

# Modeshift National Sustainable Travel Awards 2021



## **Contribution to Sustainable Travel – Individual Winner**

**Alberto Zanni, parent at Brunswick Primary School**

**Brighton and Hove City Council/Brunswick Primary School**

**Sponsored by PWLC Projects**

## **What did the project involve?**

We would like to nominate Alberto Zanni for his outstanding work in developing a Modeshift STARS Plan and for co-ordinating a team of volunteers to staff a School Street. Alberto is a parent of Brunswick Primary School, one of the largest primary schools in Brighton and Hove. He has worked tirelessly over the years to promote all forms of sustainable travel to the school, leading by example, leading on the development of the schools Modeshift STARS plan and for the past year co-ordinating a team of volunteers to staff their 'School Street'. Alberto has supported the school community entirely in his own time and has included himself on the School Streets rota many times a week since Sept. 2020. He has also been a great advocate for the promotion of e-cargo bikes in Brighton and Hove and has given freely of his time to offer helpful advice and local knowledge to several BHCC officers in the developing e-cargo bike roll-out.

## **Who was involved and what was their role?**

Alberto led in the development of the School Travel Plan and liaised with residents, staff, children and parents during its development and implementation. For the School Street, Brighton & Hove City Council designed and implemented the School Street. Alberto co-ordinated a team parent volunteers to staff temporary barriers as part of the trial stages of the School Street and now staffing a gated barrier.

## **What was the cost and how was the project funded?**

Alberto wrote and developed the School Travel Plan entirely in his own time, so there were no costs associated with this. For the School Street, Brighton & Hove City Council have paid for the development and implementation of this, which with engineering measure was approximately 25K, but the staffing of the barriers on the School Street have been all voluntary (with the exception of a trial phase).

**How does this initiative, project or person meet at least two of the Awards criteria?**

**Engagement and involvement with the target group:** Alberto has involved pupils, staff, parents and residents in the development of the STP and he is regularly to be found talking with all these members of the school and wider community about the benefits of the School Street.

**The project's success can be measured in outputs and outcomes:** In 2017, 31% of parents drove to the school. In Feb '21 this figure was 21%. In the same period, walking and scooting has increased from 63% to 68% and cycling from 1% to 6.0%.

**The project identifies barriers and provides solutions to allow the target audience to travel more sustainably:** Through his lead with the STP's, Alberto identified that there was concern, particularly amongst the school-parent community with congestion and road safety issues near the school. The STP's and subsequent School Street calmed the area ousted the school which led to more walking, scooting, and cycling to the school in a safer and pleasant environment (see photos attached)

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

In 2017, 31% of parents drove to the school. In Feb '21 this figure was 21%. In the same period, walking and scooting has increased from 63% to 68% and cycling from 1% to 6.0%. As part of the travel plans, Alberto consulted with the children to see what they would like their immediate school environment to look like and you can see one child's illustration of this below. Alberto's approach to developing the STP surveyed parents and staff so they could feed into the STP. The School Street has had a significant positive impact on the long stretch of road that covers both entrances to the school. Most residents and parents being very supportive of the scheme. The street is now being enjoyed by families walking, scooting and cycling to schools and engine idling has stopped. Alberto's skilful and fair approach when talking with volunteers, parents and residents enabled people to understand the benefits of the School Street and it hoped that it will be made permanent and good practice shared.

**Endorsements:**

**Matthew Thompson, BHCC:** *"Alberto has been a beacon of good practice for other schools dealt with by the school travel team for several years. His work for the Brunswick Primary School Streets road closure from Summer 2020 through to the final permanent scheme has been extraordinary."*

**Victoria Brewer, Student Welfare:** *"Alberto's enthusiasm for School street is infectious and he has inspired parents and members of the local community to volunteer."*

**Alison Colbran, Interim Headteacher:** *"Alberto is out in all weathers and a really capable and calming presence on the barrier. The impact of the school streets is immeasurable - peaceful drop offs, careful use of shared space and no more idling engines bringing pollution close to our learners."*

**Feedback from the Expert Panel of Judges:**

"Alberto's passion and initiative sings out of every sentence in this award submission. His volunteering and engagement of others shows how local residents can greatly reinforce the benefits and outcomes for people of a school street. It is clear how the initiative is greatly extending the reach of a council initiative. The results were impressive with a clear increase in walking, scooting and cycling shown. There were three strong endorsements around his extraordinary and inspirational contribution, even during the pandemic. The evidence provided showed the results in action. Every school street needs an Alberto!"

“Tenacity of an individual; impressive results”

“I selected Alberto Zanni because of his tireless commitment and enthusiasm. He clearly has a terrific level of recognition and support at the school, and the endorsements of his achievement were really strong.”

**Evidence:**



**Traffic Survey School**  
 Make a tally chart to show how much traffic you see using the road.

	B. 30th. 40	E. 40th. 50	A. 50th. 60
cars			
buses			
vans			
lorries			
motorcycles			
bicycles			

*Double park* |||||

Travel Plan Competition January 2018

**A HEALTHIER BRUNSWICK FOR EVERYONE!**

**Picture:**

**Words:**

Flowers grow, children play while there is no pollution to bother them. No cars just people walking together having fun this is how Brunswick Primary should be.

Name: Millie Class: Lion