



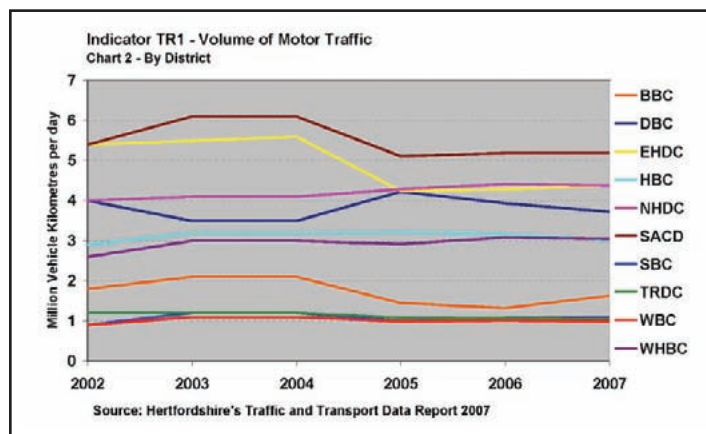
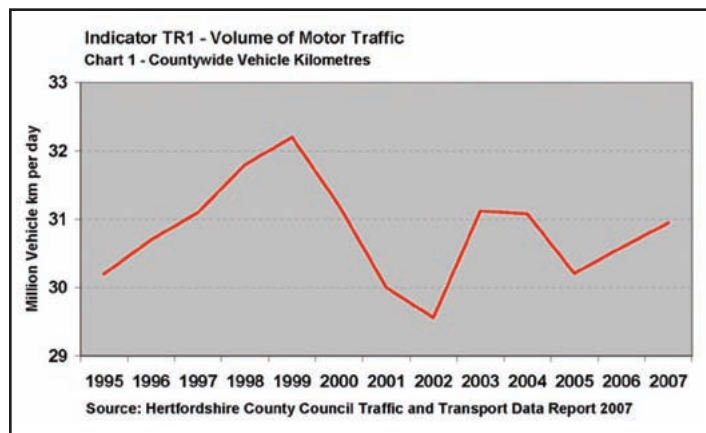
Travel schemes creating sustainable growth

Access to transport is an essential part of life. Whilst travel schemes have improved public perception of alternatives, the car is expected to retain its dominance. Reducing the need to travel whilst maintaining a high quality of life is therefore a key priority for Hertfordshire particularly in light of new growth targets set out in the East of England Plan.

In 2008 the use of innovative projects to challenge the dominance of the car also appears to have affected the public's perception of congestion and increased the number travelling sustainably. 2007 figures, however, showed a rise in traffic volumes.

Indicator TR1 – Volume of Motor Traffic

Traffic volume is a good measure of the extent people travel and can indicate levels of pollution being generated. Generally, increased traffic increases noise and air pollution levels which impacts on residents' quality of life. In 2007 an average of 30.95 million vehicle kilometres were travelled on weekdays.



Indicator TR2 – Modal Split

This indicator shows transport modes used over a 3 year cycle of urban morning peak period counts. It is an indication rather than a complete picture, as rail, off peak and rural journeys are excluded. Urban figures vary considerably, e.g. the car mode share varied from 69-89% over the last three years across the county whilst bus use ranged from 4-22%.

Indicator TR2 - Modal Split in 2007

Car	Bus	Walk	Cycle	Motorcycle
81.4%	11.8%	5.4%	0.8%	0.6%

Source: HCC Traffic and Transport Data Report 2007



Wheatfield School celebrated its 10th walking bus birthday in 2008

Indicator TR3 – Mode of Travel to School

The 2008 School Census shows an improvement in sustainable school travel. The county's Sustainable Modes of Travel Strategy is updated annually and aims to reduce car use to, from and between schools or colleges, improve accessibility, children's health and the local environment. Action plans were also developed to improve walking and cycling routes and passenger transport services. Designed to promote the use of the sustainable transport, they make information easily accessible to families and help schools and colleges develop travel plans whilst encouraging partnership working.¹

TR3: Mode of Travel to School – Pupils Travelling Sustainably

Pupil Age	2007 School Census	2008 School Census
5 to 10 years	57.7%	60.3%
11 to 16 years	77.3%	76.7%
5 to 16 years	65.9%	67.4%

Source: Hertfordshire School Census 2008



School Travel Plans

By October 2008 70% of Hertfordshire's schools had School Travel Plans. The Plans identify issues which may form barriers to sustainable travel. They include action plans to address those issues, to encourage road safety and the use of sustainable travel modes. Hertfordshire County Council provides a great deal of support with the development and implementation of these plans. Supported initiatives include:

- Bike it**
 A new 'Bike it' group is being created with Sustrans, the UK's leading sustainable transport charity, in the east of the county bringing new schools into the current St Albans project. Employing a full-time Sustrans 'Bike It' Officer, activities in schools include maintenance sessions, route planning and health benefits lessons, competitions, bike rides and 'Bikers Breakfasts' such as the successful one run at Fleetville Junior school.
- Walk to School Week**
 247 schools participated in this initiative during May 2008 and 239 in October 2008.
- Support to Walking Buses**
 Two new assistants were appointed to help schools develop walking buses and walking incentive schemes. They are supported by a new member of the School Travel Plan Team, 'Buster' the dinosaur. Buster has proved to be very popular with both children and parents and has contributed to the increase in the number of walking buses in place.
- Short Film Challenge**
 Primary and secondary schools were invited to produce a short film on walking and cycling to school. The initiative helps teachers link sustainable travel into the curriculum and the finished films can be used to promote healthy and environmentally friendly travel to school. More than 70 schools have expressed an interest in taking part.



Buster is Hertfordshire's newest School Travel Plan Team member

Indicator TR4 – Mode of Transport and Average Distance by Journey Purpose

This indicator is measured every three years and the latest data was published in last year's report. The car was the dominant mode for all journeys; levels varied according to purpose. Over half of residents work in the county whilst a quarter work in London.

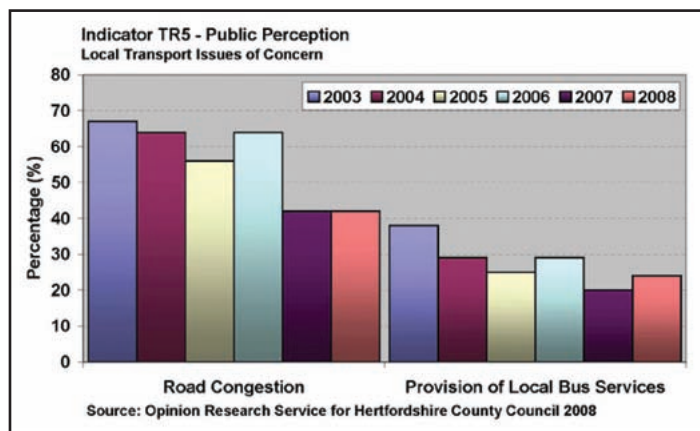


Car use remains the dominant mode for all Hertfordshire journeys

Indicator TR5 – Public Perception of Transport

Each year a survey is carried out for the County Council to determine the county's residents' attitudes on a range of social and environmental issues. In the survey conducted by Opinion Research Services in 2008 40% cited road congestion as a major issue equal to the lower level found in 2007. Those who felt the provision of local bus services was a major issue rose slightly but was 17% less than in 2003.

This may be due to higher public awareness of current issues around local bus services or because operators increased fares.



1 Read the full strategy at www.hertsdirect.org/schooltravel