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The aim of the LSTF in Slough is to improve the efficiency of businesses, retain and grow current employee opportunities, reduce CO2 emissions and improve health of residents. School Travel behaviour change is one aspect of this project, and focuses on those Slough schools identified to be generating the most congestion on Slough’s roads during the morning peak.

Priory School have been actively engaging with the LSTF programme, working with SBC’s School Travel Advisors to deliver a range of measures and initiatives for pupils, staff and parents. Priory School have achieved great progress in promoting sustainable travel, and has made excellent use of the funding and support provided by the LSTF.

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Priory School, Slough

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Priory School postcode plot (May 2012)

Scooter pods
**Problem**

Priory School is located very close to two other schools, in a residential area with the entrance to the school located on Orchard Avenue, which is a narrow cul de sac. These factors resulted in traffic congestion occurring along Orchard Avenue and the surrounding roads including Burnham Lane during peak school drop off and pick up times.

**Travel Surveys**

Priory School carried out its first hands up travel surveys in 2011 for pupils which has been used as a baseline to measure the success of the LSTF programme. The results have been compared with the 2014 survey data. The table indicates a significant reduction in the number of pupils travelling by car or van and an increase in the number of pupils cycling. In 2011 the most common mode of travel was by car or van whereas in 2014 the most common mode of travel is walking. Scooting is now the third most popular mode.

**Solutions**

In order to achieve this change in travel behaviour the school has been involved with the following travel initiatives:

**Cycling and Scooting**

Bike It - Priory School are working with Sustrans as part of the Bike It scheme which supports cycling in a number of ways such as training, storage and maintenance. They have recently received their Bronze Award as they have implemented a number of cycling initiatives such as Bike It breakfasts. Priory School will be working towards their Silver award this academic year.

Scooter Pods - The LSTF programme has been able to fund scooter pods (scooter parking) for the school. These pods have helped to encourage pupils to scoot to school as they now have a safe location to park their scooter during the day.

**Walking and Cycling**

Walking and Cycling Maps - Priory School worked with Living Streets in order to develop a specific walking and cycling maps for the school. These maps have been provided to all pupils at the school and are provided to new pupils when they join the school as part of the starter pack. The maps highlight key walking routes, off road and on road cycling routes to the school. Additional information is also provided such as an indication as to how long the route will take to walk or cycle, areas to take extra care in, areas to dismount and directions from key residential areas within Slough.

**Walking**

**Walk Once a Week (WOW)** - Priory School launched the WOW campaign in February 2013. This encourages pupils to walk to school at least once a week. Pupils record their journeys on interactive whiteboards and in return the children earn a collectable badge every month.

Walking Bus - The school are actively trying to reduce the number of vehicles approaching the site, the school run a walking bus once a week during international walk to school month which is held in October.

**Road Safety**

SBC Road Safety Officer - Priory School regularly invite Keith Beasley, the SBC Road Safety Officer in to hold assemblies. These inform the pupils of key road safety messages including the importance of crossing a road and always being alert when walking or cycling to school. These assemblies are delivered in a memorable and engaging way to ensure that the messages stick with the pupils.

**Monitoring**

Priory School updated their travel plan in 2014 this outlines the schools progress so far, along with new objectives, targets and an action plan for the school. This helps to provide the school with a clear direction as to how they are going to continue to encourage active travel and overcome any new / outstanding traffic and transport issues at the school.

**Conclusion**

With the support of SBC’s LSTF programme, along with Bike It and SBC’s road safety team Priory School will continue to promote active travel, to encourage a more active and healthier lifestyle as well as providing them with important lessons in how to keep safe on the road which will hopefully remain with the pupils as they grow and move onto secondary schools within the borough.