

# Sustainable Modes of Travel Strategy 2016-17



[www.milton-keynes.gov.uk/transport](http://www.milton-keynes.gov.uk/transport)

August 2016



---

This document has been prepared by  
**Milton Keynes Council**

For further information please contact:  
Milton Keynes Council  
Transport Policy  
Civic Offices  
1 Saxon Gate East  
Central Milton Keynes  
MK9 3EJ

Tel: 01908 252248  
Email: [travelplans@milton-keynes.gov.uk](mailto:travelplans@milton-keynes.gov.uk)  
Web: [www.milton-keynes.gov.uk/transport](http://www.milton-keynes.gov.uk/transport)

# Contents

<b>INTRODUCTION</b>	<b>4</b>
<b>BACKGROUND</b>	<b>5</b>
<b>SUSTAINABLE MODES OF TRAVEL STRATEGY</b>	<b>6</b>
WHAT IS SUSTAINABLE TRAVEL TO SCHOOL?	7
<b>OUR VISION</b>	<b>8</b>
AIMS AND OBJECTIVES	8
<b>POLICY BACKGROUND AND RELATED STRATEGIES – LOCAL POLICY</b>	<b>9</b>
LOCAL TRANSPORT PLAN 3 (LTP3)	9
CYCLING STRATEGY FOR MILTON KEYNES (APRIL 2013)	10
CORPORATE PLAN 2012-16	10
DEVELOPMENT OF PHYSICAL ACTIVITY FRAMEWORK FOR MK	10
HOME TO SCHOOL TRANSPORT POLICY	10
<b>POLICY BACKGROUND AND RELATED STRATEGIES – NATIONAL POLICY</b>	<b>11</b>
DOOR TO DOOR JOURNEYS	11
MOVING MORE LIVING MORE	11
SCHOOL LEAVING AGE	11
<b>SCHOOL TRAVEL PLANNING IN MILTON KEYNES</b>	<b>12</b>
WHAT IS SCHOOL TRAVEL PLANNING?	12
SCHOOL TRAVEL PLANNING IN MILTON KEYNES	12
SCHOOL AND EDUCATIONAL ESTABLISHMENTS IN MILTON	12
COLLEGES AND FURTHER EDUCATION ESTABLISHMENTS	13
NEW SCHOOLS AND SCHOOL EXPANSIONS	13
TRAVEL IN MILTON KEYNES	13
SCHOOL TRAVEL DATA	14
TRAVEL ISSUES AFFECTING YOUNG PEOPLE	15
<b>SCHOOL TRAVEL INITIATIVES</b>	<b>16</b>
SCHOOL CROSSING PATROLLER (SCP) SERVICE	16
SAFER JOURNEYS TO SCHOOL PROGRAMME	16
JUNIOR ROAD SAFETY OFFICERS (JRSOs)	16
SAFE DRIVE STAY ALIVE (SDSA)	16
TRAVEL ISSUES AFFECTING YOUNG PEOPLE	16
HOME TO SCHOOL TRANSPORT	17
BUS SUBSIDIES	17
SCHOOL TRAVEL PLANS (STPs)	17
<b>PARTNERS</b>	<b>19</b>
<b>IMPLEMENTATION PLAN</b>	<b>20</b>
<b>IMPLEMENTATION PLAN OBJECTIVES</b>	<b>21</b>

### Introduction

The duty to promote sustainable travel to schools placed upon Local Authorities in the Education and Inspections Act 2006 is one which is welcomed by Milton Keynes Council (MKC). The Council wants to ensure that travel and transport are not barriers to the young people in Milton Keynes accessing education and that information is provided to enable informed travel choices to be made.

MKC also recognises that for Milton Keynes, the promotion of sustainable modes of travel is particularly important. The population of Milton Keynes is expected to grow rapidly over the next twenty years and as more children and young people move around the Borough on a daily basis, it is important that increases in travel movements to and around educational establishments are considered. These children and young people are the future residents of the Borough - by setting travel habits at a young age MKC will help influence future generations and ensure children understand the impacts of their travel habits on the city.

It is estimated that as many as 1 in 5 cars on the UK's roads during rush hour are on the school run<sup>1</sup>. By promoting more sustainable modes of travel not only can MKC help traffic during peak times but also help to reduce inactivity in children and young people, improve health through increased levels of walking and cycling and help improve local air quality.

This strategy has been written to give guidance on the support Milton Keynes Council provides to schools, children and young people in the promotion of sustainable travel choices. By continuing to work with partners and colleagues to deliver the Sustainable Modes of Travel Strategy (SMOTS) document MKC can help ensure that the messages are embedded within work streams and promoted at every available opportunity.

---

1

## Background

Milton Keynes Council promotes sustainable travel to businesses, residents and schools across the Borough.

The school's element of our Smarter Choices programme (School Travel Planning) provides an important basis for setting travel habits early in life.

School Travel Planning work is undertaken in the Transport Policy and Programme team at MKC. The Safer Journeys to School programme (encompassing the road safety aspect of the school journey) is managed by the Road Safety Team.

This document is the most recent update to the Sustainable Modes of Travel Strategy (SMOTS) for Milton Keynes Council. It replaces the SMOTS document developed in 2015 as a response to the Education and Inspections ACT 2006.

The SMOTS document is a daughter document of our Local Transport Plan (LTP) 3. The activities included in this Strategy will help achieve a number of the objectives as outlined in our LTP vision, including provision of real transport choices, providing access to key services such as education and improving safety, security and health.

## Sustainable Modes of Travel Strategy

The Education and Inspections Act 2006 sets out a duty on Local Authorities to produce a Sustainable Mode of Travel Strategy (SMOTS).

The Department for Education's Home to School Travel and Transport Guidance provides guidance to Local Authorities about their statutory duty to promote sustainable travel to school. As part of this duty Local Authorities must produce a Sustainable Modes of Travel Strategy by the 31<sup>st</sup> August each year.

The duty applies to children and young people of compulsory school age who travel to receive education or training in a local authority's area and relates to journeys to and from institutions where education or training is delivered.

There are 5 main elements which Local Authorities must undertake. In brackets is where this information can be found at MKC:

- An assessment of the travel and transport needs of children, and young people within the authority's area; (this information can be found in individual School Travel Plans)
- An audit of the sustainable travel and transport infrastructure within the authority's area that may be used when travelling to and from, or between schools/institutions; (information can be found in School Travel Plans)
- A strategy to develop the sustainable travel and transport infrastructure within the authority so that the travel and transport needs of children and young people are best catered for; (through the Safer Journeys to School programme)
- The promotion of sustainable travel and transport modes on the journey to, from, and between schools and other institutions; and (information contained within this SMOTS document)
- The publication of Sustainable Modes of Travel Strategy (to be published on the Council's website by 31<sup>st</sup> August each year)

This document sets out Milton Keynes Council's strategy to promote sustainable travel to schools and educational establishments.

This document does not cover the Home to School Transport element of travel to school.

### What is sustainable travel to school?

The Education and Inspections Act 2006 defines sustainable modes of travel as those that the Local Authority considers:

- may improve the physical well-being of those who use them,
- may improve the environmental well-being of all or part of the local authority's area,
- or a combination of the above two.

There are a number of benefits to promoting sustainable modes of travel to school, for both young people and the wider community. These include:

- Reduced congestion around schools, leading to improved relationships with residents and improved safety around schools. Research shows 1 in 5 cars on the road in the morning peak congestion is on the school run<sup>2</sup>. In terms of the economic benefits of reducing school run congestion, based on average national trip distance of 2km, and a 15p decongestion value of active travel options, each extra child walking and cycling saves £48 in congestion costs each year<sup>3</sup>.
- Improved health of young people through active travel, leading to improved travel habits later in life – active children lead towards active adults. This can lead to a reduction in cost on health care services
- Improved air quality due to reduction in vehicle exhaust emissions around the school
- Improved road safety awareness. Research shows those who walk also have a better understanding of road safety in comparison to those children driven to school
- Young people arrive at school aware and ready to learn.
- Introducing active and sustainable travel to children and young people at a young age ensures that it becomes the social and cultural norm - part of their everyday lives – this in turn can yield long term benefits.

---

2

<http://www.livingstreets.org.uk/sites/default/files/content/library/WalktoSchoolresources/Walk%20to%20School%20parents%20guide%20for%20web.pdf>

<sup>3</sup> Modeshift STARS Local Sustainable transport Fun 2015/16: Guidance for the inclusion of schools, families and young people; 2014

## Our vision

Milton Keynes Council's vision for the Sustainable Modes of Travel Strategy is that:

“Children, young people and families across Milton Keynes will understand the impact of their travel choices on their health, the environment and the community. Sustainable travel will be the preferred mode of travel for children and young people on their journey to school or educational establishment.”

### Aims and objectives

The aim of MKC's Sustainable Modes of Travel Strategy is to:

Encourage sustainable travel and reduce car use on the journey to and from school (or educational establishment) through the provision of information surrounding road safety and smarter travel choices. Encourage sustainable travel and reduce car use on the journey to and from school (or educational establishment) through the provision of information about road safety and smarter travel choices.

The objectives of the plan are to:

- Encourage, promote and provide information about sustainable modes of travel to and from schools and educational establishments
- Reduce congestion around schools
- Raise awareness of road safety issues/ Improve accessibility to school by walking/ cycling and public transport.
- Improve routes to schools through the Safer Routes to School programme
- Promote the benefits of sustainable travel for young people (for example, health benefits)
- Develop links and work with partners to encourage sustainable travel.

## Policy background and related strategies – local policy

### Local Transport Plan 3 (LTP3)

LTP3 is the overarching transport strategy for Milton Keynes. The vision of the strategy is:

*“By 2031, Milton Keynes will have the most sustainable transport system in the country, increasing its attractiveness as a place to live, work, visit, and do business. There will be a real transport choice to satisfy individual preferences and encourage more sustainable travel behaviour. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Everyone will have access to key services and amenities, including employment, health, education, retail and leisure.*

*Transport networks, including the unique grid road and Redway networks, will be expanded and fully integrated into new developments and regeneration areas to support more sustainable communities. Connectivity to local towns, major cities, and international transport gateways and networks will be first class; and Milton Keynes will embrace new technology, being an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.”*

A number of the LTP3 objectives link to encouraging sustainable travel within Milton Keynes.

- Provide real and attractive transport choices to encourage more sustainable travel behaviour as Milton Keynes grows.
- Support the economic growth of the borough through the fast, efficient and reliable movement of people and goods.
- Reduce transport based CO<sub>2</sub> emissions to help tackle climate change.
- Provide access for all to key services and amenities in Milton Keynes, including employment, education, health, retail, and leisure.
- Improve safety, security and health.
- Contribute to quality of life for all Milton Keynes residents, strengthening linkages between communities.
- Establish a development framework that embraces technological change, in which Milton Keynes can continue to grow, pioneer and develop.

### **Cycling Strategy for Milton Keynes (April 2013)**

In 2013, Milton Keynes Council produced a Cycling Strategy, outlining its vision for Cycling in Milton Keynes. The vision is to ' *increase the number of people cycling within Milton Keynes both for commuting and leisure purposes.*'

Included within the strategy is the intention to continue to encourage and support schools to implement the delivery of 'Bikeability' training. There are clear links between the Milton Keynes Cycling Strategy and the SMOTS.

### **Corporate Plan 2012-16**

The Corporate Plan sets out a vision for Milton Keynes. Some of the priorities, linking with the promotion of sustainable travel to schools, are as follows:

- Raise active participation and opportunities to take part in sport, leisure and cultural activities
- Deliver quality and sustainable public transport initiatives and information
- Create an environment in which we all feel safe 'and to be healthy and have a sense of well-being'.

### **Development of Physical Activity Framework for MK**

Since 2015 a Physical Activity Framework has been in place for Milton Keynes with the vision to get the inactive moving and the active moving more across Milton Keynes by 2020. The purpose of the framework is to provide guidance to strategic leads, policy maker, commissioners and providers of physical activity in regards to priority groups and approaches that need to be adopted to increase activity levels across MK.

### **Home to school transport policy**

Information for parents about Milton Keynes Council's Home to School Transport Policy can be found on the Milton Keynes Council website: <http://www.milton-keynes.gov.uk/schools-and-lifelong-learning/information-for-parents/home-to-school-transport>

## Policy background and related strategies – national policy

### Door to Door Journeys

In March 2013 The Department for Transport produced the document ‘Door to Door Journeys: A strategy for improving sustainable transport integration’<sup>4</sup>. The vision of the strategy is for ‘an inclusive, integrated and innovative transport system that works for everyone, and where making door-to-door journeys by sustainable means is an attractive and convenient option’. The paper acknowledges some of the reasoning’s behind people not taking sustainable travel on their journeys. This ranges from lack of facilities to perceived cost and inconvenience alongside practical considerations such as journey distances and times and the weather.

### Moving More Living More

Moving More Living More<sup>5</sup> is the strategy which shows the commitment made by the Government to continue the legacy of the London 2012 Olympic Games. The aim of the physical activity strand of the legacy is to have a much more physically active nation.

Moving More Living More suggests that encouraging physical activity amongst children and young people is key to turning the tide in inactivity, as good habits established when young can last a lifetime. At the moment, however, only 21% of boys and 16% of girls meet the UK Chief Medical Officers’ guideline of 60 minutes of physical activity per day.

Campaigns to promote walking and cycling are specifically mentioned as ideas to encourage physical activity among children and young people in the strategy.

### School Leaving Age

From September 2015, young people must stay in some form of education or training until their 18<sup>th</sup> birthday. Options for pupils are full time education, an apprenticeship or training or part time education or training (as well as being employed, self employed or volunteering for 20 hours a week or more).

The increase in school leaving age from 16 means that a greater number of pupils will be travelling to educational establishments around the Borough on a day to day basis.

---

<sup>4</sup> <https://www.gov.uk/government/publications/door-to-door-strategy>

<sup>5</sup> <https://www.gov.uk/government/publications/moving-more-living-more-olympic-and-paralympic-games-legacy>

## School Travel Planning in Milton Keynes

### What is School Travel Planning?

School Travel Planning is an initiative which involves working with school communities in the development of practical initiatives and measures that are specific to the school to help promote safer, sustainable and healthier travel on the school journey. The objectives of a School Travel Plan (STP) is normally to reduce the number of journeys made by car, promote sustainable travel, reduce congestion and improve health through active travel.

### School Travel Planning in Milton Keynes

The 'Travelling to School Initiative' (TTSI) was formed in 2003 following the government announcement of 'A new approach to the school run'. As part of the TTSI, funding was provided to Local Authorities to deliver the function of working with schools to develop School Travel Plans.

Associated with this approach was for all schools to have a Travel Plan in place by March 2010. By March 2010 Milton Keynes Council had successfully worked with 97% of schools to produce a STP.

MKC are now looking ahead and forming plans to take School Travel Planning forward at Milton Keynes, making sure plans are in place for School Travel Planning to be sustained in the longer term. There are currently no targets associated with School Travel Planning in Milton Keynes.

### School and Educational Establishments in Milton

The table below shows the number of schools in Milton Keynes by school type. These numbers do not include Independent Schools (we do, however, wish to work with Independent Schools in the development of Travel Plans).

Here is a breakdown on number of schools in MK by type.

Total Number of Schools					
MAINTAINED		ACADEMY		TOTAL	
Nursery Schools	2	Nursery Schools	0		
Infant Schools	27	Infant Schools	3		
Primary Schools	40	Primary Schools	6		
Junior Y3-6	8	Junior Y3-6	4	Primary	88
Secondary Y7-13+	4	Secondary Y7-13+	8	Secondary	12
Special	5	Special	1	Other	10
Pupil Referral Unit	1	Pupil Referral Unit	1		
	87		23		110

\*As at April 2016

According to the 2011 census there are 66,901 children and young people aged up to 19 living in Milton Keynes.

This means there are a significant number of children and young people moving around every day to reach educational establishments, both within Milton Keynes and across boundaries to reach schools and colleges in other Local Authority areas.

### Colleges and Further Education establishments

Milton Keynes College is open to students from 14 years and up. Over 3,000 16-18 year olds are full time students studying A-Levels, vocational courses and apprenticeships, as well as courses for 14-16 year olds. Another 3,000 students study for Skills for Life qualifications in local community learning centres.

There are 2 MK college campuses – Woughton campus in Leadenhall and a campus in Bletchley. Students looking to study at degree level use the Silbury Campus in central Milton Keynes.

### New schools and school expansions

New schools (or schools expanding) will be required to have a School Travel Plan in place prior to occupation of the educational establishment. This is to help mitigate the impacts of the increase number of pupils travelling to the site.

### Travel in Milton Keynes

In many ways, Milton Keynes provides both a unique challenge and opportunity when promoting sustainable travel. Infrastructure within the Borough is good with 290km of

shared-use pathways (known as Redways). It also has over 70km of leisure routes and is home to bridleways, tow-paths and has 2 National Cycle Routes running through the Borough. This unique design gives individuals in and around Milton Keynes safer opportunities for cycling away from the grid roads.

However, Milton Keynes also has relatively high rates of car ownership and a low density layout, meaning that residents and visitors can be travelling longer distances to reach services due to the spread out nature of the Borough.

### School Travel Data

Since the removal of the travel to school question in the School Census in 2010 Milton Keynes Council has collected mode of travel data for schools through School Travel plan updates only. This means there is no complete picture of mode of travel to school currently in Milton Keynes. In March 2016 a hands up survey was completed within primary schools only and was non-compulsory resulting in a 42% response rate. This was to establish a better understanding and baseline figures for school travel. To increase the response rate and include secondary schools is intended for 2017.

Below are the most up to date School Travel Planning figures for pupils aged 2-15 years (as measured by the school census):

	Car (including vans and taxis) (%)	Car share (%)	Public transport (%)	Walking (%)	Cycling (%)	Other (%)
<b>2007-2008</b>	28.8	2	6.9	56.2	6	0.1
<b>2008-2009</b>	28	2	7	57	6	0
<b>2009-2010</b>	29.2	1.7	7.5	55.8	5.7	0

### Hands Up Survey

(primary school aged children only, survey was non-compulsory, conducted through Modeshift STARS)

	Car (including vans and taxis) (%)	Car share (%)	Public transport (%)	Walking (%)	Cycling (%)	Other (%)
<b>2016</b>	40	3	3	43	3	3 (scooter)

Since this time school travel data has also been collected as part of the development of individual STPs.

### **Travel issues affecting young people**

Travel issues affecting young people are not always the same as those affecting adults. In many cases choices made by parents will affect the mode of travel by which children travel to school. Therefore, initiatives will also need to encourage parents to understand the impact of their travel choice.

Issues that affect children and young people's travel habits are often cited as:

- Perceived safety concerns of walking or cycling to school
- Inclement weather (affects levels of walking and cycling to school)
- Too much to carry (particularly at secondary school)
- Parents on the school run may be travelling on to another location (for example, work)
- Perceived safety concerns of underpasses and redways

## School Travel Initiatives

Milton Keynes Council is currently supporting sustainable travel to school in a number of ways.

### **School Crossing Patroller (SCP) service**

Milton Keynes Council road safety team runs the School Crossing Patrol Service for Milton Keynes. There are currently 7 school crossing patrollers within the Borough. Training and support is provided to each of the SCPs.

### **Safer Journeys to School Programme**

Milton Keynes Council's Road Safety team undertakes a Safer Journeys to School programme. Schools, parents, residents and councilors may express concerns over road safety in the vicinity of the school. The road safety team will investigate this where appropriate. Around 75-80% of schools have had work done through the Safer Journeys to School programme.

### **Junior Road Safety Officers (JRSOs)**

Junior Road Safety Officers are Year 5 and year 6 pupils within a primary school who have the remit of promoting safe travel to school. Quarterly Milton Keynes Council sends a bulletin for the Junior Road Safety officers to read out to fellow pupils as part of a peer education programme.

### **Safe Drive Stay Alive (SDSA)**

Safe Drive Stay Alive is a hard hitting drama production aimed at Secondary School pupils (usually those 17-18 years old who are considering driving for the first time). It depicts the effects that car accidents can have on the lives of those around those injured or killed.

### **Travel issues affecting young people**

Bikeability is the national standard for cycle training and is the modern day version of the cycle proficiency training scheme.

Milton Keynes Council actively supports and encourages Bikeability training in schools by offering free cycle training to children in years 5, 6 and 7 who attend participating schools.

Cycling is healthy and fun but it is necessary to learn how to do it safely. Bikeability is designed to give children the skills and confidence to ride their bikes on today's roads and Redways.

Since 2011 Milton Keynes Council has delivered Bikeability training to over 5000 children in schools in Milton Keynes. The council will continue to deliver Bikeability training in schools, encouraging pupils, parents and families to think about sustainable travel and road safety and the effects of travel options on health and the environment.

### **Home to School Transport**

In certain circumstances the Council has a duty to provide free home to school transport. Information about home to school transport can be found on the Milton Keynes Council website: <http://www.milton-keynes.gov.uk/schools-and-lifelong-learning/information-for-parents/home-to-school-transport>

Code of good conduct for pupils and for SEN pupils and parents can also be found on the link above.

### **Bus subsidies**

An 'All in 1 MK' card is available to all under 19's permanently resident in Milton Keynes, even those no longer in full or part-time education. 'All in 1 MK' card holders are charged half an adult's single fare per journey. A ten trip ticket, purchased with the All in 1 card costs £10. A weekly pass, purchased with the All in 1 card costs £10 (costs correct as at August 2015). Tickets are accepted on most services.

More information can be found on the webpage <http://www.milton-keynes.gov.uk/streets-transport-and-parking/bus-travel/bus-timetables-and-information>

### **School Travel Plans (STPs)**

Ongoing support for schools in developing STPs is provided by Milton Keynes Council's Transport Planners (Smarter Choices). A STP brings together all the elements of the promotion of sustainable travel to school (both 'soft' promotional measures and plans to improve infrastructure, for example, installing cycle racks). School Travel Plans should include the following (but are not limited to) school travel surveys, aims, objectives, targets, monitoring actions, initiatives and an action plan.

During the financial year 2015/16 Milton Keynes Council became members of the Modeshift STARS programme, which means schools will be able to work towards a national award for School Travel Planning. MKC launched this programme out for the school year 2015/16.

Progress so far;

- 14 Primary Schools registered
- 37 Schools input travel survey data in March.
- 1 Accredited School

## Partners

Building successful relationships with partners is important in the development of this strategy and in the promotion of sustainable travel to schools. It is recognised that there are opportunities to link with internal Milton Keynes Council colleagues and external partners. Our school travel planning programme may also contribute to helping achieve aims within their work.

- Public health – public health have an interest in encouraging all sectors of the population to become more active. Active travel is just one of the strands of physical activity which they promote.
- Road Safety Team/ Safer Journeys to School programme – Milton Keynes Council's Road Safety team manages the Safer Journeys to School programme. There are clear links between School Travel Planning and the Safer Journeys to School programme, therefore, close working between the two teams is essential.
- Schools – schools writing and delivering actions through their School Travel Plans.
- Children and Families – keeping informed of new build schools and informing at an early stage.
- Planning – planning applications on new builds and extensions.
- Cycling and Walking Officer – Milton Keynes council's Cycling and Walking Officer work. They are also responsible for overseeing the delivery of the Bikeability programme.
- Milton Keynes Council Sustainability Team
- Milton Keynes Council Home to School Transport department
- Milton Keynes Council Passenger transport team.

## Implementation Plan

This implementation strategy sets out how Milton Keynes Council will work towards its vision that:

“Children and young people across Milton Keynes will understand the impact of their travel choices on their health, the environment and the community. Sustainable travel will be the preferred mode of travel for children and young people on their journey to school or educational establishment.”

The implementation plan (below) shows the specifics of how Milton Keynes Council will support safe and sustainable modes of travel to school, however, key areas to address are:

- Support for sustainable travel to school initiatives and national events (such as Walk to School Week)
- Bikeability
- Re-development of School Travel Planning webpages and online STP resources.
- Launch of Modeshift STARS national School Travel Planning programme.
- School Travel Planning
- Safer Journeys to School
- Monitoring of mode of travel to school data
- Monitoring the Sustainable Modes of Travel Strategy

The implementation plan is split to show how each objective of the SMOTS document will be met.

## Implementation Plan Objectives

<b>Objective 1: Encourage, promote and provide information about sustainable modes of travel to and from schools and educational establishments</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
Develop Modeshift STARS programme to aid schools in the development of their School Travel Plans.	Recruit Stars Officer	Transport Planner – Smarter Choices  STARS Engagement Officer	Now	Modeshift	Provide real and attractive transport choices to encourage more sustainable travel behaviour as Milton Keynes grows.
School Travel Planning	Schools have developed and are monitoring School Travel Plans, supported by small individual revenue grants.	Transport Planners – Smarter Choices  Stars Engagement Officer	Now	Schools  PWLC Projects	
Deliver a 12 month behaviour change programme to encourage and promote active travel.	Run a 'Beat the Streets' campaign	Transport Planner – Smarter Choices  Beat the Street Engagement Manager	Now	Intelligent Health	
Branding – launch smarter choices branding, under umbrella brand 'get smarter travel in Milton Keynes' including 'get to school' logo.	Brand developed and recognisable as providing sustainable travel information.	Transport Policy & Programmes Team	Now	External Design Agency	

<b>Objective 2: Reduce congestion around schools</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
Park Smart campaign	Reduced and safer parking around schools.	Road Safety team	Now	Road Safety	Improve safety, security and health.
Promote cycling and walking initiatives such as Walk to School Week, Bike Week, The Big Pedal. (to be included as actions in STPs)	Increase in cycling and walking to schools and decrease in those being driven to school.	Transport Planner (Smarter Choices)	Now	Sustainable travel charities and organisations	Reduce transport based CO2 emissions to help tackle climate change.
Promote cycling programme and initiatives such as Bikeability (to be included as actions in STPs)	Children are more safety aware when out cycling and there is an increase in cycling.	Transport Planners – Cycling & Events Transport Planners – Smarter Choices	Now	Bikeability Instructors	
Development of online support for sustainable travel initiatives through 'Get MK' branded website.		Transport Planners – Smarter Choices Transport Planners – Cycling & Events	Now	Communications	Provide real and attractive transport choices to encourage more sustainable travel behavior as Milton Keynes grows.

<b>Objective 3: Improve routes to schools through the Safer Routes to School programme and promote road safety</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
Junior Road Safety Officer programme	Pupils in school are more aware of road safety issues	Road Safety team	Now	Road Safety	Improve safety, security and health
Be Bright Be Seen	Pupils aware of the need to be visible when out walking or cycling.	Road Safety team	Now	Road Safety	
Safer Routes to School Programme	Safer Routes to School	Road Safety team	Now	Road Safety	<p>Improve safety, security and health</p> <p>Provide real and attractive transport choices to encourage more sustainable travel behavior as Milton Keynes grows</p> <p>Provide access for all key services and amenities including education</p>
Safe Drive Stay Alive	Increase awareness of the importance of driver safety in new drivers.	Road Safety team	Now	Road safety	Improve safety, security and health

<b>Objective 4: Promote the benefits of sustainable travel for young people (for example, health benefits)</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
'Get smarter travel in Milton Keynes' website launched, to provide multi-modal sustainable travel information	Provision of sustainable travel information, recognised as a central point.	Transport Planners – Smarter Choices  Transport Planners – Cycling & Events	Now	Design Agency	Provide real and attractive transport choices to encourage more sustainable travel behaviour as Milton Keynes grows
Link to national campaigns	Raised awareness of sustainable travel on the school run.	Transport Planners (Smarter choices)	Now	Living Streets Sustrans	
<b>Objective 5: Develop links and work with partners to encourage sustainable travel</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
Build relationships with neighbouring Local Authorities.	Raised awareness of issues of good practice in other local Authorities	Transport Planners (Smarter Choices) and Local Authorities.	Now	Local Authorities	Contribute to quality of life for all MK residents, strengthening linkages between communities
Continued lines of communications with current partners (public health, Road Safety, CYP, passenger transport etc)		Transport Planners (Smarter choices) and partners	Now	Road Safety Passenger Transport Home to School Transport Public Health Leap CYP Cycling Officers Planning Sustainability Air Quality Officer	Contribute to quality of life for all MK residents, strengthening linkages between communities

## Sustainable Modes of Travel Strategy

<b>Monitoring and review</b>					
<b>Activity</b>	<b>Outcome</b>	<b>Person responsible</b>	<b>Timescale</b>	<b>Partners involved</b>	<b>LTP link</b>
Review and update SMOTS document	Updated SMOTS document (annually by August 31 <sup>st</sup> ) SMOTS document online by end August.	Transport Policy and Programme team	Now, next, later	All (for information of SMOTS updated)	All
Schools update school travel plans/ monitoring of school travel surveys.	School Travel baselines are developed.	Transport Planners (Smarter Choices) and schools	Next	Schools CYP	Contribute to quality of life for all MK residents, strengthening linkages between communities

**Milton Keynes Council**

Transport Policy  
Civic Offices  
1 Saxon Gate East  
Central Milton Keynes  
MK9 3EJ

Tel: 01908 252248

Email: [travelplans@milton-keynes.gov.uk](mailto:travelplans@milton-keynes.gov.uk)

Web: [www.milton-keynes.gov.uk/transport](http://www.milton-keynes.gov.uk/transport)

[www.milton-keynes.gov.uk/transport](http://www.milton-keynes.gov.uk/transport)



M15147