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**PROPOSED EXPANSION OF CROWN WOOD PRIMARY SCHOOL,
OPLADEN WAY, BRACKNELL**

**SCHOOL TRAVEL PLAN
FOR
BRACKNELL FOREST COUNCIL**

**MARCH 2013
(ISSUE 8)**

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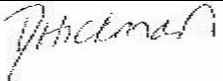

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SCHOOL TRAVEL PLAN
PROPOSED EXPANSION OF CROWN WOOD PRIMARY SCHOOL, OPLADEN WAY, BRACKNELL



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CONTENTS

SECTION	HEADING	PAGE No.
1.0	Executive Summary	1
2.0	Introduction	4
3.0	Context	8
4.0	Relevant Policies	27
5.0	Management & Objectives	30
6.0	Existing Travel Patterns	33
7.0	Targets & Aims	47
8.0	Action Plan & Timescale	50
9.0	Raising Awareness & Consultation	58
10.0	Monitoring & Review	60
11.0	Agreement	62



CONTENTS

CONTD.

List of Photographs within the Text

- Photograph 3.1 Site Access from Opladen Way
- Photograph 3.2 Site Egress onto Opladen Way
- Photograph 3.3 Crown Wood Primary School Car Park
- Photograph 3.4 Sign Restricting Use of School Car Park
- Photograph 3.5 Footpath link between Crown Row Shops and School Side Gate
- Photograph 3.6 Existing Cycle Parking to Rear of School
- Photograph 3.7 Existing Cycle Parking to Front of Site
- Photograph 3.8 Opladen Way Looking North
- Photograph 3.9 Opladen Way Looking South
- Photograph 3.10 Nuneaton looking west towards Opladen Way
- Photograph 3.11 Nuneaton looking east towards Bruton Way
- Photograph 3.12 Farningham looking east
- Photograph 3.13 Northbound Bus Stop on Opladen Way

List of Figures within the Text

- Figure 5.1 School Travel Plan Management Structure
- Figure 6.1 Usual means of travel to school (School Census 2012) Crown Wood Primary School
- Figure 6.2 Usual means of travel to school (School Census 2012) Borough average of all pupils up to 10 years
- Figure 6.3 Usual means of travel to school (NTS 2010)
- Figure 6.4 How do you usually get to and from school?
- Figure 6.5 How would you ideally like to get to school?
- Figure 6.6 If you travel by car is it due to...
- Figure 6.7 If you travel by car would you consider...



CONTENTS

CONTD.

List of Tables within text

Table 3.1	Weekly schedule of activities at Crown Wood Community Centre
Table 3.2	Summary of Local Bus services
Table 3.3	Summary of Rail Services from Martins Heron Railway Station
Table 6.1	Pupil Mode of Travel Data from School Census
Table 6.2	The distance Crown Wood Primary School staff travel to School
Table 6.3	How Crown Wood Primary School staff travel and would ideally like to travel to/from School
Table 6.4	Why Crown Wood Primary School staff travel by car
Table 6.5	What alternative modes of transport Crown Wood Primary School staff who currently travel by car would consider
Table 6.6	Staff Home Postcode Districts
Table 6.7	Pupils residential distance from Crown Wood Primary School



APPENDICES

Appendix 1 – CEC Plans

- § Plan 3483/201 - Site Location Plan
- § Plan 3483/206 - Local Bus Routes
- § Plan 3483/207 - Plot of Staff Home Postcodes (All Staff)
- § Plan 3483/208 - Plot of Staff Home Postcodes (within a 3 mile radius)
- § Plan 3483/209 - Plot of Staff Home Postcodes (within a 1 mile radius)

Appendix 2 – Information from Others

- § Crown Wood Primary School Pupil Postcode Distribution – August 2011
- § Crown Wood Primary School Catchment Area
- § Proposed Site Layout Plan (EC Harris)

Appendix 3 – Travel Surveys

- § Bracknell Forest Schools Census Data for Crown Wood School (2009 to 2012)
- § Staff Travel Survey – May 2012 (Example)

Appendix 4 – Previous School Travel Plans

- § Existing Crown Wood Primary School Travel Plan (Year 2008)
- § Crown Wood Primary School Travel Plan Review 2009

Appendix 5 – Action Plan & Timescale

- § Table A5.1 - Action Plan & Timescale



1.0 EXECUTIVE SUMMARY

- 1.1 This document comprises a *School Travel Plan (STP)* for Crown Wood Primary School at Opladen Way, Bracknell (refer to CEC Plan 3483/201 - *Site Location Plan* contained within Appendix 1). This is a requirement of the Local Planning Authority (Bracknell Forest Council) in order to support a planning application for the proposed expansion of the school on the existing site.
- 1.2 The planning application seeks permission to provide the necessary additional accommodation to increase the capacity of the school by an additional 180 pupils, with an estimated additional 14 staff (teaching and non-teaching) over a period of approximately 6 years. The proposed expansion will increase the overall capacity of the school from 420 pupils to 630 pupils. Phase 1 of the expansion comprised the addition of a surge classroom in September 2012, which increased the capacity of the school by an additional 30 pupils (total current capacity of 450 pupils). The works necessary to accommodate the additional classroom involved internal alterations only, therefore no planning consent was necessary.
- 1.3 This *School Travel Plan* is aimed at pupils, teachers and other staff associated with the School and is to be the responsibility of the *School Travel Plan* Working Group through the School Forum and the *School Travel Plan* 'Champion' (Mrs Mandy Edis, school Governor). This *Travel Plan* builds on the Schools' previous *Travel Plan*, which was last reviewed in 2009. It considers the findings and previous successes of the *Travel Plan* and seeks to build on them.
- 1.4 Crown Wood Primary School is situated approximately 2.2km (1.4 miles) to the southeast of Bracknell town centre. The site is bounded by Opladen Way to the southeast, by residential dwellings accessed from Nettlecombe and Queens Pine to the north, and woodland to the south, west and northeast.



1.4 Contd.

The A322 Bagshot Road is located approximately 600 metres to the west of the site whilst the B3430 New Forest Ride is located approximately 600 metres to the east. Vehicular access to the site is located off Opladen Way. A separate pedestrian access point is located to the south and accessed from a pedestrian footway.

1.5 The high-level aim or objective of this *School Travel Plan* is:

To reduce the environmental impact of Crown Wood Primary School's travel demands through raising awareness and reducing unnecessary travel amongst pupils, staff and visitors and encouraging environmentally friendly behaviour.

1.6 CEC have undertaken a preliminary site assessment of travel links and patterns associated with the Crown Wood Primary School site, as well as organising a *Staff Travel Survey* (May 2012). An example of the staff travel survey is contained within Appendix 3. School Census Data has been provided from Bracknell Forest Council for the last 4 years to determine how pupils usually travel to Crown Wood School.

1.7 Target aims are as follows:

Aims are to:

- § Walk, or go by bus or train if we can, only go by car if we have to;*
- § Be safe – learn to walk and cross the roads and learn what makes a route the best to choose;*
- § Help to make the routes to school safe and attractive;*
- § Enjoy the streets; buildings; plants and creatures; weather; people; and come and go in friendship groups; and*
- § Learn about the problems cars make, so we can minimise them.*



- 1.8 Targets for this *School Travel Plan* include 85% of pupils and at least 45% of staff travelling to the expanded site by sustainable modes of transport following full occupation of the expanded school in academic year 2018/2019. Measures to achieve this target include (amongst others): the creation of an additional 2 pedestrian access gates into the school site [one wider pedestrian access situated on the southern boundary of the school site (located approximately 40m to the west of the existing pedestrian access) and a second new pedestrian access situated on the western boundary]; provision of shelters for parents to wait under in bad weather at the end of the school day; the provision of secure and sheltered cycle and scooter parking facilities; re-introducing the cycle proficiency training scheme within the school; and identifying potential car sharers from the Staff Travel Survey/postcode information. An Action Plan and associated Timescale have been prepared to provide a summary of the major actions for this *School Travel Plan*.
- 1.9 Signatures of those people supporting The Crown Wood Primary School *School Travel Plan* are contained in the Agreement in Section 11.0.



2.0 INTRODUCTION

2.1 This *School Travel Plan* has been prepared by Cole Easdon Consultants (CEC) on behalf of Bracknell Forest Council (BFC) in support of a planning application for the proposed expansion of Crown Wood Primary School at Opladen Way, Bracknell. The application seeks permission to provide the necessary additional accommodation to increase the capacity of the school by an additional 180 pupils with an estimated additional 14 staff (teaching and non-teaching) over a period of approximately 6 years. The location of the site is shown on CEC Plan 3483/201 - *Site Location Plan* contained within Appendix 1. This report should be read in conjunction with the accompanying *Transport Assessment*, also prepared by Cole Easdon Consultants.

What is a *School Travel Plan*?

2.2 A *School Travel Plan* helps a school set their aims and objectives to reduce car use and improve children's safety on the school journey. School Travel Planning aims to reduce single occupancy car use; address the issue of congestion at the school gates; improve general road safety; and provide a framework for changing travel habits among pupils, parents, teachers and other staff. Crown Wood Primary School has received the National Healthy Schools award and is registered on the ECO Schools programme. Environmental protection is a focus within the School Development Plan and environmental awareness is incorporated into the curriculum. An operational and successful *Travel Plan* will further enhance the aims of these schemes.

Need for a *School Travel Plan*

2.3 This *School Travel Plan* has been prepared to support a planning application for works to allow the extension of Crown Wood Primary School on the existing Opladen Way site. The existing Crown Wood School Travel Plan was prepared in 2008 and last reviewed in 2009, and is therefore in need of updating. Copies of the existing *Crown Wood Primary School Travel Plan (2008)* and the *School Travel Plan Review 2009* are contained within Appendix 4.



- 2.4 The objective of the *School Travel Plan* is to fulfil the aims identified in Section 1.0 above.
- 2.5 It is important to recognise that the detailed work undertaken as part of this *School Travel Plan* will continue to evolve as the development scheme is progressed, and will in due course lead to review and refinement, to ensure that the objectives for the development are achieved. As such, following a successful outcome to the planning application, this *School Travel Plan* document will be made available to the School in electronic format such that they can periodically update it. Initially, the *School Travel Plan* will be reviewed every Autumn term, with the next review scheduled for Autumn 2013.

School Travel Plan Target Audience

- 2.6 This *School Travel Plan* has been specifically prepared in support of a planning application. It represents a first stage (Stage 1) in the evolution of a *School Travel Plan*, and will require continuing development.
- 2.7 In the first instance, this Stage 1 *School Travel Plan* is to be read by Technical Officers of the Local Authority, representatives of Crown Wood Primary School, Governors, representatives of Crown Wood Community Centre and other relevant external organisations. It provides an initial framework upon which the day-to-day working document relating to the extended School can be developed. It is not intended for circulation to all pupils, staff or parents. A more concise parent and pupil friendly document can be issued at the appropriate time.
- 2.8 This document does not set out to explain the concepts behind a *School Travel Plan*, why it should be developed, or seek to identify the detailed benefits that can accrue. These matters are discussed in detail in other relevant information, sources, and publications. Guidance has been sought from the following guidance and resource material:



2.8 Contd.

- § National Planning Policy Framework (NPPF) – Department for Communities and Local Government (March 2012)
- § Better Ways to School – Bracknell Forest Borough Council (September 2011);
- § STP Toolkit – www.teachernet.gov.uk;
- § Sustrans Information Sheets (Various);
- § Routes 2 Action Newsletters – Safe Routes to Schools (Sustrans);
- § School Travel Resource Pack – DfT (January 2003);
- § Key Partners for STPs – Seminar;
- § Kerbcraft - smart strategies for pedestrian safety (2002);
- § School Travel Strategies and Plans DETR (1999);
- § A Safer Journey to School - Transport 2000 Trust;
- § Travelling to School: an action plan – DfT 2003;
- § Travelling to School: a good practice guide – DfT 2003; and
- § New Bikeability Scheme – Cycling England.

Benefits of a *School Travel Plan*

2.9 A *School Travel Plan* can help to:

- § demonstrate the School's commitment to environmental and community concerns;
- § attract funds (towards safe routes and other initiatives);
- § attract pupils (better ethos, safer and more convenient journeys);
- § promote School travel issues with parents, pupils and staff;
- § improve chances of planning consent for further School development, which would help to improve the quality of the schools accommodation to the benefit of the pupils who attend;
- § provide a framework for curriculum links particularly under citizenship, sustainable development and health and safety;
- § reduce congestion, journey times, improve public transport services, energy savings and reduce overspill parking in residential areas;



2.9 Contd.

- § improve the environment generally, through improved air quality, less noise and dirt, and the reduced impact of other national and global environmental problems such as global warming;
- § improve pupils health and attentiveness;
- § improve pupils' road safety skills;
- § reduce road traffic injuries; and
- § develop pupils' independence and confidence.



3.0 CONTEXT

- 3.1 As identified previously, Crown Wood Primary School is located at Opladen Way, Bracknell, some 2.2km (1.4 miles) to the southeast of Bracknell town centre. Refer to CEC Plan 3483/201 - *Site Location Plan* contained within Appendix 1.
- 3.2 The school is located within the Crown Wood residential area of Bracknell. The site is considered to offer excellent access by sustainable modes of transport, with very good dedicated pedestrian and cycle paths facilitating links to and from the neighbouring residential areas, as well as frequent bus services utilising Opladen Way. The existing network of foot/cycleway infrastructure encourages staff, parents and pupils to travel to the school site by alternative means of transport other than by car.
- 3.3 The site is bounded by Opladen Way to the southeast, by residential dwellings accessed from Nettlecombe and Queens Pine to the north, and woodland to the south, west and northeast. The A322 Bagshot Road is located approximately 600 metres to the west of the site whilst the B3430 New Forest Ride is located approximately 600 metres to the east.
- 3.4 The predominant land use in the vicinity of the site is residential, being located in close proximity to the Forest Wood and Harmans Water areas of Bracknell. There is a small development of local shops with associated car parking and a public house (The Crownwood) situated to the south of the school which is accessed from Crown Row.
- 3.5 The site currently comprises of classroom/teaching buildings, a car park, a nursery, caretaker's bungalow, and playing fields. Also located on the same site is the Crown Wood Community Centre, which shares the car parking area with the school.

Access

- 3.6 Vehicular access to the site is located off Opladen Way. A separate pedestrian access point is located to the south of the school site and accessed from a pedestrian footway. Vehicular access and egress to/from the school is via separate priority T-junctions on Opladen Way, with the access being located some 10 metres south of the egress. The access caters for vehicles wishing to turn both left and right into the site, with a partial right turning lane being provided on Opladen Way in the vicinity of the site access. The vehicular egress also caters for vehicles wishing to turn both left and right onto Opladen Way.
- 3.7 The access, which is approximately 4.1 metres wide, is shown within photograph 3.1 whilst the egress, which is approximately 4.3 metres wide, is shown within photograph 3.2 over page.



Photograph 3.1: Site Access from Opladen Way

3.7 Contd.



Photograph 3.2: Site Egress onto Opladen Way

Existing On-Site Car Parking

- 3.8 The school has one car park, which is located within the school premises, and accessed directly from Opladen Way via a shared access with the adjacent local community centre. The car park currently (refer to Photographs 3.3 below) provides formal parking for some 36 vehicles (including one disabled space, three visitors spaces, and one space designated specifically for the Head Teacher), which is shared with the adjacent community centre.
- 3.9 The school's policy on car parking is such that the car park is typically restricted for use by staff members and visitors only, and, as part of the school's initiative to encourage car sharing, is only available to parents dropping off or collecting three or more children. As evident within photograph 3.4 overleaf, the school also has an agreement with the owner of the Crown Wood shops car park (Bracknell Forest Council), allowing parents to pick up/drop off pupils from there.

3.9 Contd.



Photograph 3.3: Crown Wood Primary School Car Park



Photograph 3.4: Sign Restricting Use of School Car Park

- 3.10 Observations made on site indicate that the vast majority of parents choose to park at the adjacent Crown Row local shopping parade and walk their children to the school gate rather than parking within the school car park. Pupils then access the school via the side gate from where there are good footpath links to and from the car park as shown within photograph 3.5 below.



Photograph 3.5: Footpath link between Crown Row Shops and School Side Gate

- 3.11 Parking demand associated with the school was monitored during school drop off and pick up times at the start and end of the school day. There was no observed staff/visitor/parent overspill parking occurring on Opladen Way or any of the local roads in the vicinity of the site.

Cycle Parking

- 3.12 The School currently has provision for some 20 cycle parking spaces to the rear of the school in the form of 'Sheffield' stands as shown in photograph 3.6 below. As can be seen, these spaces are not covered. An additional four uncovered cycle parking spaces ('Butterfly' stands) are located at the front of the school site, adjacent to the vehicular egress as shown in photograph 3.7, giving a total of 24 cycle spaces.

3.12 Contd.



Photograph 3.6: Existing Cycle Parking to Rear of School



Photograph 3.7: Existing Cycle Parking to Front of Site



Motorcycle Parking

- 3.13 Currently, there is no specific provision for motorcycle parking at Crown Wood Primary School.

Proposed On-Site Parking

- 3.14 66 additional onsite car parking spaces are proposed as part of the development. This will increase the current onsite parking from 36 No. spaces to a total of 102 No. spaces, which will be split between staff parking (46 spaces) and visitor parking (56 spaces).
- 3.15 The on-site visitor parking provision will be managed by the school and will be available for use by those parents with a valid parking permit. The permits will allow parents to park onsite to drop off and pick up children. The school's site controller will be responsible for monitoring parents using the car park to ensure that only parents displaying a valid permit use the designated visitor spaces.
- 3.16 The school will initially offer parking permits to those parents who car share i.e. carrying two or more children. This will help to achieve the objectives of this *School Travel Plan* by reducing the overall number of car trips associated with the journey to and from school and encouraging a greater uptake of car sharing. If the number of parents applying for a permit (on the basis that they agree to car share) exceeds the number of parking spaces available, priority will be given to those who live furthest away from the school. However, if the number of parents who apply for a permit (on the basis that they agree to car share) is less than the number of permits available then the school will enter a second stage of the permit allocation process. The second stage will involve parking permits being offered to parents (for the remainder of the permits available after the uptake by car sharers) on an un-restricted basis, with priority given to parents who live furthest from the school (e.g. those residing greater than 1.2km from the school).



- 3.17 In accepting the parking permit the parent will be entering into a formal agreement with the school. Where a permit has been awarded on the basis that car sharing will take place, the school will reserve the right to withdraw the permit if the parent does not comply with the rules. The permit would then be offered to another parent.
- 3.18 Once the parking permit scheme is operational, the school will regularly review the procedure for issuing parking permits to ensure the scheme is successful.

Community Centre Car Parking

- 3.19 Outside of the school drop off and pick up time periods, the visitor parking spaces will be available for use by visitors to the adjacent Crown Wood Community Centre, which shares the car parking area with the school. Whilst some of the current schedule of activities associated with the Community Centre coincides with the School drop off and pick up times as identified in Table 3.1 below, in the majority of cases these events are predominately attended by parents of pupils at Crown Wood. The Community Centre will review their schedule of activities periodically to ensure they do not affect the availability of parking for the school. If any impact becomes evident, the Community Centre will re-schedule their activities accordingly.



3.19 Contd.

Table 3.1: Weekly schedule of activities at Crown Wood Community Centre

	Morning	Afternoon	Evening
Monday	Refresh Café 8.00-14.00 Rehab 10.00-11.00 Rowans Children Centre 11.00 – 12.30	Rowan’s Children Centre 12.45 – 14.45	-
Tuesday	Parent & Toddler (9.00-14.00)	Refresh Café 12.00 – 16.00 Pensioner’s Club 13.00-16.00	Brownies 18.15 – 20.00
Wednesday	Refresh Café 8.00 – 14.00 Dance & Fitness Club 9.00 – 11.00	Dance Energy 15.15 – 17.00	Dance Energy 19.00- 22.00
Thursday	Family Plan Together 9.00 – 12.00	Refresh Café 12.00 – 16.00 Thursday Club (13.00-16.00)	Brownies
Friday	Refresh Café 8.00-14.00 Rehab 10.00-11.00	-	Bingo 19.00 – 22.00
Saturday	Weight Watchers 8.00 – 10/30	-	-
Sunday	Games Club 9.30 – 17.00 (Twice a month)	Games Club 9.30 – 17.00 (Twice a month)	-

Proposed Cycle Parking

3.20 18 cycle parking spaces will be provided in accordance with BFC’s adopted parking standards of 1 space per 10 pupils.

3.21 The proposed additional 18 No. cycle parking will be both covered and secure. Sheffield stands (or similar) will be used rather than the 'Butterfly' type presently located at the front of the site; where the latter are no longer recommended due to potential damage to bicycles.

Proposed Motorcycle Parking

3.22 Motorcycle parking will be provided in accordance with BFC’s adopted standard of 1 space per 250 pupils. A motorcycle parking bay is proposed within the visitor car parking area (refer to the Proposed Site Layout Plan contained within Appendix 4).



Proposed Disabled Parking

- 3.23 6 No. disabled parking spaces are proposed within the enlarged onsite car park, in accordance with BFC's adopted standard of 6% of the total number of spaces.

Opladen Way

- 3.24 Opladen Way forms a two kilometre long residential crescent providing access to the Crown Wood residential area of Bracknell. Whilst there is no direct residential frontage access onto Opladen Way, it functions as a residential distributor road providing access to a number of cul-de-sacs and other residential estate roads.
- 3.25 It has a typical carriageway width of approximately 6.8 metres in the vicinity of the site, with footways on both sides. The western footway is typically 2.5 metres wide whilst the eastern footway is offset from the carriageway by a grassed verge. This footpath is lit and provides a safe pedestrian route from the area to the north and east of the school.
- 3.26 Opladen Way is subject to a 30mph speed limit, which is enforced through both traffic calming and speed cameras, and has street lighting along its length.
- 3.27 Some 200 metres north of Crown Wood Primary School, Opladen Way forms a mini roundabout junction with Farningham whilst some 100 metres to the south of the school it forms a priority controlled T-junction with Nuneaton. 'Keep Clear' markings are provided at the Opladen Way / Nuneaton junction to prevent queuing traffic blocking the right turn from Opladen Way into Nuneaton.
- 3.28 Centre hatching extends along the centre of the entire length of the road, which is broken by right-turn facilities for the various side roads, which intersect with it. A localised traffic calming scheme consisting of build outs to reduce the carriageway width and a directional priority system has been implemented along Opladen Way in the vicinity of Crown Wood School.

- 3.29 At either end of the extent of the school and shop frontages, Opladen Way narrows on both sides to a single carriageway's width, with priority given to vehicles travelling northbound. Central islands on either side of the narrowings, together with a set of four bollards, help to guide traffic through the 'chicane'.
- 3.30 A zebra crossing facility is located on Opladen Way some 50 metres south of the access to Crown Wood School, with anti-skid surfacing over approximately 50 metres on the approaches to the crossing.
- 3.31 Views of Opladen Way looking north and south in the vicinity of the site are shown in Photographs 3.8 and 3.9 respectively.



Photograph 3.8: Opladen Way Looking North

3.31 Contd.



Photograph 3.9: Opladen Way Looking South

Nuneaton

- 3.32 Nuneaton is located to the south of the site and extends from its priority T-junction with Opladen Way to a priority T-junction with Bruton Way, some 300 metres further southeast. It is a single carriageway road with a typical carriageway width of 6.8 metres and has footways on both sides.
- 3.33 Nuneaton forms part of a wider network of residential estate roads serving a residential estate situated between the B340 New Forest Ride and Opladen Way. As such, it provides a key vehicular access route to the school from the neighbouring residential estates. Access to the B3430 New Forest Ride can be gained from Bowland Drive via Bruton Way and Nuneaton.
- 3.34 Nuneaton is lit, and also features a similar traffic calming scheme to that on Opladen Way. There are no centre line markings on Nuneaton, with the only formal road markings being provided at its junctions with Opladen Way and Bruton Way.

3.35 Views of Nuneaton looking west and east are shown in photographs 3.10 and 3.11.



Photograph 3.10: Nuneaton looking west towards Opladen Way



Photograph 3.11: Nuneaton looking east towards Bruton Way

Farningham

- 3.36 Farningham is located to the north of the site and forms part of a wider network of roads serving the Forest Park area of Bracknell west of the B3430 New Forest Ride. At its western end, it forms a mini roundabout junction with Opladen Way, whilst at its eastern end it forms a roundabout junction with Savernake / Bere Road some 300 metres further east. Access to the B3433 New Forest Ride is gained via Savernake Way.
- 3.37 Farningham has a typical carriageway width of approximately 6.8 metres with a footway provided along its southern side along its length, with footways being provided on both sides in the vicinity of the Savernake Way roundabout. The road is lit and also subject to a localised traffic calming scheme featuring horizontal measures such as build outs and a directional priority system.
- 3.38 View of Farningham looking east is shown in photograph 3.12 below.



Photograph 3.12: Farningham looking east



Size and Type of School

- 3.39 Crown Wood is a community primary school serving the local neighbourhoods of Crown Wood and Forest Park, with a small number of pupils coming from the Harmans Water, Birch Hill and Great Hollands areas of the town.
- 3.40 Crown Wood Primary School has a Pupil Admission Number (PAN) of 60, and therefore a theoretical capacity of some 420 pupils. However, as of May 2012 there were only 300 pupils on roll, together with approximately 56 staff (teaching and non-teaching).
- 3.41 The school opening hours are 08:50 hours to 15:15 hours, whilst the Nursery sessions are from 09:00 to 11:30 and from 12:30 to 15:00. A 'Kick Start' session is held each morning from 08:40 whilst there is also a Dance Club for Years three to six, which starts at 08:00 hours on a Wednesday.
- 3.42 The school also provides a range of after school clubs for small groups of children on varying days of the week, in addition to the use of the school's playing field by Bracknell Town Football Club for both practice and competitive matches.
- 3.43 The extended school will cater for an additional 180 pupils, in order to create a three-form entry, resulting in a total capacity of 630 pupils. Although the proposed expansion will ultimately increase the capacity of the school to 630 pupils, phase 1 of the expansion comprised the addition of a surge classroom in September 2012, which increased the current capacity of the school by an additional 30 pupils (total capacity of 450 pupils). The works necessary to accommodate the additional classroom involved internal alterations only, therefore no planning consent was necessary. The proposed development works that require planning permission seek to increase the capacity of the school by a further 180 pupils.



Catchment Area

- 3.44 The formal designated catchment area of Crown Wood Primary School is bounded to the southwest by the A322 Bagshot Road and to the north by Farningham, Hordean Road and Opladen Way from a point north and west of Farningham as shown within Appendix 2. However, postcode plots of existing pupils' locations indicate that approximately 100 pupils come from outside this catchment area. It is not anticipated that the catchment area will change following the expansion of the school. A plan indicating the existing distribution of pupils is included within Appendix 2.

Public Transport Links

- 3.45 Crown Wood Primary School offers excellent access by bus, with the nearest bus stops being located immediately to the front of the school premises on Opladen Way, some 20 metres south of the vehicular access.
- 3.46 There are bus stops located on both sides of Opladen Way facilitating both north and south bound travel, and consist of a shelter with up to date timetable information, seating and raised kerbs to facilitate easier boarding (refer to Photograph 3.13 overleaf). Service 171/172 operates from these stops, this being a circular route operating between the town centre and the southern half of the town.
- 3.47 Service 155 is also a circular route operating from the town centre. It serves a smaller area in the southeast of the town, and runs adjacent to service 171/172. The closest bus stops to the school for this service are located further northeast on Opladen Way and on Farningham. Both stops are approximately 400 metres walking distance from the school's front gates and therefore within easy walking distance.

3.47 Contd.



Photograph 3.13: Northbound Bus Stop on Opladen Way

3.48 A summary of the bus services utilising Opladen Way is provided in Table 3.2 below, whilst CEC Plan 3483/206 (contained in Appendix 1) also indicates the routes of these and other bus services within Bracknell.

Table 3.2: Summary of Local Bus Services

Service No.	Route	Frequency	First Bus	Last Bus
171/172 (clockwise/anti-clockwise)	Bracknell Town Centre – Crown Wood – Birch Hill – Hanworth - Great Hollands - Easthampstead - Town Centre	Approx. 20 minutes in each direction	171 - 06:42 172 - 06:25	171 - 19:30 172 - 19:45
155	Bracknell Town Centre - Harmanswater - Forest Park - Crown Wood - Harmanswater - Town Centre	Approx. 30 minutes	06:50	18:35



3.49 Reference to Table 3.2 above demonstrates that frequent and convenient travel by public bus to and from Crown Wood Primary School is available throughout the week. Bus service numbers 171/172 and number 155 serve the Crown Wood School designated catchment area (refer to the plan contained in Appendix 3), where the majority of pupils are expected to travel from to attend the expanded school. In addition, bus service number 155 also serves the Harmans Water and Forest Park areas of Bracknell where additional pupils are also predicted to travel from to the expanded school.

Trains

3.50 The nearest railway station to the site is Martins Heron Railway Station located some 2.1 km (1.3 miles) from Crown Wood Primary School, a walk time of approximately 26 minutes. The corresponding cycle journey time is approximately 11 minutes. Martins Heron Railway Station is operated by South West Trains and is situated on the Reading to London Waterloo line, between Ascot and Bracknell.

3.51 Table 3.3 below provides a summary of the rail services available from Martins Heron Railway Station.

Table 3.3: Summary of Rail Services from Martins Heron Railway Station

Train Operator	Route To	Via	Duration	Frequency
South West Trains	Reading	Martins Heron - Bracknell – Wokingham – Winnersh – Winnersh Triangle – Earley – Reading	Approx. 20 mins	Approx every 30 mins
South West Trains	London Waterloo	Martins Heron – Ascot – Sunningdale – Twickenham – Richmond – London Waterloo	Approx. 1 hour 4 mins	Approx every 30 mins

Existing Travel Issues

3.52 The Head Teacher was not aware of any particular existing travel/transport issues associated with the school when CEC met with her in May 2012.



3.53 Once established, a *School Travel Plan Working Group* (STPWG - refer to Section 5.0) will liaise with staff, parents/carers, visitors, pupils, Crown Wood Community Centre and local residents in order to ascertain any existing travel issues relating to the journey to/from school, journeys made during the school day and journeys to/from pre or after school activities. This will be led locally by the School with support from Bracknell Forest Council's Travel Plan Co-ordinator on adoption of the *Travel Plan*. The results of the liaison will help to shape additional/future targets and measures. It is suggested that the STPWG is set up prior to the end of the summer 2013 term in order that the first meeting of the group can be held at the beginning of 2013/2014 academic year in September 2013.



4.0 RELEVANT POLICIES

4.1 Important legislation and policies relevant to *Travel Plans* are summarised below:

International

4.2 *Rio Earth Summit (1992)*

- § Highlighted international concern at levels of pollution arising from transport emissions.
- § Identified need to take positive action to reduce pollution levels.
- § Led to formation of Local Agenda 21.

4.3 *Kyoto Climate Change Conference (1997)*

- § Resulted in imposition of legally binding targets to reduce greenhouse gas emissions.

National (UK)

4.4 *Road Traffic Reduction Act (1997)*

- § Places a statutory requirement on local authorities to monitor traffic levels on local roads and consider setting targets for reducing traffic levels.

4.5 *Transport White Paper (1998)*

'A New Deal for Transport: Better for Everyone'

- § Highlighted UK Government commitment to reduce congestion and promote environmentally friendly modes of transport.
- § Emphasised need for a package of measures to be developed through partnerships with local councils, businesses, operators and individuals.

4.6 *Transport White Paper – A Transport Network for 2030 (2004)*

- § Extends the first ten-year plan and sets policy framework. Three central themes to strategy: sustained investment; improvements in transport management and planning.



4.7 *National Planning Policy Framework (March 2012)*

§ Sets out the Government's view of what sustainable development in England means in practice. It states that plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. It requires that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

Local Policy

Local Transport Plan 3 (LTP3) 2011-2026

4.8 The third *Local Transport Plan (LTP3)* for Bracknell Forest Council consists of a 15-year transport strategy from 2011-2026 supported by *Implementation Plans*, which will operate in 3-year cycles. The *Implementation Plan* sets out priorities and plans over three year periods to address the developing needs and targets set out in the LTP.

4.9 The overall aim of *LTP3* is to develop a sustainable transport system that supports local economy, provides choice and improves quality of life in a safe and healthy environment. The plan broadly seeks to:

- § *“promote healthier forms of transport;*
- § *Support robust economic growth*
- § *Reduce road congestion*
- § *Make public transport a more attractive option*
- § *Protect the natural environment*
- § *Improve air quality*
- § *Reduce greenhouse gas emissions”.*



4.10 The *LTP* states that walking and cycling play a significant role in reducing congestion and improving the health of the community in Bracknell Forest. The Borough has seen an increase in the number of those walking and cycling over the period of *LTP2*. Increasing walking and cycling in the Borough is key to delivering the national goals for transport. The *LTP3* identifies that walking and cycling will be promoted through the Sustainable Modes of Travel to School strategy and the production of Travel Plans.



5.0 MANAGEMENT & OBJECTIVES

Who is this *School Travel Plan* Aimed At?

5.1 The objectives of this *School Travel Plan* relate to the expanded School and in particular the following specific groups:

- § Pupils
- § Teachers and other Staff
- § Visitors
- § Parents
- § Governors

***School Travel Plan* Objective**

5.2 The high-level aim or objective of this *School Travel Plan* is outlined below and is intended to provide direction and focus for the plan:

To reduce the environmental impact of the expanded schools' travel demands through raising awareness and reducing unnecessary travel amongst pupils, staff and visitors and encouraging environmentally friendly behaviour.

5.3 A suitable name for the plan and any amendments to the aim outlined above are two of the first items for consideration by the STPWG. Refer to paragraph 10.4.

Who is Managing the *School Travel Plan*?

5.4 This *School Travel Plan* has been prepared by Cole Easdon Consultants, in consultation with Bracknell Forest Council and the Head Teacher of Crown Wood Primary School and includes an initial Action Plan and associated Timescale in Section 8.0. Following the adoption of this *Travel Plan*, the *Plan* will become the responsibility of Crown Wood Primary School which is firmly committed to the concepts of sustainable travel and its benefits.



Appointment of a *School Travel Plan* 'Champion'

- 5.5 Crown Wood Primary School have confirmed that the *School Travel Plan* 'Champion' role is to be carried out by one of the school Governors, Mrs Mandy Edis. The *School Travel Plan* 'Champion' together with the STPWG will provide the overall co-ordination needed to ensure the *School Travel Plan's* success.

Formation of a *School Travel Plan* Working Group (STPWG)

- 5.6 A Working Group will be established to oversee the development of the *School Travel Plan* and provide grass roots consultation as well as high-level management support. The Working Group will comprise:

- § *School Travel Plan* 'Champion' (Mrs Mandy Edis, a school Governor for Crown Wood Primary School);
- § Pupil representative from the School Council;
- § Crown Wood Primary School Accommodation Committee;
- § Representative from Crown Wood Community Centre;
- § School Travel Plan Co-ordinator Bracknell Forest Council; and
- § Community Representative.

- 5.7 One of the roles of the STPWG will be to consult with parents, pupils, staff and local residents on a regular basis. Minutes of these meetings, a list of STPWG members and evidence of partnership working and long-term sustainability will be collated and added to the *School Travel Plan*.

Formation of a Liaison Group

- 5.8 Occasionally, it may be necessary to involve other external organisations such as police, public transport officers, suppliers, and specific Council Officers responsible for areas such as cycling, public transport, road safety and personal security. In these instances, a Liaison Group may be required, reporting directly to the Working Group.

Management Structure

5.9 The management structure for this *School Travel Plan* is outlined below in Figure 5.1 below:

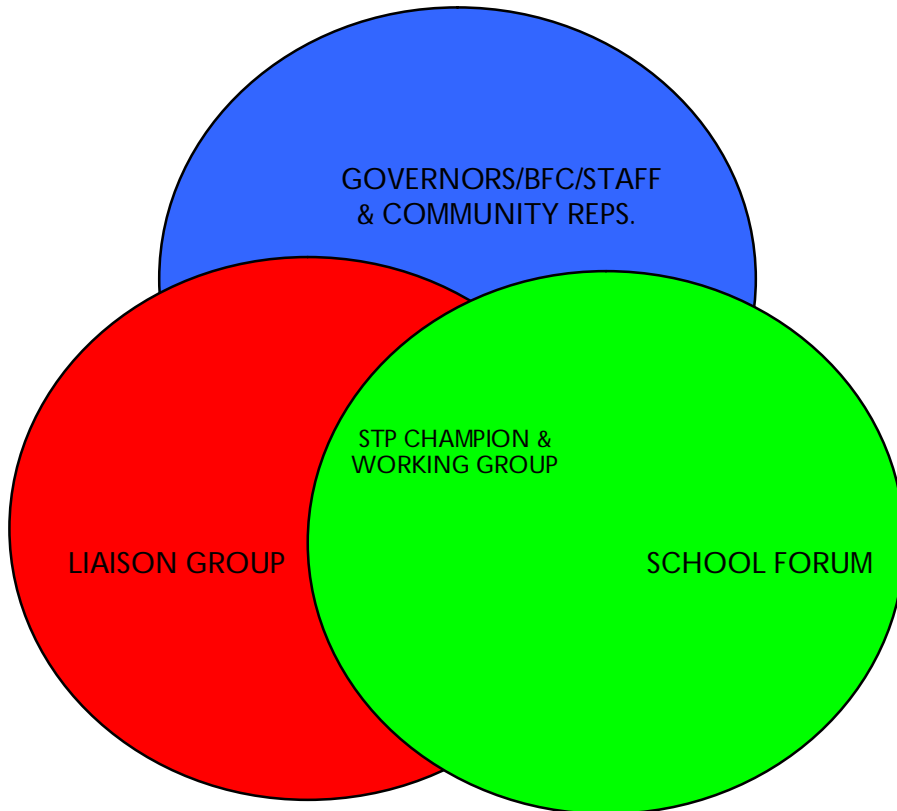


Figure 5.1 – School Travel Plan Management Structure



6.0 EXISTING TRAVEL PATTERNS

Consultation

- 6.1 To identify existing travel patterns and related issues, full consultation and involvement with the whole school community is necessary.

Letters to Parents, Staff & Governors

- 6.2 As one of the first initiatives of this *School Travel Plan*, a letter will be sent to all parents, staff, and governors introducing the aims and principles of the *School Travel Plan*, during the Autumn term in 2013.

School Travel Plan Working Group (STPWG)

- 6.3 It is recommended that the School Council form the core foundation of the STPWG together with the *School Travel Plan* Champion. The School Council already meets regularly and is ideally placed to form the STPWG. The STPWG is to meet at least once a month to monitor the *School Travel Plan*. The STPWG is to be set up by the end of 2012/13 academic year, with the first meeting of the group to be held in September 2013.

Parent/Carer Consultation

- 6.4 A parent/carers consultation will be undertaken as one of the first initiatives of the *School Travel Plan*, during the Autumn term in 2013. The aim of the consultation is to establish the views of parents/carers regarding travel to Crown Wood School in order to identify any barriers which prevent them using sustainable modes of transport for the journey to and from school and possible way of overcoming them.

Consulting Residents

- 6.5 Consultation with local residents (not necessarily parents/carers of children attending the school) is also recommended to be undertaken as another one of the first initiatives of the *School Travel Plan*, during the Autumn term in 2013.



6.5 Contd.

It is understood that Crown Wood Primary School currently has links with the local community whose views will be sought in the first instance. The aim of the consultation is to identify if local residents have any particular concerns regarding how children travel to and from Crown Wood Primary School (e.g. to determine if there are any local issues relating to where parents park to drop-off and pick-up children).

Pupil Travel Survey

6.6 Bracknell Forest Council undertake annual school travel surveys as part of the Bracknell-wide School Census Programme. It provides a local picture of how pupils usually travel to school within Bracknell Forest. Bracknell Forest Council has provided CEC with data for Crown Wood Primary School for the last 4 years from the School Census and is summarised below in Table 6.1. Further travel surveys will be undertaken each year as part of the Bracknell-wide School Census Programme undertaken by Bracknell Forest Council.

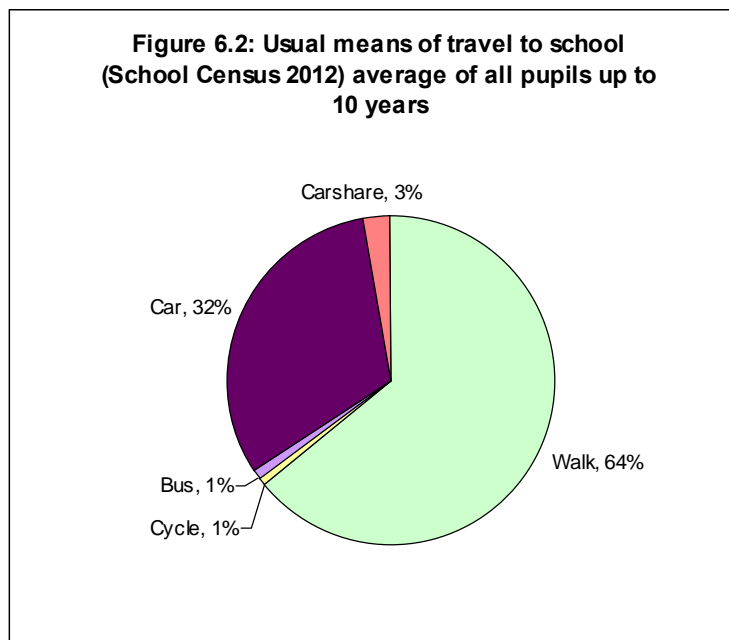
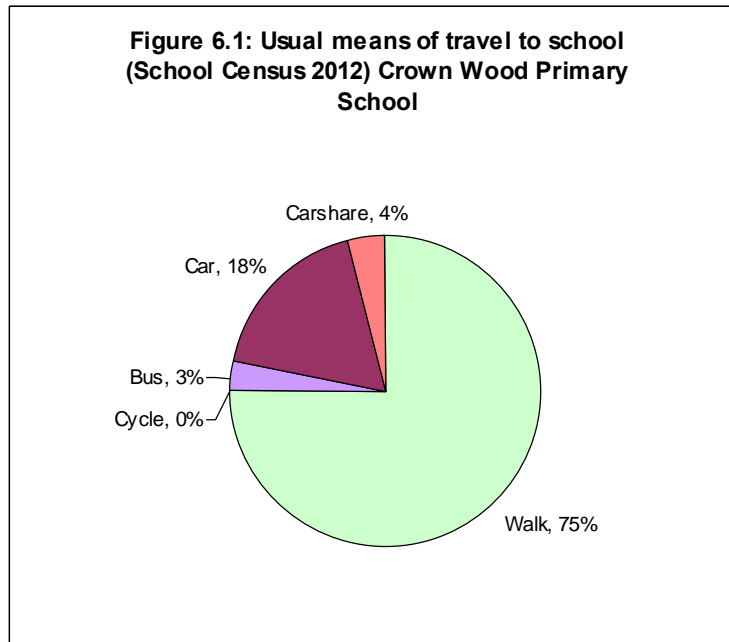
Table 6.1: Pupil Mode of Travel Data from School Census

Mode of Travel	Year							
	2009		2010		2011		2012	
	No.	%	No.	%	No.	%	No.	%
Walk	221	75%	244	77%	238	76%	245	75%
Cycle	0	0%	0	0%	0	0%	0	0%
Car/Van	72	24%	60	19%	60	19%	59	18%
Car Share	0	0%	12	4%	13	4%	13	4%
Taxi	0	0%	0	0%	0	0%	1	0%
Public Service Bus	3	1%	1	0%	3	1%	6	2%
Bus (type unknown)	0	0%	0	0%	1	0%	2	1%
Train	0	0%	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%	0	0%
Total	296		317		315		326	
Number on Roll	296	100%	317	100%	315	100%	341	95.6%



Bracknell Forest Schools Census (January 2012)

6.7 The annual Bracknell Forest Schools Census was last undertaken in January 2012. The results for Crown Wood Primary School Census are shown in Figure 6.1 below, whilst the average results of all Bracknell Forest Schools Census for children of all Borough primary schools are shown in Figure 6.2 below:

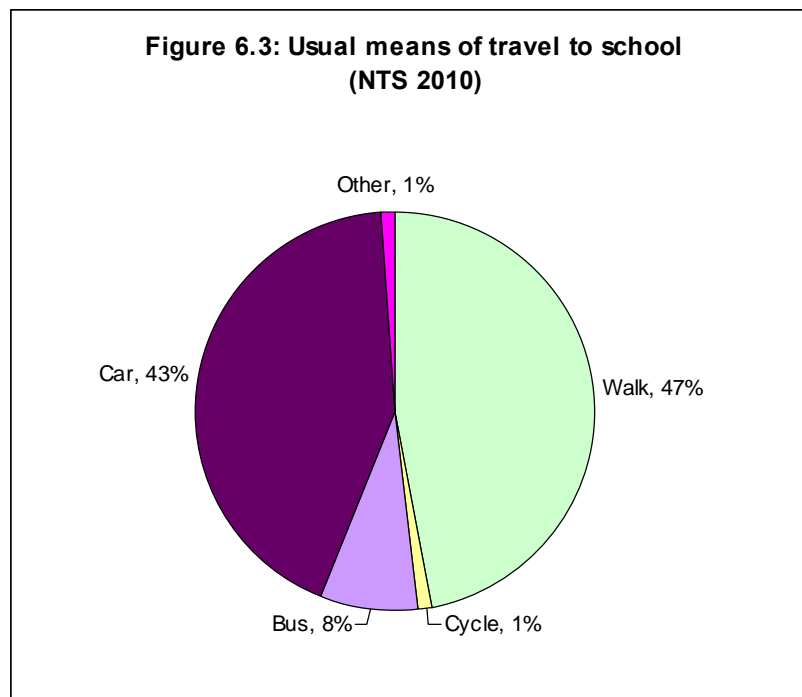




6.8 Compared to the average for all Bracknell Forest Primary Schools, the number of pupils walking to and from Crown Wood Primary School is significantly higher (75% compared to 64%). The number of pupils travelling to school by car is also considerably different when compared to the average for Bracknell Forest Primary Schools (18% by car for Crown Wood pupils compared to 32% by car for average of Bracknell Forest Primary Schools). The number of pupils travelling to Crown Wood Primary School by bus, cycle or car sharing is broadly similar to the Borough average. It can be concluded that pupils of Crown Wood Primary School travel more sustainably compared to the Borough average.

National Travel Survey

6.9 The *National Travel Survey (NTS) 2010* provides a national picture of how pupils usually travel to school. Table NTS0613 of the *NTS* provides the main mode of travel for schoolchildren aged 5-10, as illustrated in Figure 6.3 below:





6.10 Nationally, a greater percentage of primary school children get the bus to school compared to Crown Wood Primary School pupils (8% compared to 3%). However, the percentage of Crown Wood Primary School pupils that travel to school by car (18%) is considerably lower compared to the national average (43%) and the percentage of pupils walking to Crown Wood Primary School is significantly higher than the national average (75% compared to 47%). Therefore it is concluded that pupils of Crown Wood Primary School travel more sustainably than the national average. Walking is the main mode of travel for 75% of Crown Wood pupils, with those travelling by car accounting for only 18% (22% when including car sharers).

Staff Travel Survey

6.11 A staff travel survey was undertaken in May 2012 for staff at Crown Wood Primary School. A further travel survey will be undertaken upon expansion of the school and at regular intervals thereafter as part of the *Travel Plan* monitoring. The May 2012 survey was undertaken to determine:

- § how far from Crown Wood Primary School staff currently live;
- § how Crown Wood Primary School staff currently travel to school;
- § how staff would like to travel to Crown Wood Primary School;
- § why staff currently travel by car;
- § if staff currently travel by car, what other forms of transport they would consider; and
- § what could be done to encourage staff to change their mode of travel.

6.12 An example of the staff travel survey is contained within Appendix 3.

6.13 26 staff from Crown Wood Primary School took part in the survey out of 56 existing staff, which represents a response rate of some 46%. This response rate provides a representative sample for staff at Crown Wood Primary School.



Interpretation of Staff Travel Survey Results

6.14 The main findings from the staff travel survey are summarised in Tables 6.2 – 6.5 and Figures 6.4 – 6.7 below:

Table 6.2: The distance Crown Wood Primary School staff travel to School

Within:	No.	%
1 Mile of School	7	27%
1-2 Miles of School	3	12%
2-5 Miles of School	9	35%
5 Miles Or More	7	26%
Total	26	100%

6.15 Table 6.2 above shows that 26% of the staff that responded to the survey live within 1 mile of Crown Wood Primary School, 39% live within 2 miles and 26% live more than 5 miles from Crown Wood Primary School.

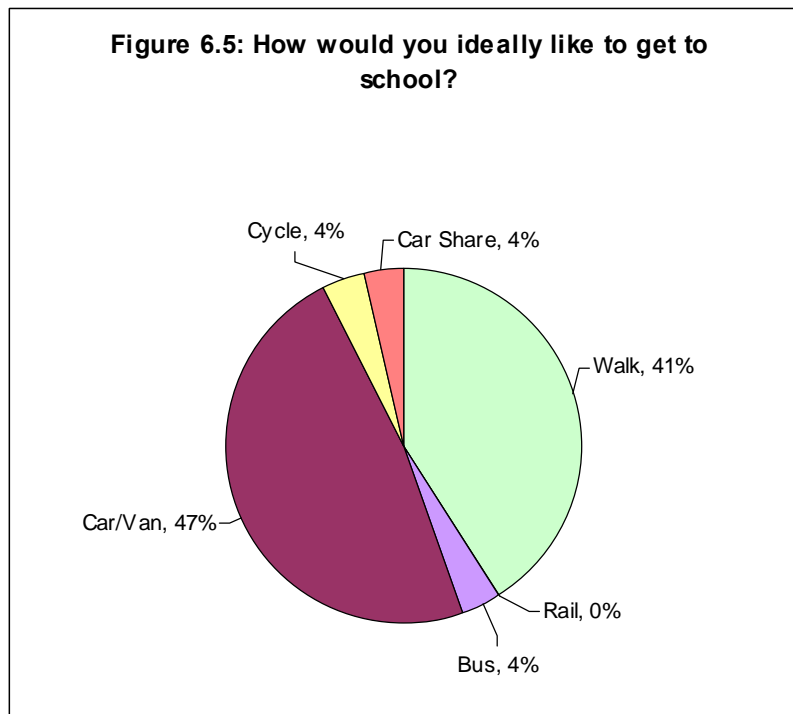
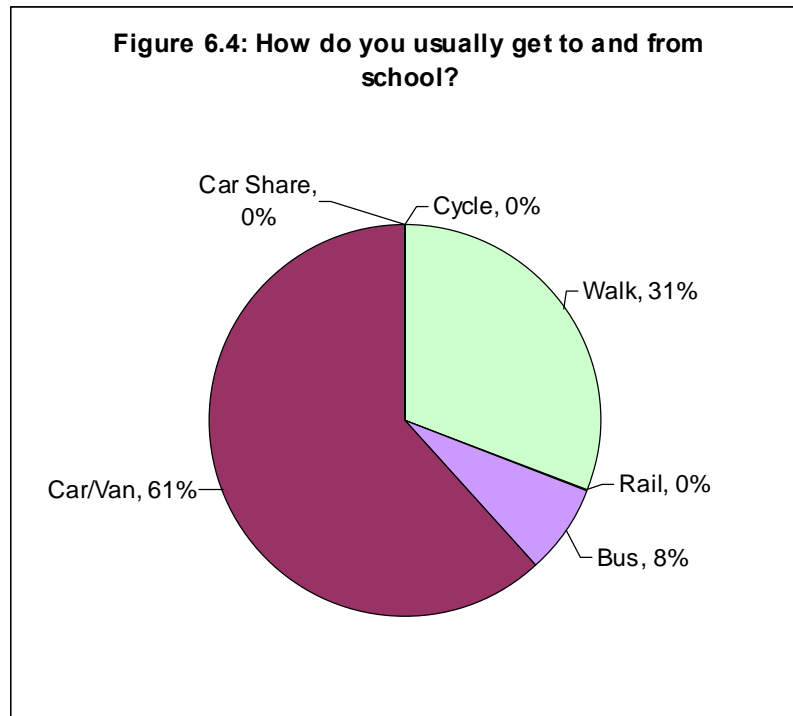
Table 6.3: How Crown Wood Primary School staff travel and would ideally like to travel to/from School

Mode of Transport	How do you usually get to and from School?		How would you ideally like to get to the School?	
	No.	%	No.	%
Walk	8	31%	11	40%
Cycle	0	0%	1	4%
Bus	2	8%	1	4%
Train	0	0%	0	0%
Car	16	61%	13	48%
Car Share	0	0%	1	4%
Total	26	100%	27	100%

6.16 Figure 6.4 over page shows the predominant form of transport for staff travelling to Crown Wood Primary School is by 'car' (61%).



6.16 Contd.



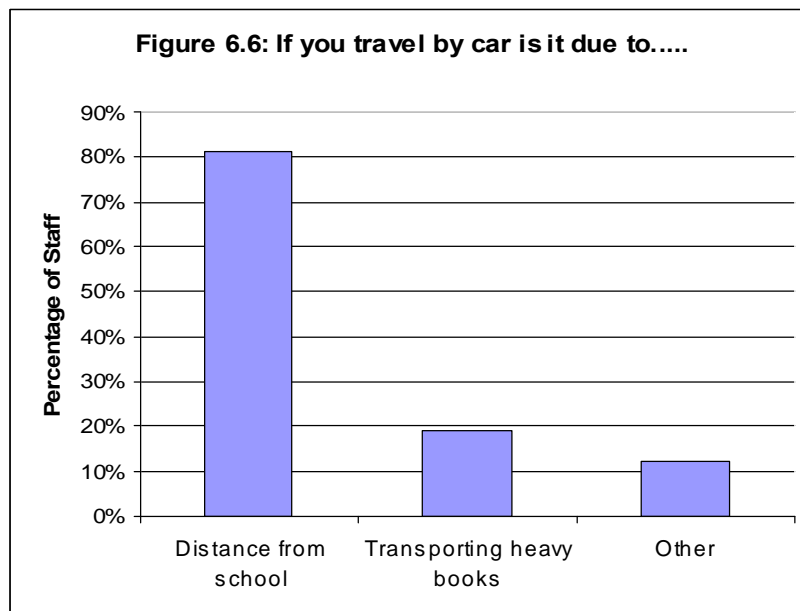


6.17 It is encouraging to see from Figure 6.5 above that only 47% of staff would like to travel to school by car, compared to the 61% that currently travel by this mode (a reduction of some 14%). Some 4% of staff would prefer to car share, whilst a further 4% of staff would prefer to cycle and 41% would prefer to walk.

Table 6.4: Why Crown Wood Primary School staff travel by car

	If you travel by car, is it due to...	
	No.	%
Distance from school	13	81%
Transporting heavy books	3	19%
Other	2	13%

6.18 Table 6.3 shows 16 members of staff (of the 26 staff who responded) usually travel to and from school by car. Some 2 of these members of staff gave more than one answer as to why they travel by car (refer to Table 6.4). The results are therefore given as a percentage of the number of staff who answered and the combined percentages therefore do not total 100%, where some staff gave more than one answer.





6.19 Figure 6.6 above shows the predominant reason for staff travelling to school by car is stated as being the distance they live from the school (81%) whilst a proportion (19%) also travel by car due to transporting heavy books. Two members of staff (13%) gave 'other' reasons for travelling by car, including time constraints, transporting children and convenience.

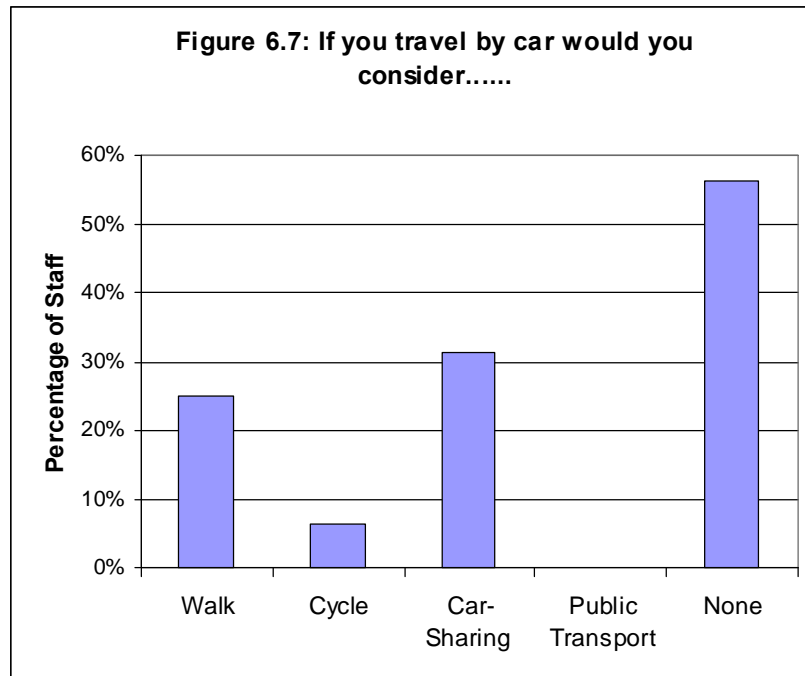
6.20 Table 6.5 and Figure 6.7 below show the results for the 16 respondents who said they usually travel to and from school by car (currently as a car driver on their own) as to what alternative sustainable modes of transport they would consider.

Table 6.5: What alternative modes of transport Crown Wood Primary School staff who currently travel by car would consider.....

	If you travel by car, would you consider....	
	Number	Percentage
Walk	4	25%
Cycle	1	6%
Car Sharing	5	31%
Using Public Transport	0	0%
None	9	56%

6.21 Of the 16 respondents who said they usually travel to and from school by car, 3 members of staff gave more than one answer as to what alternative modes of transport they would consider. The results in Table 6.5 are therefore given as a percentage of the number of staff who answered and the combined percentages therefore do not total 100%.

6.21 Contd.



6.22 Figure 6.7 above shows that of the 16 members of staff who stated they currently travel by car, 31% would consider car sharing, 4 members of staff (25%) would consider walking and 1 member of staff (6%) would consider cycling as an alternative to the private car. However, it is discouraging to see that 9 members of staff (56%) would not consider any other alternatives. The number of staff willing to consider car sharing is encouraging and indicates the potential level of support that a car sharing scheme for the staff could receive. This therefore forms one of the recommendations for implementation (see Section 8.0).

6.23 When asked what could be done to encourage staff to change their mode of transport, only one member of staff gave a feasible response which was to improve public transport services between Finchampstead and Crown Wood.



Identifying Where Staff and Pupils Live

6.24 Understanding existing and projected staff and pupil travel patterns and behaviour will help future travel planning. Bracknell Forest Council have provided Cole Easdon Consultants with plans showing existing pupil's residential postcode as provided within the January 2011 annual School Census, for Crown Wood Primary School and this information is contained within Appendix 2.

Staff Home Postcodes

6.25 The head teacher from Crown Wood Primary School has provided Cole Easdon Consultants with current staff home postcode information which is presented below in Table 6.6. The Table shows that staff travel from a much wider catchment area when compared to the pupils' residential postcodes.

Table 6.6: Staff Home Postcode Districts

Postcode	Total Staff
GU14	1
GU16	1
GU47	5
RG1	1
RG5	1
RG6	1
RG12	16
RG40	3
RG41	1
RG42	4
RG45	2
Total	36

6.26 The spatial distribution of staff postcodes are displayed visually on CEC's Plans 3483/207 to 3483/209 contained within Appendix 1.



- 6.27 The plot of staff home postcodes indicates that there is considerable potential for staff to car share. Whilst car sharing is not as sustainable as public transport or cycling, it can significantly reduce single-car occupancy and the number of daily vehicle trips associated with Crown Wood Primary School. It can also reduce demand for on-site car parking. It is suggested, therefore, that car sharing can be an effective way of helping to reduce traffic flows in the local area and helping to achieve the *School Travel Plan* objectives. If the pupils (and parents) are to be encouraged to embrace the *Travel Plan*, it is important that staff should lead by example (where practical).
- 6.28 With reference to CEC Plan 3483/207 - *Plot of Staff Home Postcode (All Staff)*, it can be identified that all staff live within 12 miles of Crown Wood Primary School, with clusters of staff within Bracknell itself, as well as within Sandhurst, Crowthorne and Finchampstead. These clusters of staff reinforce the opportunities for car sharing. There are also opportunities to increase the use of public transport amongst staff as bus service 171/172 passes close to the site with the nearest bus stop situated on Opladen Way within 20 metres of the existing vehicular access.
- 6.29 58% (21 out of 36 plotted) of the staff live within 3 miles of the site, therefore creating cycling opportunities for some staff members - refer to CEC Plan 3483/208 - *Plot of Staff Home Postcodes (within a 3 mile radius)*. Assuming a cycle speed of 12kph (7.5mph) (as recommended by the Department for Transport), it would take approximately 24 minutes to cycle 3 miles.
- 6.30 With reference to CEC Plan 3483/209 - *Plot of Staff Home Postcodes (within a 1 mile radius)*, contained within Appendix 1, it can be identified that 22% (8 out of 36 plotted) of staff live within 1 mile of the site. One mile is considered to be a reasonable walk (or cycle) distance.



6.30 Contd.

Assuming a walking speed of 4.8kph (3mph)¹, Crown Wood Primary School could be reached in approximately 20 minutes. Assuming a cycle speed of 12kph (7.5 mph) (as recommended by the Department for Transport), it would take approximately 8 minutes to cycle 1 mile. Therefore, opportunities will exist to encourage staff to use more environmentally friendly forms of transport for travel to and from Crown Wood Primary School.

Pupil Home Postcodes

6.31 The pupil home postcode information for Crown Wood Primary School has been provided by Bracknell Forest Council (dated August 2011). Table 6.7 below summarises the distance pupils reside from Crown Wood Primary School

Table 6.7: Pupils residential distance from Crown Wood Primary School

Distance from Crown Wood Primary School	Number of Pupils	Percentage of Pupils
0 to 0.5 miles	218	69%
0.5 to 1 mile	57	18%
> 1 mile	40	13%
Total	315	100%

6.32 Table 6.7 above shows that two-thirds of the pupils surveyed (69%) reside within 0.5 miles of Crown Wood Primary School, with some 87% of pupils living within 1.0 mile of Crown Wood Primary School. This concentration of pupils within a relatively small area will assist with future travel planning, where pupils will be encouraged to cycle or walk the relatively short distance. In addition to reducing traffic generation associated with the 'school run', cycling or walking also presents health benefits through daily exercise for pupils.

¹ Traffic Planning and Engineering, Third Edition, Volume 1, C A O'Flaherty



- 6.33 The plots of pupil home postcode locations contained within Appendix 2 demonstrate that significant potential exists for pupils to travel to Crown Wood Primary School by sustainable forms of transport.

Disseminating the Survey Results

- 6.34 The effective dissemination of the results of the survey and the plan is essential in maintaining interest and momentum in the *School Travel Plan*. This keeps everyone involved and helps to promote the plan. It is recommended that the results are included in the next School newsletter.



7.0 TARGETS & AIMS

7.1 Targets are measurable goals, which need to be set in order to assess whether the objectives of this plan have been achieved (or are being achieved). The 'aim-type' targets for Crown Wood Primary School are provided below:

Aims are to:

- § *Walk, cycle or go by bus if we can, only go by car if we have to;*
- § *Be safe – learn to walk and cross the roads and learn what makes a route the best to choose;*
- § *Help to make the routes to school safe and attractive;*
- § *Enjoy the streets; buildings; plants and creatures; weather; people; and come and go in friendship groups; and*
- § *Learn about the problems cars make, so we can minimise them.*

Crown Wood Primary School Travel Plan (2008)

7.2 The existing 2008 *School Travel Plan* for Crown Wood Primary School describes how *"we have had increased problems caused by the number of cars in the area of the school at the start and end of the school day. Since implementing increased security measures at the front of the school many parents are now parking in the car park at the local shops.We often experience problems with coaches gaining access to the school at the start and end of the day when school trips are taking place.With the surrounding roads carrying fast traffic despite there being a 30mph speed limit, there is an increased perceived safety risk of both walking and cycling to school."*



7.3 The objectives of the 2008 *Travel Plan* are:

- § to increase the number of children cycling to school;
- § to increase the number of children walking to school;
- § to decrease the number of parents cars entering the school environs and causing a safety hazard; and
- § to reduce the number of cars parking in the immediate vicinity of the school.

7.4 The surveys undertaken in November 2007 (which form the basis of the 2008 *Travel Plan*) showed that "*less and slower traffic with wide pavements or extra cycle lanes were suggested as improvements to the cycle/walk pattern*".

Targets

7.5 The aim of the various targets is to reduce the number of cars arriving at Crown Wood Primary School and increase the proportion of pupils walking or cycling to Crown Wood Primary School.

Pupils

7.6 The Bracknell Forest Council School Census travel survey revealed that in Year 2012 some 82% of pupils usually travel to Crown Wood Primary School by sustainable modes of transport (walking, cycling, car-sharing and public transport), which is considered a commendable baseline. The aim of this *Travel Plan* is to further encourage travel by sustainable modes such as walking, cycling, using public transport and car sharing, however it must also be recognised that the distribution of pupils will vary year-on-year. We suggest that the initial pupil *School Travel Plan* target is set that 85% of pupils will travel to Crown Wood Primary School by sustainable modes of transport. This target should be reviewed following further travel surveys upon expansion of Crown Wood Primary School.



Staff

- 7.7 The staff travel survey revealed that, from the staff that responded to the survey, some 39% of staff usually travel to and from Crown Wood Primary School by sustainable modes. Sustainable modes of transport include walking, cycling, using public transport and car sharing.
- 7.8 It must be recognised that the distribution of staff will also vary year-on-year, and we therefore recommend the initial staff *School Travel Plan* target is set that 45% of staff will travel to Crown Wood Primary School by sustainable modes of transport, and that this target be reviewed following further travel surveys upon expansion of Crown Wood Primary School. This target is considered achievable, given the number of staff that live local to the school and the opportunities to car share for those living further afield.
- 7.9 It is recommended that targets are SMART:
- § Specific
 - § Measurable
 - § Attainable
 - § Realistic
 - § Timescale dependent
- 7.10 The suggested targets are therefore:
- § to achieve 85% of pupils travelling to the expanded site by sustainable modes of transport following full occupation of the expanded school in academic year 2018/2019; and
 - § to achieve at least 45% of staff travelling to the expanded site by sustainable modes of transport following full occupation of the expanded school in academic year 2018/2019.



8.0 ACTION PLAN & TIMESCALE

8.1 Measures that will be introduced as part of this *School Travel Plan*, in addition to those already implemented or underway, are set out below. These measures will need to be reviewed following feedback from the STPWG. Depending on which further measures are considered appropriate, then the timescale for implementation will need to be revised accordingly.

Walking

8.2 Walking is best suited to journeys under two kilometres (1.2 miles). The walking routes surrounding Crown Wood Primary School are of a good standard, with surfaced footways/footpaths, crossing points, signage and street lighting. There is also the added benefit of financial savings for parents/carers and staff who walk to school as an alternative to using their car. To encourage walking to Crown Wood Primary School the following measures will be implemented:

- § raise awareness of health and environmental benefits through promotional material and school curriculum (refer to Section 9.0 – National Curriculum);
- § provision of three shelters for parents to wait under in bad weather at the beginning and end of the school day. One parent shelter is proposed within the hard play area close to the main access to the school car park off Opladen Way, another is proposed to the rear of the school building situated adjacent to the hard play area located in the south west corner of the site and a further shelter is proposed on the northern gable end of the school building;
- § creating two additional pedestrian accesses into the school site to help better distribute pedestrian movements. The existing main pedestrian access to the south of the school site, which leads to the Crown Row shops car park, is currently not wide enough for double buggies to pass and the increased usage has caused obstructions whilst entering the school site. As such, the existing pedestrian access is to be used for access to the nursery only, which is being relocated to the southern end of the school building.



8.2 Contd.

A new, wider double gated pedestrian access is proposed for use by pupils/parents, which will lead directly onto the existing hard play area where parents can wait at the end of the school day. The new wider access is proposed some 40m to the west of the existing pedestrian access. A second additional pedestrian access is proposed along the western boundary of the site, which will connect to the existing hard play area.

- § produce maps showing safe walking routes indicating distances and times to the expanded site;
- § regularly assess footpaths to the site to ensure that they are well maintained - if any issues arise report them to Bracknell Forest Council highways maintenance team;
- § regularly assess signposting for pedestrians to ensure it is clear - if any issues arise report them to Bracknell Forest Council highways maintenance team;
- § liaise with police safety officer over safe pedestrian routes;
- § consider the implementation of a Walking Bus from Sainsbury's;
- § consider the potential of a Park and Stride site and the implementation of a Walking Bus from the local shops car park located off Horndean Road (adjacent to the Woodcutters Public House); and
- § continue to take part in National promotional events such as Walk to School week.

8.3 Incentives to encourage pupils to walk to and from school, rather than be dropped-off and picked-up by car, will be considered by the school. Such incentives could be small treats provided on a Friday for those children who walk on all five days of that school week. An extra incentive could be a prize for the child who walks to school the most during each term. Prizes could include cinema tickets, or vouchers for Coral Reef (or other local attraction).



8.4 Such incentives and prizes will need to be relatively cheap and funded by the school. Some treats, such as an early start to a play session for example, would need to have due regard to the school curriculum and timetabling arrangements. It is therefore for the school and school governors to consider such incentives, treats and prizes to ensure they are appropriate. They may be able to suggest zero-cost options for activities within the school that would appeal to the individual age groups. Measurement of pupils' success could be assessed by teachers recording their mode of travel during morning registration. Often, recognition of a child's efforts in weekly assemblies is enough to encourage some children. The walk to school website, www.walktoschool.org.uk offers free materials to schools, as well as other items for sale, such as 'walk to school' t-shirts etc. This will be a valuable resource for the School Travel Plan Champion.

Cycling

8.5 Generally, pupils living within five kilometres (3.1 miles) of their school are potential cyclists. Likewise with walking, there are financial benefits for parents/carers and staff who choose to cycle to school as an alternative to using their car. To encourage cycling the following measures will be implemented:

- § ensure safe, secure and covered cycle parking is provided and well maintained;
- § establish a Bicycle User Group;
- § provide lockers, changing and drying facilities;
- § promote/publicise cycling – provide a map showing safe cycle routes to school;
- § promote the 'Cycle to Work' scheme for staff to purchase a bicycle or commuting equipment (such as lights, locks and panniers) completely tax free; and
- § continue to offer pupils 'Bikeability' training (cycle proficiency training scheme) within the school, which enables Year 6 pupils to cycle to school alone and for younger pupils to gain confidence on a bike. Promote take-up of the scheme wherever possible.



- 8.6 As with walking, incentives should be considered to encourage pupils to cycle to and from school, rather than be dropped off and picked up by car. Such treats or prizes could be offered to pupils who cycle on three days of the school week and to the pupil who cycles the most during a term. Again, it is for the school and school governors to consider such incentives, treats and prizes to ensure they are appropriate. Again, the measurement of pupils' success could be assessed by teachers recording their mode of travel during morning registration.

Public Transport

- 8.7 Public transport offers a good alternative to the private car for many school journeys. Measures which will be implemented include:
- § make staff and older pupils aware of the public transport options open to them through the provision of maps and timetables, particularly for those stops closest to Crown Wood Primary School;
 - § prepare written instructions for reaching the site by public transport for visitors;
 - § provide up-to-date public transport information via the notice boards within the School;
 - § include details of local bus services in the new parent/pupil 'Welcome Pack';
 - § discuss possible service improvements with local bus operators following a more detailed Travel Survey (if suitable demand dictates);
 - § explore the availability of training and information from public transport providers regarding behaviour at bus stops and on public transport; and
 - § promote public transport generally to all staff and pupils as part of the *School Travel Plan*.

Car Sharing

- 8.8 Car sharing can be a very effective way of reducing peak hour congestion and easing parking problems. Teachers generally drive because of the need to transport books, marking and materials to school. Invariably, some staff will choose to travel by car and if this is going to be the case then car sharing should be positively promoted.



8.8 Contd.

The benefits of car sharing also include reduced fuel costs resulting in financial savings for parents/carers and staff. Measures will include:

- § identifying potential car sharers from the Staff Travel Survey/postcode information;
- § distributing registration forms to staff for a simple scheme or registering the school on Bracknell Forest Travelshare (an online matching database for car-sharers, supported by Bracknell Forest Council); and
- § consider introducing a guaranteed ride home if the car-sharer's lift falls through (for staff).

8.9 With regards to promoting and encouraging car sharing to parents, a car sharing scheme will be set up for parents to register their interest in car sharing. Consideration could be given to signing up to a dedicated school car share software system, such as www.school-carshare.co.uk. The School Car Share scheme is an online system that offers a school a simple way to create, manage and monitor its own Car Share Scheme online.

8.10 A car sharing event could be held at the school, whereby those parents expressing an interest in car sharing could be grouped by locality and could meet with other neighbouring parents also willing to car share.

8.11 As mentioned previously within Section 3.0, the proposed onsite car park will initially be available for parents who car share. Parents who agree to car share will be offered a parking permit to park within the school site to drop off and pick up children. The onsite visitor car park will be policed by the school's site controller during school drop off and pick up times to ensure that parents do not abuse this policy. The availability of a permit to use the on-site visitor car park spaces for parents to drop off/pick up will encourage the uptake of car sharing and reduce the overall number of car trips associated with the school.



- 8.12 It should be borne in mind that car sharers do not necessarily need to live close to one another. A suitable match can also be found where one driver passes (or passes close to) another's house each day on their way to/from the school.

Motorcycles/Mopeds

- 8.13 Motorcycles and mopeds can offer staff a more environmentally friendly alternative to the private car and are more space efficient than other vehicles. The use of motorcycles and mopeds will be assisted by:

- § the provision of safe and secure motorcycle parking (which will be included as part of the development proposal);
- § the provision of changing facilities and storage for equipment (which will be included as part of the development proposal); and
- § setting up a Motorcycle User Group (if demand is evident).

Taxis

- 8.14 Using a taxi avoids the need to bring the car to work, and should be shared with other staff wherever possible. The possibility of negotiating discounts with local taxi operators (such as for the guaranteed lift home for car sharers) will be investigated.

Visitors

- 8.15 The scale of visitors to Crown Wood Primary School is unlikely to be significant when compared to some organisations, however, measures will include:

- § promotion of sustainable modes of transport to the site – publicising details on the School's website of how to travel to the School by walking, cycling, bus and train; and
- § publicising the green credentials of the site and hopefully encouraging others to do the same.



New Intake

8.16 The new intake of pupils offers one of the best opportunities to encourage and establish environmentally friendly travel from the beginning of their school life. Measures will include:

- § making clear the expanded school's commitment to the *School Travel Plan* in literature sent to potential new intake;
- § providing new pupil intake with a 'Welcome Pack' which will include School Travel Plan information such as details of walking, cycling routes, public transport information and details of the possible Walking Bus scheme, as well as a summary of the school's sustainable travel ethos; and
- § considering incentives to encourage 'greener' behaviour.

8.17 Table A5.1 in Appendix 5 provides a summary of the major actions for this *School Travel Plan*. Additional detailed actions will be identified in due course, such as the formulation of a Marketing Plan, for example.

Action Plan Review

8.18 The first review of the Action Plan in Table A5.1 is scheduled for the Autumn term 2013 with submission of the reviewed Action Plan to the Council's School Travel Plan Coordinator by December 2013. The reviewed Action Plan will be submitted to the Council's School Travel Plan Co-ordinator. Thereafter, the Action Plan is to be reviewed by the STPWG at least once a term and an updated Action Plan submitted to the Council School Travel Plan Co-ordinator accordingly together with any evidence of achieved targets or objectives. The review will include all pupils' needs arising from new developments in education and transport and the plan will be reviewed as necessary.



Safer Routes to School Funding

- 8.19 Funding may be available to implement future off-site works, such as crossing facilities, through the Council's Safer Routes to School Programme. Requests for funding will need to be presented to Bracknell Forest Council for consideration. The Council allocates funding for off-site works according to set prioritisation criteria.



9.0 RAISING AWARENESS & CONSULTATION

9.1 A Marketing Plan will be drawn up during the Autumn term 2013 to consider:

- § introducing the idea to staff, pupils and parents.
- § launch of the *School Travel Plan*;
- § progress; and
- § introduction of new measures.

9.2 The *School Travel Plan* Champion and STPWG will be responsible for the promotion of the *School Travel Plan*. This will be carried out through the spoken word, low cost leaflets, letters, emails, newsletter and other promotional material.

Material Produced by Other Organisations

9.3 A considerable amount of material on *School Travel Plans* and sustainable transport has been produced by others including: Government Agencies and Initiatives; transport groups such as Sustrans; and Local Authorities. This material will be available to assist the *School Travel Plan* Champion and Working Group.

Branding the *School Travel Plan*

9.4 It may be appropriate as the *School Travel Plan* is developed for it to be taken forward under a banner or slogan. The *School Travel Plan* Champion will organise a *School Travel Plan* naming competition amongst the pupils.

Maintaining Interest

9.5 Initial enthusiasm for a *School Travel Plan* can diminish over time and it is therefore important that it be regularly reinvigorated. This will be undertaken through regular reviews to address any problems that may have arisen. Refer also to paragraph 8.17, which discusses the Action Plan review process, and Section 10.0 below.



9.6 National events such as Walk to School Week, Bike to School Week and Healthy Week are ideal opportunities to actively promote the *School Travel Plan*, by focusing on specific travel modes such as walking and cycling as well as the impact of car travel on the health of pupils and the environment.

National Curriculum

9.7 The aims and objectives of this *School Travel Plan* will be promoted in the classroom within the framework of the national curriculum. There are numerous ideas and resources available to teachers to link the messages and themes of the *School Travel Plan* into the curriculum. In particular, the Department for Transport (DfT) has established a valuable database of materials on sustainable travel suitable for use in the classroom, <http://www.dft.gov.uk/think/education/early-years-and-primary/>. The database is a valuable resource as it assesses materials for their suitability by subject and Key Stage in the national curriculum. The following websites also contain useful resources and information:

- | | |
|--|--|
| § www.education.gov.uk | § www.walktoschool.org.uk |
| § www.eco-schools.org.uk | § www.eta-schools.co.uk |
| § www.sustrans.org.uk | § www.think.direct.gov.uk/roadsafety.html |
| § www.rospa.com | § www.brake.org.uk |

9.8 Classroom activities provide perfect opportunities to raise awareness of the *School Travel Plan* and for pupils to become actively engaged in the sustainable travel aims and objectives of the plan and for pupils to take the lead in developing the *School Travel Plan* further.



10.0 MONITORING & REVIEW

- 10.1 Monitoring is one of the most important parts of the *School Travel Plan* as it is very useful in recognising achievement, encouraging best practice and generally raising awareness.
- 10.2 Evaluation of actions and measures at their various target dates will help to promote the plan. A monitoring or 'snapshot' staff survey will be undertaken, as well as reviewing the results of the annual School Census undertaken by Bracknell Forest Council in order to check the 'health' of the *School Travel Plan*.

Surveys

- 10.3 Snapshot travel surveys will be undertaken to determine staff modal splits. This will be repeated over time to establish whether the *School Travel Plan* is succeeding in its objective. A snapshot or 'hands-up' staff travel survey will be undertaken every January, with the next survey scheduled for January 2014, co-ordinated by the *School Travel Plan* Champion. It is important that wherever possible, the staff survey is done during the same month each year, so that seasonal variations do not skew the mode share results.
- 10.4 Crown Wood Primary School will continue to collect pupil travel survey information as part of the annual Bracknell Forest Council School Census, undertaken every January. Crown Wood Primary School will also retain the pupil 'address field' as part of their census questionnaire. The results for Crown Wood Primary School pupil's mode of travel to/from school, obtained from the Bracknell Forest Council School Census pupil survey, will inform the *School Travel Plan*.



Monitoring Plan

- 10.5 The STPWG is to meet at least once a month. Monitoring the *School Travel Plan* will identify progress with meeting the targets and objectives of the plan. Review points for the *School Travel Plan* should be identified at an early stage in the plan and changes made where necessary to reflect any particular issues that arise. Initially, the *School Travel Plan* will be reviewed during every Autumn term, with the next review scheduled for Autumn term of the academic year 2013/2014 , co-ordinated by the *School Travel Plan* Champion. The *School Travel Plan* will be monitored and reviewed using the software package ‘Mode Shift STARS’ with the aim of achieving bronze level of accreditation.



11.0 AGREEMENT

11.1 We support the Crown Wood Primary School *School Travel Plan*:

Signed:

(Cole Easdon Consultants)

Date:

Signed:

(Head Teacher – Crown Wood Primary School)

Date:

Signed:

(Member of Staff – Crown Wood Primary School)

Date:

Signed:

(School Governor – Crown Wood Primary School)

Date:

Signed:

(School Accommodation Committee – Crown Wood Primary School)

Date:

Signed:

(School Travel Plan Co-ordinator, Bracknell Forest Council)

Date:

Signed:

(Chair of Crown Wood Community Association)

Date:

Cole Easdon Consultants

March 2013