

Engaging Families and Schools in Active Travel Initiatives

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Briefing objective

Learn how Active Kent & Medway and local partners have positively engaged parents and schools with key tools to develop an active travel ethos in their local communities. The session will demonstrate the information and resources available to families and schools to support active travel planning.



Take Pride CIC
Community
interest company
based in Gravesend
by work across
Kent to deliver
sustainable cycling
programmes

We want to ensure that
every child has the
opportunity and access to
learn cycling as a vital life
skill – empowering
independence, promoting
health and fostering
sustainable travel through
safe and engaging
programmes.

Common Barriers to Cycling in the UK

Safety Concerns: Parents fears of traffic dangers and lack of safe routes

Lack of Infrastructure: Poor road quality, absence of segregated lanes

Accessibility Issues: Lack of access to a Bike / Helmet especially in areas of deprivation. Physical barriers prevent use by adaptive cycles and wheelchairs

Confidence and Skills: Only 20% feel 'very confident' cycling

Cultural and Gender Gaps: Cycling remains male-dominated

Our school Offer –
Take Pride Cic
Whole School
cycling
opportunities

Balance Sessions – Programme designed for children 2-6 years old. Focus on teaching cycling through balance bikes



Learn to ride programme – Helps children develop the skills and confidence to ride a bike independently.



Bikeability – UK government's national cycle training programme that equips children with the skills and confidence to cycle safely and independently on today's roads.

Solutions and Initiatives

Infrastructure
Improvements: £300M
for 300 miles of new
cycle paths

Behavioural Change
Programmes: Big Bike
Revival workshops,
COM-B model

Inclusive Design:
Removal of physical
barriers, Sustrans' Paths
for Everyone

Community
Engagement: Resident
consultations, local
audits

Targeted Support: Cycle
to Work schemes, focus
on underrepresented
groups

Case Study

Local School, not taking part in any cycling activities and through youth voice this was a programme pupils wanted.

Dedicated support programme introducing balance bikes and then a 6 week learn to ride programme followed by Bikeability

Cycle recycle scheme with a local shop. Local deposits and funding to make sure the bikes were roadworthy. School raffle and all pupils had access to a bike

Parent engagement Sessions, cycle maintenance sessions and like with local active travel cycle routes and plans



Active Travel...an easy win?

- a simple way for children to achieve part of their recommended 60 minutes of daily physical activity
- reduce reliance on cars
- cut congestion and pollution around school gates
- create safer, more vibrant communities.

Information and resources

- Travel Plans for Schools
- School Grant Funding
- Active Travel Maps
- Training
- Resources and other activities

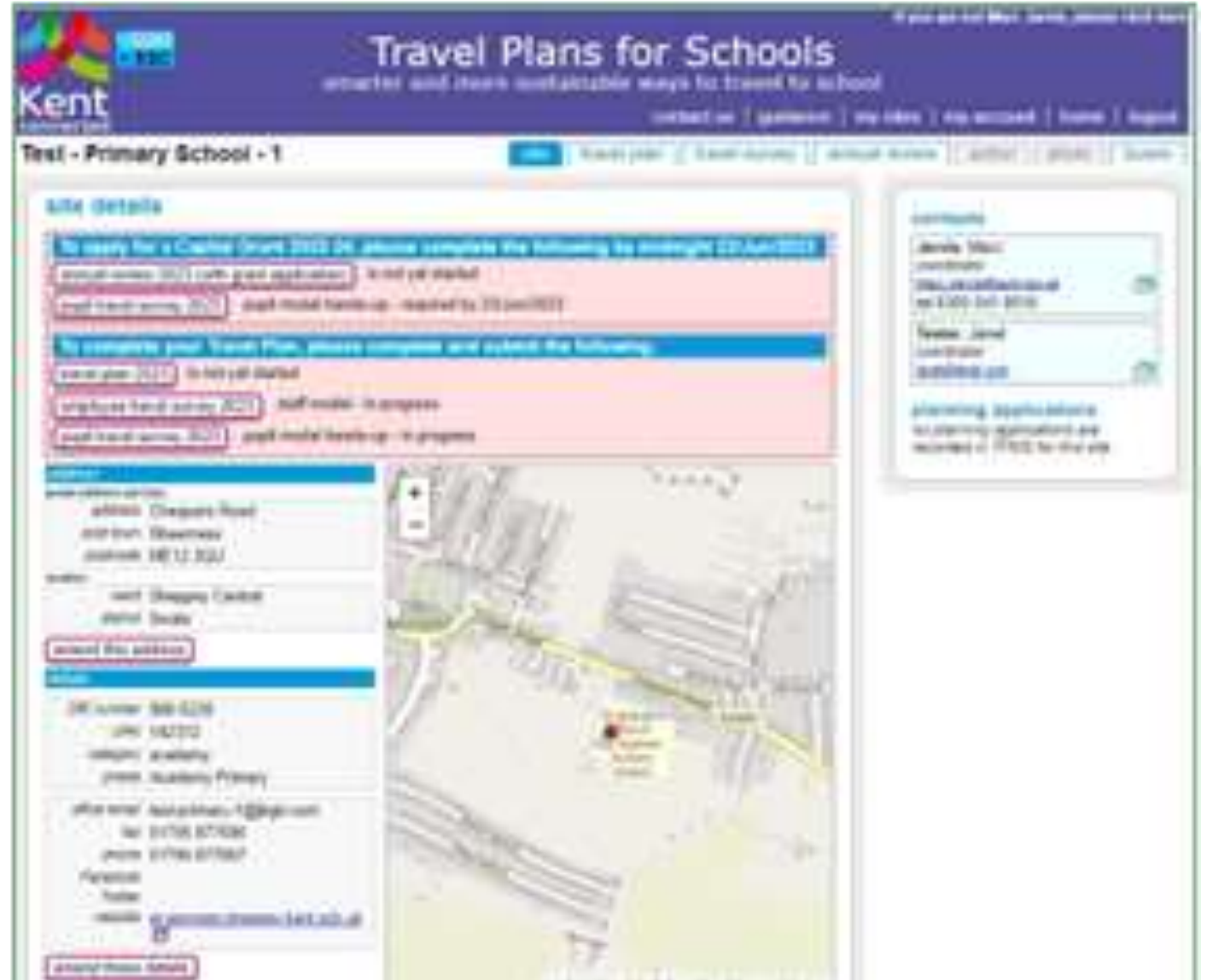


School Travel Plans (STPs)

STP is the foundation for identifying what other initiatives might be suitable for the school.

Benefits

- Link to highway improvements
- Access to grant funding
- Improved community relationships



Grant funding

Inspiration

Some of the more recent school installations funded through capital grants from KCC.

Here you can see just a few examples of the many wonderful projects that schools have completed using their Grant Funding. Wellie sheds, cycle & scooter storage and EV charging points are some of the more popular requests that we have received over the past 2-3 years.



Active Travel Maps



Primary Academy
Drapers Mills

Travel to

Drapers Mills Primary Academy is a larger than average primary school for children aged 4-11 years in Margate, sitting on a boundary between three wards: Salvestone, Dane Valley and Margate Central. The school is accessible by good quality footpaths with safe crossing points.

It is proud to be the first school in Kent to adopt the 'School Streets' scheme. By restricting vehicle movement outside of the school between 8-9.30am and 2-3.30pm, this has now made St Peter's Footpath a much safer place for children and parents/guardians to walk along to and from school.

www.kentconnected.org




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www.pindarcreative.co.uk

WALKING

Walking is a great way to get to school. You get plenty of fresh air and time to talk with your family. You could talk to the children about road safety and awareness on the journey. Maybe you could meet up with other families and walk with your friends.

Walking helps children to prepare for the start of their school day, so they arrive wide awake and ready to learn. It also helps them to burn off excess energy and 'unwind' during their return home from school.

Remember: if you are walking you are exercising, which is good for your health! It is also good for the environment since, by not using the car, you are helping to cut traffic congestion and air pollution.

WALKING

As a result of the School Streets Initiative Parents and children from the Salvestone and Margate Central areas are able to walk safely to and from school along St Peter's Footpath from the junction with College Road without the nuisance of motorised traffic congestion. It is hoped that more children will now want to walk at least part of the way (see the 'Park & Stride' section) or all of the way.

Those who live in the Dane Valley area are encouraged to walk into school via the National Cycle Route or the footpath alongside the Community Allotments (both indicated on the map by a dotted line) between the Dane Valley Road and St Peter's Footpath.

CYCLING & SCOOTERING

We encourage pupils to travel to and from school by more active means - even if it is for just part of the journey, and where this is safe to do so. This will help to increase their daily amount of exercise and, research shows, also help increase their levels of achievement at school.

Riding a bicycle or scootering is a very good form of exercise for young people. But choosing 'two wheels over four' can also potentially reduce vehicle fuel costs by around £400 a year!

There are racks provided for bicycles and scooters at school, which are near to school building entrances. There is a Cycle route and a well-tarmacked pedestrian route accessing the school from Dane Valley Road (both indicated on the map by a dotted line).

PARK & STRIDE

While you may not be able to walk all the way from your home to school, it could be worthwhile walking at least some of the way. Avoid the stress of trying to park close to the school gates by parking a little further away and walking the remainder.

You can use this map to find somewhere to park at least five minutes walk away from school - anywhere outside of the red circle. For a ten minute walk park anywhere outside of the blue circle. Either way, you can build some exercise into your day whilst also helping to reduce traffic congestion and air pollution.

You could park in Dane Valley Road and walk the short distance using the footpath alongside the Community Allotments or the National Cycle Route (both indicated on the map by a dotted line) as this would help to reduce traffic congestion around the College Road area near to the junction with St Peter's Footpath.

How do you do it?

Drive? Walk? Cycle? On your own or with others?

Rethinking our journey isn't just good for the environment and reducing congestion - it can improve our quality of life too.

Changing the way in which you travel is not about altering your lifestyle or making any big commitment. It's about exploring the changes you would like to make that work for you, your life, your family and your commitments. If everyone takes one small step we can make a real difference.



Kent Connected

Ambitions: we all have them.

Ours is to improve your journey in Kent. We are passionate about making your journey easier, saving you time and money and reducing congestion. Sound impossible? It's not! There are so many ways that you can achieve this, all while helping to improve the environment and your health through sustainable or active travel choices.

If you would like assistance with travel planning, or if you would just like to discover active travel routes near you, you can download the Kent Connected app or visit the website, www.kentconnected.org, to find out more.




Cycle training



Kent County Council –
www.kentcycletraining.co.uk

Gravesham/Swale
www.takepridecic.co.uk/cycling-4-schools

Maidstone
www.passltd.org/bikeability

Ashford
<https://cyclecircle.co.uk/cycletraining/>

Canterbury/Herne Bay
www.thecanterburybikeproject.co.uk/bikeability

Dover
www.yourleisure.uk.com



Additional support



Questions for discussion

How can you support schools with active travel?

How can active travel support your programmes?

