

WE ARE
SANDWELL!

School Travel Plans

How to reduce air pollution and increase active travel

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Development & Pollution issues in Sandwell

- **The built environment** - significantly influences population health through physical activity, obesity, mental health, social cohesion
- **Poor air quality** - causes heart disease, strokes, respiratory disease, lung cancer, exacerbates asthma, contributes to mortality
- **Industrial pollution** - air emissions, plus odours, toxic chemicals, noise
- **Noise** - can affect relaxation/contemplation, creates stress, causes sleep deprivation
- **Contaminated land** - Sandwell's industrial, waste management and urban land use legacy has health and cost implications for future land development, and safety due to landfill gas migration.



How the team addresses the issues

- **Planning Consultations** (air quality, noise, contaminated land), Planning Committee, contribute to Sandwell Local Plan (Health Impact Assessment), regeneration advice
- **Air Quality Action Plan (AQAP)**, air quality monitoring (ASR), address smoke complaints from residents, clean air advice/initiatives, NHS asthma links, liaison with regional partners, promote active travel
- **Industrial Environmental Permits** inspection programme and fees
- **Noise** mitigation measures through Planning conditions
- **Contaminated Land** mitigation measures, landfill gas monitoring, vent trench maintenance



Key Achievements

- Health & Wellbeing Chapter included in Sandwell Local Plan (HIAs etc)
- Hot Food Takeaways SPD to be an SLP policy
- 452 Planning consultations provided in 2023/24, 81% <21 days
- Sandwell's ASR – all sites compliant with national AQ objective (Healthy?!)
- 413 smoke complaints received in 2023/24, 83% responded <5 days
- 10 schools on Modeshift STARS travel plans platform
- 64 permit inspections undertaken in 2023-24
- 144 environmental information requests in 2023/24, 95% <20 days
- Sandwell Smoke Control Area implemented July 2024
- Faith Communities for Clean Air and.....



Active Travel – National Picture

Trips to and from school in 2023

- Children aged 5 to 10:
 - 47% by walking
 - 45% by car
 - 2% by local bus
- Children aged 11 to 16:
 - 44% by walking
 - 28% by car
 - 14% by local bus
 - 3% by pedal cycle

Main problems due to low rates of active travel and high rates of driving include:

- School gate parking
- Air pollution/congestion around schools
- Poor safety on journeys to school
- Reduced development of road safety skills
- Reduced opportunity to bring about an active lifestyle

Data taken from the
[National Travel Survey 2023](#)

(Updated April 2025)



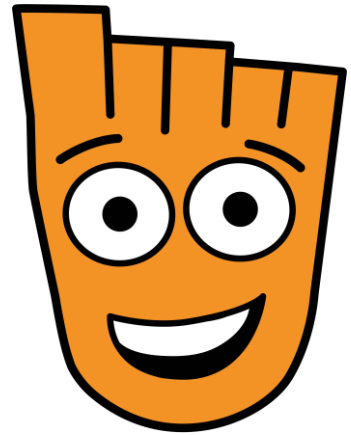
Active Travel in Sandwell

- Build safety skills and confidence for Active travel
- Encourage long-term behaviour change
- Modeshift STARS – School Travel Plan platform
- Promotion of Living Streets walk to school challenge
- Local area active travel maps – schools also
- Highways department – pedestrian and cycle training sessions, school streets
- Resource links: [Air Quality and Schools](#)
- Air pollution story book – Auntie Duck!



Active Travel Days, Campaigns & Events

- Walk to School Week - 19-23 May
- International Walk to School Month – October
- Cycle to School Week - 13-17 October
- Sustrans Big Walk & Wheel - 24 March-4 April 2025
- World Car Free Day - 22 September
- TravelWise Week - 16-22 September
- Clean Air Day - 19 June
- [Auntie Duck book readings](#) (WMCA Mayor!)
- Other Modeshift STARS measures



Not only:
walking buses,
school streets,
cycle training,
campaign days,
book readings,
but also.....



Walking & Scooting—Travel

- W1 Living Streets WOW Campaign
- W2 Living Streets Next Steps to Secondary campaign delivered
- W3 Local Walking Reward Scheme
- W6 Living Streets Walk to School Week
- W7 Walk to school month
- W8 5 / 10 Minute walking zone in place
- W9 Educational / Curriculum Walks
- W10 Walking bus in place
- W11 Walking trips
- W12 Scooter storage installed
- W13 Scooter club
- W14 Active travel breakfast
- W19 Parent shelter installed
- W25 Secure buggy storage installed
- W16-18 Other walking/scooting initiative

Cycling—Travel

- C1 Dr Bike/cycle maintenance sessions
- C2 Cycle parking installed
- C3 Bikers Breakfast
- C4 Opportunity to practice cycling skills at break time
- C5 School takes part in Sustrans Big Pedal
- C6 Cycle competitions/ schools cycle challenge
- C7 Cycle reward scheme
- C8 Bike week
- C9 Cycle club in place
- C10 Pool bike system in place
- C11 Cycle purchase scheme for staff
- C12 Bicycle Security Marking
- C13 Cycle rides/excursions
- C14 Cycle Train / Bike Bus in place
- C15 Bling Your Bike Day
- C20 National Cycle Challenge
- C16-18 Other cycling initiatives

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Initiatives Guide 2019/20

Road Safety & Training—Travel

- R1 Cycle training for pupils (E.g. Bikeability)
- R2 Learn to Ride
- R3 Balance Bike Training
- R4 Scooter training
- R5 Pedestrian skills training
- R6 Independent travel training
- R7 Young Driver Training
- R8 Cycle training for staff and / or parents
- R9 Road Safety assembly/ presentation
- R10 Be Bright Be Seen Activities
- R11 School invites experts/organisations to talk about personal safety
- R12 Safety around large vehicles training
- R13 Use of transition resources
- R14 Pupils monitoring traffic
- R15 School has lobbied for installation of traffic calming outside of school
- R16 School has lobbied for installation of safer crossings on the route to school
- R17 School has lobbied for installation of 20mph zone outside of school
- R18 Road Safety Day/Week
- R23 In car safety training for young adults
- R24 Nursery teaches road safety & active travel messages
- R19-21 Other road safety & training initiatives

Air Quality—Travel

- AQ1 School promotes car sharing
- AQ2 Car free days
- AQ3 Car free zone in place
- AQ4 Park and walk/stride scheme
- AQ5 Removal of car parking spaces
- AQ6 Highway code is promoted to students, staff and parents
- AQ7 Parent parking campaign
- AQ8 Parking Pledge Scheme
- AQ9 Eco Driver Training
- AQ13 Anti Idling Initiative
- AQ14 Air Pollution Promotion
- AQ15 National Clean Air Day
- AQ10-12 Other smarter driving initiatives

Public Transport—Travel

- PT1 Public transport used for school trips
- PT2 School promotes public transport
- PT3 School promotes responsible behaviour on public transport / has bus behaviour policy
- PT4 Private coaches for school trips pick up and set down in safe / accessible places.
- PT5 School promotes young person's travel card scheme
- PT9 Catch the bus week
- PT10 School has anti-bullying policy for school transport/public buses
- PT11 Hop Off - get off two stops early
- PT6-8 Other public transportation initiatives

Promotion—Supporting

- PR1 Newsletter
- PR2 Info sent to residents / School communicates with residents
- PR3 Local media / Schools gets local media attention
- PR4 Presenting to/ sharing ideas with other schools
- PR5 Distributing cycling and public transport maps
- PR6 School has an active travel policy
- PR7 Travel information on notice board
- PR8 Competitions run & promoted within school
- PR9 Assembly
- PR10 Social Media Campaign
- PR11 Sponsored events
- PR12 Parents' evenings/ Induction evenings
- PR13 Information on website
- PR14 Councillor/ MP/ Mayor invited to an event
- PR15 Within the Prospectus
- PR16 Letter from Head Teacher to Parents
- PR17 New parent pack
- PR18 Transition activities
- PR19 School Railing Banners
- PR20 JTA/YTA/JRSO in place
- PR21 Travel to school information maps created
- PR27 Active travel shop/enterprise
- PR22-24 Other promotion method



Curriculum—Supporting

- CU1 School takes part in competitions promoted by others
- CU2 School teaches the health benefits of safe / active travel
- CU3 School teaches environmental benefits of active travel
- CU4 Theatre in Education on sustainable travel or road safety
- CU5 Bike maintenance lessons
- CU6 Cycling lessons (PE)
- CU7 Road safety lessons
- CU8 Pupils use school travel survey data from STARS in lessons
- CU9 School uses Living Streets WOW Travel Tracker to collect data
- CU1-3 School collects postcode data
- CU10-12 Other curriculum initiatives

Partnerships—Supporting

- P1 School works with Police/ Safer Neighbourhood Team/ PCSO to promote safe & sustainable travel
- P2 School works with other schools to promote safe and sustainable travel
- P3 School presents their work to other groups
- P4 School works towards the Sustainable Schools Framework
- P5 School works with Local councillors/ Mayor/ MPs
- P6 School has achieved Eco School status
- P7 School works with local residents/ resident associations to promote safe and sustainable travel
- P8 School works with local charities/ NGOs to promote safe and sustainable travel
- P9 School works with local sport/ health partnerships to promote safe and sustainable travel
- P10-12 Other partnership initiatives

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Modeshift STARS Education Accreditation Pathway

1. GETTING STARTED

- Sign up to Modeshift STARS
- Define your Travel Plan Aims and Objectives

2. ASSESS THE SITUATION

- Conduct a Site Audit*
- Undertake a Travel Survey*

3. TARGET SETTING

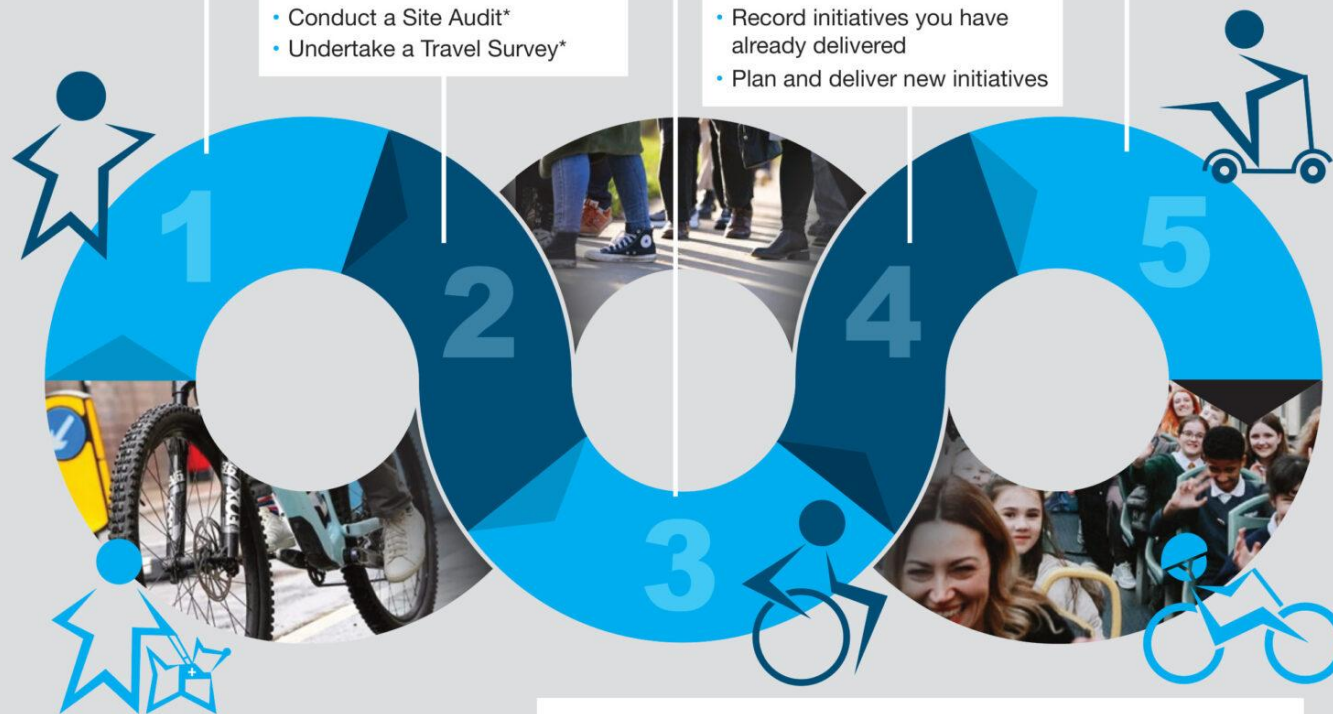
- Set your Travel Plan Targets

4. ACTION PLAN

- Record initiatives you have already delivered
- Plan and deliver new initiatives

5. GET ACCREDITED

- Get senior level sign-off
- Submit for accreditation approval on the STARS website



MONITOR, REFRESH, MAINTAIN AND PROGRESS

- Once you have achieved STARS accreditation continue to monitor the impact of your Travel Plan and keep your Action Plan up to date
- STARS Education accreditation is valid for one year, so maintain your accreditation and aim to progress to the higher levels

**Site Audit and Travel Survey templates are available on the Modeshift STARS website, along with other guidance and resources.*



Healthy Urban Development & Pollution Control

