

Modeshift National Sustainable Travel Awards 2021



Modeshift TDM Award

Surrey County Council

Travel Demand Management Project, Safer Travel Team

Sponsored by Department for Transport & Mott MacDonald

What did the project involve?

Surrey County Council's TDM response was phased around 3 key areas:

Phase 1 was to create a media campaign reinforcing active travel messaging to parents and school communities running up to the return to school in September 2020.

Phase 2 was to initiate a travel survey across Surrey's primary and secondary schools to understand pupil travel behaviours, both pre-pandemic and since returning to school. The research also gathered feedback on what measures could be put in place to incentivise further active travel to school.

Phase 3 was to target specific secondary schools which had a high concentration of pupils travelling to school by public transport, and to work with their Travel Plan Champions to develop a Modeshift STARS travel plan, supported by initiatives and training that consisted of walking-zone maps using Pindar software, Home to school cycle training, and providing them with a grant to help update their active travel infrastructure.

Who was involved & what was their role?

The Safer Travel Team (STT) oversaw the management of the project. STT liaised with the Resident Insight Team to implement the school travel survey, then with Education and Communication colleagues to showcase the survey to schools. STT also worked with their directorate's Finance colleagues to progress payments to selected schools. The finance team also provided strong financial governance.

Details of cost, budget, sources of funding

The main source of budget was the TDM Grant which paid for consultant support, provided by Living Streets. The budget was split into 3 areas; Media & Campaign work, targeted interventions at secondary schools; and Providing Training and Infrastructure. STT have provided additional officer resources to support this programme. We have spent £144k currently but will fully spend our grant.

How did this project meet at least two of the Awards criteria?

The two awards criteria that the project has fulfilled is that TDM has both reshaped the way that STT work with schools, and that the travel behaviour change that was achieved during the project has been sustained.

Modeshift STARS is now the focal point that STT use when working to encourage more active travel to school. Through TDM, STT have seen the intrinsic value that STARS plans can have in providing direction. STT have also reshaped their thinking around key initiatives that are offered, such as providing active travel maps, or offering opportunities to schools to update infrastructure. The school travel survey is also now implemented annually, allowing for regular collection of data to showcase pupils' modes of travel to school.

TDM has had a lasting impact not only due to the new infrastructural upgrades, but also over the next 12 months, schools implementing more creative travel initiatives, writing school travel policies, and forming working groups with other schools.

What were the results, and what future plans do you have for the project?

Prior to TDM, 4 secondary schools had Modeshift travel plans. After TDM concluded, a further 15 secondary schools submitted exceptional bronze-level travel plans for accreditation.

8 of the 15 schools that STT worked with had travel plans that were needed by Transport Planning to meet requirements. This meant the quality of the travel plan had to be robust and of the highest quality.

The secondary school travel survey received 7.5k responses and the primary school travel survey received 13.2k responses from Surrey parents; this was the largest response ever received to a resident survey and a particular achievement as the survey was a 'closed' survey.

An ambition for STT over the next 12 months is to continue working with TDM schools, helping them to monitor their travel plans and work to upgrade their level of accreditation through more involving travel initiatives. Due to the TDM project, schools now have both the appetite and the framework in place to do this.

Endorsements:

Sharon Howitt, Geography Teacher, Guildford High School - *"Since taking part in the TDM project, the school now has a greater focus on active travel to school. Transport matters now have their own separate section in the school's development plan. Our senior leadership team are keen to see progress in delivering initiatives, achieving silver accreditation in the coming year."*

Lynne Howard, Senior Travel Plan Officer, Surrey County Council – *"The TDM project has rejuvenated secondary schools' enthusiasm for active travel. Many now have travel plans which clearly identify issues, with detailed strategies already underway. I am confident that the quality of the school travel plans will result in an increase in active travel to school."*