

ITEM 6
SUSTAINABLE TRANSPORT
AND ROAD SAFETY FORUM
23 MARCH 2000

MILTON KEYNES COUNCIL

Safer Journeys Strategy

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Introduction

Our Sustainable Integrated Transport Strategy (SITS), which was published in January 1999, clearly establishes the context for the development of the Safer Journeys Strategy.

Up to 20% of cars on the road in the morning rush hour are on the “school run” – the result of which are all too common, congestion, pollution, poor health and a greater potential for accidents.

Whilst based on the format and principles of “Safe Routes to School” - our belief is that implementation of “**Safer Journeys**” should encompass all sectors of the community and is intended to assist all vulnerable road users.

The implementation of “**Safer Journeys**” relies on co-operation and joint working across many sectors of the Council and other agencies such as Public Transport Operators, the Milton Keynes Area Health Authority and Thames Valley Police

This document sets out the principles, targets and processes by which we aim to introduce “**Safer Journeys**” within Milton Keynes.

The Aims of “*Safer Journeys*”

The strategy is aimed specifically at assisting the safety and accessibility of the following groups:

- The young
- The elderly
- Cycle users
- Pedestrians
- Mobility impaired

The main driving force behind the strategy is to improve the safety and accessibility for those travelling to school, however, at the same time, any improvements made are likely to have a beneficial effect on a much wider section of the community.

In addition to safety and accessibility benefits, other benefits are likely to result from the strategy including:

- Reduced Speeds
- An increased use of more environmentally friendly modes of transport.
- Improved Health.
- Improved Air Quality and Environment.
- A greater awareness of road safety and sustainability issues.

The strategy will be implemented through a variety of approaches including:

- Establishing local “School Travel Plans”
- Extending existing training facilities
- Introducing low cost physical measures
- Introducing area wide safety measures to create “*Safer Journey Zones*”

These and other measures are discussed in more detail later.

Targets

It is important that the success of “**Safer Journeys**” can be measured in terms of the aims set out earlier in this document.

Many of the targets that we are seeking to achieve are included within in other Council strategy documents for example SITS ,the Road Safety Strategy and the Air Quality Strategy.

Targets specifically related to the aims are as follows:

- *A reduction in the level of Fatal and Serious Personal Injury Accidents*
- *No increase in the overall level of casualties*
- *A reduction in the level of traffic speeds in the vicinity of schools*
- *A reduction in the Level of Traffic flow at school times*
- *An increase in the level of Cycling activity on the journey to school*
- *An increase in the level of Pedestrian activity on the journey to school*
- *A reduction in the level of NO2*
- *A reduction in the level of of Particulates*
- *Health Indecies(???)*
- *Public Perception (???)*

Other targets include:

- *No increase in the level of Personal Injury crimes*
 - *XX number of School Travel Plans developed per year*
 - *XX number of Schools with minor traffic improvements implemented*
 - *XX number of schools within a “**Safer Journeys Zone**”*
 - *Increase in public transport ridership*
 - *Number of Pedestrian and Cycle Trainees*
- (Further, more detailed work needs to be undertaken on the development of values for the targets - any comments please??????????).**

The effect of the early schemes implemented will be closely monitored and used to develop a database of expected reductions in the measurable parameters

Interpretation of these results, dependent on the demography of an area, will be used to develop individual targets for each scheme implemented.

The Process

There are within Milton Keynes some XXX schools with approximately XXXX pupils.

There are three main strands to our “**Safer Journeys Strategy**” – these are

- The development and implementation of local “School Travel Plans”.
- The implementation of physical traffic management and road safety measures in order to further support School Travel Plans.
- Extending the cycle and pedestrian skills training currently available

The development of School Travel Plans will to a certain extent identify and include initiatives in the remaining two areas of the strategy.

School Travel Plans

The development of successful School Travel Plan is dependent on the energy and enthusiasm of a small number of dedicated individuals who are willing to progress the project on behalf of a school.

It is intended that through action locally, “School Travel Plans” can be produced for each school within Milton Keynes within **XXXX** years.

In developing School Travel Plans, consideration should be given to the following:

- Walking Initiatives
- Cycling Initiatives
- Road Safety Training and Education
- Promoting use of Public Transport
- Highway and Traffic Engineering Measures

- Curricular Activities
- School Management Issues; and
- Involving Parents
- Involving Local Business
- Publicity

A “Safer Routes – School Travel Plan” pack has been **(WILL BE)** produced for schools containing advice, information and resources for use in developing and implementing their own “School Travel Plans”.

The main issues covered in the pack are:

Setting Up an Action Team

- Who should set it up?
- Who can help?

Information Gathering – What are the issues?

- Classwork activities
- Survey forms for parents/children

How to Develop and Implement the School Travel Plan

- Developing proposals with the local authority
- Developing proposals with the school through classwork activities
- Developing Proposals with local residents
- Developing proposals with public transport operators
- Consulting on Proposals
- Producing a Local Action Plan with targets.
- Monitoring and updating the Local Action Plan

Much of the emphasis in the development of School Travel Plans is on direct input from children through classwork activities. To include work on “**Safer Journeys**”, teachers will need to integrate the project into the national curriculum. “**Safer Journeys**” offers opportunities for many cross curricular activities.

The “ STAR Project (Schools Traffic and Accident Reduction) Resource” Pack is available for use in schools. This encourages students to explore transportation issues and discover how the way they travel affects their quality of life. The project seeks to promote reasonable car use and encourage other, more sustainable forms of transport.

The resource pack covers four areas:

- The Survey
- Road Safety
- Environmental Issues
- Health and Fitness

(THE PACK NEEDS CHECKING FOR SUITABILITY WITH L&D ADVISERS)

Traffic Management and Road Safety Measures

An audit of the existing traffic management facilities (eg signing and lining, cycle parking) available at all schools is to be undertaken and where low cost measures can be implemented, improvements will be made.

Funds for the implementation of large scale “Safer Journey Zones” covering several schools are limited - it is however intended that at least one such scheme be implemented each year.

Analysis of the level of personal injury casualties involving the target groups in all school catchment areas has been ***(IS TO BE)*** undertaken.

From this information , a prioritisation criteria and programme has been ***(WILL BE)*** produced, indicating where “Safer Journey Zones” should be implemented. The prioritisation criteria is weighted in

favour of those schools which are demonstrating a commitment to the **“Safer Journeys Strategy”** by developing, or having implemented a School Travel Plan

(The detail of the prioritisation criteria have not as yet been fully developed)

The following methodology has been adopted for the analysis and implementation of “Safer Journey Zones”. Much of the work involved links to the work required to be undertaken by schools in establishing local “School Transport Plans”

- Identify location (according to policy criteria).
- Identify other vulnerable road user groups using the area.
- Establish working links with schools and other groups.
- Undertake surveys of the school children and parents and other groups.
- Undertake traffic surveys, speed surveys and air quality monitoring.
- Work with schools and other groups to identify problem areas and routes.
- Work with schools and other groups to develop suitable proposals/plans.
- Consult locally on the proposals.
- Refine proposals.
- Implement proposals on the ground.
- Set up education, training, publicity and transport plan proposals as required.
- Publicise locally
- Establish a post implementation monitoring programme for:
 - traffic speeds,
 - traffic flow,
 - air quality
 - accidents
 - attitudes
 - Review proposals

The success of the “**Safer Journeys Strategy**” depends largely on ownership of the proposals by the schools and other local groups within the area. Our Road Safety section will work closely with the schools, local groups and other Council Departments to ensure success.

Training Initiatives

(TO BE COMPLETED)

The Toolkit

“*Safer Journeys*” depends on the implementation of a variety of measures including physical measures, training within educational establishments, the acceptance locally of “School Travel Plans” and a wide range of publicity both individual and aimed at the whole community.

The items within in the toolkit can be used individually or in conjunction with each other in order to achieve the most effective solution. Not all items will be suitable for a particular site or problem, however, for each area a suitable range of proposals can be developed which will best meet the individual needs of that area.

The toolkit includes:

Walking Initiatives:

- The Walking Bus
- Personal Safety Training
- Safe Route Trails
- Walk to School Initiatives

Cycling Initiatives:

- Provision of Cycle storage
- Cycling awareness campaigns
- Safety awareness campaigns
- Cycle maintenance Training

Road Safety Training and Education

- Pedestrian Training
- Cycle Training
- Parent Escort Training
- Pre-driver training
- Use of theatre groups
- Road Safety related curriculum work

Promoting the Use of Bus and Rail

- Additional school buses.
- Promotion of concessionary bus fare schemes
- Parent escorts on buses
- Improved information and publicity

Highway and Traffic Engineering Measures

- 20mph zones outside schools
- Traffic Calming measures
- Improved signing and lining
- Safe crossings outside schools and along routes to school
- Extension/improvement of Cycle lanes and cycle tracks
- Footway widening
- Rationalisation of parking
- Lighting Improvements
- Landscaping Improvements

Classroom Work

- Safe route planning (to current school and next school)
(Geography)
- Bike Shed design (CDT)
- Survey Analysis (Maths/Computing)
- Theatre in Education
- Publicity and promotional work (English and Art)
- Risk Management, Health & Citizenship (PSHE)

School Management Issues

- School Policies
- Staff supervision at entrances
- Access restrictions in schools
- Timetable planning and length of school day
- Breakfast /after school clubs
- Provision of lockers

Involving Parents

- Promotion of Car Sharing initiatives
- Family Cycle training

- Exploring routes to school
- Explaining issues at induction days
- Volunteer trainers
- Walking Bus escorts

Involving Business

- Shared Parking spaces
- Car sharing databases
- Joint funding and publicity

Publicity

- Assemblies, induction days, and parents evenings
- School newsletters
- Safer Journeys information packs
- School Prospectus and policies
- Poster competitions

Funding

(TO BE COMPLETED)

Monitoring

(TO BE COMPLETED)