

## School Safety Zones

WSCC have installed School Safety Zones (SSZs) at many schools around the county which have been proven to reduce drivers' speeds at drop-off and pick-up times and to improve perceptions of safety for pedestrians and cyclists around schools. A typical SSZ seeks to:

- Improve child safety and increase the feeling of safety outside school gates.
- Include advisory 20mph speed signs with flashing lights and 'slow' markings with red anti-skid surfacing on the road.



## Walk to your library too!

There are 36 libraries in West Sussex, why not visit your local branch:

- Join for FREE
- Borrow up to 20 books for FREE
- Reserve any children's book for FREE
- A wide range of books for children of all ages
- Help with homework topics
- Summer Reading Challenge starts in July

Take this voucher to your local library for  
**ONE FREE DVD LOAN**

DVDs are loaned for one week; late charges apply to overdue items

## '3in1 card' Concessionary bus fare scheme

Any child who is aged between 5–19 and lives and studies in West Sussex, can apply for our '3in1' card, which entitles the card holder to the following benefits:

- **Cheap bus fares** - The '3in1' card will offer you cheaper bus travel.
- **Your ID** Thanks to a partnership with Citizencard, our '3in1' card can also be used to provide proof of age.
- **Fantastic discounts** - The County Council has teamed up with many retailers to offer discounts to '3in1' card holders.

If your child does not already have a '3in1' card they can apply today by visiting [www.your3in1.co.uk](http://www.your3in1.co.uk), where they can also find details of the retailer discounts on offer.

Or call 3in1 enquiry line 01243 777330

## CONTACT DETAILS

For further information about our Walk to School events, School Travel Plans, Safer Routes to School, School Safety Zones, Walking Buses or the '3in1' Concessionary bus fare initiatives please contact the Safer Routes to School and TravelWise Team on **01243 642105** or email **[srts.team@westsussex.gov.uk](mailto:srts.team@westsussex.gov.uk)**

## WALK TO SCHOOL Parent Information



**TRAVELWISE**  
a little change can go a long way



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## The Walk to School Campaign

Our Walk to School event aims to encourage journeys that are happier, healthier and greener.

Walk to School week is not just about encouraging more people to walk - it is much more than that. This event aims to promote all forms of sustainable transport such as cycling, car sharing, 'Park and Stride', catching the bus and using the train.

## Why Walk to School?

Many parents who drive their children to school do so because they feel it is the quickest and safest option. In many cases it can be cheaper, safer and quicker to use sustainable modes of transport. Furthermore, research shows that children would like to spend more time walking or cycling to school with their friends and family rather than travelling by car.



Inappropriate car use can harm our local environment as well as contribute to much greater problems such as global warming and climate change. By not travelling to school by car you can help to enhance levels of road safety, improve local air quality and reduce local congestion.

So before you start up your engine, think about the following issues:



### Economic

- £ The price of petrol always seems to be rising and this is on top of the cost of car tax, MOTs and insurance premiums. Why not walk or cycle instead and save yourself the money and the hassle.
- £ If you cannot get to your destination by any alternative other than the car, why not try car sharing? According to LiftShare.com, families that drive to school and don't car share miss out on up to a £1,000 a year!



### Health

-  You can improve your health by walking and cycling regularly. A 15-minute walk to and from school will provide your child with half of their recommended daily guideline amount of exercise, all as part of your family's daily routine.
-  Children who go to school in the car are exposed to up to three times as much pollution compared with those who walk.

### Environmental

-  70% of all air pollution in West Sussex is caused by motor vehicles.
-  1 in 5 cars on the road during peak hours are on the 'school run'. Yet the fact remains that many pupils live close enough to either walk or cycle to school.

### Social

-  Research undertaken by Essex University has shown that children who walk to school often start the day brighter and stay alert for longer.
-  Children who walk to school with their parents are much more likely to develop both social and road safety skills and gain greater independence.

## Travelling to School Safely

There are many great benefits to be gained by travelling to school by sustainable transport. However, these activities should only be encouraged if it is safe to do so. When walking your child to school, consider the following:

- Children between the ages of 5 and 9 years require careful supervision when crossing the road.
- It is important to be easily seen near traffic, so make sure your child wears bright or fluorescent garments.

- Make sure you always take the safest route to school, crossing roads at the safest place and making use of pedestrian crossing facilities such as traffic lights.
- Take time to explain to your child why you have chosen the route and reinforce the importance of using crossing places where provided.
- Warn your child about the dangers of using a mobile phone and any other devices that may distract them while crossing the road.

## Stranger Danger

There is a risk that children are led to believe that all strangers are somehow 'suspicious' or 'dangerous'. A more positive and pragmatic approach would be to discuss and establish with your child some safety rules for when they are walking or cycling to school or playing outside. These could include:

- Staying with the group of friends they have arranged to meet with.
- Establishing areas or limits where the child is allowed to go.
- Agreeing fixed times and routes home.
- Knowing whom to contact in an emergency.

## Walking Buses

Walking Buses are a fantastic, healthy way to travel to and from school. A walking bus scheme is where adult volunteers (normally parents or teachers) collect and escort children from pre-arranged 'Bus-Stops' and escort them safely into school.

Walking Buses are seen by many parents and the school community as a real alternative to the 'school run'. As well as being fun and keeping everyone involved fit and healthy, it gives you peace of mind to know your child will arrive safely to school.

## Responding to Parental Concerns

Read our suggestions below on how to overcome the perceived barriers related to active travel. This guidance could help ensure your child has a happy and healthy journey to school.

### I don't have enough time

It is quite common for people to underestimate just how long the school run can take, especially with the time it takes to find a parking space and to negotiate local congestion. Equally, people tend to overestimate how long it takes to cycle and walk.

### I live too far away from school to be part of Walk to School week

Despite the name of the campaign, we seek to promote all forms of sustainable transport. So for families with a slightly longer journey to school or for schools set in a rural area, we suggest setting-up a formal 'Park and Stride' zone (your local School Travel Adviser can help you do this).

### It always seems to be raining....

We all know how unpredictable the British weather can be, but with a little preparation and the right equipment, such as raincoats and wellies, the weather can become less of an issue.

### My child is disabled, how can he/she take part?

The Walk to School campaign is designed to raise awareness of the benefits of sustainable transport. It is not intended to exclude or discriminate against any pupil in any way. Classroom resources are available to help schools promote the general message to all pupils. Schools are also encouraged to run poster competitions and think of other creative ways in which to mark Walk to School Week so that all pupils can be involved.