LONDON BOROUGH OF BEXLEY
ROAD SAFETY PLAN 2016 TO 2019

Introduction

This Road Safety Plan sets out the London Borough of Bexley’s road casualty reduction and active school travel strategy and programme of work for the next three years. This is set by the national context established in Road Safety Code of Good Practice (TRL/DfT 1989); and the Strategic Framework for Road Safety (DfT 2011) and uses the following guiding principles

• Legislative Requirements
• Economic Assessment
• National and Regional Strategy
• Research and Analysis

Within Bexley the local over-arching focus for review and monitoring of road safety work is provided by the Transport Users’ Sub Committee. The Committee comprises elected Councillors and co-opted members representing a cross-section of the local community and transport providers. The Committee provides advice and expresses views on road safety matters to the Council’s Cabinet Members and outside bodies. The Committee meets four times per year to consider reports on a wide variety of issues.

The road safety work has a particular emphasis on the need to provide better education and training to all its residents, delivered using a combination of what is known as “the four Es”:

• Education, Training and Publicity
• Engineering
• Enforcement
• Encouragement

The targets and actions contained within this Plan have been set based on this and on information gained through detailed iterative collision and casualty analysis carried out since 2009.

PART ONE - WHY WE DO WHAT WE DO

This Plan is guided by the legislative framework within which we operate and local intelligence and takes account of measures proven to deliver success.

1.1 Legislation
Bexley, like all local authorities, has a statutory duty in relation to road user safety and the promotion of sustainable travel to and from school as covered within two pieces of legislation.

1.1.1 The Road Traffic Act 1988

Section 39 of the Road Traffic Act states that each local authority:

a) Must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads, within their area;

b) Must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assessing the movement of traffic on roads; and

c) In constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use

1.1.2 Education and Inspections Act 2006

Section 76 of the Education and Inspections Act 2006 places a duty on Local Authorities to promote sustainable travel for the journeys to and from schools in their area and:

(a) prepare for each academic year a document containing their strategy to promote the use of Sustainable modes of travel to meet the school travel needs of their area,

(b) publish the strategy in such manner and by such time as may be prescribed; and

(c) promote the use of sustainable modes of travel to meet the school travel needs of their area.

1.2 Economic Assessment

Road collisions and resulting casualties have a significant negative impact on the local economy.

Guidance published by the Department for Transport provides a valuable insight into the values placed on the prevention of fatal, serious and slight casualties by taking into account a number of elements:

- loss of output due to injury. This is calculated as the value of the expected loss of earnings plus any non-wage payments (national insurance contributions, etc.) paid by the employer

- ambulance costs and the costs of hospital treatment

- human costs, based on a consistent “willingness to pay” approach values, which represent pain, grief and suffering to the casualty, relatives and friends, and, for fatal casualties, the intrinsic loss of enjoyment of life over and above the consumption of goods and services.
The following table shows, the average value to society of preventing a fatal casualty is in excess of £1.8 million and the value of preventing each serious casualty is over £200,000.

**Department for Transport statistics**


**RAS60001**

Average value of prevention\(^1\) per reported casualty and per reported road accident\(^2\):

GB 2014

<table>
<thead>
<tr>
<th>Accident/casualty type</th>
<th>Cost per casualty</th>
<th>Cost per accident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal</td>
<td>1,836,054</td>
<td>2,066,732</td>
</tr>
<tr>
<td>Serious</td>
<td>206,321</td>
<td>235,791</td>
</tr>
<tr>
<td>Slight</td>
<td>15,905</td>
<td>24,887</td>
</tr>
<tr>
<td>Average for all severities</td>
<td>54,849</td>
<td>77,825</td>
</tr>
<tr>
<td>Damage only</td>
<td>-</td>
<td>2,204</td>
</tr>
</tbody>
</table>

1 The costs were based on 2014 prices and values
2 The number of reported road accidents were based on 2014 data

Telephone: 020 7944 6595
Email: roadacc.stats@dft.gsi.gov.uk


Source: STATS19, Transport Analysis Guidance - WebTAG

Last updated: 24 September 2015
Next update: September 2016

The figures in this table are National Statistics

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### 1.3 National and Regional Strategic Framework for Road Safety

#### 1.3.1 The national framework

In May 2011 the Government published its Strategic Framework for Road Safety. This framework does not include national targets but does include casualty forecasts that show the expected continued improvements in road safety.

The framework also includes a set of performance indicators to help measure success. The following tables from the framework document show the expected casualty reductions and the performance indicators. The low projection in the first table represents lower performing authorities making stronger progress and moving towards the average.

<table>
<thead>
<tr>
<th>Casuality reduction forecasts to 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-09 average</td>
</tr>
<tr>
<td>Killed</td>
</tr>
<tr>
<td>Central projection</td>
</tr>
<tr>
<td>Change on 05-09</td>
</tr>
</tbody>
</table>
The Framework is clear that road safety education for children and teenagers provides a foundation for their knowledge, understanding and behaviour as adults and so should underpin all of efforts on road safety. This involves teaching children how to use roads safely as pedestrians and cyclists and
then, as adults, offering them a positive and effective experience of learning to drive and ride, including the option of improved post-test training.


The London target was originally to achieve a 40 per cent reduction in ‘Killed and Seriously Injured (KSI)’ casualties by 2020, from a baseline of the 2005-2009 average. In 2015 this target was stretched to 50%.

For Bexley this means reducing the number of ‘KSI Road Casualties’ on borough roads from a 2005-2009 baseline average of 81 to 40 by 2020.

1.4 Research and Analysis

1.4.1 Review of Killed and Seriously Injured (KSI) casualties on Borough Roads - Collision and Casualty Analysis 2013

An analysis of collisions and casualties for the three year period ending September 2015 has been undertaken to measure the effect of the recent work programme and to inform the development of the new road safety plan.

This research showed that the downward trend in casualty numbers within the borough continues with minor year-on-year fluctuations. The most recent three year period shows progressive improvements across the board when compared to a baseline 2009 study and an interim 2012 study.

The data shows that cars remain the mode of transport that was most commonly involved in collisions on Bexley’s roads. Car occupants are also the largest group within the casualty data.

The analysis has identified some areas where there are gaps in provision, for example, adult cyclist casualties have been increasing over recent years suggesting more resources could be deployed in this area.
PART TWO- REVIEW OF PROGRESS

When Bexley’s 2014 full year’s Killed or Seriously Injured (KSI) casualty data is compared to the 2005-2009 average baseline for the Government’s current National Framework for Road Safety Key Outcome Indicator, it can be seen that KSI Casualties reduced by 73%. This reduction is the greatest of all English Local Authority areas and our total number of KSIs (24) also meant that Bexley had the lowest total number of KSI casualties of all English Mainland Local Authorities in 2014.

2.1 Education Training and Publicity

2.1.1 Work with Schools

(a) Road Safety

In response to school’s requests for support and road safety education, the Road Safety team talks to pupils in schools and supplies teachers with education materials to use with pupils. Other initiatives have included:

- Theatre-in-Education performances for Borough schools to convey important road safety messages in a highly engaging format.

- BRAG (Bexley Road Safety Action Group), was a forum for young people aged between 14 and 19 in the Borough. It was believed to be the first group of its kind in the country. The team has also worked with Bexley Youth Council and Youth Travel Ambassador Teams from many of the borough’s secondary schools.

- Contributing to the Bexley Healthy Schools’ Partnership through developing the Healthy Schools strategies. The Partnership led to more schools including road safety in their curriculum and Healthy Schools Action Plans. It also led to increased requests for resources and visits by road safety staff.

- ‘Get Clued Up’, a drug-driving campaign being delivered to secondary schools and further education colleges to raise awareness of this issue among the borough’s 15-18 year old students.

Officers from the Road Safety Team worked with partners from the London Fire Brigade, Metropolitan Police Service, London Ambulance Service and Transport for London to develop educational road safety interventions aimed at young and pre-drivers. These included the delivery of a pilot day to just over 100 VI Form students at Bexleyheath Academy and a tri-Borough delivery of the TfL funded ‘Safe Drive-Stay Alive’ project.

Many of Bexley’s junior schools are involved with the Junior Road Safety Officer (JRSO) scheme with fifty JRSOs currently being supported.

JRSOs are appointed or elected year 5 or 6 pupils, whose role it is to promote road safety in their school. They do this by organising road safety assemblies, competitions and other activities. Many have their own JRSO Notice board which they update in accordance with current campaigns. These campaigns often relate to the time of the
year, e.g. See and Be Seen during the winter months and cycling safety during the spring.

Feedback from schools shows that the scheme is highly valued as it supports the learning and development of individuals and the road safety message is often more effective when delivered by children in the same peer group. Their work is invaluable in supporting the delivering of the Borough’s road safety.

(b) School Travel

All of Bexley’s schools have successfully produced travel plans that met the national criteria.

Schools are expected to review their School Travel Plan annually and rewrite their plan every three years, to ensure they are actively working on measures to create modal shift from car travel towards more sustainable modes of travel. Officers continue to support schools in reviewing their School Travel Plans.

At its most popular time, thirty-eight schools took part in the ‘WoW’ (Walk on Wednesday’ or ‘Walk Once a Week’) scheme, which was first introduced into the borough in May 2008. This initiative rewarded children if they committed to walking once a week by rewarding them with a colourful ‘My walk to school’ themed badge each month.

Campaign materials were produced and offered to schools for a further linked campaign. The ‘Wheel on Wednesday’ scheme, rewarded pupils with a monthly badge for cycling to school. All badges for the scheme were designed by students from three of the Borough’s secondary schools.

Officers devised and run events promoting walking and cycling, these events normally ran during national Walk to School event periods and during national Bike Week.

(c) School Crossing Patrols

There are currently 28 established patrol sites in the Borough. In addition to their initial training following their appointment, all School Crossing Patrols attend two training days each year and are continuously supported by the Borough’s School Crossing Patrol Supervisor.

2.2 Training Courses

The Borough conducts cyclist training to the National Standards and has been accredited as a Bikeability provider. Bikeability is the official brand for national standards cyclist training schemes.

Children that learn about the traffic system and how to interact with it as cyclists can also put this knowledge to use as pedestrians and later when learning to drive or ride motor vehicles. The bulk of our training is delivered to 10 and 11 year olds and good preparation for the increase in independent travelling made once a child reaches secondary education age.

We have a small team of Cycling Instructors who have all been trained and are National Standards Accredited Instructors. Two of these instructors have also attended a C&G Bike Mechanics training course.
National Standards provide 3 levels of training; Level 1 courses are conducted off-road, usually in school playgrounds, and teach basic cycle control. Level 2 concentrates on training on quiet, risk assessed roads and Level 3 training takes place on busier roads.

We aim to deliver training to 1000+ cyclists per year with the majority of this training taking place in junior schools, during school time. In addition we are developing training courses for secondary schools and are providing successful training within the Borough’s Special Educational Needs schools.

We also promote and deliver training to adult cyclists with training courses provided to both Council employees and the Council’s civil enforcement contractors.

Courses are also run during school holidays for children who do not have the opportunity to take part in a course at school, or who want to undergo further training to improve their skills.

Officers developed ‘Walkability’ a child pedestrian practical training scheme for borough schools. Members of the school community are taught to deliver training to all of the schools Year three pupils. Officers deliver the instructor training, risk assess sites and provide all necessary equipment and educational resources. The model used was subject to an earlier pilot study and was evaluated and developed prior to the roll out.

The Council’s Road Safety Team has also delivered older road user training sessions in partnership with local advanced motoring groups (RoSPA and IAM) to help and offer advice to older road users.

The Borough have organised ‘Certificate of Professional Competence’ accredited training for drivers of large goods vehicles which highlight the needs and possible actions of vulnerable road users such as cyclists and pedestrians. These courses deliver three and a half hours of classroom based theory work and three and a half hours of practical training that puts the drivers on cycles to get a cyclists view of riding near large vehicles.

**2.3 Publicity Campaigns**

The Council supports national publicity campaigns, on issues such as speed and drinking and driving by giving out leaflets and posters in libraries and Council offices in the Borough as well as placing information adverts in the local media.

The Council devises local publicity campaigns to address issues identified within its research and analysis such as the current ‘Look Out!’ campaign and recent morning after drink drive campaign. Officers have also introduced pedestrian skills training for children, increased the amount of cyclist training and delivered school specific campaigns covering issues such as Be Safe, Be Seen!’ and the transition from primary to secondary education. Other campaigns have been aimed a motorcycle riders.

**2.4 Engineering**

Engineering measures are used to improve safety at sites identified by our traffic engineers and contractors through their own analysis of collision trends across the borough.
2.5 Enforcement

The Road Safety Team has worked with many of the Borough’s Safer Neighbourhood Teams and with Police Traffic Officers giving advice (and enforcement where appropriate) to car and van occupants about excessive speed, wearing seat belts or using hand-held mobile phones. The police stopped vehicles which had been exceeding the speed limit, or in which one or more occupants had not been wearing seat belts, and road safety staff gave the occupants appropriate advice.

The Council is also responsible for the enforcement of waiting restrictions including school keep clear markings.

2.6 Encouragement

As well as encouraging change of attitude or behaviour in road users by using publicity campaigns the Council employs initiatives such as the Speed Indicator Display (SID) signs. These signs encourage compliance with the speed limit by displaying the speed of passing vehicles and frowning at drivers who exceed the limit or smiling at those travelling at or below the limit.
PART THREE – OUR STRATEGY AND ACTION PLAN

3.1 STRATEGY DEVELOPMENT

Best practice in developing work programmes for education, training and publicity is to identify road user groups and issues through research and analysis and then to work in partnership with organisations such as the police and other emergency services, the local health service and community safety partnerships to deliver targeted initiatives.

The London Borough of Bexley will continue to work towards reducing road casualties and changing the way that journeys to and from schools are made by working with our partners to deliver interventions targeting issues and road user groups identified as higher risk within our research and analysis. The Council will also assist schools in preparing and delivering School Travel Plan reviews and rewrites.

3.2 SETTING OUR PRIORITIES

Road safety education, training and publicity will be our top priority with targeting on high risk groups identified from a range of sources as set out below.

The Graph below shows the number of casualties by age group during the three latest 3 year study periods. It can be clearly seen that whilst young people between the ages of 9 and 29 are over represented within our casualty data, the work we have been doing in schools over the last 6 years has been progressively reducing road casualties in this age group. Much of our intervention work should, therefore, continue to be aimed at younger road users to maintain and increase these reductions. Lessons learned in this early period should also have a future positive effect on reducing the numbers of casualties in the 30 to 50 year group which remain relatively high compared with those aged 50+.
3.3 Vulnerable Road Users

Pedestrians along with pedal cyclists are designated as vulnerable road users.

When we did our initial study in 2009 it showed that both of these road user groups had peaks in casualty numbers for young road users.

![Graph showing vulnerable road users by age 3 years to Feb 2009](image)

While we have achieved great reductions in the number of young cyclist casualties, the following graph shows that many of the pedestrian casualties that occurred during the latest study period continue to be concentrated between the ages ten and twenty-five.

![Graph showing vulnerable road user casualties by age 3 years ending September 2015](image)

The following graph looks more closely at this group and shows pedestrian casualties up to the age of 25 for each of the three study periods. It can be seen that pedestrian casualties in this age group have actually reduced significantly since the introduction of our child road user training programmes and increased educational input.
The work we have been doing with young vulnerable road users has had a demonstrable effect and should be continued to maintain and build on the successes achieved so far.

3.4 School Travel Education, Training, Publicity and Encouragement Interventions

All of Bexley’s schools have now produced an approved travel plan. Future work will concentrate on keeping these travel plans up-to-date and helping to implement the actions within plans to achieve a modal shift towards sustainable transport for journey made to and from school. Work on promoting sustainable travel on a borough-wide level will also be coordinated by the team.

3.5 Strategy

We aim to cut the numbers of people being killed an injured on our road network through the delivery of a package of interlinked behavioural change interventions.

Behavioural change education, training and publicity can effectively reduce casualties if the interventions used are carefully planned, based on sound theory and properly evaluated.

Research has shown that there are few ‘quick win’ solutions to effective behavioural change and that a sustained, consistent approach is often needed to alter social norms. An example of this effectiveness of this sustained approach can be found in attitudes towards drinking alcohol and driving. During the 1970s this was much more socially acceptable than today, drivers were often viewed as unlucky when their friends and colleagues learned that they had been caught ‘drink driving’. However, following three decades of education and publicity campaigning, ‘drink driving’ is now seen, by the vast majority, to be unacceptable, with convicted drivers viewed with disdain rather than pity.

We believe that, no matter how they are travelling, all road users share the road environment and must, therefore, share the responsibility for changing their behaviour in order to improve safety for everybody using our road network.

We have, therefore, developed interlinked road user group specific action plans designed to maximise the effectiveness our limited resources.

Our action plans are included below and focus on:
• Vehicle occupants and riders
• Vulnerable road users (Pedestrians and cyclists)
• School Travel issues

A majority of the actions within these plans are resourced through Local Implementation Plan allocations received from Transport for London.

We always try to use or adapt interventions that have been proven through sound evaluation techniques.

Measures included in the tables below are included to satisfy our local delivery objectives and do not seek to measure the effectiveness of any action. Our casualty reduction progress and modal shift will be the true measures of the effectiveness of the combined package of interventions.

### 3.5.1 Vehicle Occupant/Rider Action Plan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Actions</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Driver/Rider over represented in casualty figures</td>
<td>Pre and young driver/rider educational input including Theatre-in-Education Tours. Provide pre-driver education and information input at schools and colleges. Adverts placed in appropriate media, to target this age group. Work with young people to raise awareness through peer-to-peer messaging. Distribute First Car Magazine or similar resource for young drive and riders. Distribute parent information resources.</td>
<td>Quality interventions identified or developed and delivered. Educational input developed or sourced and delivered. Local weight added to national or regional campaigns. Adverts for locally identified issues placed. Support given to all schools wishing to participate in the Youth Travel Ambassador or Junior Road Safety Officer schemes. Materials sourced and delivered.</td>
</tr>
<tr>
<td>Failing to look properly</td>
<td>Continue to run the 'Look Out!' campaign using appropriate media. Produce press releases for local media.</td>
<td>Local media and borough advertising boards used to deliver campaign. Work with Communications Team to produce press releases relating to this issue.</td>
</tr>
<tr>
<td>Issue</td>
<td>Action</td>
<td>Measure</td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Speed</td>
<td>Support and add weight to national speed campaigns. Place adverts in local media. Work with Police teams on joint initiatives. Deploy SID signs to encourage drivers to comply with posted speed limits.</td>
<td>Borough advertising boards to add local weight. Adverts in local media to add local weight. Initiatives carried out with Local and/or Traffic Officers. SID signs rotated through existing and newly identified sites.</td>
</tr>
<tr>
<td>In-car safety</td>
<td>Offer advice and guidance on child car seats and their fitting. Work with Police teams on joint initiatives. Publicise child car seat checking service. Promote seat belt and child car seat messages within schools educational input.</td>
<td>Reactive advice and checks provided. Initiatives carried out with Local and/or Traffic Officers. Borough resident communications used to publicise service. Message included in delivery.</td>
</tr>
<tr>
<td>Impaired Driving/Riding</td>
<td>Support and add local weight to national campaigns. Place adverts in local media.</td>
<td>Borough advertising boards and local media adverts used to add weight. Adverts placed.</td>
</tr>
<tr>
<td>Protective clothing (PTW)</td>
<td>Participate in and promote the ‘2 Wheels London’ campaign.</td>
<td>Signed up to campaign.</td>
</tr>
</tbody>
</table>

### 3.5.2 Vulnerable Road User Action Plan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Action</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child pedestrians (0-15 years) account for the highest proportion of pedestrian casualties</td>
<td>Deliver a child pedestrian training scheme aimed at children in year three (the first year of Junior School) to give them the knowledge and skills to be safer pedestrians as they are given more opportunity for independent travel over the coming years. Promote and deliver Bikeability training courses to children from age 10 upwards. This will build upon the skills taught in the pedestrian training scheme giving children an even greater</td>
<td>Scheme supported and delivered to at least 20 schools. Scheme rolled out to up to 20 more schools during the lifespan of this plan. Training delivered to at least 850 participants each year. 35 term-time, in school courses delivered per year.</td>
</tr>
<tr>
<td><strong>Children (0-15 years) continue to be injured as pedal cyclist casualties.</strong></td>
<td><strong>Promote and deliver Bikeability training courses to children from age 10 upwards.</strong></td>
<td><strong>Training delivered to 850 participants per year.</strong></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>Deliver road safety education input within schools at both primary and secondary levels.</td>
<td></td>
<td>35 term-time, in school courses delivered per year.</td>
</tr>
<tr>
<td>Recruit and retain School Crossing Patrols Officers to staff the borough’s network of approved sites.</td>
<td></td>
<td>Annual demand for holiday courses gauged and sufficient courses to meet demand delivered.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reactive delivery of input delivered.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pro-active, data/intelligence led, approaches to schools made.</td>
</tr>
<tr>
<td><strong>Annual demand for holiday courses gauged and sufficient courses to meet demand delivered.</strong></td>
<td><strong>Reactive delivery of input delivered.</strong></td>
<td><strong>Pro-active, data/intelligence led, approaches to schools made.</strong></td>
</tr>
<tr>
<td><strong>Staffing levels maintained.</strong></td>
<td><strong>Pro-active, data/intelligence led, approaches to schools made.</strong></td>
<td><strong>Pro-active, data/intelligence led, approaches to schools made.</strong></td>
</tr>
<tr>
<td><strong>Failing to look properly.</strong></td>
<td><strong>Continue to run the ‘Look Out!’ campaign using appropriate media.</strong></td>
<td><strong>Local media and borough advertising boards used to deliver campaign.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Produce press release for local media.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Pedestrian and cyclist training as above.</strong></td>
<td><strong>Measures as per pedestrian and cyclist training above.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Adverts placed in Local Media.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Information distributed through press releases and borough resident communications.</strong></td>
</tr>
<tr>
<td><strong>Poor decision making.</strong></td>
<td><strong>‘Be Safe – Be Seen’ adverts in local media during October each year to highlight the need to be seen by other road users when the hours of daylight reduce during the winter months.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Adverts placed in Local Media.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Information distributed through press releases and borough resident communications.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>The number of Adult Cyclist Casualties has been rising steadily</strong></td>
<td><strong>Promote and deliver adult cyclist training courses.</strong></td>
<td><strong>Training delivered to 80 adults per year.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Signed up to ‘2 Wheels London’ Campaign scheme.</strong></td>
</tr>
</tbody>
</table>
### 3.5.3 School Travel Action Plan/Sustainable Modes of Travel Strategy

<table>
<thead>
<tr>
<th>Issue</th>
<th>Action</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Travel Plans must be kept up-to-date.</td>
<td>Arrange travel plan workshops and support for individual schools to ensure that plans are current.</td>
<td>Workshops delivered. Borough schools reaching TfL accreditation levels.</td>
</tr>
<tr>
<td>Assist Schools in implementing actions identified within their travel plans.</td>
<td>Work with individual schools to support and assist with the delivery of actions. Develop, source and distribute resources to assist schools with implementing actions.</td>
<td>Reactive support provided. Resources delivered.</td>
</tr>
<tr>
<td>Promote sustainable journeys to and from school at a Borough-wide level</td>
<td>Arrange ‘Walk to School’ campaigns/events locally to support the national initiatives. Place adverts in appropriate local media. Produce press release for local media.</td>
<td>Campaigns/events delivered. Adverts placed. Articles released and messages included in borough residents communications.</td>
</tr>
</tbody>
</table>