

REPORT TO: EDUCATION COMMITTEE - 23 MAY 2011

**REPORT ON: PROGRESS AND OUTCOMES OF THE ROLL-OUT OF THE
PRIMARY SCHOOLS CAR PARKING/DROPPING-OFF TRAVEL
PLAN INITIATIVE**

REPORT BY: DIRECTOR OF EDUCATION

REPORT NO: 125-2011

1.0 PURPOSE OF REPORT

1.1 This report informs members of the progress and outcomes of the roll-out of the primary schools' car parking/dropping-off and travel plan initiative and makes recommendations to support the long term sustainability of this project.

2.0 RECOMMENDATIONS

2.1 It is recommended that the Education Committee:-

- i. notes and approves the content of this report;
- ii. approves the proposal that schools will take ownership and responsibility for progressing their travel plans and maintaining the 'Don't Park Here' campaign; and
- iii. instructs the Director of Education to continue to monitor the campaign and, in so doing, maintain links with all relevant stakeholders, i.e. community police, parents and pupils.

3.0 FINANCIAL IMPLICATIONS

3.1 The ongoing financial implications of employing an additional 2 school crossing patrollers and the additional hours of the existing patrollers amounts to £64,000 in a full financial year. This additional cost can be funded from the Education Department Revenue Budget.

4.0 MAIN TEXT

4.1 Background

4.1.1 On 11 January 2010 the Education Committee noted the results of a pilot initiative to reduce the incidences of inappropriate parking and dropping-off at school and the associated impacts (Report No 1-2010 refers). The pilot had resulted in a number of actions, including:-

- the establishment of a working group chaired by the Depute Chief Executive (Support Services) with representatives from Legal Services, Education, City Development and Tayside Police;
- a survey of primary schools to better understand the issues and concerns of the school community with regards to parking and dropping-off at school;
- investigation of good practice elsewhere within the UK;

- identification of a package of measures to include incentives to encourage more appropriate parking, methods to engage with parents and carers, and the enforcement of parking regulations; and
- a pilot initiative of two schools within Dundee to assess the impact of such measures on reducing the incidences of inappropriate parking and associated impacts; the pilot schools were Park Place in the West End ward and Eastern in The Ferry ward.

4.1.2 The conclusion from the pilot project was that the measures outlined above had been effective, leading to significant improvements and real 'buy-in' from parents and carers within the two schools, so much so that it was extended to St Andrew's Primary with a similar positive impact.

4.1.3 In January 2010, due to the success of the pilot initiative, the Education Committee approved the roll-out of the scheme to all primary schools in the city on a phased approach over 1 year from April 2010 to March 2011 (Report No 1/2010 refers).

4.1.4 It was also proposed to evaluate the success of the roll-out to primary schools before consideration could be given to extending the initiative to nursery and secondary schools.

4.1.5 To further support the long term benefits, it was proposed as part of the Council's School Travel Management strategy that each school must develop a travel plan, the aim of which being to promote safe, sustainable travel to and from school, reduce the reliance on cars and encourage modes of travel such as walking and cycling which also promote health and fitness. It was noted that the travel plans would also identify traffic and road safety issues and include action plans tailored to the need of each school.

4.1.6 The staff tutor responsible for Health Education was given the responsibility to support the development of school travel plans and the roll out of the parking initiative in conjunction with this. This enabled a co-ordinated approach and played a key role in the success of this important programme

4.2 Financial Input

4.2.1 The pilot and roll-out programme were funded by Dundee Travel Active, Dundee Road Safety Forum and the Education Department. The cost of the 'no parking' cones, banners, travel advisors' time and promotional material was met by Dundee Travel Active. The cost of the school crossing patrollers was met from the Education Department's Revenue Budget.

4.3 Results of the Roll-Out Initiative

4.3.1 The roll-out initiative was undertaken in 3 phases and schools were included as cluster groupings as indicated below.

Phase one: April – August 2010

- Craigie High School Cluster
- Grove Academy Cluster
- St John's RC High School Cluster

Phase two: August – October 2010

- Harris Academy Cluster
- Menzieshill High School Cluster
- St Paul's RC Academy Cluster

Phase three: October - December 2010

- Baldragon Academy Cluster
- Braeview Academy Cluster
- Morgan Academy Cluster

- 4.3.2 A competition involving all primary schools was undertaken to develop a 'brand' to promote the initiative. The winning design was used on the promotional material, viz. 100 large high impact banners and leaflets sent to all parents and carers with a letter about the initiative.
- 4.3.3 Each school received a 'parking kit' which included:
- an appropriate number of cones and a trolley;
 - 2 x 'Don't Park Here' banners; and
 - parent letters and an information leaflet about the initiative.
- 4.3.4 In addition to the above, support was provided by Dundee Travel Active advisors who worked alongside staff tutors to deliver workshops to pupils regarding active travel and road safety. The travel advisors also liaised with parents to raise awareness of the initiative.
- 4.3.5 The police and parking attendants also visited a number of schools, targeting those worst affected by inappropriate parking and dropping off.
- 4.3.6 Additional school crossing patrollers were recruited for Downfield and St Andrew's primary schools and the existing school crossing patroller hours were extended to allow for setting out and collection of cones.
- 4.3.7 All parents/carers were sent letters and an information leaflet about the initiative. Schools included information in their school newsletters and press releases were issued to the local press throughout the initiative. These were timed to correspond with the launch of each phase.
- 4.3.8 'Parking permission' cards were provided to schools with appropriate local parking arrangements.

4.4 Travel Plans and Travel Plan Support

- 4.4.1 To further support the development of school travel plans and the roll-out of the parking initiative the Education Department applied for and was successful in being awarded 20 days free travel plan consultancy support from the Energy Saving Trust. This support was used to advance the travel plan initiative, offer guidance and support to the Education Department to manage the project, and direct support to a number of schools in terms of travel planning.
- 4.4.2 Travel Plan support was offered to all school cluster groups to assist them in developing their travel plans. In addition 2 cluster groups applied for and were successful in their applications for Sustrans funding for Active Travel and Transition travel.

4.4.3 It was identified that the involvement of secondary schools was an important element, particularly with regards to the transition phase of pupils moving to secondary school as well as supporting safe independent travel for secondary school pupils. Secondary schools were invited to attend cluster group meetings.

4.4.4 Dundee Active Travel advisors and staff tutors delivered travel workshops to P7 pupils to raise their awareness of safe and independent travel. Feedback from the cluster group meetings identified that the key areas restricting schools progressing their travel plans are:-

- staff resources to explore best practice and understand what is required to develop, implement and monitor travel plans
- access to templates, information and other resources
- staff resources and knowledge to develop surveys, action plans and explore measures.

4.5 'Hands Up' Survey

4.5.1 Every year Dundee Schools undertake a national 'Hands Up' travel survey. In 2010, 23 primary schools and 4 secondary schools took part. The 2009 and 2010 survey results suggest that there has been a reduction in the percentage of primary pupils driven to school and those who walk, but there has been a subsequent increase in the percentage of primary pupils who 'Park and Stride' or travel by bus.

	Walk	Cycle	Scooter/Skate	Park & Stride	Driven	Bus	Taxi	Other
2009	56.1%	0.7%	0.4%	6.8%	29.9%	4.2%	1.3%	0.5%
2010	52.3%	0.5%	0.4%	11.9%	27.8%	4.8%	1.9%	0.5%

4.5.2 Given that the 'Hands Up' survey was undertaken in September it is envisaged that the full impact across the city will not be evident until the next survey in September 2011.

4.6 Conclusion

4.6.1 All primary schools are fully engaged in the parking and drop off initiative and travel planning forms a standing agenda item at Parent Councils. Questionnaires have been issued to all schools to better understand the success of the initiative, however initial feedback suggests that overall the initiative has been successful.

4.6.2 With regard to secondary schools, the present situation is that each school has a travel plan in place and it is therefore not deemed necessary at the present time to extend the programme to secondary schools. Secondary Head Teachers have been consulted in reaching this decision. However, it will be important to continue to monitor the situation and be alert to any changing patterns.

4.6.3 As far as nursery schools are concerned, Park Place nursery school participated along with Park Place Primary School in the pilot, and shared in the success of the initiative. However, given that no other free-standing nursery school experiences parking and dropping-off difficulties, it is proposed not to extend the scheme to these establishments.

4.6.4 It is recognised that issues surrounding car parking and travel planning are ongoing, and briefing meetings with all Head Teachers will continue. If the

positive impact of this initiative is to be successful in the long term, measures and awareness activities will need to be continuous and solution focussed. In this respect, it is recognised that dialogue with Parent Councils and Parent Forums throughout the city must continue.

5.0 POLICY IMPLICATIONS

- 5.1 This report has been screened for any implications in respect of sustainability, strategic environment assessment, anti-poverty and equality impact assessment and risk management. There are no major issues. An Equality Impact Assessment has been carried out and will be made available on the Council website: www.dundee.gov.uk/equanddiv/equimpact/.

6.0 CONSULTATION

- 6.1 This report has been subject to consultation with the Chief Executive, Depute Chief Executive (Support Services) and Director of Finance.

7.0 BACKGROUND PAPERS

- 7.1 Equality Impact Assessment

JIM COLLINS
Director of Education

4 May 2011

JC/JB/LW/DD