Introduction and background

Lynch Hill School Primary Academy is a primary school located on Garrard Road, Britwell, Slough. There are approximately 890 pupils and 120 staff that attend the school. The majority of pupils live within two kilometres of the school, so there is lots of potential for active travel promotion.

Problem

Garrard Road, at the front of the school, is very narrow and there were parked cars along one side of the road, further restricting the space available. This parking meant that there was only room for traffic to travel in one direction, made worse by parents trying to turn around in the road after pick up / drop off times. This led to safety issues for pupils.

Solution

An engineering scheme was put in around the school, in line with Slough Borough Council (SBC)’s 20mph around schools policy. This involved putting in a ‘raised table’ outside the school to make it safer for pupils to cross the road, plus traffic calming cushions in surrounding roads in order to slow traffic speeds.

As part of the scheme, a permanent one way system on Garrard Road was proposed, but this was not supported by residents and so could not be carried forward. A pupil competition was also held to design the 20mph signs for the scheme.

With help from the council through the LSTF programme, and in consultation with parents / guardians, a trial voluntary one way scheme was introduced on Garrard Road from September 2013 in order to address the safety and congestion issues.

Parents / guardians were consulted and notified about the new system, via the school newsletter, direct letters including a specific leaflet detailing the changes, engagement at parents evening, banners on the school gates, and via text messages just before term began. Residents were also informed of the system via the scheme consultation letters.

How exactly did it work?

- Self-enforcing
- One way movement from east to west
- Only at certain times – 07:45 - 9:00am, 2:30 – 4:30pm
- Weekdays in term time only
- Banners put up on lampposts
- Information banners put up on school railings

Transport for Slough (TfS)
Results
Initially there was some apprehension among parents / guardians whether the scheme would work; this was mainly due to the fact that it would be self-enforcing and voluntary and they didn’t feel that everyone would adhere to it.

There are still a few parents / guardians who choose to ignore the system, but others intervene and tell them how they should be doing it. Ignoring the system also makes their journey more difficult.

The school, parents / guardians, and the council and local police, are very pleased that the scheme has worked and has been well-received. It helped solve specific issues at this school and made it much safer for pupils. The voluntary and timed nature of the scheme also means that it doesn’t impact on residents outside of school times.

Other travel initiatives in place at the school
As well as putting in place their own initiatives, the school has taken advantage of the LSTF support and funding available, and has the following initiatives in place:

- Walk once a Week (WoW) - active travel reward scheme
- Walk to School Week
- Bike It programme (school achieved Bronze award in 2013)
- Provision of excellent and plentiful cycle parking
- Provision of Scooterpods - dedicated scooter parking
- Development of a school-specific walking and cycling map
- Walking bus from nearby community centre car park (chicken ranch)
- Road safety assemblies
- Information in the prospectus about travel to school and schemes in place
- Travel information and advice to new parents / guardians
- Annual travel surveys to measure success
- Bikeability cycle training
- Scooter training

A parent / guardian survey was carried out in January 2014 and the key results were:
- 88% of parents believe the one way system has helped reduce traffic outside the school
- 85% of parents believe the one way system has increased safety on the roads around the school
- 90% of parents believe the introduction of the one way system has been a positive initiative

Contact
For further information and advice on implementing these measures in your school, please contact the school travel advisors:
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t. 01753 477334