addition to the above exercise the Rights of Way Improvement Plan identified a number of routes linking to schools that were in need of improvement and a programme of maintenance was undertaken. The Bradford Cycle map, which identifies all on and off road cycle routes as well as advisory routes and is given to all children taking part in the Bikeability cycle scheme and is available for free in many council buildings and bike shops.

Example of a sustainability map



Since this initial mapping exercise the school landscape has changed with schools being expanded to meet the need of an increasing population and new academies and free schools opening. A project to update the school maps and include new schools will be undertaken when resources allow.

Public Transport

Bradford has a comprehensive public transport network which includes buses, and local trains. The majority of bus routes are operated on a commercial basis by a small number of operators with First Group, Transdev (Keighley and District) and Arriva. WYCA is responsible for tendering a small number of services in more rural areas and outside of peak times to supplement the commercial network as well as promoting and developing public transport across the West Yorkshire area. They provide a wide range of services including coordinating local transport information for Bradford, publish bus timetables,

providing bus shelters, co-ordinating the Metrocard (MCard) scheme and leading on major public transport infrastructure projects.

A journey planner is available on line at <http://www.metrojourneyplanner.info/welcome.do>

Improvements to public transport being delivered through the Local Transport Plan 3 include:

- **Enhancing travel information** to encourage travel behaviour change through customised, real-time information across buses, trains and other modes, and marketing, education, support activities and tailored education and training.
- Develop and use **integrated ticketing** and smartcard technology to allow seamless travel across buses, trains and other modes.
- **Investment in low-carbon** modes of travel by supporting the development of infrastructure for low-carbon methods of travel, such as electric trains, 'Park-and-Ride', buses, tram-train, trolleybuses, walking and cycling.
- Create **a new approach to buses** as part of an integrated transport system by developing a core, high-quality, financially sustainable network of bus services, with better transport planning at a community level. Improve interchange, including the development of transport 'hubs'.

Part 5 – Infrastructure

What Infrastructure do we Provide?

As part of the development of the strategy, the Council has undertaken an audit of the transport infrastructure in Bradford as related to schools. The audit included the collection of the following data:-

- bus and other public transport routes (including Council school transport provision);
- footpaths, cycleways, roads and associated features (crossing points, school crossing patrols, traffic calming measures, speed limits, 20mph zones etc).

This information has and will enable the Council to gain a more detailed understanding of what infrastructure is in place and where it is located along with the scale of the potential problems children may come across on journeys to and from school.

Using the assessment of needs information alongside the information from the audit of infrastructure will be fundamental in informing us of what new measures and infrastructure should be put in place by Council departments and our partners WYCA and Sustrans to encourage an increase in safer and sustainable travel to school.

Hazardous Routes

Many pupils living within the statutory transport distances receive free transport if the route they use is deemed to be unsafe and unavailable. Clearly it is unfortunate if some of these pupils live within a realistic walking distance of their school. Over many years the Council has worked to make many of these routes safe by building pavements, reducing speed limits, implementing traffic calming and adding safe crossing points. As part of the on going work of this strategy the Council will review all the unsafe routes within the district and remove those that are now safe to allow active travel to school. In addition and where possible the Council will implement other schemes to make more routes safe.

Part 6 - Taking Action

What are we going to put in place?

Encourage more children and their parents to travel to school via a sustainable mode of travel, particularly walking or cycling, but also public transport or car sharing by :			
Objective	Action	Responsibility	Timescale
Promoting active travel	To work with all new and expanding schools in preparing a travel plan	Travel Assistance Service	ongoing
	Promote Smart Restart	Public Health	
	Active Travel Schools Project	Sustrans / Transport Planning	Ongoing
	Walkshire	Transport Planning / Public Health / IT	Summer 2018
	School Nurses to offer families referral to Early childhood services for 6 home-visits to encourage play and activity	School Nurses	Ongoing
	Investors in Health Programme is promoted to schools	Public Health	Ongoing
	Early Years settings receive training on physical activity	Sports and Leisure	Ongoing
	Active Schools programme to be rolled out across the district	Sports and Leisure	Ongoing
	Early Years setting to encourage walking, cycling and scooting	Early Years	Ongoing
Providing children and young people with the skills and facilities to walk or cycle to school in a safe way	Provide pedestrian training in primary schools	Road Safety	ongoing
	Provide cycle skills training	Road Safety	ongoing
	Provide on-road Bikeability cycle training	Transport Planning	ongoing
	Roll out of the learn to ride programme	Transport Planning / Sustrans	Ongoing
	Roll out of the Balanceability pilot	Transport Planning / Sustrans	ongoing
	Provide road safety education, training and publicity to schools	Road Safety	ongoing
Meet the travel needs of all Bradford District's pupils; including providing sustainable transport options or travel training for SEN pupils.	Provide network of service and school buses to schools and colleges	WYCA / School Organisation	ongoing
	Promote and provide travel training skills to all children and young people where appropriate	Bradford Council Travel Training Unit	ongoing
	Provide new cycle links to schools	Transport Planning / Sustrans	When funding is available
	Provide school crossing patrols at strategic points along walking routes to school	Travel Assistance Service	Ongoing
	Reassessment of school bus routes to reduce buses on network	WYCA	Ongoing
Promoting the public transport options available for travel to school	Provide detailed timetables through Generation M website	WYCA	ongoing
Providing children with the skills and confidence to use public transport	Provide bus skills training to year 6 pupils through Junior Safemark	WYCA	ongoing

Address and prevent anti-social behaviour associated with school travel, particularly on buses	Provide School Bus liaison officer to link with schools and bus companies	WYCA / bus providers	ongoing
	Promote behaviour policy to bus travellers through Council website	Travel Assistance Service	ongoing