

VELO MONDIAL 2006 MARKETPLACE PAPER

TITLE

Celebrating 'hearts and minds' successes with a touch of Disney magic.

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ABSTRACT

My presentation will case study examples of successes in Cornwall (most southerly county in UK). It will celebrate using inexpensive, practical, innovative ideas and solutions to get children cycling.

Case Study 1 - Newquay Tretherras (pupils aged 11 - 16) Working with Sustrans and Government funding we created a cycle link from the National Cycle Network and town centre to the school, built a secure, sheltered cycle parking area for 100 bikes. I do regular cycle assemblies and on the first day of the new school year we hold a special cycling and travel day. Each pupil has a safe travel map and we have regular youth cycle festivals.

Case Study 2 - Newquay Junior School. (pupils aged 7 - 11) Each child gets a travel diary and when they cycle to school they colour in a star and are rewarded road safety accessories for each milestone. We celebrate their achievements at the end of each term with a special 'congratulations' assembly. All the children showed 'people power' and wrote to the Government and now cycle & pedestrian crossings are being installed near and outside their school. Children have created their own cycle permits, cycle monitors, a cycle noticeboard, cycle club and bike MOT's checks. Children also do on-road cycle training when 10 years old.

I worked with the Disney Channel to film a children's TV programme to encourage walking and cycling to school.

In addition each school in Cornwall writes a travel plan, gets a grant from the Government for cycling and we hold 'mass' walk and cycle to school days at all schools with our Travel Awareness mascot 'Billy the Boots'. I will discuss all of these.

BODY

1. Introduction

- 1.1 The presentation will provide an overview of specific school transport problems in the UK including parental choice, children not attending their nearest school, health and obesity problems, urban congestion, engineering problems and solutions, Government policy on school transport.
- 1.2 The presentation will then look at solution and factors which are steering change including; school travel plans, the Governments Travelling To School Initiative, funding for schools with travel plans, Sustrans link to schools grants and the new Government policy 'Every Child Matters'.
- 1.3 The presentation will provide a specific introduction to the case studies including funding, and the Local Authority/private sector (consultancy) partnership working.

2. Case Study 1 Newquay Tretherras (pupils aged 11 - 16)

- 2.1 Introduction to the school, location, catchment area and transport issues
- 2.2 Description of the process to write the school travel plan
- 2.3 How the school travel group developed the travel plan process
- 2.4 How we worked with developers and Sustrans to create a cycle link from the town centre to the school – photo poster
- 2.5 How the implementation of the travel plan secured funding for a secure sheltered cycle park for 100 bikes – photo poster
- 2.6 Travel Day for new Year 7 pupils – information provided, format of the day, aims, objectives, influence on increasing the number cycling.
- 2.7 Work undertaken and special projects undertaken with Year 7 pupils in their first year at the school – safer routes, creating cycling maps, cycle training, cycle MOT's with cycle shops, Police security stamping bikes, creating a cycle campaign and developing and performing assemblies to promote safe cycling – photo poster.
- 2.8 Annual festival of cycling at the school – photo poster
- 2.9 Methods for monitoring and review.

3. Case Study 2 - Newquay Junior School. (pupils aged 7 - 11)

- 3.1 Introduction to the school, location, catchment area and transport issues
- 3.2 Description of the process to encourage more children to cycle to school

3.3 Summary of how the children instigated for new cycle infrastructure to be created for cyclists to cycle to school including cyclist friendly crossings and priority schemes for walkers and cyclists

3.4 Introduction of a travel diary scheme - when children cycle to school they colour in a star and are rewarded road safety accessories for each milestone. We celebrate their achievements at the end of each term with a special 'congratulations' assembly – photo poster

3.5 Initiatives children have introduced include cycle permits, wallet sized cycle maps and cycle notice board

3.6 Information on how the school have provided new cycle storage – poster of press articles

3.7 Discussion on how supply still outweighs demand for cycle parking – photo poster

4. Summary of other hearts and minds initiatives

4.1 Production of DisneyPlayhouse TV programme for children – photo poster

4.2 Mass walk and cycles to school – photo poster

4.3 Using a mascot to promote walking and cycling – photo poster

REFERENCES

No published articles are being used.