



# Reading Blue Coat School



## Travel Plan 2010-2013

March 2010

Reading Blue Coat School  
Holme Park  
Sonning-on-Thames  
Berkshire  
RG4 6SU

<http://www.blue-coat.reading.sch.uk/>

Headmaster: Mr. M J Windsor  
STP Co-ordinator: Mr. A P Colpus  
School Reference Number: 872/6006

## Foreword

Reading Blue Coat School is committed to continuing its development in a sustainable fashion, maintaining its dedication to the best standards of education in a way that respects its neighbours, local community and the environment.

We recognise that we are fortunate to be situated in our attractive location by the Thames, on the edge of the village of Sonning, but we are also aware of the difficulties that such a location can bring, with limited access via public transport and the local issues of congestion and heavy traffic.

This Travel Plan was commissioned as part of our commitment to sustainability and as an indication of the School's willingness to think carefully about the problems of congestion and environmental impact and act accordingly. In it, we assess the current situation, analysing where pupils, staff and parents are travelling from and looking at which means of transport they are using to travel to and from school. The plan then goes on to consider means by which the School could encourage greater numbers of pupils, staff and parents to walk, cycle or use public transport to come in to school. It outlines the direction in which the School hopes to move in this crucial area for the next five years. Of course, this plan represents just one strand of our commitment to sustainable development, which includes the contribution of the School's Eco-Schools' Committee, which is particularly important as it allows pupils to play a role in guiding this key area of school policy.

I am grateful to Kara Dale of Steer Davies Gleave and to the School's Second Master, Andy Colpus, who have collaborated closely in the production of this important document.

MJ Windsor, Headmaster

## Introduction

Travel Plans are a Government initiative to try and reduce congestion on the 'school run' and to reduce accidents around schools. The Travel Plan aims to promote safe and healthy journeys to school which will bring benefits for pupils, parents, staff and the wider community. In addition it will contribute to the improvement of the environment around the school.

RBCS is committed to producing a working Travel Plan and recognises that the implementation of an effective Travel Plan can potentially bring a number of real benefits.

Mapping analysis of staff and pupil postcode records has been undertaken to assess the numbers and percentage of staff and pupils who are within notional time-based walking and cycling distance of the school. The results show that 12.4% of staff and 5.3% of pupils live within a 30 minute walk catchment of the school, respectively. The results also show that 62.8% of staff and 43.9% of pupils live within a 30 minute cycle catchment of the school, respectively. Furthermore, 40.3% of staff and 31.6% of pupils live within a 400 metre radius of the existing private school bus routes catchment of the school and 10.9% of staff and 6.8% of pupils live within a 400m radius of the proposed Wallingford school bus route.

The following exercises have informed the Travel Plan:

- The Staff Travel Surveys were carried out between Friday 27 November and Friday 4 December 2009.
- The Pupil Travel Surveys were completed during tutor time on Tuesday 1 December 2009.
- A Parent Travel Survey was also issued on Friday 27 November for completion by Friday 4 December 2009.
- A Servicing and Delivery Survey was carried out between Monday 16 November and Thursday 3 December 2009.

A series of new Travel Plan measures have been identified within the Action Plan.

RBCS has appointed a Travel Plan Co-ordinator to manage and oversee the plan's further development and implementation of the measures included within the Action Plan. The Action Plan, like the Travel Plan itself, has an approximate four year time frame. Close joint working will be undertaken with Wokingham Borough Council, staff, pupils, parents and other interested parties.

The Travel Plan will be reviewed and monitored annually to check both overall progress in achieving objectives and to assess the impact of individual or groups of measures on specific issues, and thus decide whether to continue them. Monitoring the Travel Plan will also raise awareness.

## Requirement for a School Travel Plan

The school is currently refurbishing the 6th Form Centre Classroom Block. As part of the application approval a planning condition has been applied for the requirement of a Travel Plan.

Planning Condition 5 states that "Development shall not be committed until a travel plan has been submitted to, and approved in writing by the Local Planning Authority. The travel plan shall include a programme of implementation and proposals to promote alternative forms of transport to and from the site, other than by the private car and provide for periodic review. The travel plan shall be implemented as agreed, unless otherwise agreed in writing by the Local Planning Authority".

## Objectives

This chapter outlines the objectives for the School Travel Plan. The principal outcomes of the Travel Surveys and Site Audit undertaken have been translated into a set of clear and complementary objectives for the Travel Plan. It is fundamental that the Travel Plan has attainable aims and objectives to try and achieve over a projected course of time. Targets are also important and these are detailed in the next section of this report.

The objectives are SMART - Specific, Measurable, Achievable, Realistic and Timed.

### Objectives of the Travel Plan

The **over-riding objective** is:

“To facilitate sustainable travel to Reading Blue Coat School for staff, pupils, parents and visitors, through raising awareness to the choice of transport and facilities available”.

In addition, the following **sub-objectives** are:

1. To maximise the school’s accessibility whilst minimising the number of car trips to the school.
2. To reduce the proportion of pupils and staff coming to and leaving the school by car. This should in turn reduce the contribution made by the school to congestion in the local area.
3. To maximise the proportion of journeys undertaken to the school by sustainable modes of transport, such as walking.
4. To increase awareness of the School Travel Plan amongst staff and pupils and include it as part of the school curriculum.
5. To identify robust targets and measures to ensure that they are realistic and achievable.
6. To develop an Action Plan to set out a programme of implementation of the proposed measures over the four year time frame.
7. To review and monitor the implementation and effectiveness of the measures and Action Plan.

The second and third sub-objectives will both be measured quantitatively, and thus we can propose specific targets to achieve the objectives. Typically these will take the form of numbered or percentage targets to be reached at a given point in time.

The fourth objective will entail marketing of the School Travel Plan throughout the school. This may include web-based and paper based marketing, and production of Travel Plan summary leaflets. The success of the marketing of this project could be measured by a question in future surveys to ascertain the effectiveness of the Travel Plan.

## Targets

A series of targets have been proposed for completion within the next four academic years (i.e. January 2010 – December 2013).

Table 1 presents the baseline targets as current in 2010. Targets have also been set for 2011 and 2013.

The Travel Plan targets will be important for the review and monitoring process that will need to be undertaken. They will be continually updated as part of the Travel Plan review and monitoring process in 2011 and 2013. This will enable further refinement of measures and ensure that targets are appropriate, achievable and effective.

### Pupil Targets

<b>Mode</b>	<b>*Baseline (2010)</b>	<b>2<sup>nd</sup> Year Target (2011)</b>	<b>4<sup>th</sup> Year Target (2013)</b>	<b>Comments</b>
Walk	3.4%	3.7%	4.1 %	Postcode analysis shows that 5.3% of pupils live within a 30 minute walk catchment. Therefore there is potential to encourage more pupils to walk.
Cycle	1.6%	2.4%	3.7%	Postcode analysis shows that 43.9% of pupils live within a 30 minute cycle catchment. Therefore there is potential to encourage more pupils to cycle to school.
Motorcycle	0.5%	0.5%	0.5%	
Public Bus	4.0%	4.1%	4.1%	
School Bus	40.9%	40.9%	40.9%	Postcode analysis shows that 31.6% of pupils live within a 400m radius of the existing school bus routes. Therefore the results suggest that some pupils live more than 400m from the bus routes. There maybe potential to encourage more pupils to use the school bus if the proposed bus route to Wallingford is introduced. This would increase the figure by a further 6.8%.
Train	0.3%	0.3%	0.3%	There is no rail station within close proximity to the school. The Travel Survey results suggest that increase in travel by train is not a viable option.
I drive	8.0%	7.0%	6.0%	
Car with parents/ carer	26.6%	23.9%	20.0%	
Car with	14.3%	17.0%	20.0%	There maybe potential to increase

other parents/ children				the number of pupils who car share. The survey results show that *27.6% of pupil responses stated that would like to travel by car with friends. Furthermore, 25.3% stated they would be willing to car share with others making similar journeys and 29.4% stated maybe.
Other	0.4%	0.4%	0.4%	
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

In summary the key aims of the targets in terms of changing travel behaviour over the next four years and beyond will be:

- Increase the number of staff and pupils walking;
- Increase the number of staff and pupils cycling;
- Increase the number of staff and pupils travelling by bus;
- Increase the number of staff and pupils car sharing; and
- Reduce the number of staff and pupil single occupancy car journeys.

## Measures and Action Plan

This chapter summarises the initiatives that RBCS already has in place, and also identifies new Travel Plan initiatives and a programme for their implementation, in the form of an Action Plan.

### Existing Initiatives at Reading Blue Coat School

<b>Measures</b>
<b>Walking and Cycling</b>
<ul style="list-style-type: none"> <li>• Provision of cycle lockers/changing rooms/showers;</li> <li>• Provision of 18 secure and covered cycle parking spaces within the school grounds;</li> <li>• Provision of motorcycle parking within the school grounds.</li> <li>• Staff are on duty at the pedestrian crossing outside the main entrance on Sonning Lane between 1610 and 1625 hours to ensure the crossing is used safely.</li> </ul>
<b>Public Transport</b>
<ul style="list-style-type: none"> <li>• The school provides a number of bus routes through various bus/coach operators.</li> <li>• A dedicated drop-off/pick-up area is provided at Berkshire Sports and Social Club (BSSC).</li> <li>• Bus route information is provided on the school's website.</li> <li>• Parents/pupils are informed of the bus routes that operate within close proximity of their home during the pupil induction day and asked whether they want to use the bus services offered.</li> <li>• Parents are asked to sign a 'Code of Conduct', which sets out the ground rules for pupils' coach travel to and from the school.</li> </ul>
<b>Smarter Choices</b>
<ul style="list-style-type: none"> <li>• Provision of interest free season ticket loan for staff;</li> </ul>
<b>Education</b>
<ul style="list-style-type: none"> <li>• Pupil handbooks are provided to inform pupils of the school curriculum. School travel is woven into the curriculum through Personal, Social and Health Education (PSHE).</li> <li>• Eco-Schools: an Eco-Schools Group regularly meets to encourage the school to promote and develop sustainably throughout the school.</li> <li>• Various sports activities – e.g. Duke of Edinburgh.</li> </ul>
<b>Vehicle Access/Parking</b>
<ul style="list-style-type: none"> <li>• A site location plan and directions are provided on the schools website.</li> <li>• Dedicated parking spaces are provided for the Headmaster, staff, disabled drivers and visitors.</li> <li>• Sixth Form car parking is provided at the Reading Cricket and Hockey Club.</li> <li>• Car sharing – at the new parents evening coloured badges are distributed to encourage car sharing.</li> <li>• The school has applied to Wokingham Borough Council regarding the possibility of introducing a Stopping and Waiting Order on Sonning Lane near the main entrance to the school to reduce congestion issues particularly at school drop-off/pick-up times.</li> </ul>

## Action Plan

The table below outlines the new Travel Plan measures and sets out a programme of work for the implementation of these measures. This will help the Travel Plan Co-ordinator manage the Travel Plan and check its progress. The Action Plan, like the Travel Plan itself, has an approximate four year time frame.

Measure	Description	Cost	Responsibility	Timescale
<b>Engineering</b>				
To work with the Council for the Council to provide sufficient lighting on Sonning Lane for pupils walking and cycling to/from school.	Insufficient lighting is currently provided on Sonning Lane, particularly between the main gate and the junction with the A4 Bath Road.	To be assessed by an Engineer	STP Co-ordinator/Wokingham Borough Council	April 2011
To work with the Council for the Council to provide bus shelters at the bus stops outside the school's main entrance on Sonning Lane.	Currently, there are no shelters provided at the existing bus stops on Sonning Lane, near the school's main entrance.	To be assessed by an Engineer		April 2011
To work with the Council for the Council to provide a dedicated cycle route on Sonning Lane.	Currently, there is no cycle route provided on Sonning Lane, particularly between the main gate and the junction with the A4 Bath Road.	To be assessed by an Engineer		April 2013
To work with the Council for the Council to provide pedestrian crossing facilities at the A4 Bath Road/Sonning Lane junction.	Currently, there are no dedicated safe pedestrian crossing facilities at the junction of A4 Bath Road/Sonning Lane. The school highlighted that numerous pupils who live in the Woodley Sandford area, walk to school and have to cross this junction. Several parents have also highlighted this issue within their responses for the Travel Survey. The staff and pupil postcode analysis shows that 18 staff and 35 pupils live in these areas. These areas are within the 20-30 walk catchment time band from the school.	To be assessed by an Engineer		April 2011
The school is currently investigating the possibility of introducing a dedicated drop-off/pick-up point for school. This would relieve congestion and improve safety within the school grounds and near the main entrance during drop-off/pick-up times.	There are no dedicated drop-off/pick-up points provided at the school. Currently parents drop-off/pick-up outside the main entrance and within the main staff car park, which can cause congestion, safety and traffic issues. The school is keen to provide a safe dedicated drop-off/pick-up facility.	To be assessed by an Engineer		April 2011
<b>General</b>				

<b>Measure</b>	<b>Description</b>	<b>Cost</b>	<b>Responsibility</b>	<b>Timescale</b>
The Eco-Schools Group will be responsible for the STP along with the TPC.	The Eco-Schools Group will be responsible for the Travel Plan along with the TPC. The Eco-Schools Group will meet regularly, with minutes taken and distributed to the Senior Management Team to ensure actions are followed up.	Some staff time	STP Co-ordinator	Within 3 months of Travel Plan approval
Travel Surveys in 2011 and 2013.	'Pupil Hands Up Surveys' will be undertaken in 2011, with full surveys undertaken in 2013 (as recently carried out).	Some staff time	STP Co-ordinator	January 2011 and January 2013.
Wider stakeholder/partner liaison.	Use the School Travel Plan process to work with others to address the local congestion issue and identify opportunities for partnership i.e. cycle maintenance, discount on cycle equipment.	Some staff time	Bursar	First meeting within 3 months of Travel Plan approval
<b>Walking and Cycling</b>				
Nominate Cycling Champion within Eco-Schools Group.	Work with external partners at local authority etc.	Some staff time	STP Co-ordinator	On-going
Identify Walking Routes.	Outside the school site identify problem areas and mitigating measures or alternative routes and liaise with other stakeholders.	Some staff time	STP Co-ordinator	June 2011
National Walk to School Weeks <sup>1</sup> .	Participate in events.	Some staff time	Eco-Schools Group.	June 2011
Investigate the possibility of introducing incentive walking schemes, particularly amongst younger pupils.	This scheme would encourage pupils to walk to and from school by offering incentives for doing so. Pupils could log their walking distance each day and weekly/monthly winners could be announced. Individual and class prizes could be awarded.	Some staff time	STP Co-ordinator	June 2011
Cycle to School Week.	Participate in Cycle to School Week events.	Some staff time	Eco-Schools Group	2011
Publicise available cycle routes.	Order/Print copies of the Wokingham Borough Council Cycle Routes map.	Some staff time	Cycling Champion	On-going
Investigate the possibility for offering discounts for the purchase of cycling equipment.	Perhaps through Halfords Cycle2Work Scheme.	Some staff time	Bursar	June 2012
Investigate the provision of cycle training to staff and/or pupils.	Wokingham Borough Council offers cycle training. See <a href="http://www.wokingham.gov.uk/transport-roads-waste/walking-cycling/cycling-training">http://www.wokingham.gov.uk/transport-roads-waste/walking-cycling/cycling-training</a> .	Some staff time	Deputy Head Pupil Development	January 2012

<sup>1</sup> <http://www.walktoschool.org.uk/>

Measure	Description	Cost	Responsibility	Timescale
<b>Public Transport</b>				
The school is currently reviewing the possible introduction of a new bus route.	In order to gauge interest in the potential demand for a new service for pupils living in the Woodcote/Wallingford/Nettlebed areas, the school contacted parents in December 2009. Parents were also asked to comment on suitable pick-up point. The proposed bus route alignment is shown in Figure 2.4. The analysis of the staff and pupil postcodes shows that 10.9% of staff and 6.8% of pupils live within a 400m radius of the proposed bus route.	Negligible	Bursar	June 2010
Investigate the possibility of running bus services later, after school finishes to allow pupils to attend after school activities.	The results of the Parents Travel Survey showed that the bus services provided do not cater for children attending after school activities.	Cost to bus/coach operators. Some staff time.	STP Co-ordinator	January 2011
Provide public transport information boards.	School/Public Bus routes, times, service details etc. Details on school website.	Negligible	School's Subject Technician	January 2011
Investigate whether staff can use the school buses.	Postcode analysis shows that 41.3% of staff live within a 400m radius of the existing school bus routes. Therefore there is potential to encourage staff to use the school bus. No staff currently use the school buses.	Cost to bus/coach operators. Some staff time.	STP Co-ordinator	January 2011
<b>Car</b>				
Car Sharing.	Undertake postcode analysis to identify clusters of postcodes for possible car sharing opportunities. Investigate possible introduction of a car sharing 'system' potentially through a web-site. Such as <a href="http://www.school-run.org">www.school-run.org</a> .	Staff time for organisation and promotion.	STP Co-ordinator	January 2011
'Park and Stride' Scheme.	Attempt to identify an area with more parking away from Reading Blue Coat and encourage parents (especially those not making onward journeys for other purposes such as work) to park there and if necessary escort the children. The Park & Stride area should be a minimum of 10 minutes' walk for	Possibly signposting and staff time. Parking use may have costs	Eco-Schools Group	January 2013

<b>Measure</b>	<b>Description</b>	<b>Cost</b>	<b>Responsibility</b>	<b>Timescale</b>
	the pupils from the nearest school entrance (near buildings). <sup>2</sup>	depending on availability and restrictions.		
Communication with drivers.	Highlight the issue of safety and congestion to drivers dropping off and collecting at Reading Blue Coat.	Negligible	STP Co-ordinator	January 2011
<b>Communication</b>				
Development of a Communications Strategy.	The advertisement and communication of the Travel Plan is fundamental to its success.	Some staff time.	Publicity Manager	January 2011
Articles in the school newsletter.	Either regular or occasional articles to raise awareness of the School Travel Plan among pupils and parents. Also to promote specific measures (for example, Walk to School Week).	Negligible. Some staff time.	Publicity Manager	June 2010
Increase information on Website.	Add information regarding the School Travel Plan – this may be summary of the Travel Plan, and information regarding relevant transport information and schemes (as detailed earlier in the Plan).	Negligible. Some staff time.	Publicity Manager	June 2010
Introduce 'accessibility' information and details of the School Travel Plan into the school information booklet.	Review existing materials along with strategies. Raises parent awareness of detriments of driving.	Design costs.	Publicity Manager	September 2010
School Travel Plan Information Board.	One or more located centrally and regular refreshed and updated with information about (e.g.) schemes as listed above.	Negligible	School's Subject Technician	June 2010
Regular updates at School Council Meetings.	School Travel Plan Co-ordinator to provide liaison between Steering Group and School Council.	Negligible. Some staff time.	STP Co-ordinator	June 2010
<b>Servicing and Deliveries</b>				
Review of Servicing and Deliveries.	Review of Servicing and Deliveries to investigate if they can be consolidated and if 'greener' vehicles can be used.	Negligible. Some staff time.	Bursar	January 2011
<b>Review &amp; Monitoring</b>				
'Hands-Up' Travel Survey	A 'Hands-Up' travel survey will be carried out in January 2011.	Some staff time. Cost of designing,	STP Co-ordinator	January 2011

<sup>2</sup> Schools working with Buckinghamshire County Council are an example of good practice in 'Park & Stride' [http://www.dft.gov.uk/stellent/groups/dft\\_sustravel/documents/page/dft\\_sustravel\\_031513-05.hcsp](http://www.dft.gov.uk/stellent/groups/dft_sustravel/documents/page/dft_sustravel_031513-05.hcsp)

<b>Measure</b>	<b>Description</b>	<b>Cost</b>	<b>Responsibility</b>	<b>Timescale</b>
		printing and analysing surveys		
Brief Review of Travel Plan with new survey results	This will assess the progress of the Travel Plan following its first year of implementation.	Some staff time. Cost to briefly review the Travel Plan and compare the survey results.	STP Co-ordinator	January/February 2011 (following Hands-Up survey)
Staff and Pupil Travel Surveys	Full Travel Surveys will be undertaken in 2013.	Some staff time. Cost of designing, printing and analysing surveys.	STP Co-ordinator	January 2013
Servicing Surveys	Full Servicing Surveys will be undertaken in 2013.	Some staff time. Cost of designing, printing and analysing surveys.	STP Co-ordinator	January 2013
Full review and update of Travel Plan	A full review of the Travel Plan will be carried out to include a comparison of the staff, pupil and servicing survey results. This will assess the progress of the Travel Plan following its implementation, in terms of achieving the Objectives, Targets, Measures and Action Plan. All relevant aspects of the Travel Plan will be updated accordingly and an 'Updated Travel Plan' produced.	Cost of reviewing, updating and producing a new Travel Plan report.	STP Co-ordinator	April 2013

## Travel Plan Management Strategy

This chapter sets out the

### School Travel Plan Co-ordinator

A 'School Travel Plan Co-ordinator' (STP) will lead on the further development and implementation of the School Travel Plan. The School Travel Plan Co-ordinator will ensure that all necessary communication takes place between the Eco-Schools Group (as described below), School Council and external organisations such as the local authority.

The School Travel Plan Co-ordinator will be The Second Master

### The Eco-Schools Group

The Eco-Schools Group will be responsible for aspects of the Travel Plan and will include members of senior management, teaching staff, senior members of the School Council and pupils. The Eco-Schools Group will work with an agenda for each meeting and will discuss all aspects of the Travel Plan.

It is proposed that the Eco-Schools Groups meet once every term during the period 2010-2013 to discuss the Travel Plan. There will then be a review of the regularity of these meetings. Minutes of each meeting will be taken and distributed to all parties involved.

The School Travel Plan Co-ordinator for RBCS will be encouraged to attend the Eco-Schools Group meetings.

## Communications and Marketing Strategy

The advertisement and communication of the Travel Plan is fundamental to its success. The foremost intention of the communication strategy is to promote the sustainability of the Travel Plan and encourage interest in it through the sharing of information with all people who access the school. It is essential that the staff, pupils and parents are involved in its implementation and evolution. The travel surveys have already contributed to raising awareness at the outset. It has also allowed the staff, pupils and parents to have an input into the development of the Travel Plan.

Aims of the communication strategy are to:

- Keep the staff, pupils and parents informed of Travel Plan strategies and activities;
- Encourage staff, pupils and parents participation in travel improvement programmes;
- Provide a feedback mechanism between the staff, pupils and parents and the Travel Plan committee;
- Provide a means for evaluating the outcome of measures through staff, pupils and parent input and interest; and
- Ensure that problems identified by staff, pupils and parents accessing the school are identified and addressed.

Communication will be aimed at the following site users:

- All staff employed at the school;
- Pupils, parents and visitors;
- Suppliers/Couriers/Postal services.

## Monitoring and Review

The Travel Plan Co-ordinator has overall responsibility for overseeing the review of the Travel Plan, monitoring of the targets and implementing the identified measures.

The purpose of monitoring of the Travel Plan is to check overall progress in achieving the objectives and to examine the effectiveness of implementing the Travel Plan measures, and thus decide whether to continue them. Monitoring the Travel Plan can also prove a useful way to raise awareness.

Indeed the review of the Travel Plan initiatives the school already has in place and the recommended measures for the next four year period in Chapter 6, demonstrates the School's progress and commitment to reduce car journeys to the school and encourage more sustainable modes of travel.

### Internal monitoring

The progress of the School Travel Plan will be assessed by a 'hands up' pupil travel survey, to be taken in January 2011. Full travel surveys (similar to that carried out in 2009) will be undertaken in January 2013. The Travel Plan will then be updated to include a comparison of the travel survey results and a review/update of measures as appropriate.

## Approvals of the School Travel Plan

This document has been approved by the following persons:

<b>Name</b>	<b>Title</b>
Mr. M J Windsor	Headmaster
Mr. S A Jackson	Bursar
Mr. A P Colpus	Second Master – School Travel Plan Co-ordinator
Mrs. L Toms	Parents Association
Mr. B Walsh	Chair of Governors