

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Housing, Environment and Economic Development Committee: 5 March 2008

Subject: COSLA Excellence Awards 2008: Travelling Green

1. Purpose

- 1.1** The purpose of this report is to advise Committee of the success of our Travelling Green project at the COSLA Awards 2008.

2. Background

- 2.1** Travelling Green is an active travel project encouraging children to change the way that they travel to and from school and choose an active journey i.e. walking. The project is designed for Primary 5 pupils because the children are at an age when they are more likely to:

- begin to have greater independence and maturity
- be given the freedom to walk to and from school by their parents
- be encouraged to engage in habitual physical activity

- 2.2** The project has been developed through innovative and creative partnership working between West Dunbartonshire Council and Greater Glasgow and Clyde NHS.

The aims of Travelling Green are to:

- change attitudes and positively influence behaviour towards walking to and from school
- reduce road casualties and achieve the National Targets for child casualty reduction
- improve pedestrian skills amongst Primary 5 children and prepare them for independent travel.
- increase physical activity levels amongst Primary 5 children, using the school journey

- 2.3** Travelling Green encourages active travel, focusing on walking on the school journey.

3. Main Issues

- 3.1** Travelling Green has been proven to be effective in increasing walking and reducing car use on the school journey. The project is based on research carried out in 2001 on the effectiveness of the intervention in achieving modal shift. The Travelling Green resources have been developed and amended over a number of years based on evaluations, and the materials now comprise a user friendly Teacher' Handbook, attractive and engaging pupils' resources and resources for parents.
- 3.2** It is a successful classroom based project with links to National Priorities in Education, the Curriculum for Excellence, Health Promoting Schools and the Eco Schools Award. The project also links into both national and local policies on transport, road safety, health and physical activity.
- 3.3** In West Dunbartonshire between 2004 and 2007, the Travelling Green project has increased walking both to and from school and has reduced car use on the school journey. Typically over half of the intervention class make long-term travel mode shift to walking especially in the mornings.
- 3.4** Currently 22 of our 34 primary schools now deliver Travelling Green as part of their core curriculum in Primary 5.
- 3.5** Following the success of Travelling Green in WDC, there was an ambition to make the project available throughout Scotland. In 2006, a partnership between WDC, the Scottish Health Promoting School Unit (SHPSU) and Sustrans put forward a proposal to the then Scottish Executive for the national rollout of Travelling Green. Funding was sought to enable WDC, SHPSU and Sustrans to work together to support the delivery of training and resources on Travelling Green across Scotland. This proposal was accepted and funding of some £250,000 made available.
- 3.6** Four national training days have taken place, with training delivered by WDC. The training supports School Travel Coordinators, Road Safety Officers and Active School Coordinators to return to their local areas to work with schools to delivery Travelling Green. Resources will be available to every primary school in Scotland free of charge, with schools undertaking local training and also participating in the national evaluation of the project if required. Sustrans and SHPSU will commission evaluation of the impact of the project on active and sustainable travel within schools across Scotland.
- 3.7** In recognition of this exemplary and highly successful project, it was entered into the COSLA Excellence Awards this year.
- 3.8** The entry has so far been short listed to the last three in the "sustainability" category, thus achieving at least a silver award.
- 3.9** A group, including a teacher and pupils from St. Eunan's Primary have since presented the project to a panel of 10 COSLA judges on 23 January. The Gold Award will be announced at an awards dinner to be held on 6 March.

4. Personnel Issues

4.1 There are no personnel issues.

5. Financial Implications

5.1 The funding to run Travelling Green locally comes from established service budgets plus match funding from the Scottish Government. All funding associated with the national roll-out has come from the Scottish Government.

6. Risk Analysis

6.1 No risk assessment has been required for this project.

7. Conclusions

7.1 Travelling Green has evolved from a simple but effective local pilot project in one West Dunbartonshire Primary School to become part of the national curriculum for all primary schools in Scotland. COSLA have recognized the quality of this project and its long term sustainability through its award of at least a silver award. It is hoped that the top national award will follow on 6 March.

8. Recommendations

8.1 It is recommended that Committee note the success of the Travelling Green project and the national recognition being achieved for West Dunbartonshire

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Date: 20 February 2008

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Appendices: None

Background Papers: COSLA Award 2008 submission (available in Members' lounges)

Wards Affected: All