



St Silas Church of England Primary School
Liverpool Primary School Investment Plan

School Travel Plan

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1.0 INTRODUCTION

1.1 *Background*

St Silas Church of England Primary School is a Voluntary Controlled 1 Form of Entry (FE) primary school that currently caters for a maximum of 210 pupils aged 4 to 11 in the Toxteth area of Liverpool. The school caters for 30 children in each of the 7 year groups and also has a Nursery and a Pre-Nursery which cater for 47 children. The school has a very local catchment and a diverse pupil intake. It is planned to increase the size of St Silas to enable the school to admit 1.5 forms of entry (i.e. 45 pupils) into Reception each year, from September 2015. The school will continue to admit 1.5 forms of entry into Reception each year and will reach a maximum capacity of 315 pupils by September 2021. The Nursery and Pre-Nursery will continue to accommodate around 45 to 50 children.

St Silas CoE Primary School is committed to developing a sustainable and effective travel plan, which provides a clear framework to encourage pupils and parents adopt healthy lifestyles and access the school in a safe, convenient and affordable manner.

The breakfast club at St Silas CoE Primary School commences at 07:30 each day and is free to all pupils. After school activities are held Monday to Friday from 15:15 to 16:15 and include tuition/homework clubs, sports clubs, arts and other enrichment activities. Approximately 25% of all pupils currently attending St Silas attend the breakfast and after school clubs on most days. The core school day commences at 08:45 each day and finishes at 15:15.

The school is located in an inner city residential area in Toxteth, Liverpool, which is to the south of Liverpool City Centre. The current school buildings are a mix of single storey and two storeys and there are two pedestrian entrances into the site. In order to facilitate the additional pupil numbers, Liverpool City Council has procured a modest building project to construct a new two classroom block and a small extension to the existing assembly hall.

There is no vehicle access or car parking on the school site at present and this will remain unchanged. The school currently employs approximately 40 staff members and this is likely to increase to 49 staff members once the school reaches its new capacity in 2021-2022.

There are two pedestrian entrances into the St Silas School site at present and these are both from High Park Street. A pedestrian gate is opened from High Park Street into the playground for a limited period between 08:30 and 08:45 each morning and most pupils access the school site through this gate. Any pupils arriving outside of these times or for the breakfast club use the main pedestrian entrance to the school, which is near to the junction of High Park Street and Teilo Street. The school site is fully secure during the school day and visitors access the school site by using an intercom and accessing the main Reception. The pedestrian entrances and access arrangements work well and will remain unchanged.

A student travel survey was undertaken in June 2015 to ascertain current travel modes to the school site. The student travel survey highlighted that 65% of pupils walk to school and 27% are transported by private car. A further 6% cycle or scoot to school, 1% travel by bus and 1% travel by taxi. The percentage of pupils travelling to school by sustainable transport options (71%) is high for a primary school and reflects the very local catchment.

St Silas CoE Primary School is located approximately 400m north-west of the A561, (Park Road) which carries up to 14,000 vehicles per day between south Liverpool and Liverpool City Centre. Most pupils live to the north of the school site in a distinctive residential area of terraced housing known as the “Welsh Streets”. The vast majority of pupils live within 500 metres of the school site and very few live more than 1 kilometre away from the school. The school has potential to increase the number of students and staff members that travel to school via sustainable means, by improving cycle and scooter parking facilities on site and promoting informal walk to school initiatives. The success of a Travel Plan is often reliant on how clear and accessible the information is on sustainable travel routes and how these are communicated to staff, parents and students. The use of incentives is also important to enthuse pupils and encourage them to want to travel to school via a suitable sustainable mode.

This Travel Plan should be read in conjunction with the Transport Statement, which sets out the existing transport infrastructure, existing transport options, existing travel modes, the proposed development, trip generation and predicted modal split for students and staff members.

1.2 What is a Travel Plan?

A travel plan is a package of measures designed to reduce the number and length of car trips generated by a development. Travel plans can also reduce social and environmental impacts and can help reduce economic costs. There are a number of ways to manage the transport impacts that a development can generate:

- Improve the quality of non-car modes;
- Provide incentives for using sustainable travel modes;
- Provide disincentives for the use of the car;
- Restrict access to the site via high emission modes of transport; or
- A combination of each of these.

It is important that a travel plan is not static in time, developed to satisfy a planning application; rather that it is a document and process that will evolve over time and accommodate improvements in local and regional transport infrastructure. The Travel Plan should be developed in close consultation with parents and pupils to ensure that staff members, parents/guardians and pupils support the aims and detailed measures proposed.

This new School Travel Plan contains detailed travel information gathered from a Travel Survey for pupils carried out in June 2015. The Travel Plan and Transport Statement have also been used to inform the design of the new school site and buildings.

1.3 The Travel Plan Objectives

The objectives of this travel plan are as follows:

- 1.) Improve safety and reduce the risk of accidents involving pupils and staff travelling to and from the school;
- 2.) Reduce congestion on local routes in the vicinity of the school site;
- 3.) Increase the proportion of staff and students using sustainable travel modes and reduce the number of trips to the site using high emission travel modes (e.g. private car);

- 4.) Encourage staff and students to lead healthy lifestyles by walking, cycling or scooting to school;
- 5.) Develop appropriate strategies and initiatives to allow all pupils, particularly younger students, to travel to the school site safely, accompanied by appropriate adults;
- 6.) Encourage pupils to develop and lead initiatives to improve sustainable travel through exploring the Eco Schools programme;
- 7.) Increase the confidence of students, particularly in older year groups, to enable them to develop more advanced road safety skills and travel independently to school via sustainable means;
- 8.) Encourage positive behaviour by pupils travelling on public transport and via sustainable means to the school site with older pupils becoming role models;
- 9.) Promote good links between St Silas Church of England Primary School, neighbouring schools and Travelwise to encourage joined-up transport initiatives;
- 10.) Use technology to promote sustainable transport choices and provide an element of personalised travel planning, where appropriate;
- 11.) Create an appropriate system of incentives to encourage travel by sustainable modes of travel and mentoring of younger pupils;
- 12.) Create a more pleasant and safer environment for local residents, students and staff members; and
- 13.) Further improve relationships between the school, parents/guardians and the local community.

2.0 POLICY CONTEXT

This Travel Plan has been developed taking into consideration local and national guidance and policies. The following section provides an overview of some of these national policies.

2.1 *The Future of Transport*

The Government White Paper 'The Future of Transport – A Network for 2030', published in July 2004, looks at the strategic development of travel and the transport network over the next thirty years. It builds on and expands the strategic goals outlined in the Ten Year Plan for transport, 'A New Deal for Transport: Better for Everyone', which was published in July 2000. The White Paper notes that travel plans which are produced by employers and aimed at reducing car use for travel to work and travel for business can reduce commuter car driving by between 10% and 30%, at a cost to the Local Authority of no more than £2 to £4 per head per annum. As such it is recognised that local transport can be enhanced by: *"Promoting the use of School Travel Plans, workplace Travel Plans and personalised journey planning to encourage people to consider alternatives to using their cars"*.

2.2 *Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen*

In January 2011 the Coalition Government published a White Paper and launched a Local Sustainable Transport Fund to contribute towards achieving two objectives; to help create growth in the economy and to tackle climate change by reducing carbon emissions. The White Paper acknowledges that two thirds of all journeys are less than five miles and many of these journeys could easily be cycled, walked or made via public transport.

The concept of enabling choice through the provision of better information and education underpins the Government's approach to sustainable travel. A ladder of interventions shows that there is an incremental approach in terms of interventions that encourage sustainable transport choices. These interventions range from simply providing information, to the guiding of choice through changing the default, guiding choice through the use of incentives, guiding choice through the use of disincentives, restricting choice and eliminating choice.

2.3 *Active Travel Strategy*

The Department of Health and Department for Transport jointly published a new Active Travel Strategy in 2010. The strategy highlights plans to put walking and cycling at the heart of local transport and public health strategies over the next decade. The guiding principles for the strategy are that walking and cycling should be everyday ways of getting around, not just for their own sake but also because of what they can do to improve public health, tackle congestion, reduce carbon emissions and improve the local environment

The strategy aims are to:

- Promote better public health and well-being by increasing levels of physical activity, particularly among the most inactive people in our society;

- Increase accessibility and reduce congestion;
- Improve air quality and reduce carbon emissions.

This travel plan aims to contribute to this national Active Travel Strategy, particularly given the very local school catchment.

2.4 *Merseyside's Third Local Transport Plan 2011-12 to 2015-16*

The third Local Transport Plan (LTP3) for Merseyside sets out the transport vision and policies for Merseyside, as well as a range of short and medium term investment priorities. The stated vision for the Merseyside Transport Network is:

"A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice."

The LTP3 contains a set of priorities for the period to 2014-2015 which include:

- Implementing the Active Travel Strategy to improve and expand facilities for cycling and walking;
- Implementing the Low Emissions Strategy to reduce carbon emissions, improve health and provide a stimulus to the creation of new jobs in support of the low carbon economy; and
- Increasing the promotion of sustainable travel and behaviour change and support the Decade of Health and Wellbeing.

The LTP3 states that 37% of Liverpool's population is overweight with 16% classified as obese with a chronic lack of physical activity. Over three years Travelwise conducted several Personal Travel Planning pilot programmes in Liverpool with a view to increasing rates of sustainable travel. The results showed an 86% increase in walking trips and significant increases in bus and cycle trips. The findings demonstrate the effectiveness of personalised travel plans, particularly when combined with reward schemes.

2.5 *Ensuring a Choice of Travel – Supplementary Planning Document*

This Supplementary Planning Document (SPD) was developed in 2009 in partnership with Merseyside Local Authorities and Merseytravel to provide consistent guidance to Developers on addressing transport and access issues in new developments across the wider Merseyside area. The SPD sets out the following objectives:

- Ensure a reasonable choice of access by all modes of transport to new development;
- Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment;
- Improve road safety;
- Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes;

- Reduce the level of traffic growth and congestion on the strategic and local road network; and
- Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces, where appropriate.

2.6 *Merseyside Active Travel Strategy*

The Merseyside Active Travel Strategy was published in March 2011 and forms a part of the Third Local Transport Plan for Merseyside. The strategy sets out how coordinated measures can be delivered to encourage active travel. The aims of the Active Travel Strategy are:

- To improve the cycling and walking environment by creating a clear route network, infrastructure improvements and facilities that will encourage a greater number of walking and cycling trips;
- To support adults and children to be able to choose cycling and walking by providing enabling interventions and information; and
- Behaviour change marketing of active travel modes to raise awareness of, encourage and sustain walking and cycling so that they become the mode of choice for short distance trips.

The strategy states that Travelwise will work with organisations to develop workplace and destination Travel Plans that seek to encourage greater levels of cycling and walking. The strategy highlights the effectiveness of personalised travel planning, which is the most effective way of overcoming barriers and offering personal alternatives.

3.0 DEVELOPMENT OVERVIEW

3.1 Profile

St Silas Church of England Primary School is located in an area that is primarily residential in nature, characterised by terraced housing. The school site contains a mix of single and two storey buildings with a variety of external play spaces. The north-east and south-west of the site is mostly bounded by residential properties. The south-east of the site is bounded by Pengwern Street and functions as the rear of the school site, with servicing for refuse collection and kitchen deliveries taking place from this street. There is no pedestrian access to the school site from Pengwern Street. High Park Street borders the school site to the north-west and is the location of both pedestrian accesses into the school site. Most pupils enter the school site via a pedestrian gate from High Park Street that opens directly into the playground. The site staff manage this entrance and it is open from 08:30 to 08:45 each morning and for a limited period at the end of the school day. Outside of these times pupils enter and exit via the main entrance and through the Reception area. The access arrangements for the school work well at present and will remain unchanged as a result of the modest expansion project. The site's location and organisation is illustrated in Figure 3-1 below.

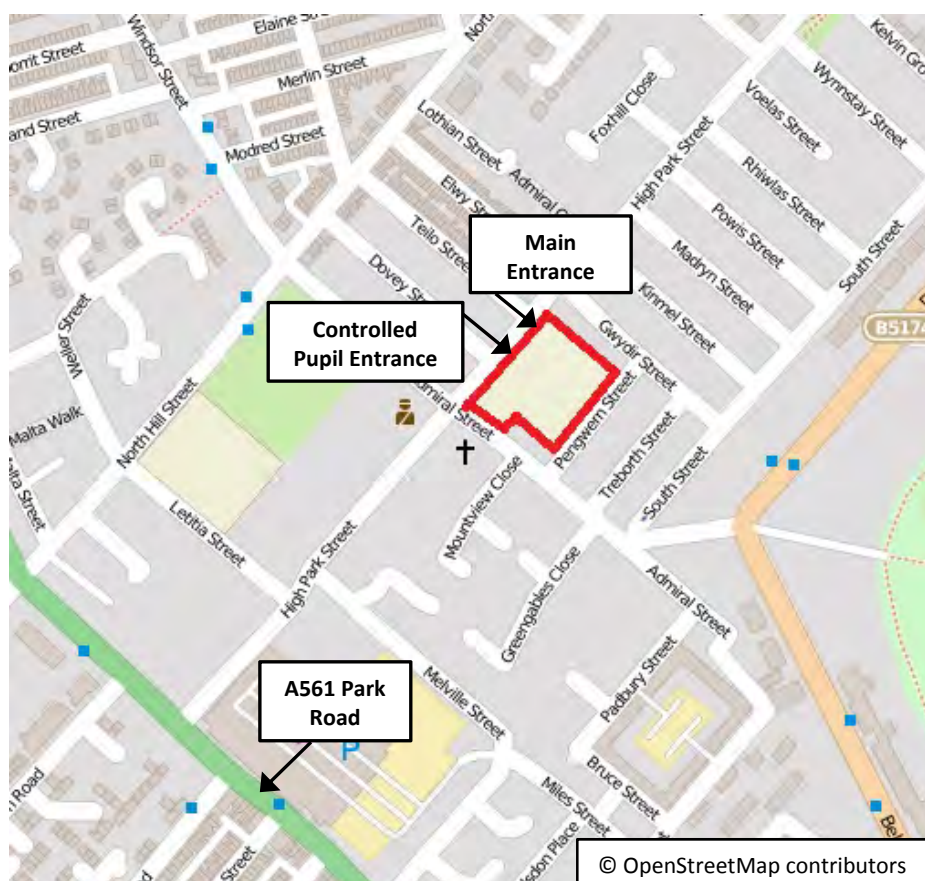


Figure 3-1: Site Location

3.2 *Site Access*

St Silas Church of England Primary School has a very local catchment with most pupils living within 500 metres of the school site. A detailed “Hands Up” travel survey of pupils at St Silas CoE Primary School was undertaken in June 2015 and this identified that 65% of all pupils walk to school, 27% travel to school by car, 6% of pupils cycle/scoot to school, 1% travel by bus and approximately 1% travel by taxi. The Travel Survey was also issued to staff members at the school, but the rate of return was under 30% at the end of the school year. The travel patterns for staff are considered to be similar to other nearby primary schools that have local pupil catchments. Staff travel survey figures from St Cleopas Church of England Primary School (a nearby school) have been used to set a baseline for staff travel modes.

The school site is well served by bus routes, however only one pupil currently travels to school by bus, which reflects the very local catchment for the school. The nearest bus stops are located on Park Road and Princes Road and are approximately 475 metres from the school site. The main bus routes on Park Road are the 82, 202/204 and C4/C5. Bus service 82 has a daytime frequency of every 10 minutes and serves many of the southern suburbs between Liverpool City Centre and Speke. The C4 and C5 circular bus services cover the same route with the C4 operating in a clockwise direction and the C5 operating in an anti-clockwise direction. The circular route serves Dingle Mount, Toxteth, Brunswick Train Station, Kings Parade and Liverpool City Centre and operates with a daytime frequency of 15 to 30 minutes. The 202/204 service has a daytime frequency of every 30 minutes and operates between Dingle and three of Liverpool’s major hospitals.

The existing bus routes easily serve most of the known home addresses of pupils attending St Silas CoE Primary School. However, the school has a very local catchment which means that walking, cycling or scooting are more convenient and cost effective travel options for most pupils. The existing bus services may be more appropriate for staff members at the school. For more detailed information on all bus routes, frequencies and destinations that serve St Silas Church of England Primary School, refer to section 2.4.3 of the Transport Statement.

Brunswick railway station is approximately 1.2 kilometres from the school site; however this is beyond the home addresses of most pupils, given the very local catchment of the school. The school travel survey identified that no pupils currently travel to school by train, although it may be a viable option for staff. Brunswick railway station is on the Merseyrail Northern Line with services approximately every 15 minutes serving stations between Hunts Cross and Liverpool City Centre with onward connections towards Southport, Ormskirk and Kirkby, as well as interchange with other Wirral Line and City Line services.

3.3 *Pedestrian & Cycle Infrastructure*

St Silas Church of England Primary School is a popular school with a very local pupil catchment. To assist in summarising the accessibility of the site on foot, an indicative pedestrian catchment plan is included in Appendix A, which demonstrates that the vast majority of the current pupil population live within 1 kilometre of the site and most pupils live within 500 metres of the school.

The School Travel Survey carried out in June 2015, indicated that a large majority of pupils walk, cycle or scoot to school (71% of all pupils). These sustainable transport figures are the highest of any of the primary schools in Phase 1 of the Liverpool Primary Schools Investment Programme, thus far. Given the very local catchment for the school there is the potential to reduce the number of pupils that travel to school by car, which is currently 27% of all pupils.

The 2014 School Census revealed that most pupils attending St Silas CoE Primary School live within 500 metres of the school site and in the area of terraced housing to the north of the school site. Therefore most pupils are able to walk, cycle or scoot to school via safe routes that do not require them to cross busy roads. An existing school crossing patrol on High Park Street provides safe crossing facilities for pupils immediately outside of the main school entrance. The school census identified that the home addresses of pupils currently attending the school are clustered together in a small number of residential areas, which offers greater potential for informal groups of escorted or unescorted children to walk, cycle or scoot to school together.

There are good footways on all main routes surrounding the St Silas CoE Primary School site. The number of pedestrian access points for pupils will remain the same, as the two entrances work well at present. The main pedestrian entrance for pupils is a controlled double gate from High Park Street into the main playground. This access is opened and manned by a member of school staff for a limited period at the beginning and end of the school day. Outside of these times all pupils enter the school via the main visitor entrance into the Reception/Administration area. The existing entrances are visible and require no alterations.

St Silas CoE Primary School has participated in initiatives such as Walk to School Week and has registered for the Eco Schools programme. This programme will involve establishing an Eco Committee comprised of students to move forward ideas for the environment and encouraging sustainable behaviours.

Cycling and scooting is a popular means of travelling to school for pupils attending St Silas. The National Cycle Route 56 passes to the immediate south of the school site on Admiral Street. This route connects Liverpool City Centre to the southern suburbs and has substantial off-road sections in Princes Park and Sefton Park. Most of the pupils attending St Silas CoE Primary School live to the immediate north of the school site and the local highways are particularly suitable for cycling and scooting. Additional cycle parking will be installed as part of the expansion project along with purpose built scooter parking. The existing cycle parking at St Silas CoE Primary School caters for 8 cycles in secure covered racks, but demand outstrips supply and they are not in a convenient location. Secure cycle parking for an additional 8 cycles will be installed (16 in total). Scooting to school is a popular means of travel for pupils and purpose built scooter storage for 12 scooters will be installed to allow scooters to be parked safely and securely throughout the day.

New scooter parking will be installed to accommodate 12 scooters and new cycle parking will be installed for 8 cycles. The existing cycle parking for 8 cycles will be retained. Regular monitoring of cycle and scooter parking usage will be recorded by the Travel Plan Co-ordinator and additional parking facilities will be installed should the demand begin to exceed supply. Given the very local catchment of the school, transport via sustainable modes will focus on maintaining and increasing the number of pupils that walk, cycle and scoot to school, rather than on increasing public transport use.



Bikeright! is a cycle development organisation that offers bicycle maintenance courses at various levels and cycle proficiency training. Free cycle proficiency training is available through Travelwise at Level 1, Level 2, Level 3 and Level 3 Plus. Pupils at St Silas CoE Primary School have completed Bikeability courses in the past and the school will plan more advanced cycle and scooter training, in collaboration with Travelwise. The School will continue to participate in initiatives such as Bike Week and Road Safety Week.

An analysis of the Road Traffic Accidents in the vicinity of St Silas CoE Primary School has been undertaken, (see Transport Statement section 4). The study reveals that over the past 5 years there were five recorded accidents in the vicinity of the school site. None of these accidents involved cyclists and two of the accidents involved pedestrians. The detailed analysis of these accidents did not reveal any common causes or issues with the road layout. All of the accidents occurred on Admiral Street with a small cluster of vehicle on vehicle accidents at the Admiral Street/High Park Street junction.

3.4 *Highway Access and Car Parking*

The highway access arrangements will remain unchanged as a result of the modest expansion project. There is no current on-site car parking and this will remain unchanged. Some junction protection measures, in the form of double yellow lines and waiting restrictions will be installed at the junctions on High Park Street nearest to the school.

The detailed Travel Survey conducted in June 2015 had a low return rate, so the results of a recent staff travel survey at a nearby primary school (St Cleopas CoE Primary School) have been used to assist in setting the baseline travel information for the staff cohort. The proportion of staff members that drive to school is likely to be around 50%, which is relatively low for a school. It is known that 5% of staff members (2 staff) cycle to school at present. Given the good transport links and cycle routes in the area, there is significant potential to improve travel by sustainable means.

Car sharing is already used by a number of staff members at St Silas CoE Primary School and the provisional survey results indicate that this is particularly common for support staff such as cleaning and catering staff. To further improve rates of car sharing and reduce trips by car, car sharing will be promoted to staff at regular staff briefings. Staff will be provided with sustainable transport options as part of the recruitment and induction process, as well as promoting these through staff briefings.

Two staff members currently cycle to school and use the staff shower and locker facilities. Cycle facilities will be enhanced and promoted as part of the expansion project with new secure cycle parking in easily accessible locations on direct access routes through the school site.

Students will be strongly discouraged from travelling to school by car and modes of sustainable travel will be actively promoted, as set out in this Travel Plan. The Travel Plan Coordinator and designated staff will actively monitor pupil drop-off activity to the school. Newsletters and the school website will be used to remind parents & guardians not to contravene parking and waiting restrictions and to discourage travel to school by car.

The school may explore the feasibility of introducing a Park & Stride scheme in the future in consultation with St Philmonas Church. This arrangement could provide a safe and convenient option for parents/guardians to drop-off and pick-up pupils with a very short designated walk to the main entrance gate.

3.5 Targets

Tables 3-1 and 3-2 below set out the travel targets that this Travel Plan has been designed to achieve. A detailed Travel Survey will be conducted annually in February each year, to avoid seasonal bias, and monitor travel behaviours. The annual review of the Travel Plan and analysis of the annual Travel Surveys can be undertaken by older pupils, as part of a specific project integrated into the curriculum, with assistance from outside professionals.

It is recommended that the annual travel surveys and performance against the targets should be included on the school website, highlighted in school newsletters and displayed within the school to make pupils, staff and parents aware of progress. The number of pupils travelling to school via sustainable travel modes is already high and the school will be focussed on maintaining and increasing these numbers.

Mode	Existing - Jul 2015 (Total %)	Target – Feb 2016 (Total %)	Target - Feb 2018 (Total %)
Walk	65%	68%	72%
Cycle	2%	4%	5%
Scoot	4%	5%	6%
Car	27%	21%	15%
Other (Bus, Train or Taxi)	2%	2%	2%
Total	100%	100%	100%

Table 3-1: Student Travel Modes to School

Mode	Baseline – Jul 2015 (Total %)	Target – Feb 2016 (Total %)	Target - Feb 2018 (Total %)
Walk	30%	35%	35%
Cycle	5%	6%	8%
Car (Driver)	48%	39%	32%
Car (Passenger)	11%	12%	15%
Other (Bus, Train or Taxi)	6%	8%	10%
Total	100%	100%	100%

Table 3-3: Staff Travel Modes to School

4.0 TRAVEL PLAN IMPLEMENTATION

4.1 Action Plan

The Travel Plan Co-ordinator role will be reviewed and confirmed in September 2015. The Travel Plan Coordinator will be responsible for implementing & reviewing the School Travel Plan, liaising with Class Teachers and the Senior Leadership Team with regards to transport initiatives, arranging for regular updates on transport options on the school website, newsletter and display media, arranging travel surveys, promoting sustainable travel and monitoring the effectiveness of the Travel Plan.

This action plan contains specific measures for different transport modes, as well as some general measures, detailed in Tables 4-1 to 4-5 below.

Measure	Date for Completion	Responsibility
Install new cycle and scooter parking	Autumn 2015	Kier construction, as part of the expansion project
Implement improved pedestrian and cycle markings on existing and new internal paths	Autumn 2015	Kier construction, as part of the expansion project
Continue to offer Cycle Proficiency Training to all students	Autumn 2015 (repeated annually)	Travel Plan Coordinator to contact BikeRight! on 0151 482 5703

Table 4-1: Cycling Action Plan

Measure	Date for Completion	Responsibility
Promote informal pupil walking groups to parents via Newsletters and to pupils through the School Council and at Assemblies	Autumn 2015	Travel Plan Coordinator
Consider implementing a park and stride option for parents/guardians by using the St Philomons Church car park	Spring 2016	Travel Plan Coordinator
Continue to integrate road safety resources into the Foundation Stage, Key Stage 1 and Key Stage 2 curriculum for PSHCE, Science, English and Drama using the Think! Education resources and lesson plans	Autumn 2015	Deputy Head to ensure Class Teachers review the curriculum resources available through the Think! Education website and integrate into their curricula
Participate in Walk to School Week and Health Week, supported by Travelwise resources	Autumn 2015	Travel Plan Coordinator with support from Travelwise

Table 4-2: Walking Action Plan

Measure/Event	Date for Completion	Responsibility
Provide detailed public transport information (including routes & ticketing) on the school website, in student enrolment packs and to all staff	Autumn 2015 (and ongoing)	Travel Plan Coordinator
Provide structured activities and appropriate trips for small groups of Year 5 and Year 6 pupils via public bus services to develop their skills and confidence to travel independently to secondary school	Autumn 2015 (and ongoing)	Travel Plan Coordinator to contact Merseytravel to arrange
Arrange for Arriva Transport Education to deliver safety sessions to Year 5 and 6 pupils on safe use of buses	Autumn 2015	Travel Plan Coordinator to contact Arriva to arrange

Table 4-3: Public Transport Action Plan

Measure/Event	Date for Completion	Responsibility
Promote car sharing to all staff in briefings	Autumn 2015	Travel Plan Coordinator to progress. Promote at staff briefings.
Reduce number of students and staff travelling to school by car and promote safe parking behaviour	Autumn 2015 (ongoing)	SLT to include in school newsletters, letters to parents and other reminders. Travel Plan Coordinator to liaise with the police for enforcement of restrictions, when necessary.

Table 4-4: Car Reduction Action Plan

Measure/Event	Date for Completion	Responsibility
Produce a communications strategy to ensure that marketing and promotion of the Travel Plan occurs on a regular basis via regular email updates, newsletter and a dedicated webpage.	Autumn 2015	Travel Plan Coordinator to develop webpage with IT and present brief communications strategy to SLT for approval
Carry out annual staff and student travel surveys	February 2016 (repeated annually)	Travel Plan Coordinator to arrange with students as a project
Complete and publish first annual monitoring report on school website	March 2017	Travel Plan Coordinator to coordinate and facilitate a student project to monitor the effectiveness of the yearly travel plan

Table 4-5: General Implementation Plan



**St Silas pupils
May 2014 Census**

Children's Services, School Organisation Team, 2nd Floor, Millennium House, Victoria Street, Liverpool.
GIS Team: 233 2752



Date:

Ref: