

## Local Sustainable Transport Fund - Application Form

### **Applicant Information**

**Local transport authority name(s)\*:**

**Coordinating authority:**

Dorset County Council

**Partner authorities (26):**

Bournemouth Borough Council, Brighton and Hove City Council, Buckinghamshire County Council, Cornwall Council, Essex County Council, Gloucestershire County Council, Hampshire County Council, Hertfordshire County Council, Kent County Council, Leicester City Council, Lincolnshire County Council, North Lincolnshire Council, Luton Borough Council, Northumberland County Council, Plymouth City Council, Poole Borough Council, Reading Borough Council, Sandwell MBC, Suffolk County Council, Swindon Borough Council, Telford & Wrekin Council, Thurrock Council, Torbay Council, West Berkshire Council, Wiltshire County Council, Worcestershire County Council.

**NOTE 1:** The ideal position would be to offer STHC processing and packs to all authorities / LEA schools in England. The bid process has seen some authorities, despite strong support at School Travel Advisor level, unwilling to commit for fear of hampering their own bids. Equally for some authorities the staff that have traditionally held responsibility for this area of work are no longer in post and we have been unable to identify a suitable contact point within the timescale of the bid process. It has been proven that the STHC can achieve change even in authorities where there is no dedicated support. The STHC team, working with the project partners can extend its operational and policy support to school level for those authorities without an identified member of staff in place. **With this in mind we would ask that DfT consider allowing a second group of authorities to be brought forward in the second tranche of the LSTF bidding process.**

**NOTE 2:** London / TFL - Work will continue on the STHC within the London area (currently 9 Boroughs) existing synergies will remain which will mutually reinforce benefits of the STHC.

**Senior Responsible Owner name and position:**

**Adam Bows - Principal transport planner**

**Bid Manager name and position:**

**Andrew Combes - Sustainable travel coordinator**

**Contact telephone number: 01823 432946**

**Email address: a.combes@dorsetcc.gov.uk**

**Postal address: Transport Planning Group, County Hall, Dorchester,  
DT1 1XJ**

**Website address for published bid: www.sthc.co.uk**

**SECTION A - Project description and funding profile**

**A1. Project name: School Travel Health Check (STHC)**

**A2. Headline description:**

Delivery of the School Travel Health Check; processing, packs and support to participating authorities and their schools.

The STHC is a proven method of achieving shift away from car use to active travel for the journey to and from school. To date 30 authorities, 4,826 schools, and 1.61 million pupils benefit from the STHC process.

**With a daily average of 5696 pupils per authority being driven from within a realistic walking threshold there is still plenty to do!**

This bid will expand this work and draw in new strategic partners to facilitate delivery and longevity at the local and policy level.

**A3. Geographical area:**

National - see partner authorities above – **the preference would be to provide for all authorities.**

**A4. Type of bid (please tick relevant box):**

**Small project bids**

Tranche 1 bid



Expression of interest for Tranche 2



(please complete sections A and B only)

**A5. Total package cost (£m): 3.2118m** (Includes 1.538m in kind local contributions)

**A6. Total DfT funding contribution sought (£m): 1.6738m**

**A7. Spend profile:**

| £K                     | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total   |
|------------------------|---------|---------|---------|---------|---------|
| Revenue funding sought | 418.45  | 418.45  | 418.45  | 418.45  | 1,673.8 |
| Capital funding sought | 0       | 0       | 0       | 0       | 0       |

|                    |       |       |       |       |                |
|--------------------|-------|-------|-------|-------|----------------|
| Local contribution | 384.5 | 384.5 | 384.5 | 384.5 | 1,538          |
| <b>Total</b>       |       |       |       |       | <b>3,211.8</b> |

#### **A8. Local contribution**

##### **Dorset:**

0.6 FTE (Sustainable Travel Coordinator). Including on costs **this equates to 30k pa.**

##### **Participating authorities:**

Each participating authority as a minimum is contributing the equivalent of 0.1 FTE to promote and support use of the STHC at schools and within their authority.

**The total contribution from participating authorities is £327,500 pa** (excludes Dorset contribution above). This equates to an average of **12.6k** per authority (the average cost of the STHC is £10.3k per authority).

**NOTE:** We have not placed a value on the use of the data within the schools. If valued this would represent a significant additional contribution.

##### **Mode Shift will:**

- \* Raise awareness of the STHC at the national level through its membership base and through its publications.
- \* Provide quarterly STHC training and support events for members and non members
- \* Provide and support programmed promotional activities to coincide with publishing of data on the website and distribution of packs to the schools.
- \* Continue to support arms length evaluation of the STHC process and provide steer on further development.

Mode Shift estimate the value of this contribution to be in the order of **£1k pa** per authority

## **A9. Partnership bodies**

### **Mode Shift:**

See section A8 above

### **Health**

At both the local and strategic level Health are already supporting the STHC within promotion of active travel amongst young people – ref citations in B2. The Health White Paper supports the evidence based approach to encouraging active travel amongst young people – the STHC fits perfectly with this new strategy. Equally the STHC regularly supplies data to health to allow accurate monitoring of initiatives funded by Health, for example evaluation of Bike It in the Bournemouth and Poole PCT area.

### **Sustrans**

- \* Uses the data to support the targeting and monitoring of its current and future interventions (Bike It, Links to Schools etc).
- \* Promotes the use of the STHC within schools for the setting of realistic targets for increased levels of walking and cycling to school.
- \* Raises awareness of the STHC at the national level through its membership base and through its publications.
- \* Is working closely with the STHC team to ensure integration with other LSTF bids.
- \* Will continue to contribute to the development and use of the STHC

NOTE Although Sustrans, due to their current funding position feel unable to place a figure on their current and future commitment, the STHC team would suggest that Sustrans support would equate to a minimum of **2k per authority** pa. This has not been factored in to the figures for this bid.

### **Academia**

The STHC data has already been used to support work on child health (UCL) and social marketing (UWE). Work will continue with these and other universities, strengthening the evidence based approach offered by the STHC and delivering new approaches for facilitating change.

### **International**

The STHC team already works with school travel practitioners in North America, Europe and Australia. The STHC team will continue to work with these partners in sharing and supporting best practice around the world

## **SECTION B – The local challenge**

### **B1. The local context**

All English authorities suffer from traffic congestion associated with car use for the journey to and from school. This impacts negatively on economic growth, carbon emissions, health, air quality and road safety. Many car trips take place from within realistic walking thresholds and can be avoided by switching to sustainable modes and gently stretching walking and cycling distances.

The STHC is a **proven evidence based approach** that tackles these issues. Better still it engages school communities and **delivers quantifiable results in the short, medium and long term.**

There is a growing list of Independent research that shows progress achieved to date and the **significant potential of the STHC to reduce congestion, carbon emissions and to increase levels of active travel.**

**Reference** should be made to the following sections of the STHC website:

- \* STHC sample schools pack <http://www.sthc.co.uk/DownloadSampleOutput.aspx>
- \* School level Instant Atlas output. <http://www.sthc.co.uk/InstantAtlas.aspx>
- \* Authority level Instant Atlas output <http://www.sthc.co.uk/InstantAtlas.aspx>

## **B2. Evidence**

The STHC process is driven by origin, destination and mode data for the journey to school. This provides an unprecedented opportunity to apply an evidence based approach to local and strategic decision making. As well as being able to set a baseline we can annually monitor and establish the realistic potential for change in the short, medium and long term, targeting areas and schools within partner authorities with the greatest potential for change. Better still the STHC carries the unique ability to translate what could easily be an overwhelming volume of data in to a format that has been proven to work at all levels – from pupils to strategists and from kilometres to carbon to calories.

**NOTE:** Do reference the sample school output on [www.sthc.co.uk](http://www.sthc.co.uk) to see how the evidence based approach is translated for the school environment in terms of visual mapping and accessible reporting to pupils and parents alike.

For the 19 non-London authorities currently engaged with the STHC, **on average 10% (5696 pupils) of those living within a realistic walking distance of their school do not walk but travel by car.** Given the spread of authorities already engaged with the process we expect to see a similar pattern of car use in all other authorities.

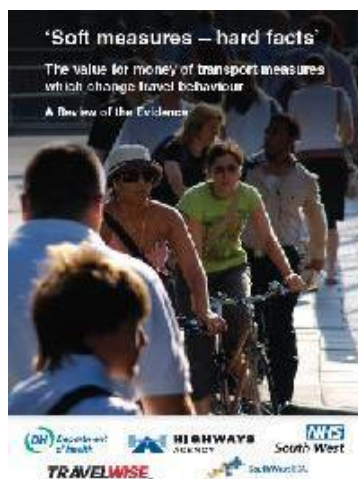
Car within walk threshold therefore forms an excellent achievable short term target for mode shift, with associated benefits for reducing traffic congestion and carbon emissions.

**NOTE** The paper Promoting Active Travel to School: Progress and Potential (cited in section B2) covers the potential gains in more detail.

The tremendous advantage of the STHC is that as well as delivering measurable change at the individual school level it also provides a strategic resource, giving an unprecedented annual picture of movements (by all modes) of a significant sector of peak time traffic. This data as well as overturning many misconceptions is now finding its way in to major traffic modelling exercises, for example the South East Dorset Multi Modal Study; Covering the Bournemouth and Poole conurbation the study used the STHC data from the three participating authorities to significantly enhance the model for a fraction of the cost of going through traditional data modelling collection routes.

More recently STHC data has been used by authorities to write targeted Sustrans Links to Schools bids, using the STHC data to show the potential realistic market for modal shift to foot and cycle.

### Summaries from papers citing the STHC:



#### Soft measures – hard facts: The value for money of transport measures which change travel behaviour. A review of the Evidence

**Department of Health, Highways Agency, NHS SW, Travelwise, SW RDA (Jan 2011)**

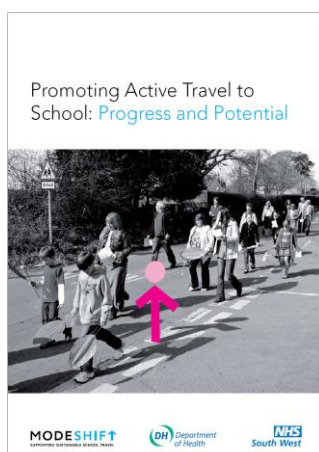
The STHC is cited as the essential evidence base to guide and support intervention on Active travel to school:

*“Targeting children who drive within a realistic walk threshold is most effective. Data showing where young people live, their mode of transport and their proximity to realistic walking thresholds are provided by the School Travel Health Check”*

*“The best value for money will be achieved by supporting schools with the most potential to change, which is where there are relatively large numbers of young people not walking within the walking or cycling thresholds. Analysis of the school census data (via the STHC) costs 16 pence per young person, per local authority which, provides a pack of information for every school showing where the young people live, their mode of transport to school and their distance from school in relation to the realistic walking distance.*

*“Changing the travel behaviour of 3 young people will save 1000 car kms p.a.”*

*“The value of each additional young person walking to school has been estimated as £768 from health, congestion and carbon savings.”*



#### Promoting Active Travel to School: Progress and Potential Modeshift / Department of Health / NHS South West (November 2010)

The STHC is cited throughout this briefing paper produced to answer the main questions health professionals often ask about promoting active travel to school:-

- How far can young people reasonably be expected to walk or cycle to school?
- Is any progress being made to get more young people active by promoting walking or cycling to school?

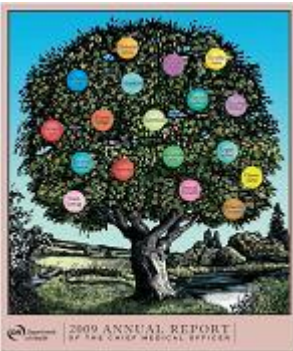


- What is the potential for encouraging more young people to walk or cycle to school?
- What can be done to get better value for money?

*“One successful way of presenting data at the school and young person level is to use the School Travel Health Check (STHC).”*

*“Feedback from the local authorities who commission STHC shows that accurate information, clearly presented is well received by schools and supports lasting change away from car use to active travel. Equally, schools are comfortable sharing school level data amongst their peers and strive to improve on their previous years RAG [Red, Amber or Green] rating.*

*The STHC delivers consistent data between local authorities and so makes comparisons possible from which we can learn the success factors behind schools and local authorities with high levels of active travel.”*



### Annual Report Of The Chief Medical Officer

#### **Department of Health (March 2010)**

The use of the STHC by authorities in the SW region is cited by the Chief Medical Officer as an example of best practice:-

*“This innovative sustainable development initiative aims to provide robust data that will allow schools, planners and individuals to develop more sustainable school travel options”*

*“Active travel to school is an important source of physical activity for young people. It could be increased further. These statistics provide a useful baseline against which to measure progress, and should be used in conjunction with a qualitative assessment of local authority and school travel policies”*

## **B3. Objectives**

As this is a multiple bid there is not space to list sections from all LTP's. Suffice to say that this bid is a natural extension of the migration of the statutory duty under Education and Inspections Act to prepare a Sustainable Modes Of Travel To School strategy (SMOTS) into the new LTP framework.

Looking to the overarching objectives:

**Supporting Economic Growth** - Key to underpinning successful and vibrant economy is a reliable and resilient transport network which is not hindered by traffic congestion. The STHC supports this by specifically targeting school run related traffic congestion, which if left unchecked can increase peak hour traffic by 20%"

**Tackling Climate Change** – The STHC estimates carbon emissions of current and future travel patterns.

**Better Safety security and health** - Improving children's health through active travel on the journey to school is estimated to be worth £768 per pupil and the STHC supports this by identifying where best to target successful interventions to shift from car to walk/cycle trips

At the local level:

For authorities the key themes that the STHC covers are that of evidence based working and the provision of information / support that allows SMART targeting at the appropriate levels and stages within the local authority, health

and school structure to maximise the potential for a positive shift towards low carbon travel – also see section D2 below.

The main linkages between the STHC and LTP fall within the following sections of the guidance.

- \* Evidence based approach
- \* Tackle climate change
- \* Spatial planning
- \* Healthy and sustainable communities
- \* Driving / delivering change
- \* Working across borders
- \* Sustainable modes of travel strategy

**Example:**

The joint Bournemouth, Poole and Dorset Draft Local Transport Plan include a combined SMOTS strategy. The STHC output drives the strategy forward - all the key goals are underpinned by the STHC output:

**Key goals** *The SMOTS Strategy will aim to support local communities by providing accessible, affordable, available and acceptable facilities and support our vision through the following goals:*

1. *To see all journeys within walk threshold of a school made by foot or cycle.*
2. *To extend the average distance pupils walk or cycle to school.*
3. *An increase in the number of pupils living within walking / cycling distance of their chosen school.*
4. *To ensure a comprehensive pre choice message and supporting information is provided*
5. *To support the delivery of a spatial approach to education provision throughout the LTP area*
6. *To support parents in the delivery of what they want – a good school locally*
7. *To take evidence based approach to all work undertaken*

**Note.** Section 3.3 of STHC Guide 5 (downloads section on [www.sthc.co.uk](http://www.sthc.co.uk)) gives greater detail on the fit between the STHC and LTP3 Guidance;

## **SECTION C – The package bid**

### **C1. Package description**

#### **Scheme element 1**

##### **Project Management team, DCC**

A small steering group comprising representatives from the partnership bodies mentioned in section A9 above, facilitated by the **Bid Manager** will provide ‘arms length’ management – provide critical support and direction as well as guiding the commissioning of Independent academic monitoring and review.



In addition to the bid manager post it is also proposed to establish a **future funding, design and marketing** post. This will ensure longevity beyond the funding period and ensure that we maximize the potential for change.

### **Scheme element 2**

#### **STHC Processing**

At its simplest the STHC processing takes data from a variety of sources (central and local) which have their own inherent inaccuracies, gaps and compatibility issues. The STHC processing checks cleans and standardises it to allow it to be brought together into a single accurate and usable dataset. The STHC processing then takes the data and analyses it to produce output which is relevant and accessible to those best placed to deliver change.

#### **Provisional timetable:**

**Award of funding:** Source data: LA's, Edubase and DfE data warehouse, begin processing.

### **Scheme element 3**

#### **STHC output. Packs to schools, data to the Web and in to Local Authorities**

This final stage of the STHC processing is the most important - the packs to schools in particular.

We now exist within a world swamped with data – the key is to blend and present the data in a format where it means something to the people that matter. With data currently going out to 4,800 schools in 30 authorities we know it is well received and works!

#### **Provisional timetable:**

**Summer Term** (may not be possible in year one due to timing of funding):  
First stage processing and output to website – Data in the following formats:  
School and LA summary data via Instant Atlas interactive map based output,  
PDF individual school reports and Excel school & 'authority on a line'  
summary spreadsheets.

**Autumn term** Paper packs to schools (timed to coincide with October walk to school month)

**Mid summer onwards:** Distribution of LA final data packs

### **Scheme element 4**

#### **Detailed support and training.**

This element will be delivered in conjunction with the established training and support function offered by Mode Shift. In addition to the current STHC teams offer of one to one telephone and email support will be expanded to include specific training events for LA's and schools

#### **Provisional timetable:**

#### **Continuous:**

One to one telephone and email support to LA's and schools.

**Mid summer onwards:** Training events for LA's and schools (supported by Mode Shift) to provide and enable use of the detailed STHC output.

### **Scheme element 5**

#### **Independent academic monitoring and review**

All recognize the importance of taking evidence based approach to this and other work. A modest sum has been allowed to commission independent monitoring and review. This will continue the established 'arms length' peer review and development format that has guided the STHC from its inception.

**NOTE:** For detailed notes on the STHC processing, output and support, reference should be made to the series of STHC guides available to download from the website [www.sthc.co.uk](http://www.sthc.co.uk).

**Paper school packs and sample LA level output can be supplied on request.**

## **C2. Package costs**

| Scheme element 1                | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total         |
|---------------------------------|---------|---------|---------|---------|---------|---------------|
| Project Management              | Revenue | 80      | 80      | 80      | 80      | 320           |
|                                 | Capital |         |         |         |         | 0             |
| Scheme element 2                | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total         |
| STHC processing                 | Revenue | 124.45  | 124.45  | 124.45  | 124.45  | 497.8         |
|                                 | Capital |         |         |         |         | 0             |
| Scheme element 3                | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total         |
| STHC output to schools and LA's | Revenue | 154     | 154     | 154     | 154     | 616           |
|                                 | Capital |         |         |         |         | 0             |
| Scheme element 4                | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total         |
| Training and support            | Revenue | 40      | 40      | 40      | 40      | 160           |
|                                 | Capital |         |         |         |         | 0             |
| Scheme element 5                | £K      | 2011-12 | 2012-13 | 2013-14 | 2014-15 | Total         |
| Monitoring and review           | Revenue | 20      | 20      | 20      | 20      | 80            |
|                                 | Capital |         |         |         |         | 0             |
| <b>GRAND TOTAL</b>              |         |         |         |         |         | <b>1673.8</b> |

## **C3. Rationale and strategic fit**

The STHC has made a successful bridge between the policy areas of Transport and Health and represents an excellent start point for closer working between Local Authorities and Directors of Public Health. The evidence based approach to delivering active travel which the STHC represents, and the changes it has been shown to facilitate are integral to the strategic direction of both Transport and Health. **By tackling congestion carbon and health with a single intervention all stand to benefit.**

**NOTE:** For rationale and strategic fit reference should be made to citations in section B2 and on the website.

#### C4. Community support

Beside delivering change away from car use one of the other key achievements of the STHC has been to bring a genuine sense of ownership of the issue and solutions to school communities and local authorities.

**Sustainable travel to school is no longer “Someone else’s problem” by setting achievable targets in the right places the STHC allows the school and policy community to properly engage with the issues – schools are clear in terms of what is and is not possible and do not feel as though they have been given sole responsibility for an impossible task. Equally officers within authorities can clearly see where gains can be made and target limited resources appropriately.**

Looking to the recent Mode Shift survey of schools (1200 Schools from 63 authorities) questions 12 – 15 explored schools interest and engagement with the data the STHC brings to schools. Not only did the survey debunk the often mentioned issue of schools not updating their census data (84.4% state that they update the data every year for every pupil) it went on to show overwhelming support for the placing of school friendly travel data back in to schools on an annual basis. It also clearly demonstrated that schools want to be able to share and compare data both locally and over a wider area. Finally it showed that schools were fully committed to tackling transport issues in the context of both the climate and active travel agendas.

**It is clear from this survey that our most important community for the STHC, the schools, are engaged and prepared to deliver change.**

Extract from the survey (full results on the Mode Shift website):

*Q12. How often does the school update the travel to school data in your Census return?*

|                                      |                    |
|--------------------------------------|--------------------|
| <i>Every year for every pupil</i>    | <i>84.4% (799)</i> |
| <i>Each year for new pupils only</i> | <i>15.7% (149)</i> |

*Q13. Would you like your annual travel data provided in a classroom friendly format (e.g.: large maps plotting how people travel to the school)?*

|              |                    |
|--------------|--------------------|
| <i>Yes</i>   | <i>69.5% (689)</i> |
| <i>No</i>    | <i>6.6% (65)</i>   |
| <i>Maybe</i> | <i>24.2% (240)</i> |

*Q14. Are you interested in seeing how your school compares to others?*

*Yes:*

|   |                    |
|---|--------------------|
| <i>Local Area (Your town or district)</i> | <i>86.9% (792)</i> |
| <i>Local Authority Area</i>               | <i>77.0% (629)</i> |
| <i>Regional Area</i>                      | <i>58.2% (396)</i> |
| <i>National</i>                           | <i>65.0% (469)</i> |

15. Are you interested in the impact travel to your school has each year?

Yes:

Carbon/Climate Change 91.6% (885)

Health (Calories/Physical Activity) 92.1% (870)

---

**Some words from current STHC community:**



**Somerset County Council**

*"I can say from experience that trying to do this work in-house, although theoretically possible, is in reality difficult, time consuming and costly. By using the STHC and packs for the schools we have saved months of work and achieved a better output."*

**Albert Ward - School Travel Plan Team Leader**



**Bournemouth Borough Council**

*"The savings in cost and time that the STHC and the packs for schools bring is considerable. It has freed my time to use the STHC output to work toward the strategic change that the STHC identifies."*

**Ian Selby - School Travel Plans and SMOTS Officer**



**North Somerset Council**

*"This work is a rarity, a product from a small consultancy that is motivated by a desire to achieve change and not just to make money. The output is excellent and does help to achieve change. Better still it comes at a very modest price that we cannot match in-house"*

**Kevin Speakman - School Travel Plans and SMOTS Officer**



**Torbay Council**

*"Just to acknowledge receipt [of the final STHC data pack] - Our sustainable school travel forum is most impressed with you work - Brilliant!"*

**Phil Cornsih - School Travel Awareness Officer**



**Plymouth Council**

*"The STHC processing has provided an excellent means of opening doors within my authority, particularly in to the growing carbon and health agendas"*

**Stacey Olver - School Travel Adviser, Plymouth City Council**



**Transport for London**

*"The School Travel Health Check process provides the essential foundations for development and delivery of Sustainable Modes Of Travel Strategies. The STHC also frees officer time to do the important work of delivering change"*

**Emma Sheridan - Regional School Travel Adviser**

---



#### **Sandwell Borough Council**

*"Thanks for getting the data to us for our use to establish a priority list for our safer routes to school and for targeting schools for further action."...*

*"We've been really impressed with the STHC here in Sandwell. We have most of our schools with travel plans already, so this information will be invaluable for us to take the Travelling to School Initiative to the next level by actually achieving mode shift! Hopefully being able to easily target schools with the biggest potential for mode shift we should be able to get some real results."*

**Fleur Tooby – School Travel Adviser**

---



#### **Suffolk County Council**

*"The School Travel Health Check has provided an effective and powerful means of engaging with both schools and officers within the council. The dual aspect of health and environmental impact of the school journey has enabled the team to ensure that links are made to work in school, policy decisions and cross department priorities. The STHC is proving an ideal way to re-engage with schools to help monitor and review their travel plans, without asking them to undertake additional workloads. By showing schools that the STHC is complimentary to existing work within schools we hope to continue to address unnecessary car use and raise awareness of the benefits of sustainable travel."*

**Sharon Payne – East England Regional School Travel Adviser & SCC Sustainable School Travel Strategy Officer**

---



#### **Atkins working for Dorset County Council**

*"If we had to contact the 100 or so schools in the study area for travel data we would have easily been looking at a figure of 20k or greater. This cost does not include the time the school would have to take to source the data."*

*"We have had to prepare the transport model from scratch and have therefore been involved in an extensive and expensive data collection programme in order to assemble a comprehensive picture of travel patterns and behaviour across South East Dorset. We were therefore delighted to learn about the journey to school data which provided a fully observed picture of travel to school by the variety of modes. The journey to school data was particularly useful in filling in gaps in the travel demand matrices for journeys by private car and public transport. The level of detail and the comprehensive nature of the data meant that it was an ideal basis to supplement the other sources of data."*

#### **Robert Thompson - Business Manager Policy and Plans Atkins Transport Planning**

STHC data was supplied to Atkins, who were commissioned by Dorset County Council to undertake the South East Dorset Multi Modal Study (underpins LTP3 and MAA).

---



#### **Dorset Schools**

The following comments were received by the Sustainable Travel Coordinator after all Dorset schools received the STHC packs for the first time in June 2010:-

*"I have just received our map / aerial photo and information. I just wanted to say that this is a brilliant piece of work by you, and is extremely helpful to me. Many thanks, and keep up the good work!"*

*"Great to have some measurable targets / data to use to set future targets and develop the travel plan. Fantastic maps"*

*"Fascinating detailed information, well displayed, very visual. Will use alongside STP at next review"*

---



East Sussex  
County Council

### East Sussex Schools

The following comments were taken from evaluation forms included with STHC packs sent to East Sussex Schools for the first time in October 2010:-

On first impressions of the STHC Pack:-

*"Very useful – particularly with regard to the travel plan"*

*"Clear + simple – map very interesting"*

*"Some interesting information, particularly the aerial photo*

*showing walkers/car journeys."*

*"I like the use of colour to enhance information; it looks very easy to share with others."*

How you would use this STHC at your school and in the classroom?:-

*"Information passed on to staff as discussion points for teachers/pupils in classroom"*

*"To add to carbon footprint work and for carbon free day"*

*"Possible whole school 'sustainability / responsibility assembly. Class work around sustainability – PSHE, Citizenship, Science"*

*"As part of 'sustainability' work / teaching, to encourage pupils to take the healthy option of walking and stressing the benefits of traffic reduction – maybe they'll get it over to their parents"*

*"Walk to School week + curriculum focus"*

*"Input into School Development Plan"*

*"To inform the travel plan, to plan PSHE / assembly"*

*"Feedback information to parents via newsletter, use as a classroom resource, discuss with governors"*

## **SECTION D – Value for money**

### **D1. Outcomes and value for money**

#### **Progress and potential**

As covered within the recent 'Progress and Potential' paper (referenced in section B2 above) **STHC authorities currently experience an annual average modal shift away from car use of 300 pupils.** The paper goes on to identify that **75% of all car trips within walk threshold could realistically be expected / targeted to be replaced with walking or cycling (an average of 4272 trips per authority).**

**NOTE:** The majority of STHC authorities are also experiencing an increase in walk distances, further increasing the potential market for modal shift. These figures have not been factored in to the calculations below.

#### **Rate of return on investment:**

Using the World Health Organization's Health Economic Assessment Tool (HEAT) the current (Nov 10) **value for each child that transfers from car to walk or cycle for the journey to and from school is £768.**

**NOTE:** The decongestion and Co2 elements of the HEAT model on their own give a **per head value of £173.** So even if we ignore the significant short and long term health benefits that accrue from this work we still see a **strong return on the small per head cost of the STHC.**



Using the figures above and drawing from the 'Progress and Potential' paper it is quite realistic that we could see an average minimum (decongestion and carbon reductions only) annual **Local Authority saving of 300 X £173 = £51,900**. Assuming a 75% shift away from car use within walk threshold we achieve a **total Local Authority saving of 4272 X £173 = £739,056**

Adding in the short and long term health gains to the decongestion and carbon figures we see **annual Local Authority savings rising to £230,400 and total individual Local Authority savings to £3,280,896**

**NOTE:** The figures above do not account for the added impetus that would come from the success of this and the parallel Mode Shift bid – **for the first time we would see a national evidence based approach to targeting those car trips that can be realistically and easily turned in to walk and cycle trips**

#### **Carbon, Kilometers and Calories:**

*"There is no need to model – we know origin, destination and mode"* LA Comment

The STHC looks at the current and projected scenarios in terms of distance traveled and most likely mode to be used. This allows 'what will success look like?' scenarios to be projected at the school and Local Authority level for carbon, kilometers and calories.

Long term success scenarios are already included within the packs sent to schools. **For example in the long term Dorset could save a minimum 10.7 million car KM's and 2,182 metric tonnes of Co2 per year.** This is based on reduced KM's traveled (by current mode) if all pupils attended their nearest school – in reality many car trips would shift to walk or cycle further increasing savings. **These scenarios can be combined with evidence on progress to date to generate change trajectories for the LSTF period down to the school level.** Working with the partner authorities the STHC team can suggest what individual authorities short medium and long term target measures should look like during and at the end of the four year LSTF period.

#### **A strong (and measurable) 'nudge' in the right direction:**

Publishing annual progress down to individual school level (in a format that those with the responsibility for making the change can associate with) has generated a strong sense of ownership of the issue. Through using a clear RAG rating and identifying SMART targets for school communities the STHC has already demonstrated that it is capable of 'nudging' school communities in the right direction. What has become clear is that such nudges do need to be repeated on a regular basis – school communities are fluid, with both pupils and staff moving through the system. The annual STHC provides a much needed 'you are here' in terms of sustainable travel to school without being seen as being unreasonable or overbearing.

#### **Supporting ongoing evidence based approach to active travel:**

There is little point in collecting data if you do not use it. The STHC has created a strong positive feedback loop for the collection of mode of travel data through School Census. By returning the data to schools in an easily

accessible and understandable format we have seen a profound improvement in the quality of the data collected and a far more positive approach to the collection of this data. Given that all forms of data collection are currently under review, continuation and expansion of the STHC is probably the best route to ensure the continued collection of this vital data.

## **D2. Financial sustainability**

### **Exit strategy:**

The simple CBA and supporting evidence mentioned above should be sufficient to carry the STHC approach forward once it has become better established within authorities and the new LTP is underway. Equally given that many of the short and long term benefits of a shift to active travel accrue to Health, there is confidence that support for this work will remain from Health once in its new format.

The fund period provides vital short term funding to maintain and expand an established and successful intervention through the current funding gap.

An integral part of the DCC project management team is to work to secure alternative sources of funding to take the work forward. Given the low per authority cost of the STHC, all schools coverage and historic precedent for public and private sector support for such projects we are confident that the STHC will continue beyond the LSTF funding period.

## **SECTION E – Deliverability**

### **E1. Implementation**

**The significant advantage of the STHC is that it is a tried and tested process that fits exactly with the LSTF small schemes criteria:**

- \* The STHC works
- \* It is sufficiently robust to work across multiple authorities yet still deliver consistency
- \* It offers excellent value for money
- \* It is deliverable within the timescale
- \* The process itself may be complicated but it is tried and tested and the output is simple yet effective.

The coordinating authority (**Dorset**) will:

- \* provide oversight and scrutiny for the project.
- \* set and monitor delivery timescales
- \* act as the conduit between DfT and DfE Data warehouse.
- \* swiftly and effectively resolve any issues that arise that require a strategic steer.
- \* secure future funding.

\* drive the effective design and marketing of the project

Dorset will also commission the independent monitoring and review element of the project working with existing and bringing on board new academic partners to ensure rigorous arms length evaluation of the project.

**The STHC team** will continue in their established successful role of providing processing, packs to schools, and technical and policy support to ensure that the STHC is used at the school and local authority level to best target limited resources to achieve maximum change.

**Mode Shift** – The STHC team will work in conjunction with Mode Shift to deliver higher level training and support through the well received Regional School Travel Adviser format and its established training programme. This gives the STHC access to a trusted and effective training network that can support local authorities and schools.

**Health** will provide a strong leadership role as well as working to enhance the active travel agenda within the new structure and preventative interventions. The STHC data is already linked with Public Health Observatories, this work will continue.

**Other partners including Sustrans, and Academia** will be drawn together in to a strategic steering group to provide challenge and support to the project.

**Authorities without dedicated staff:** given the current fluidity within local authorities it has to be assumed that some partner authorities will experience gaps in staff coverage during the LSTF period. **The STHC has been proven to work in authorities experiencing this situation.**

*“Due to limited resources most schools never see me but thanks to the STHC all now own the issue of travel to and from their sites and know what they can and can’t do about it.”* LA Comment

At the school level the STHC team:

- \* Supply packs directly to schools
- \* Can act as the first point of contact to schools.
- \* Supply enough information to schools to show them where they are and where they could get to
- \* Publish Summary data on [www.sthc.co.uk](http://www.sthc.co.uk) – in an interactive map and pdf format.

The packs also show schools that they are visible to all their neighbours – this is one of the biggest motivators – no apologies for RAG rating schools – it delivers results – schools want to go from Red to Green!

*“By RAG rating on car within walk threshold you get a simple priority list for scarce time and resources – we no longer go to the most vocal school but the one with the greatest levels of car use within walk threshold.”* LA comment

Strategic level:

- \* The published data highlights 'target schools' based on car use within walk threshold
- \* The website contains papers that support use of the STHC data.
- \* The STHC team having extensive experience in local authorities are able to support Officers in the local and strategic use of the data

**All authorities need to move on from having staff that simply 'do assemblies' or engage in untargeted interventions.** The STHC increases the opportunity for targeted work whilst enhancing the 'all schools' offer from the Local Authority. Equally by placing the data in easily accessible and understandable formats the prospect of the output getting 'stuck on an empty desk' is eliminated. This work is further supported by the growing list of publications that highlight and direct people to the STHC.

## **E2. Output milestones**

Key Milestones will relate to both the annual deliverables:

- \* Processing (Spring Term)
- \* Summary data to website (Summer Term)
- \* Packs to schools (Autumn Term)
- \* Final data to authorities (Autumn Term)

And the key short term targets highlighted and monitored by the STHC:

- \* Year on year decline in car use within walk threshold
- \* Year on year increase in average walk and cycle distances

Clearly the STHC cannot dictate target setting within individual authorities. However it can and will signpost suggested targets such as those outlined within the Progress and Potential paper, for example a 75% reduction in car trips within walk threshold by the end of the 4 year LSTF period.

## **E3. Summary of key risks**

### **Continuity of data:**

As mentioned in section D1, Mode of Travel through School Census is one of the many pieces of data collected by government likely to come under scrutiny. We feel the STHC provides the best argument for keeping this vital measure. The STHC clearly demonstrates to schools the value in collecting this data. In terms of the best measure to manage this risk it is a simple case of volume – the more authorities and schools using the data for constructive purposes the greater the argument for keeping it.

### **Quality of data:**

Quality of census data is sometimes cited as an issue (by non STHC authorities). Year on year improvements in STHC data clearly shows the benefits that accrue from the establishment of an effective positive feedback loop. Put simply if you show schools the value of accurately collecting the data they will do so.

### **Continuity with current authorities and schools**

The LSTF funding, in particular the possibility of having funds available from June 2011 will mean that existing STHC authorities (and more importantly their schools) will not see an interruption in delivery of processing and packs. Schools are currently motivated and working hard to better their RAG rating for car use within walk threshold – **losing momentum at this point will risk losing the good will of in excess of 4,800 schools / 1.6 million pupils!**

### **Access to data:**

Currently data is acquired on an authority by authority basis. This is inevitably a time consuming process and is made worse by current circumstances as authorities undergo significant internal reorganisation. If this bid is successful we will look to work with DfT and DfE's Data Warehouse team to streamline the acquisition of data.

**Long term funding:** Will be an issue for all projects. A key task of the project manager will be to secure future funding. Given the strong cost benefit returns, increasing emphasis from Health on preventative activity and interest from organisations such as the low carbon vehicle partnership we are confident that long term funding can be secured. .

### **E4. Project evaluation**

An evidence based approach is at the very core of this project. We are happy to cooperate fully in evaluating the benefits the funding of this project will bring.

**NOTE:** Modeshift letter of support attached.