



CiViTAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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CIVITAS Forum

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Krakow (Poland)

Stephen Kelly, Brighton & Hove City Council

My Job:

To help children and their parents travel to school in a safe, practical and enjoyable way

Background:

- **In Brighton & Hove since 1999**
- **Government funding since 2004 – ends in 2010**
- **A School Travel Plan provides a simple framework to help support sustainable travel**
- **The best School Travel Plans focus on actions**



To share with you today

- **how travel plans have helped make school journeys safer, practical and more enjoyable**
- **that School Travel Planning has helped in reducing car journeys to school**
- **how the partnership with CIVITAS will enable us to further encourage sustainable travel to schools**



What have we done within the School Travel Planning Framework?

- **safer routes to school**
 - encouraging independence
 - making a difference
- **provided practical support for schools**
 - pedestrian and cycle shelters
 - support in writing the plan



Enjoyable travel planning

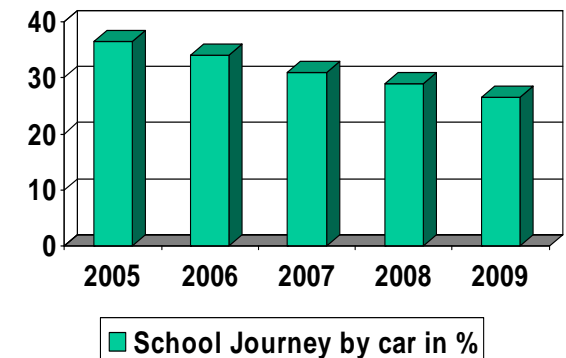
- **enjoyable – involve children**
 - exciting opportunities
 - encourage responsibility
- **enjoyable – involve parents**
 - support parents in travel choice
 - involvement in special ‘travel days’



School Travel Plans – Success?

- **95% of Brighton & Hove state schools have a travel plan**
- **Raised the profile of sustainable travel choice in schools**
- **Approximately 10% less single car use since 2004**
- **2005 – 1 in 3 school journeys by car**
- **2009 – 1 in 4 school journeys by car**
- **2012 – 1 in 5 school journeys by car?**

Car Journeys to School in Brighton & Hove



CIVITAS Plus will enable us to build on our successes by:

- **holding more fun school travel events**
 - involve the school and wider community
 - Walk to School Week
 - special for that school
- **developing a school journey planner**
 - carbon and calorie counter
 - links to the curriculum
 - visit www.journeyon.co.uk/schools



CIVITAS Plus will help us to develop

- **partnership working to bring success**
 - share common goals
 - ownership of the solution
- **our ‘Golden Flip Flop’ Walking Initiative**
 - pilot complete with three schools
 - incentives and rewards
 - make it practical and enjoyable



And Finally – what can you do to make travel to school

a safe,

practical

and enjoyable experience?



Thank you for listening

Contact:

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