

Medway Council

# Medway sustainable school travel strategy

2026 / 2030



# Foreword

## Cllr Simon Curry

**As Portfolio Holder for Climate Change and Strategic Regeneration, I am proud to introduce Medway's Sustainable School Travel Strategy 2026–2030.**

This strategy represents a bold and forward-thinking commitment to improving how our children and young people travel to and from school. It is rooted in our wider ambition to create cleaner, greener, safer and better-connected communities, as set out in the One Medway Council Plan.

We know that the journey to school is more than just a daily routine—it's an opportunity to shape healthier habits, reduce congestion, improve air quality, and build a more sustainable future. Through this strategy, we are investing in initiatives that promote walking, cycling, and public transport, while also recognising the diverse needs of our school communities.

From the expansion of School Streets and Walking Bus schemes to the delivery of Bikeability training and the Living Streets WOW campaign, Medway is taking practical steps to support active travel. We are also working closely with our partners in Public Health, Education, and Transport to ensure that every school has the tools and support needed to develop and maintain a robust School Travel Plan.

Importantly, this strategy aligns with our Climate Change Action Plan and our goal to reach net zero carbon emissions by 2050. By encouraging sustainable travel from an early age, we are not only protecting our environment but also empowering the next generation to make informed, responsible choices.

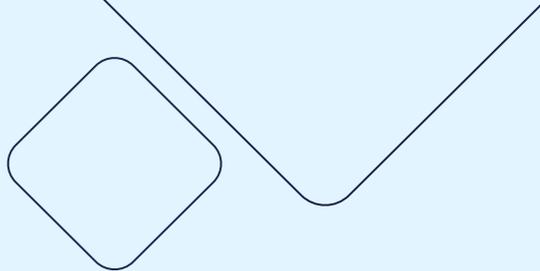
I would like to thank all those who have contributed to this strategy—our schools, council teams, community partners, and most of all, the pupils and families who are embracing active travel every day. Together, we are making Medway a healthier, safer and more sustainable place to live and learn.

### **Cllr Simon Curry**

Portfolio Holder for Climate Change and Strategic Regeneration  
Medway Council



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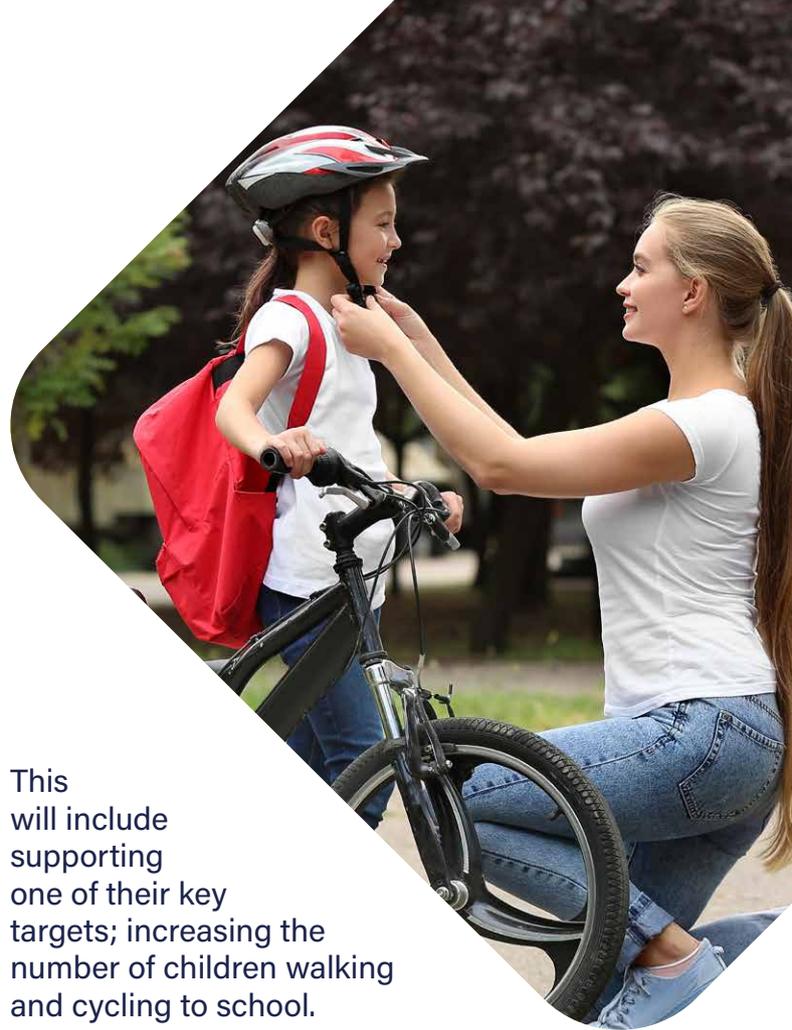
# Medway's approach

**It is Medway Council's intention that the Medway Sustainable School Travel Strategy (SSTS) continues to link to the overarching priorities set out in the One Medway Council Plan 2024/2028, especially Priority 3, 'Enjoying clean, green, safe and connected communities'.**

This plan seeks to enhance opportunities for walking, cycling, and using public transport, with the aim of reducing congestion, improving air quality, and promoting better health. The Sustainable School Travel Strategy (SSTS) will play a key role in supporting these goals, alongside other strategies outlined by the council.

A Local Cycling and Walking Infrastructure Plan (LCWIP) for Medway will provide a long-term strategy for the development of walking and cycling networks. The LCWIP (Appendix 1) demonstrates a commitment to providing high quality walking and cycling routes in Medway and will support the case for future investment.

In collaboration with Medway Council's Public Health Team, we will aim to support their Medway 5-year obesity plan (2025-2030) (Appendix 2).



This will include supporting one of their key targets; increasing the number of children walking and cycling to school.

The latest Climate Change Action Plan will also be encompassed into the new SSTS, with active travel being seen as a key driver to reduce the level of carbon emissions and reaching net zero by 2050 (Appendix 3).

While active travel (walking and cycling) is the most sustainable option for school journeys, we recognise that it is not always feasible for every child, particularly those living a greater distance from their school. In such cases, public transport becomes a vital alternative to car dependency.

Medway Council's Bus Service Improvement Plan (BSIP) (Appendix 4) is a cornerstone of our strategy to promote sustainable school travel. The BSIP outlines a comprehensive approach to enhancing the quality, accessibility and appeal of bus services across Medway.

These improvements are designed not only to serve the public but also to specifically support students and families in making more sustainable travel choices.

An Active Travel Group, comprising of different team members across Medway Council has been established to enable cohesiveness on our active

travel ambitions. A quarterly Active Travel Group meeting gives local councillors the opportunity to receive updates on various workstreams, allowing valuable input to be made by different ward representatives.

Statistics from the Department of Transport reveal that 14% of children killed on Great Britain's roads in 2018 took place during the morning school run (7-9am) and 23% after school (3-5pm). To help support a safer environment outside the school vicinity, Medway Council introduced School Streets in seven locations since March 2024. This forms part of our Safer Healthier Streets Programme.

The School Streets Initiative creates safe, welcoming spaces for children and their families on their journeys to and from school. By reducing traffic and improving air quality around school gates, the scheme enhances safety and encourages healthier, more active lifestyles.

Medway Council is committed to improving air quality as part of its wider ambition to build healthier lives for everyone, especially our children. School Streets is already delivering measurable benefits. Air quality monitoring at six Tranche 1 sites shows reductions in Nitrogen Dioxide (NO<sub>2</sub>) and particulate matter (PM10 and PM2.5) during school hours following the introduction of timed traffic restrictions.

These improvements, alongside increased active travel, are creating cleaner, safer environments around schools while supporting our Climate Change Action Plan and Public Health priorities. Although ozone (O<sub>3</sub>) levels rose slightly, this is an expected outcome of reduced NO<sub>2</sub> due to natural atmospheric processes. Overall, the findings confirm that School Streets is helping to reduce exposure to harmful pollutants during peak times, creating healthier spaces for children and families.

Looking ahead, more schools will join the scheme during the 2025/26 academic year, further promoting active travel and providing safe, vibrant spaces outside Medway schools.

It is important that our school communities are provided with all the support and resources necessary to help increase the level of sustainable travel to and from school. To help identify ways in which a school can increase active travel we encourage the development of a School Travel Plan.



A school travel plan (STP) outlines how a school will promote safer, active and sustainable travel to reduce the number of children being driven to and from school.

An effective plan should set out how the school will aim to:

- Reduce the number of vehicles on the journey to and from school
- Improve safety on the journey to and from school
- Encourage more active and sustainable travel.

Every school in Medway should have an updated STP in place that is reviewed annually. To support this, Medway Council has partnered with Modeshift STARS, offering an online platform to help generate a national standard STP. The Modeshift STARS scheme also offers a nationally recognised form of accreditation, rewarding schools for their efforts to promote safer, greener, and healthier travel.

Within a STP, essential aims and objectives are established at the outset by a schools chosen working group, this would typically comprise of;

- Parents
- Governors
- Students
- Teachers
- Residents.

The Sustainable Transport Team will work with schools to achieve their targets set out in their STP by offering support on various active travel initiatives that are available (Appendix 5).

# What Medway's been doing

## Our services and active travel initiatives

To help increase the level of active travel within our school communities and to support the development of a STP, an Active School Travel Guide has been developed by the Sustainable Transport Team. The guide is designed to signpost the suite of active travel initiatives (appendix 5) that we offer schools throughout the year.

The document includes a calendar of events that schools can incorporate into their schedule, as well as information on year-round initiatives. This has been issued to schools for the 2025/2026

academic year to encourage engagement with the array of initiatives that we promote and will be updated each academic year. The document can also be viewed on our dedicated active school travel webpage ([medway.gov.uk/SchoolTravel](http://medway.gov.uk/SchoolTravel)), which also illustrates the benefits that active school travel can bring.

The Sustainable Transport Team are aware that engagement by schools in both local and national initiatives plays a key role in supporting the modal shift to more sustainable travel modes. Investment was made in 2023 by Medway Council to offer schools two new active travel competitions that coincide with October's Walk to School Month and May's Walk to School Week.

In both competitions, prizes were awarded for the top three performing schools in the form of gift vouchers, £500 for first place, £300 for second place and £200 for third place. The best performing schools were determined by those who recorded the highest percentage of active travel journeys during the events.

With the launch of Little Trekkers (Primary) and Striders (Secondary) competitions in 2023 to celebrate October Walk to School Month, 32,227 active travel journeys were made by 16 schools across the two-week event.

This saw a 268% increase on the now obsolete Hedgehog Hike and Social Network competitions held the previous year.



We invite all schools and academies in Medway to compete in the walk to school challenge!

# LITTLE TREKKERS

INTERNATIONAL WALK TO SCHOOL MONTH OCTOBER 2024

HOME SCHOOL

The aim is to tally the highest percentage of active travel journeys to school

LEAVE THE CAR BEHIND AND GET TREKKING!

[medway.gov.uk/WalkToSchool](http://medway.gov.uk/WalkToSchool)

CHILD FRIENDLY MEDWAY

A BETTER MEDWAY  
Easier ways to be healthy

MEADWAY CLIMATE CHANGE

Medway  
Serving You

The competition continued to show success in its second year, recording 33,241 active journeys during the campaign, exceeding the year prior. St Margarets at Troy Town won Little Trekkers, with 84.6% of their pupils getting to school by active travel. The Victory Academy was also presented with the top prize for the secondary school category, for taking part in the competition.

During Walk to School week in May 2024, our new Walkin 'n' Wheelin competition proved successful, with 15 schools participating. During the weeklong event, 18,137 active travel journeys were recorded by 6000 pupils. Participation once again strengthened in May 2025, with 18 schools taking part, contributing to over 20,000 active travel journeys made.



Winning school presentations Oct 2024: Victory Academy (top) and St Margarets of Troy Town (bottom)

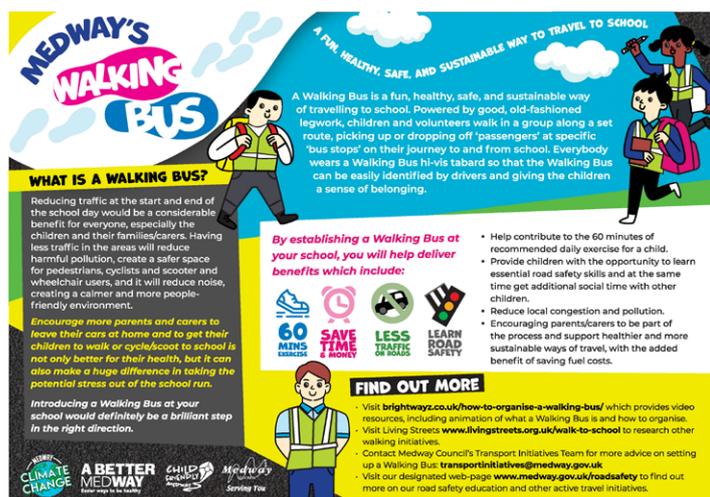


The Sustainable Transport Team continue to work closely with Parking Enforcement to support them with traffic and parking issues outside school premises.

To help strengthen the message of safer parking outside a school and to encourage alternative modes of active travel, a new Think Smart, Park Safe campaign was developed in 2023. The campaign is accessible to all schools and offers a Think Smart banner, available through our loan scheme, that can be installed outside the school.

This, partnered with additional resources such as a parent safer parking leaflet, gives schools the necessary tools to promote safer means of travel. We had 10 schools take part in the campaign from September 2023 to July 2024, with positive feedback given on the reduction of unsafe/illegal parking.

The council continues their commitment to offer support to our primary schools, pre-schools and after-school clubs to develop and maintain Walking Bus Routes.



Example of resource within Medway Council's Walking Bus Pack

A Walking Bus is a fun, healthy, safe, and sustainable way of travelling to school involving children and volunteers walking in a group along a set route, picking up or dropping off "passengers" at specific "bus stops" on their journey to and from school.

The Sustainable Transport Team have developed new resources to relaunch Medway's Walking Bus. The resources available provide a tool kit for schools to help initiate and set up a Walking Bus. As part of the relaunch, Council officers provide support by the way of advice, route risk assessments and supply of tabards for the schools to utilise.



Picture of the new Think Smart banner outside Balfour Infant School

To support the increase in active travel uptake within Medway, road safety education and safer routes to school initiatives continue to be delivered within schools, colleges and other educational settings under the remit of the Road Safety Team. This is to equip our young people with the necessary road safety skills and knowledge to be responsible and safer road users.

A Road Safety Education Menu was issued to all schools in Medway during 2024/25, listing the various road safety initiatives and lessons offered to schools. During the academic year, 9,916 primary school pupils in Medway received Road Safety Education. Under 5's Road Safety Education delivery within Medway nursery and pre-school settings totalled 2,413.

The council also provides a School Crossing Patrol service to school communities in Medway where there is a justified need, with 22 School Crossing Patrols currently in place to assist with safer routes to school as part of the school journey.

Scooter travel remains a popular choice for pupils commuting to and from school. To support this, the Road Safety Team offers a dedicated Scooter Skills initiative for Key Stage 1 pupils, aimed at helping children develop essential control skills including starting, stopping, and manoeuvring safely.

By equipping young riders with these foundational skills, we're helping to ensure their journeys are not only fun, but safe and confident too. The initiative was delivered to 300 pupils in Medway schools over the academic year.

# Partnership work

## Case study: Living Streets WOW campaign

During the 2023/24 academic year, Medway Council linked up with Living Streets, a charity organisation for everyday walking, to deliver their National WOW (Walk once a week) campaign in Medway Schools.

The campaign is an incentive where pupils are rewarded with badges if they travel to school actively at least once a week for a month. Active travel refers to walking, cycling, scooting and park and stride (walking the last 10 minutes of their journey). Journeys are recorded everyday using an online travel tracker that schools have access to when they join the scheme, allowing them and the Local Authority to monitor progress throughout the year.

Between September 2023 and July 2024, Medway Council funded 15 schools to take part in the challenge. Over the course of the year, 20% of our



Picture of a Living Streets WOW banner outside Miers Court Primary School



primary schools, approx. 4900 pupils, engaged in the initiative.

Throughout the campaign 292,780 active travel school journeys were recorded, 53% via walking, a 6% increase compared to the average baseline survey of 47% at the start of the campaign, showing the positive impact the campaign has had on modal shift.

The baseline survey also showed that driven trips at the start of the campaign were at 31%, which reduced to an average of 16% by the end of the year. The move away from car dependency was seen in the increased levels of walking mentioned above, as well as an increase in park and stride and scooting to school.

Overall, of the schools that took part in the baseline survey (appendix 5), we saw an increase in active travel trips from 67% at the start of the campaign to 83%. Medway Council has continued to fund the WOW campaign for the academic year 2024/25 with 15 schools now taking part, some of which are new to the scheme.

The council also works in partnership with the Walk Wheel Cycle Trust (formerly Sustrans), a walking, wheeling and cycling charity to deliver their annual Big Walk and Wheel campaign. Schools compete nationally to see who can

record the highest percentage of active travel journeys over the two-week event. The Sustainable Transport Team also created a local leaderboard in partnership with the Walk Wheel Cycle Trust to help encourage friendly competition between our school communities.



*Map showing Medway Schools registered to take part in The Big Walk and Wheel 2024*

As well as recording 26,424 active travel journeys by 17 schools within Medway during the 2024 event, we had some great results, with The Victory Academy placing 7th nationally in the secondary school category.

We also saw Balfour Infant School make a great improvement on the previous year's figures, increasing their active travel levels by 14%. The successful partnership work with the Walk Wheel Cycle Trust to deliver the Big Walk and Wheel initiative was recognised by Medway Council in September 2024 as part of the Make a Difference awards.



*The Transport Initiative Team receiving a certificate for their successful partnership work with the Walk Wheel Cycle Trust in 2024*

We have developed a good working relationship with Active Travel England and have regular information sharing meetings with the Regional Manager for the Southeast. We also collaborate with colleagues at Kent County Council (KCC) to discuss our Active Travel schemes and explore opportunities for cross-boundary initiatives. These meetings help us identify areas where joint working can enhance the reach and impact of our programmes.

Cycling is an efficient, inexpensive, quiet, healthy and non-polluting sustainable form of transport, however encouraging growth in cycling both nationally and on a local level is another challenge faced by many local authorities. We have, however, recognised that fostering cycling habits and developing skills from a young age is essential for these sustainable behaviours to continue into later life.

Medway Council has partnered with the Bikeability Trust to deliver several initiatives that span from early years to Secondary Education. Get Cycling in Schools (GCiS) is a new approach for cycle training aimed at reception years and year 1. The programme equips teachers to deliver off-road cycling skills as part of the school curriculum.



After a successful application to run this project in Medway Schools, we have seen 13 schools trained in September 2024 to deliver the program. Along with free training, each school has been supplied with six balance bikes to support developing pupils' cycling skills throughout the academic year.



Medway Council has delivered free Bikeability training to our Primary Schools. We offered combined level 1 & 2 training which trains pupils from the basics of balance and control all the way through to making an independent journey on the road.

From April 2023 to July 2024, Bikeability was delivered to 657 children in Medway. This saw a 33% uplift in the previous year's delivery levels achieved through a combination of efficient resource planning and the employment of a new Bikeability instructor. Although the programme was temporarily paused due to staffing limitations during the last academic year, plans are now in place to resume delivery and expand the number of pupils receiving training.

Cycling to school is also encouraged by the Sustainable Transport Team through the promotion of the Bikeability Trusts National campaign, Cycle to School Week. Here we see schools, pupils and family members make a pledge to promote cycling to school during the event. The campaign is made accessible to all educational settings, with 18 of our Medway Schools recording pledges in 2024.

Medway's Sustainable Transport Team continue to collaborate with the Public Health Team and Climate Change Team in recognition of shared objectives in encouraging families to travel more actively, helping reduce road casualties and improve air quality.

A Medway Active Travel group has been developed, meeting quarterly to discuss all areas of active travel. Collaboration is further supported by cross promotion of each other's initiatives through various media channels so that a unified message is formed.

We continue our partnership work with Modeshift, who provide valuable opportunities to learn and share ideas on the promotion of active travel at various events.

The Modeshift STARS Scheme is an online platform that provides a template, encompassing all the elements required to develop or update a successful national standard School Travel Plan (STP). It is free for our Medway Schools to use and allows them to gain accreditation for taking steps to promote safer, greener, and healthier travel.

The Sustainable Transport Team offer Modeshift STARS 'getting started' workshops, offering advice on how to use the system and the initiatives available to help gain accreditation through the scheme. We hope that the additional support will encourage schools to update their existing STP through the Modeshift STARS Scheme.

Useful contact information on our various initiative teams and partners can be found in appendix 6.



# Monitoring current engagement

With the importance of school engagement in active travel initiatives to help create behaviour change, the Sustainable Travel Team continues to track school participation levels.

In the academic year 2023/2024, 52% of our schools (all phases) engaged in at least one of our measurable active travel campaign (ATC's) (appendix 7). The Primary school phase had the highest level of engagement for multiple initiatives, with 21% of schools participating in two ATC's over the past academic year, 9% participating in three ATC's and 5% participating in four ATC's

SCHOOL PHASE	SCHOOL COUNT	0 ATC % PARTICIPATION	1 ATC % PARTICIPATION	2 ATC % PARTICIPATION	3 ATC % PARTICIPATION	4 ATC % PARTICIPATION
All-through	1	100%	0%	0%	0%	0%
Primary	76	33%	32%	21%	9%	5%
Other independent schools	8	63%	25%	13%	0%	0%
Secondary	19	84%	5%	11%	0%	0%
Special	7	86%	14%	0%	0%	0%
Grand total	111	48%	25%	17%	0%	4%

Although Secondary School engagement seems low overall, not all of our measurable initiatives are suitable for this age group, such as the Living Streets WOW campaign aimed only at Primary level. We did, however, see some engagement in our new local competitions such as Striders and our Walkin N Wheelin competition in 2023, which wasn't evident the year prior. The Sustainable

Transport Team will look to build on Secondary School engagement levels by addressing the need to support other appropriate age initiatives.

Going forward, the Sustainable Transport Team will continue to track initiative engagement levels as a tool to assess progress made in promoting active travel within our school communities.

SCHOOL PHASE	SCHOOL COUNT	BWAW % PARTICIPATION	WOW % PARTICIPATION	WTSM % PARTICIPATION	WTSW % PARTICIPATION
Primary	76	20%	20%	20%	17%
Secondary	19	11%	0%	5%	11%



# Medway's next steps

## With the importance of school engagement in active travel

Medway's Sustainable School Travel Strategy will look to facilitate safe, active and sustainable travel to school as this will help support our overarching goals set out in our One Medway Council plan 2024/2028.



### Our key objectives include:

1. Reduce the numbers of car journeys made to and from school.
2. Increase the level of active travel used by the school community.
3. Improve the accessibility to schools by walking, cycling and public transport.

The Sustainable Transport Team has identified a range of key initiatives to focus on throughout the duration of this strategy.

These targeted actions are designed to ensure the successful delivery of the objectives outlined, supporting long-term progress in active and sustainable travel.

The following pages show the action plan summary to help illustrate the different measures that will be taken.



## Action plan summary.

ACTION	INITIATES AND MEASURES TAKEN	INTENDED OUTCOMES	TIME SCALES
<p><b>1.</b> Support Schools with the development and maintenance of School Travel Plans (STP), including the review of those submitted through the planning application process.</p>	<ul style="list-style-type: none"> <li>Promote the use of Modeshift STARS to our Medway schools to develop their STP, offering 'getting started' workshops and support on completing various initiatives to gain accreditation.</li> <li>Review STP's during the planning application stage, encouraging that these are adopted, developed and maintained through the Modeshift STARS Scheme as standard best practice for our Medway schools.</li> </ul>	<p>Encourage school communities to take greater ownership and target a modal shift towards active travel over car use. All new schools to sign-up to Modeshift STARS from the outset. Achieve 25% of Medway schools engaging with Modeshift STARS.</p>	<p>Ongoing from 2026.  10% by 2027, 25% by 2030.</p>
<p><b>2.</b> Increase school engagement with walk to school initiatives to help increase active travel and reduce the number of car journeys made.</p>	<ul style="list-style-type: none"> <li>Update school active travel guide annually and share with Medway schools.</li> <li>Provide funding support to run the Living Streets WOW campaign in our primary school settings, creating opportunities for new schools to sign-up.</li> <li>Increase school engagement with active travel initiatives by offering bespoke free local competitions to support walk to school week and walk to school month campaigns.</li> <li>Promotion of our Medway Walking Bus resource pack and officer support, to encourage new school uptake.</li> </ul>	<p>Modal shift towards active travel and reduction in car use. Increase Medway WOW school sign-ups from 15 schools achieved in 2025. Increase number of schools participating in local walk to school campaigns to +20 schools.</p>	<p>From 2026.</p>
<p><b>3.</b> Take key measures and provide support on keeping the roads in and around the school vicinity safe.</p>	<ul style="list-style-type: none"> <li>Implement School Streets where required under the national guidelines.</li> <li>Provide static camera enforcement for School Keep Clear (SKC) locations to reduce unsafe parking.</li> <li>Monitor monthly PCN figures obtained by the parking enforcement team to support communication with schools to help address illegal parking.</li> <li>Offer schools our Think Smart, Park Safe campaign resources and loan banner scheme which promotes safe parking and active travel.</li> <li>Offer a School Crossing Patrol service to those school's that fit the criteria.</li> </ul>	<p>Less congestion, improved air quality and safety around the school vicinity.  Increase number of school's taking part in School Street programme (currently seven schools).</p>	<p>Tranche 2 implemented by Dec 2025.</p>
<p><b>4.</b> Provide Road Safety Education (RSE), giving knowledge and confidence to get to school safely via active travel.</p>	<ul style="list-style-type: none"> <li>Continue to provide an updated RSE menu to all schools at the beginning of the academic year.</li> <li>Work towards ensuring RSE is prioritised and delivered to pupils within identified areas of deprivation.</li> <li>Increase delivery to KS3 through the Streetwise programme, which aims to engage pupils through interactive performances that highlight the importance of road safety and pedestrian awareness.</li> <li>Support the newly introduced School Streets initiative, by providing each participating school with a School Streets lesson.</li> <li>Aspire to develop bespoke RSE initiatives when required, such as when a new school opens.</li> </ul>	<p>Increase RSE delivery to deprived areas beyond top 10 identified schools.</p>	<p>Ongoing from 2026.  Streetwise implementation by 2026.</p>
<p><b>5.</b> Improve accessibility to schools via different means of sustainable travel, including walking, cycling and public transport.</p>	<ul style="list-style-type: none"> <li>Deliver strategies set out in the LCWIP to help connect communities via walking and cycling.</li> <li>Implementation of Medway Council's BSIP plan, enhancing quality, accessibility and appeal of bus services.</li> <li>Development of STP's to determine accessibility requirements inc. engineering measures.</li> </ul>	<p>Help connect communities via walking and cycling.  Give people the choice to travel more sustainably via public transport.</p>	<p>LCWIP /BSIP implemented by 2035.</p>

## Action plan summary –cont.

ACTION	INITIATES AND MEASURES TAKEN	OUTCOMES	SCALES
<p><b>6.</b> Monitor and evaluate the impact of different initiatives on modal shift / engagement levels.</p>	<ul style="list-style-type: none"> <li>▪ Complete analysis of Living Street WOW data, to determine the level of modal shift.</li> <li>▪ Compare this year vs last year data on local competitions to identify improvement and target schools where improvement can be made.</li> <li>▪ Use data from Modeshift STARS surveys to help assess pupils' mode of travel and to monitor improvement.</li> <li>▪ Monitor school engagement with initiatives using our active travel campaign tracker and data taken from Modeshift Stars portal.</li> </ul>	<p>Show positive impact of STP's/initiatives on increasing active travel and reducing the number of journeys taken by car. Increase % of schools engaging in our tracked initiatives (appendix 6).</p>	<p>Ongoing from 2026.</p>
<p><b>7.</b> Promote current / new partnership work to support our SSTS.</p>	<ul style="list-style-type: none"> <li>▪ Promotion of external partnership work, inc. Walk Wheel Cycle Trust's Big Walk and Wheel, Bikeability Trust, and Living Streets Walk to School initiatives.</li> <li>▪ Foster relationships within the newly formed School Alliance Group, working collaboratively on common goals.</li> <li>▪ Develop new partnerships to offer cycle training/ maintenance to our schools</li> </ul>	<p>Increase Bikeability delivery level 1 &amp; 2. Endeavour to reach Bikeability Trust recent goal of 50% of our Year 6 pupils trained. Increase Dr Bike workshop delivery to +5 annually, in partnership with Public Health.</p>	<p>Ongoing from 2026.</p>
<p><b>8.</b> Strengthen collaboration work with Public Health, inc. supporting their 5-year obesity plan.</p>	<ul style="list-style-type: none"> <li>▪ Identify opportunities to work collaboratively with Public Health to help support active travel, inc. community/educational engagement events.</li> <li>▪ Work collaboratively to promote the importance of developing a STP, promoting the health benefits of travelling more actively.</li> </ul>	<p>Increase in journeys to school by active travel modes, contributing to healthier children. Help support 5-year obesity plan inc. 5% increase in pupils travelling to school more actively.</p>	<p>Ongoing from 2026.</p>
<p><b>9.</b> Promote the environmental benefits of active and sustainable travel, to support the Climate Change Action Plan.</p>	<ul style="list-style-type: none"> <li>▪ Embed air quality links within road safety education, STP development and active travel delivery.</li> <li>▪ Publish up-and-coming initiatives in the climate change newsletter and other social media platforms, promoting the environmental benefits.</li> </ul>	<p>Increased awareness of how sustainable transport has a positive effect on the environment.</p>	<p>Ongoing from 2026.</p>
<p><b>10.</b> Use a variety of publicity methods to increase awareness about sustainable travel.</p>	<ul style="list-style-type: none"> <li>▪ Signpost users to web based information on footpaths, cycle routes and buses serving individual schools.</li> <li>▪ Use of school distribution contacts to promote various active travel initiatives and road safety education direct to schools.</li> <li>▪ Maintain web pages providing information to schools and public inc. Bikeability, Road Safety Education, School Active Travel Guide, Walking Bus, Think Smart, Park Safe.</li> <li>▪ Use of social media platforms inc. Medway Council Facebook, Instagram, Headway, Press releases to promote sustainable travel initiatives.</li> <li>▪ Upload Medway's SSTS 2025- 2030 onto the Medway Council website.</li> </ul>	<p>Maximise publicity opportunities using tools available, increasing awareness of active travel and road safety provision.</p>	<p>Ongoing from 2026.</p>

# Future monitoring and assessment

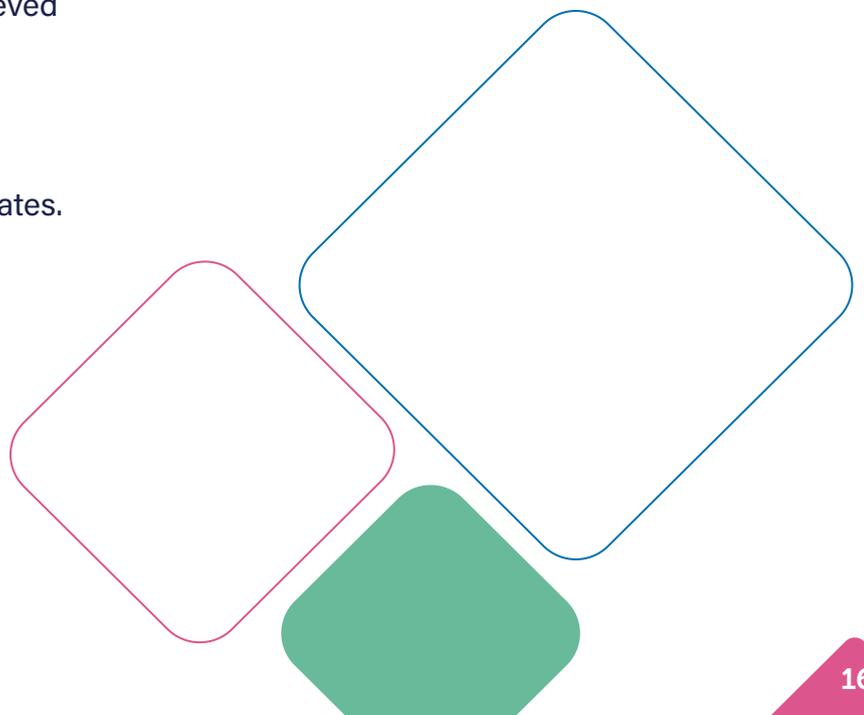
**The action plan will be reviewed annually, ensuring that appropriate measures are being taken to support the overall aims of the strategy.**

An interim assessment of the SMART targets set out will take place during 2027-2028, where associated updates will be published via the council's website.

Data will be collected regarding school engagement levels on various initiatives annually so that full assessment over the 5-year period can be made. We also aim to engage with schools to gather feedback on the various initiatives they participate in. Based on their responses, we will review our services and adjust as needed to better support their needs.

Where the development of STP's increases through the Modeshift STARS portal, associated surveys on mode of travel and targets achieved will be captured and monitored.

The next full review of the strategy will be undertaken from September 2030. This will include review of the SSTS action plan updates.



# Appendix 1

## Local Cycling and Walking Infrastructure Plan

Our Local Cycling and Walking Infrastructure Plan (LCWIP) is a ten-year strategy for the delivery of cycling and walking improvements in Medway. It reflects our commitment to tackle climate change and enhancing the health and wellbeing of our residents through active travel.

An LCWIP details the work needed in the short, medium and long term to provide a safer, more attractive network for people to walk and cycle on their shorter journeys.



**Our LCWIP can be viewed via our public facing document:**

<https://www.medway.gov.uk/activetravel>



# Appendix 2

## Public Health 5-year obesity plan - priorities

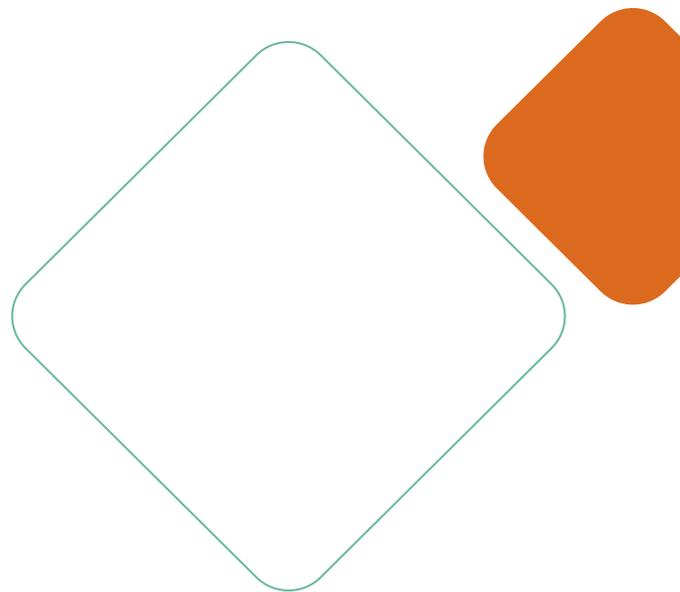
**Over the next five years the ultimate priority for the partners of the Medway Healthy Weight Network is to see a reduction in childhood obesity.**

The specific healthy weight targets that have been set in the One Medway Council Plan and the Joint Health and Wellbeing Strategy are:

- By 2026/27, the proportion of children in Year R (age 4-5 years) that maintain a healthy weight will be the same or lower than the England average.
- By 2026/27, the proportion of children in Year 6 (age 10-11 years) that maintain a healthy weight will be the same as or above 60%.
- By 2026/27, the proportion of children in Year 6 (age 10-11 years) with severe obesity will have reduced from 6.1%.
- By 2026/27, the percentage of physically active children and young people will be similar or higher compared to the England average.
- By 2026/27, the proportion of infants that are totally or partially breastfed at age 6-8 weeks will be similar or higher compared to the England average.

Specific targets beyond 2027 for the five-year plan will be set upon review of progress against the targets above.

Medway aim to achieve these targets with the following priority actions:



PRIORITY	TARGET	MEANS OF VERIFICATION
Increase engagement and activity of the Medway Healthy Weight Network	750 members engaged with the Medway Healthy Weight network by 2030	Internal network list of partners
Tackling childhood obesity is identified as a priority across all council and key partner policies and strategies over the next five years	Include childhood obesity in 20 new policies and strategies across the council and key partners	Audit of council and key partner policies and strategies
Year on year investment into tackling child obesity	Annual 10% increase in investment by the council and key partners	Audit of council and key partner expenditure
Medway to create a healthy and sustainable food environment	Medway to be awarded the Sustainable Food Places Gold award by 2030	Sustainable food places award certificate
Develop a network mapping tool to identify new partners for the Healthy Weight Network	Publish network mapping tool on the Whole Systems Obesity Dashboard identifying new opportunities and network risks by the end of 2025	Whole Systems Obesity Dashboard mapping tool
Increase in referrals to family weight management services	5% increase in referrals from health and care professionals and self-referrals per year	Public Health record management system
Increase in free physical activity opportunities for children and families	25 additional free physical activity interventions offered for children and families by 2030	Whole Systems Obesity Dashboard
Increase in number of children and families learning to cook healthy food	10% increase in uptake of family cookery sessions per year	Public Health record management system
Schools adopting a whole school food programme	10% increase in schools achieving the food for life award per year	Food for Life award list
Medway is recognised as an area of best practice for the Whole Systems Obesity Programme	National documents referencing Medway's approach and tools	National documents, programmes for conferences and national awards
Increase in the number of children walking and cycling to school	5% increase in the number of children using an active travel method to commute to school year on year	
Increase in breastfeeding initiation and continuation rates	Implement the actions within the Medway Infant feeding Strategy	Medway Infant Feeding Strategy annual report
Increase the number of children accessing Medway Go	5% increase in the number of children accessing Medway Go year on year	Medway Go dashboard audit
Increase the number of pre-school settings that create and promote a healthy weight environment for children	5% increase in the number of pre-school settings achieving Gold status for the Healthy Early Years award year on year	Healthy Early Years Award database
Anchor institutions creating healthy weight environment	20 additional public and academic sector buildings implementing healthy weight environment initiatives	Whole System Obesity Dashboard
More community venues offering free water refill opportunities	5% increase in number of community settings listing themselves on the Water Refill app	Water Refill app database
Professionals and volunteers attending training on healthy weight subjects	500 professionals and volunteers attending ABM healthy weight and safeguarding training	ABM workforce development database
More people accessing green and blue space for recreation purposes	5% increase in the number of people accessing a park, play area, or river for recreation purposes year on year	

# Appendix 3

## Medway Climate Change Action Plan 2025-2028

### Priority 3: Sustainable travel and transport

#### PRIORITY AMBITION

Walking, cycling, public and shared transport are the top travel choices for people living, working or visiting Medway.

#### SUB PRIORITIES

Public transport is improved and increased active travel is enabled and supported through infrastructure and usage encouraged through management.

ACTIONS 2025-28	TIMESCALE	FUNDING	SERVICE	OUTPUT/MEASURES OF SUCCESS (SMART)
The number of bus passengers on local services to reach nine million journeys per year through effective delivery of the council's bus service improvement plan.	01/03/2028	BSIP grant & S106 developer funding (where applicable)	Transport and Parking	<ul style="list-style-type: none"> <li>Agree programme of bus service enhancements including uplifts to service frequency and additional weekend services, by 31 March 2025</li> <li>Commence implementation of an agreed programme of bus service initiatives and promotional activity for 2025/6 by 1 April 2025</li> <li>Completion of programme by 31 March 2026</li> <li>Quarterly performance monitoring, following data returns from local bus operators in Medway.</li> </ul>
Identify and implement infrastructure improvements to priority bus corridors across Medway.	Ongoing	BSIP grant & S106 developer funding (where applicable)	Transport and Parking	<ul style="list-style-type: none"> <li>Completion of a draft Local Bus Infrastructure Plan by 31 April 2025, including outline designs for improvements on identified bus corridors</li> <li>Consultation on the draft Local Bus Infrastructure Plan by 31 May 2025</li> <li>Publication of final Local Bus Infrastructure Plan and finalisation of programme for delivery of a first tranche of infrastructure improvements by 1 July 2025</li> <li>Completion of design process and finalisation of a construction programme for the delivery of the first tranche of infrastructure improvements by 31 January 2026</li> <li>Quarterly performance monitoring</li> </ul>
Residents and visitors have access to a minimum 100 miles of signed cycle routes in Medway through effective delivery of the council's Local Cycling and Walking Infrastructure Plan.	01/03/2028	Active Travel Fund, LTP & S106 developer funding (where applicable)	Transport and Parking	<ul style="list-style-type: none"> <li>Publication of the Medway Local Cycling and Walking Infrastructure Plan by 1 April 2025</li> <li>Finalisation of programme for delivery of a first tranche of walking and cycling infrastructure improvements by 1 July 2025</li> <li>Quarterly performance monitoring, as reported via Pentana</li> </ul>
Increase modal choice with the objective of half of all journey's in Medway to be made using active modes of travel.	01/03/2030	BSIP grant, Active Travel Fund & S106 developer funding (where applicable)	Transport and Parking	<ul style="list-style-type: none"> <li>On-going implementation of the Medway Local Cycling and Walking Infrastructure Plan, subject to funding</li> <li>On-going Implementation of the Bus Service Improvement Plan</li> <li>Adoption of a new Local Transport Plan for Medway by 31 December 2026</li> <li>Quarterly data monitoring of Medway's cycle counters</li> <li>Pupil mode of travel data from schools, gathered in line with annual focus campaigns</li> </ul>

## PRIORITY AMBITION

Walking, cycling, public and shared transport are the top travel choices for people living, working or visiting Medway.

## SUB-PRIORITIES

Traffic/parking management is improved and road space is reallocated for active travel through spatial/land use planning to reduce congestion and improve air quality.

ACTIONS 2025-28	TIMESCALE	FUNDING	SERVICE	OUTPUT/MEASURES OF SUCCESS (SMART)
Implementation of School Streets across Medway as part of the Safer, Healthier Streets programme.	01/09/2025	Internal and external capital funding.	Transport and Parking	<ul style="list-style-type: none"> <li>Implementation of tranche 2 School Street locations by 1 September 2025</li> <li>Annual monitoring report for the existing School Street locations, to be completed by July 2025. This will consider mode of travel, traffic/air quality/PCN data and feedback, from the participating school communities.</li> </ul>
Introduce Route Report technology to assist with reporting highway defects.	01/03/2026	Transformation.	Transport and Parking	<ul style="list-style-type: none"> <li>Trial technology from April 2025 for two years</li> <li>Reduction in number of journeys</li> <li>Reduction in fuel costs</li> <li>Reduction in diesel fleet vehicles</li> <li>Carbon savings achieved</li> </ul>

## PRIORITY AMBITION

Medway supports the switch to ultra-low emission vehicles by providing fair access to infrastructure.

## SUB-PRIORITIES

The transition is enabled and supported by:  
 Reducing the council's direct emissions  
 Providing suitable EV infrastructure  
 Working in partnership with key stakeholders  
 Working to deliver an equitable transition

ACTIONS 2025-28	TIMESCALE	FUNDING	SERVICE	OUTPUT/MEASURES OF SUCCESS (SMART)
Continue to install EV charge points across Medway as part of the council plan target for Medway to have 750 publicly accessible charging points by 2028. This will include: a) Install of 140 on-street charging points and a minimum five rapid charging points across Medway by August 2027 b) Secure further charge point installation through operator private investment c) Ensure every council sports centre car park has EV charge points by end of 2027.	01/03/2026	External funding (tbc).	Transport and Parking	<ul style="list-style-type: none"> <li>a) Award contract for LEVI funded charge points September 2025</li> <li>Commerce work January 2026</li> <li>Phase 1 install of 140 7-22kW on-street EV charging points and five rapid charge points in the first two years in the contract</li> <li>b) A minimum of 250 chargepoints of varying speeds delivered by the end of year 5</li> <li>c) Proposals, with indicative costs to be outlined by January 2026</li> <li>One third of chargers in council leisure centres to be installed in Year 1 (2026) with the remainder by the end of Year 2 (2027)</li> </ul>
Purchase and deliver new £12m waste collection fleet as part of a phased approach to reduce emissions.	01/03/2026	Capital management	Transport and Parking	<ul style="list-style-type: none"> <li>Trial technology from 1st April 2025 for 2 years</li> <li>Reduction in number of journeys</li> <li>Reduction in fuel costs</li> <li>Reduction in diesel fleet vehicles</li> <li>Carbon savings achieved</li> </ul>

# Appendix 4

## Public transport

### Extractions from Medway Council's Bus Service Improvement plan (BSIP)

*"Buses are a key part of our community in Medway, with more than 8 million people making journeys every year. Whether this is for work, school, shopping, health and wellbeing or leisure our buses are an essential part of life for all, young and old, allowing us to travel in an affordable and sustainable way."*

Cllr Simon Curry - Portfolio Holder for Climate Change and Strategic Regeneration,  
Medway Council, June 2024



#### Key Contributions of the BSIP to Sustainable School Travel:

- **Enhanced Bus Services:** The BSIP includes commitments to improve the frequency, reliability and coverage of bus routes, making public transport a more viable option for school commutes.
  - **Smart Ticketing and Affordability:** The introduction of smart ticketing systems and fare incentives can make bus travel more accessible and cost effective for students and families.
  - **Fastrack-Style Bus Links:** The development of dedicated, high quality bus corridors will reduce journey times and improve reliability, encouraging more families to choose the bus over the car.
  - **Air Quality and Congestion Management:** By reducing car use, especially during peak school run hours. The BSIP helps improve air quality and ease congestion around schools, creating safer, healthier environments for children. As part of this effort, we are also looking to upgrade some bus shelters to living roof shelters, which support biodiversity and further contribute to cleaner air.
  - **Accessibility Improvements:** The plan includes measures to improve access for people with mobility difficulties, ensuring that all students, including those with disabilities, can travel independently and safely.
- **Integration with Active Travel:** The BSIP supports multimodal journeys by improving connections between bus services and walking/cycling routes, particularly to and from the Learning Quarter and other educational hubs.
  - **Support for Socially Necessary Services:** Subject to funding, the BSIP aims to maintain key bus routes that are essential for students in more remote or underserved areas.
  - **Sustainable Development Planning:** Revised design guidance for new developments will ensure that future housing and school sites are well connected by public transport, reducing the need for car travel.
  - **Community Transport Schemes:** These schemes can provide tailored transport solutions for students with specific needs or those living in areas not served by mainstream bus routes.
  - **Initiatives to Encourage Bus Use:** Medway Council has introduced several initiatives to promote public transport and reduce car dependency, including:
    - Free bus travel for children during the summer holidays
    - Free bus travel on selected weekends throughout the yearThese help reduce car use for school journeys, making travel more affordable and supporting greener, more sustainable transport habits.

# Transport services

## Free school transport (age 5 to 16)

Children who attend their nearest qualifying school from their home address and live over the minimum distance are eligible for free home to school transport. If the child is under eight years old the minimum distance is two miles and if the child is over eight years old the minimum distance is three miles.

The walking distances are measured by the shortest available walking route and may take into account public footpaths and public rights of way. The shortest available route is one along which a child, accompanied if necessary, can walk with reasonable safety to school.

8-11 year olds from low-income families will also qualify if they live more than two miles from their nearest appropriate school. Eleven-year-olds or older from low income families will also qualify if they live more than two miles (but not more than six miles) from one of their three nearest appropriate schools.

Low income families are defined as where children are eligible for free school meals or where their parents receive the maximum level of Working Tax Credit; proof of this will need to be provided.

## Post-16 transport to education and learning

Once a young person continues their education into Year 12 and 13 (Sixth Form or college), Medway Council can no longer subsidise the cost of travel passes or provide free travel.

Whilst young people are now required by law to be engaged in education, employment or training up to the age of 19, the compulsory school age remains 16. Local Authorities do not have a statutory duty to provide home to school/college transport free of charge for learners aged 16 to 19 in the same way as they do for primary and secondary aged pupils up to the end of Year 11. Subsidised post-16 transport is, therefore, a discretionary provision. All students aged 16-19 (Year 12-14) who require assistance travelling to school or college will be required to pay a contribution towards the total cost of travel.

This applies regardless of whether they are living in the parental home. The termly cost covers two terms September to December; January to March and April to July; the contribution will be reviewed annually.

Medway Council works with the Medway Post 16 Transport Partnership of schools, colleges and other organisations to plan and deliver travel arrangements for post 16 learners. Further details are published within Medway's Post-16 Travel Assistance statement, which details the support available for Medway learners over compulsory school age, aged 16-18, who are engaged in learning or training and those continuing on courses that started their programme of learning before their 19th birthday.

It also includes information for young people with learning difficulties and/or disabilities up to the age of 25 in education and training.



### Further information:

[https://www.medway.gov.uk/info/200137/schools\\_and\\_learning/624/school\\_transport\\_for\\_students\\_over\\_16](https://www.medway.gov.uk/info/200137/schools_and_learning/624/school_transport_for_students_over_16)

## Medway Youth Pass

The Medway Youth Pass is a travel discount scheme for young people living in Medway. Here's how it works:

### Eligibility:

- All young people living in Medway can apply.
- The pass is valid for three academic years or until the holder turns 16 whichever comes first.
- Young people aged 16 to 18 can also apply. Their pass is valid until the end of the academic year in which they turn 18.

### Benefits:

- Pay half the adult fare for single journeys on local bus services.
- The journey must start in Medway and can go anywhere in Medway or Kent, as long as any bus change happens within Medway.

### Restrictions:

- Not valid on MY Bus routes (subsidised by Medway Council).
- Not valid with bus companies that already offer a child fare.

### Important Note:

Before applying, parents/carers should check with the bus company to confirm:

- The pass is accepted on the intended route.
- There isn't a more cost-effective ticket option available.

## MY Bus Scheme

Medway Council runs nine school bus services for pupils living in certain areas of Medway.

These buses provide a cheaper alternative to public transport for getting to specific Medway secondary schools.

- Holcombe Grammar School for Boys
- Chatham Grammar
- Greenacre Academy
- Rainham Mark Grammar School
- Rainham School for Girls
- Leigh Academy Strood
- The Howard School
- Walderslade Girls School
- The Victory Academy.

## The 16-19 Bursary Fund

A bursary fund may also help pay for essential education-related costs for those aged between 16 to 19 and studying at a state school or college in England (not a university) and on a training course. <https://www.gov.uk/1619-bursary-fund>

## Care to Learn

The Care to Learn scheme can help with childcare costs while studying for those aged under 20 at the start of their course. The scheme is available for publicly funded courses in England. <https://www.gov.uk/care-to-learn>

## CitizenCard

Medway Council encourages the use of the CitizenCard, which confirms your age and identity. The CitizenCard also provides various discounts and benefits.



## Arriva Buses

Details on Arriva bus fares are available on the website shown below. They operate school services throughout Medway.



### Further information:

<https://www.arrivabus.co.uk/kent-and-surrey/bus-travel-in-the-medway-towns>

# Appendix 5

## Our services and initiatives

### School Travel Plans

A School Travel Plan (STP) outlines how a school will promote safer, active and sustainable travel to reduce the number of children being driven to and from school.

#### ***An effective plan should set out how the school will aim to:***

- Reduce the number of vehicles on the journey to and from school
- Improve safety on the journey to and from school
- Encourage more active and sustainable travel.

#### ***Like with all travel plans, it must include:***

- Clear and achievable aims, objectives and targets
- Details of promotion and marketing
- Details of monitoring and management procedures.

#### **Every school in Medway should have an updated STP in place that is reviewed annually.**

A STP is an evolving document, created by the Travel Plan Coordinator and supported by a working group.

#### ***Benefits of a STP include;***

- Improve students' health and wellbeing by walking, scooting and cycling
- Improve students' road safety skills
- Improve students' awareness of their local surrounding area
- Reduce congestion around the school and in the local community
- Improve safety around the school
- Help contribute to other school policies such as Eco/Green schools
- Help establish safer routes to school via walking and cycling

- Increase quality time between parents and their children
- Reduce stress and time spent driving during congested times of the day
- Improve the local environment by reducing air and noise pollution
- Improve walking routes and road safety by identifying the need for infrastructure change such as pedestrian crossings.

Medway Council has partnered with Modeshift STARS to support schools with developing a national standard STP.

The Modeshift STARS online travel plan toolkit can help with:

- Creating, developing and implementing travel plans
- Monitoring and evaluating travel plans and initiatives
- Recognising and rewarding excellence in the promotion of sustainable and active travel.

The STARS scheme offers a nationally recognised form of accreditation. There are five accreditation levels that schools can work towards.

We recommend that all Medway schools work towards a 'good' travel plan after becoming a member of the STARS programme.



## Active School Travel Guide

An Active School Travel guide has been made available to schools via our Council website to illustrate the suite of active travel initiatives that we offer schools throughout the academic year.

The guide includes a calendar of events that schools can incorporate into their schedule, as well as information on our all-year-round events. Launched in September 2024, the guide will help the Sustainable Travel Team promote active travel within schools and will be updated annually. The newest version of this guide 2025/26 is enclosed at the end of appendix 5.

**Active school travel guide**

**All year initiatives**

**Think Smart, Park Safe**  
Think Smart, Park Safe campaign Medway, like many other areas, has ongoing issues with inconsiderate and dangerous parking outside schools. Medway Council offers various resources, including a Think Smart, Park Safe banner that is available through our logo scheme to help tackle these issues. Visit our dedicated web page to find out more: [www.medway.gov.uk/ThinkSmartParkSafe](http://www.medway.gov.uk/ThinkSmartParkSafe)

**Modeshift STARS – School travel plans**  
Modeshift Stars is an online platform that allows schools to submit, maintain and update their school travel plans. It offers National accreditation from green through to platinum for schools who complete a series of targets for increasing active travel to school. Details of the scheme and registration can be found here: [www.modeshiftstars.com/education/](http://www.modeshiftstars.com/education/)

**Bikeability**  
Bikeability is a Nationally accredited training programme that builds confidence and teaches skills to navigate roads safely by bike. All primary school children are offered level 1 & 2 training by Medway Council. Visit [www.medway.gov.uk/bikeability](http://www.medway.gov.uk/bikeability) for more information.

**Living Streets WOW – The walk to school challenge**  
WOW (Walk Once a Week) is an initiative that runs throughout the year, where children report how they travel to school using an interactive WOW travel tracker. Rewards will be provided for those who walk, wheel, cycle, or soon at least once a week. To find out more and register, visit: [www.livingstreets.org.uk/Walk-to-school](http://www.livingstreets.org.uk/Walk-to-school)

**Active travel for all**  
Explore getting active in your local area, from health walks to cycle groups and much more. Visit [www.medway.gov.uk/active](http://www.medway.gov.uk/active) or [www.medway.gov.uk/active](http://www.medway.gov.uk/active)

**Medway Physical Activity Alliance**

**Active school travel guide**

**Calendar events**

**22 September 2024 World Car Free Day**  
A worldwide event that allows people to experience traffic free streets. Families are encouraged to ditch the car during this event and explore other means of travel like walking and cycling.

**23 - 27 September 2024 Cycle to School Week**  
Cycle to School Week is a great opportunity to show case some of the benefits that an active school can bring, including the positive impact on children's health and wellbeing, local air quality and carbon emissions. Free teaching resources are available to help make the most of this week-long campaign and can be found here: <http://www.cycle2school.co.uk/>

**7 - 18 October 2024 October walk to school month challenge**  
In celebration of international walk to school month, Medway Council encourages all schools to compete in their local competition, Little Trekkers (primary) and Striders (secondary). Schools will compete against each other to see who can record the highest percentage of active travel journeys over the 2-week event, with prizes awarded to the top performing schools. More information will be made available at [www.medway.gov.uk/WalktoSchool](http://www.medway.gov.uk/WalktoSchool) leading up to this event.

**24 March to 4 April 2025 Big Walk and Wheel Campaign**  
This is the UK's largest inter-school walking, wheeling, scooting and cycling competition where schools can compete against each other to see who can achieve the greatest proportion of human powered journeys. A Medway Schools leaderboard will be created by the Sustainable Transport Team to help generate some friendly competition between neighbouring schools. Schools will also have access to the national leader board as well as free resources to support this event on the Big Walk and Wheel website: [www.bigwalkandwheel.com.uk/](http://www.bigwalkandwheel.com.uk/)

**19 - 23 May 2025 Walk to school Week Challenge**  
In association with Living Streets' Walk to School week, Medway Council will run a local competition called the Walkin' Wheelie Challenge. All Medway schools are encouraged to sign-up and compete in this free 5-day event, which helps embed the benefits of active school travel. More information will be made available at [www.medway.gov.uk/2025/WalktoSchool](http://www.medway.gov.uk/2025/WalktoSchool) leading up to this event.

**19 June 2025 Clean Air Day**  
This is the UK's largest air pollution campaign, which helps to improve public understanding and reduce levels of air-polluting behaviours. Free resources are available to help promote this campaign in your school and can be found here: [www.transportforlondon.gov.uk/cleanair/cleanair-school-resources](http://www.transportforlondon.gov.uk/cleanair/cleanair-school-resources)

**Medway Physical Activity Alliance**

Example resource – Active School Travel Guide

# Local campaigns

## Medway's Walking Bus

A walking bus is a fun, healthy, safe and sustainable way of travelling to school. Powered by good, old-fashioned legwork, the children and volunteers walk in a group along a set route, picking up or dropping off 'passengers' at specific 'bus stops' on their journey to and from school.

Everyone wears a walking bus hi-vis tabard so that the walking bus can be easily seen by drivers and gives the children a sense of belonging. The council previously partnered with the KM

Charity Team to provide support to Primary Schools, Pre-School and After-School Clubs for the development and maintenance of Walking School Buses.

Since the demise of the KM Charity, the council has invested in the development of new Walking Bus resources for schools in 2024.

The resources and guidelines have been developed to provide schools with all the tools needed to initiate and set-up a walking bus.



This information can be found on our designated website [www.medway.gov.uk/WalkingBus](http://www.medway.gov.uk/WalkingBus) that is accessible by the public, including school communities.

As part of the initiative, the Sustainable Transport Team will;

- Carry out a risk assessment of the routes selected by the school to make sure they're suitable
- Give access to resources that schools can use to help start a walking bus
- Offer walking bus guidelines to volunteers
- Support the walking bus coordinator with any training
- Provide high visibility tabards (subject to resource and funding) for those taking part in a walking bus, allowing clear visibility of the bus along the selected routes
- Support every walking bus initiative in Medway to help improve the route to school and promote sustainable transport.

Since Covid-19, the previous 34 Walking Bus Routes established and reported in 2018 have diminished. With the introduction of new resources, we expect to recruit new Walking Buses in the coming year(s).



## Think Smart, Park Safe Campaign

Medway, like many other areas, has ongoing issues with inconsiderate and dangerous parking outside schools. In 2023, the Sustainable Transport Team designed a new campaign called 'Think Smart, Park Safe', which aims to keep roads and footways outside schools free from parked cars.

The campaign is accessible for all Medway schools and provides various resources to help educate the community on the dangers of unsafe parking, as well as encouraging alternative options such as walking, cycling and park-and-stride.

Resources include a bespoke 'Think Smart, Park Safe' banner, available to loan from the Sustainable Transport Team. The banner can be installed outside the school gates to deter illegal or unsafe parking and will help link-up with other resources available, such as the Think Smart, Park Safe Parent Leaflet. Schools are also encouraged to run an enforcement poster competition, where a certificate is provided to the winner from the Sustainable Transport Team.

10 schools took part in the campaign between September 2023 and July 2024. Within this time, certificates were awarded to those pupils who were winners of the school poster enforcement competition.

**Why Think Smart, Park Safe?**

If you have no choice but to drive, thinking Smart and parking Safe is essential in reducing the risk of injury around our schools.

It is important that those who walk or cycle feel safe to do so, which will in turn reduce the amount of congestion around our school entrances.

**To avoid putting children in danger**

**Think Smart, Park Safe...**

**DO**

- ✓ Drive within the speed limits and reduce speed in congested areas.
- ✓ Be extra vigilant when entering corners near the school premises.
- ✓ Park away from the school in less congested areas.
- ✓ Ensure passengers exit the vehicle onto the pavement, not carriageway.
- ✓ Check for pedestrians and cyclists before opening your car door.

**DON'T**

- ✗ Stop or park on any yellow keep clear zig-zag lines.
- ✗ Obstruct residential driveways.
- ✗ Park on Double or Single yellow lines where restrictions are in place.
- ✗ Park on kerbs and pavements.
- ✗ Turn your vehicle in an unsafe area.
- ✗ Park near to junctions restricting visibility.
- ✗ Park on or by a Bus Stop.

**Parent Guide to Safe Parking**

**Think Smart, Park Safe**

**Around our schools**

Advice on safe, legal and considerate parking and the benefits of alternative options of dropping your child to school.

**Why not challenge yourself with one of these options?**

**Park and Stride**

Perhaps you could park 5-10 minutes away from the school gates. This will reduce the amount of congestion around the school and contribute to some of your child's daily exercise.

**Car Share**

If you can car share with another parent, then why not give it a test run? This will not only save on fuel, but it will also reduce the number of vehicles around the school at peak times.

**A walking bus**

You could encourage your school to set up a walking bus and offer to help support the scheme. This could potentially reduce the amount of congestion around your school by encouraging everyone to join in the fun of walking to school together.

For further advice on increasing active school travel, please contact [transportinitiatives@medway.gov.uk](mailto:transportinitiatives@medway.gov.uk)

**Walking, Cycling or Scooting!**

If you live within walking or cycling distance of your school why not give it a go? This form of active travel has many positive benefits.

**PART OF DAILY EXERCISE**

**LESS POLLUTION AT SCHOOL GATES**

**PROMOTES ALERTNESS**

**ENCOURAGES CONVERSATION**

**SUPPORTS LEARNING ROAD SAFETY**

**ELIMINATES FUEL COST**

**Reporting unsafe parking**

If illegal or unsafe parking becomes a problem around your school you can report this via the Medway Council website or phone, 07783 00 962

Where vehicles are found to be parked illegally, a fine will be issued, also known as a penalty charge notice (PCN).

Further to this, please speak to your school about arranging one of our road and safety sessions we have an offer.

**Be aware of your parking restrictions**

It is against the law to park on yellow keep clear zig-zag lines at all times or on the times specified on corresponding signs.

**No Stopping**  
Mon - Fri  
8am - 5pm  
on entrance markings

**SCHOOL - KEEP - CLEAR**

Example resource: Think Smart Park Safe Parent Leaflet.

## Walking competitions

### Walkin 'n' Wheelin competition

The Walkin 'n' Wheelin competition serves as a local focus activity and comprises of a one-week challenge held during National Walk to School Week in May. The campaign aims to inspire active travel over the five-day event, and hopefully thereafter.

Schools are asked to conduct a simple hands-up survey each day to determine how many pupils travelled to school using active travel. Those schools in both Primary and Secondary categories who record the highest percentage of active travel journeys over the event are crowned the winner and celebrated through the form of a presentation.

In May 2024, 15 schools took part in the campaign which was a 50% uplift from the previous year when the campaign was first launched. In the primary school category, St Margaret's at Troy Town CE Primary School in Rochester won the top prize of a £500 Halfords voucher, with an impressive 84.8% of pupils using active travel during the challenge. Feedback from the school said the children jumped with joy when the results were announced, as they knew previous prize money purchased balance bikes and



scooters. Miers Court Primary School in Rainham were placed a close second, recording 84.1% of active travel, securing a £300 Halfords voucher, whilst Phoenix Primary School in Chatham secured third place, receiving a £200 voucher.

Special congratulations were made to Cliffe Woods Primary School, who recorded the biggest improvement on last year's active travel total, by nearly 20%. To celebrate their success a £100 Halfords voucher was awarded. Within the Secondary School category, The Victory Academy in Chatham took the top prize, whilst Strood Academy placed second, again both schools were thrilled with the results.

All prizes were funded through the capability fund, as well as the new resources offered to schools.



*Victory Academy being awarded their certificate for placing first in the Walkin N Wheelin competition 2024*

## Little Trekkers and Striders competition

In support of International Walk to School Month, our local focus competitions Little Trekkers (primary) and Striders (secondary) are run over a two-week period in October.

Here schools compete to see who can achieve the highest percentage of active travel journeys over the duration of the challenge. The top-performing schools are celebrated through the form of a presentation, and prizes are awarded to the three highest-ranking schools and the most improved.

In October 2023 when the campaigns were first launched, 16 schools competed, which doubled the participation levels from our existing competition held the year before.

In the Little Trekkers category, New Road Primary School saw the highest number of pupils use active travel during the challenge with a whopping 79.8%, winning the top prize of a £500 Halfords gift voucher.

St Margaret's at Troy Town CE Primary School clinched second place winning a £300 Halfords gift voucher, and Deanwood Primary School secured third place and a £200 Halfords gift voucher.

In the Striders category, Thomas Aveling recorded the highest percentage of active travel journeys and won a £500 Halfords gift voucher. All prizes were funded through the capability fund, as well as the new resources offered to schools.



Winning school presentations: New Road Primary School (top) and Thomas Aveling (bottom)



# Road safety initiatives

## School Crossing Patrol Service

The council also provides a School Crossing Patrol service (SCP), with 22 officers in operation throughout schools in Medway. [NOTE: Information correct at the time of writing].

Our SCPs do a vital job in seeing children across the road at often the last and most vulnerable point of their journey. They are also eyes and ears protecting children from danger near schools. SCPs are not a statutory duty and remain a permissive function, carried out at the discretion of the Highway Authority - Medway Council. The responsibility for any child's safety on the way to and returning from school is that of the parents or carer.



**The council manages the SCP service and oversees the following functions:**

- Advertise and recruit a new SCP
- Trains and monitors new and existing SCPs
- Takes on the role of daily liaison with the SCP
- Ensures the SCP does not deviate from the supplied uniform or alter the equipment supplied, or patrol at a site not approved by Medway Council
- Risk-assesses a new site, ensuring the necessary Highways measures are undertaken [include annual assessment]
- Manages any reports from the school and/or patrol, including drive throughs incidents, uniform requests, re-training, etc
- Advises schools in all matters relating to the service
- Reviews and publishes policy, handbook and procedure

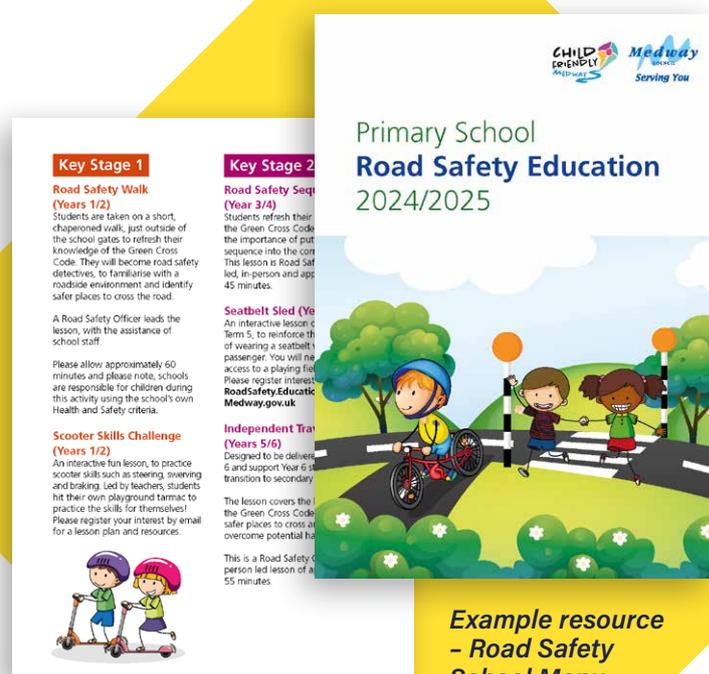
## Scooter Skills

Scooter travel remains a popular choice for pupils commuting to and from school. To support this, the Road Safety Team offers a dedicated Scooter Skills initiative for Key Stage 1 students, helping them develop essential control techniques such as starting, stopping, and manoeuvring safely. This ensures our children are confident and capable riders, equipped to travel responsibly.

## Road Safety Education

Each academic year, a Foundation, Stage 1 and 2 Road Safety Education Menu is issued to all schools in Medway listing the various road safety initiatives and lessons offered by the council's Road Safety Team to schools, from practical pedestrian (Green Cross Code) and scooter skills training, to topics including distractions, sequencing, and independent travel.

A Road Safety Education Menu is also issued to all Secondary Schools and further educational settings (KS3 & 4) listing further lessons and resources including your journey to school, speak up, emergency stop, dangerous habits and young driver and passenger course. A total of 1,962 KS3 & 4 students received road safety education over the academic year 24/25.



**Example resource  
- Road Safety  
School Menu**

## School Streets

The School Streets Initiative aims to provide safe spaces for our school children and their parents, carers, or guardians to travel to and from school. It aims to improve safety and air quality in the vicinity of our schools and support the wider community to choose more sustainable ways to travel.

***The initiative supports council priorities and contributes to the key objectives in the Local Transport Plan including:***

- Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or health or being victim of crime.
- Supporting a healthier natural environment by contributing to tackling climate change and improving air quality.

***The core objectives of the School Streets initiative are to:***

- Provide a safe immediate environment and thereby increase the number of children and carers who walk or cycle to school
- Reduce traffic levels and air pollution levels

A School Street is a timed restriction on roads outside schools, which prevents vehicular traffic passing through during school drop-off and pick-up times. They work by introducing measures, often a timed road closure, to significantly reduce the volume of traffic when children are likely to be moving around arriving in the morning and leaving in the afternoon.



*School Street sign by Miers Court School*



*Map of School Street zone for St Mary's Catholic Primary School*

This means the street becomes a pedestrian and cycle zone at these times. The School Street Scheme in Medway is enforced using Automatic Number Plate Recognition (ANPR) cameras which capture vehicles entering a School Street during operational hours.

If a vehicle is caught driving through the School Street without an exemption, they will receive a Penalty Charge Notice (PCN).

***Medway's first tranche of School Streets were implemented in March 2024 across the following seven schools:***

- Burnt Oak Primary School, Cornwall Road, Gillingham
- Greenvale Primary School, Symons Avenue, Chatham
- Miers Court Primary School, Silverspot Close, Rainham
- Phoenix Primary School, Glencoe Road, Chatham
- St Mary's Catholic Primary School, Greenfield Road, Gillingham
- St Peter's Infant School, Holcombe Road, Rochester
- St Thomas More Catholic School, Bleakwood Road, Walderslade



Following the implementation of the first tranche of School Streets, a monitoring report (School Streets Scheme – Monitoring and Review Report 2025) was conducted to review the initial effects of this intervention on air quality.

Successful monitoring was undertaken at six out of the seven Tranche 1 sites. Across these sites, pollutant concentrations remained relatively stable before and after the scheme's implementation, despite the typical seasonal increase in pollution during winter months. This stability may indicate a positive impact on air quality, particularly during school hours.

It is important to note that ozone (O<sub>3</sub>) is not directly emitted by vehicles. Instead, it forms through complex chemical reactions involving oxides of nitrogen (Nox) and volatile organic compounds (VOCs) – which originate from both human activities and natural sources such as vegetation.

The conversion of NO, NO<sub>2</sub> and O<sub>3</sub> in the atmosphere is governed by two primary reactions that form a reversible cycle, meaning reductions in NO<sub>2</sub> are typically accompanied by increases in O<sub>3</sub>.

### Key Findings

- Nitrogen Dioxide (NO<sub>2</sub>) levels decreased during morning restrictions at all six monitored sites, and during afternoon restrictions at five of the six.
- Ozone (O<sub>3</sub>) levels increased at five sites during both morning and afternoon periods. This is expected as reductions in NO<sub>2</sub> often lead to increases in O<sub>3</sub> due to atmospheric chemical cycling.
- PM<sub>2.5</sub> concentrations decreased at three sites during morning restrictions and at two sites during the afternoon. One site showed no change in the morning.
- PM<sub>10</sub> concentrations decreased at five sites during morning restrictions and at two sites in the afternoon. One site showed no change in the morning.

These results suggest that the morning restrictions have had a more pronounced impact on reducing particulate matter and NO<sub>2</sub> levels than the afternoon restrictions.

Analysis of average weekday concentrations during term-time shows a decrease in NO<sub>2</sub>, PM<sub>2.5</sub> and PM<sub>10</sub> concentrations during school hours at almost all school sites.

Moving forward, five of nine new School Streets for tranche 2 are scheduled to launch in late 2025, with the remaining four expected to follow later in 2025/26 academic year.



# Partnership campaigns

## Cycle To School Week

Cycle to School Week is a great opportunity to help showcase some of the benefits that an active travel school run can bring, including the positive impact on children's health and wellbeing, local air quality and carbon emissions.

The campaign serves as a week-long event designed to encourage families to try cycling and scooting to school and is run by the Bikeability Trust.

The Sustainable Transport Team works collaboratively with the Bikeability Trust to promote this initiative in schools, where resources are made available in exchange of a pledge. In September 2024 we had 18 schools make a pledge to take part in Cycle to School Week within Medway.

## Bikeability

Bikeability is at the heart of the Active Travel England strategy to increase cycling levels, with an investment of £50m from April 2023 to the end of March 2025 to help support the Trust in increasing delivery levels across the country.

The council continues to support this initiative, offering Medway primary schools the opportunity to take part in free Bikeability courses. All courses are accredited to meet the

requirements of the National Standard to give participants the skills to keep them and other road users safe. Medway Council's policy is to offer cycle training to all children from Year 6 onwards. The training takes place over two full days, delivering Bikeability Level 1 & 2 combined. When a pupil shows the necessary skills required in level 1, they will then proceed to level 2 which takes place on the road.



**Level 1:** Introductory cycle training programme that takes place off the road, usually on a closed playground or carpark. During level 1 training, participants learn basic control skills, including starting and stopping, manoeuvring, signalling and using gears.

**Level 2:** Teaches cyclists to start and stop with more confidence, pass stationary vehicles, understand road signals and signs, negotiate quiet junctions and share the road with other vehicles.

During 2023/2024 Bikeability has allowed 657 children in Medway to take part in Level 1 and Level 2 training up until the end of March. During this period, we claimed £31.5k of our £73k allowance.

# CYCLE TO SCHOOL WEEK '24

Supported by:  NatWest Rooster Money



23<sup>rd</sup> - 27<sup>th</sup> September 2024

## Get Cycling in Schools (GCiS)

Medway Council's Sustainable Transport Team have partnered with the Bikeability Trust to deliver Get Cycling in Schools, a new approach to cycle training for young children.

The programme equips teachers/teaching assistants to deliver off-road cycling skills as part of their school curriculum, aimed at reception and year 1 for our primary schools.

As well as free training, each school who takes part receives six balance bikes and helmets. Launched in September 2024, we have 13 Medway schools who have been trained to deliver this programme in the coming year(s).

In exchange of the free training and equipment, schools will log delivery data on the Bikeability Trust's website, which our Sustainable Transport team have access to.



## Big walk and wheel

Walk Wheel Cycle Trust's (formerly Sustrans) Big Walk and Wheel campaign is the largest inter-school walking, wheeling and scooting challenge in the UK. It inspires pupils to make active journeys to school, improve air quality in their neighbourhood and discover how these benefits change the world.

On each day of the challenge, schools compete to see who can record the greatest proportion of their pupils walking, using a wheelchair, scooting or cycling to school.

Medway Council partners with the Walk Wheel Cycle Trust to promote this campaign locally, by creating a district leaderboard to help generate some friendly competition.

In March 2024, 17 Medway schools participated in the Big Walk and Wheel campaign. Our Medway school's combined efforts recorded 26,424 active journeys, which contributed to the 2.4 million journeys recorded nationally.



*Map of Medway Schools who registered to take part in 2024 The Big Walk and Wheel*

## Top performing schools in each category

TYPE	SCHOOL	RESULTS 2024	NATIONAL RANKING
Small primary schools	Greenvale Primary School	66.27%	162 of 668
Large primary schools	Oaklands School	75.10%	114 of 916
Secondary schools	The Victory Academy	57.13%	7 of 49

### Living Streets WOW campaign

Since 2023, Medway Council has partnered with Living Streets to deliver their WOW walk once a week campaign in our Medway Schools.

The challenge is an incentive scheme where pupils are rewarded with badges for actively travelling to school. If a pupil actively travels at least once a week for a month, they will receive a special WOW badge. Pupils will record their journeys every day at school using the online

Travel Tracker website, which helps schools to monitor how pupils are getting to school each day.

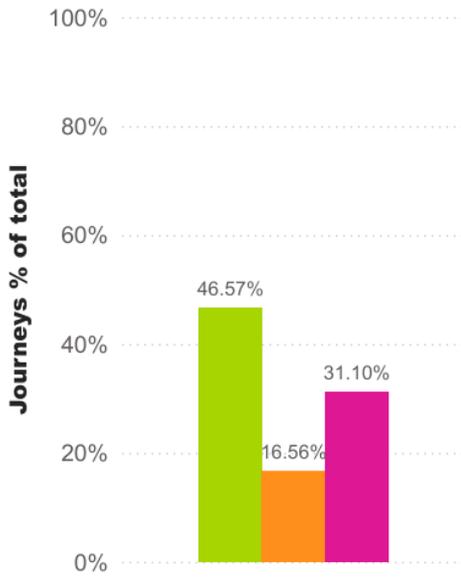
Between September 2023 and July 2024, using the capability fund, Medway Council funded 15 schools to take part in this challenge, covering 20% of our Primary Schools. Of the schools who took part in a baseline survey, we saw an increase in active trips from 67% to 83%. Active trips in this instance included walking, cycling, park & stride and scooting.



## Travel mode analysis - all active schools

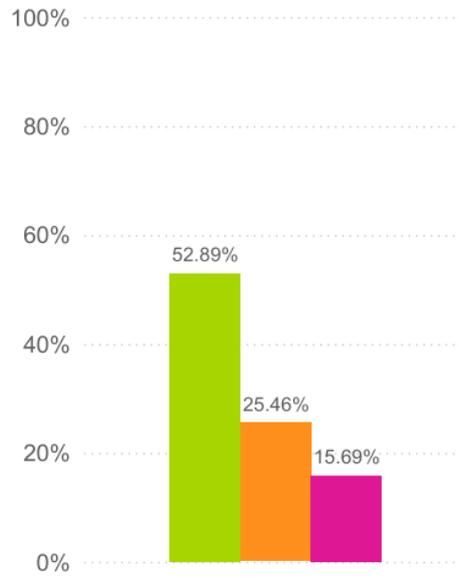
### Baseline surveys

● Walk / Wheel ● Park & Stride ● Driven



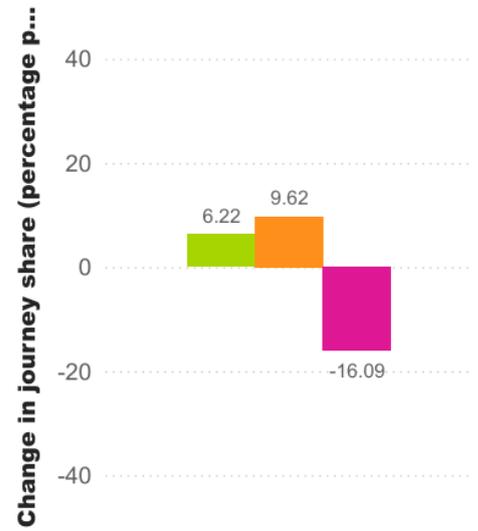
### Journeys recorded

● Walk / Wheel ● Park & Stride ● Driven



### Change from baseline (schools with baselines)

● Walk / Wheel ● Park & Stride ● Driven



### Mode share at baseline and over the time period with change from baseline

Row	Baseline surveys	Journeys recorded	Change from baseline (percentage points)
Active travel total	67.43%	83.45%	16.72
Walking/wheeling all the way	46.57%	52.89%	6.22
Park & stride	16.56%	25.46%	9.62
Driven all the way	31.10%	15.69%	-16.09



# Appendix 6

## Contact information

TEAM	CONTACTS
Road Safety Education Team	RoadSafety.Education @Medway.gov.uk
Bikeability Team	Bikeability@Medway.gov.uk
School Crossing Patrol	Crossing.Patrol@Medway.gov.uk
Transport Initiatives Team (inc. Travel Plans)	TransportInitiatives@Medway.gov.uk
Climate Change Team	climatechange@medway.gov.uk
Medway Physical Activity Alliance	paalliance@medway.gov.uk
School Transport Team	schooltransport@medway.gov.uk

# Appendix 7

## School engagement

### Active Travel Campaign Tracker

The Sustainable Transport Team track the number of Medway schools who take part in our active travel initiatives that we promote. This allows us to monitor engagement levels and analyse accordingly. Our measurable initiatives that are included in our active travel campaign tracker are;

Walking Bus, October Walk to School Month (Little Trekkers/Striders), Living Streets WOW, Big Walk and Wheel, May walk to school week (Walkin 'n' Wheelin), Think Smart campaign and Bikeability training. Details of these initiatives can be found in appendix 1.



**Table 1: Active travel engagement by school between September 2023 and July 2024.**

Taking part in an initiative is represented by '▲' in the table below.

1/4	SCHOOL NAME	PHASE	WALKING BUS (Formal)	OCT WALK TO SCHOOL MONTH	WOW WALK ONCE A WEEK (Living Streets)	BIG WALK AND WHEEL	MAY WALK TO SCHOOL WEEK - WALKIN' N WHEELIN'	THINK SMART CAMPAIGN	BIKEABILITY
	All Faiths Children's Academy	Primary						▲	▲
	All Saints Church of England Primary School	Primary							
	Balfour Infant School	Primary		▲		▲	▲	▲	
	Balfour Junior School	Primary							
	Barnsole Primary School	Primary							
	Bligh Primary School (Infants)	Primary						▲	
	Bligh Primary School (Juniors)	Primary						▲	▲
	Brompton-Westbrook Primary School	Primary		▲			▲		
	Burnt Oak Primary School	Primary		▲			▲		
	Byron Primary School	Primary							
	Cedar Children's Academy	Primary			▲				
	Chattenden Primary School	Primary							▲
	Cliffe Woods Primary School	Primary			▲		▲		▲
	Crest Infant School	Primary							
	Cuxton Community Infant School	Primary			▲				
	Cuxton Community Junior School	Primary			▲				
	Deanwood Primary School	Primary		▲			▲		▲
	Delce Academy	Primary				▲			
	Elaine Primary School	Primary							
	English Martyrs' Catholic Primary School	Primary				▲			▲
	Fairview Community Primary School	Primary							▲
	Featherby Infant and Nursery School	Primary				▲			
	Featherby Junior School	Primary				▲			▲
	Gordons Children's Academy, Infant	Primary						▲	
	Gordons Children's Academy, Junior	Primary						▲	▲
	Greenvale Primary School	Primary			▲	▲			
	Halling Primary School	Primary							▲
	Hempstead Infant School	Primary							
	Hempstead Junior School	Primary					▲		▲

SCHOOL NAME	PHASE	WALKING BUS (Formal)	OCT WALK TO SCHOOL MONTH	WOW WALK ONCE A WEEK (Living Streets)	BIG WALK AND WHEEL	MAY WALK TO SCHOOL WEEK - WALKIN' N WHEELIN'	THINK SMART CAMPAIGN	BIKEABILITY
High Halstow Primary Academy	Primary			▲				
Hilltop Primary Academy	Primary		▲		▲			▲
Hoo St Werburgh Primary School and the Marlborough	Primary							
Horsted Infant School	Primary							
Horsted Junior School	Primary							▲
Kingfisher Community Primary School	Primary							▲
Lordswood School	Primary			▲				▲
Luton Primary School	Primary							▲
Maundene School	Primary							
Miers Court Primary School	Primary			▲		▲		▲
Napier Community Primary and Nursery Academy	Primary							
New Horizons Children's Academy	Primary							
New Road Primary School	Primary		▲		▲			
Oaklands School	Primary			▲	▲		▲	▲
Oasis Academy Skinner Street	Primary		▲	▲		▲		▲
Parkwood Primary School	Primary					▲		
Peninsula East Primary Academy	Primary							
Phoenix Primary School	Primary		▲	▲		▲		
Riverside Primary School	Primary							
Rochester Riverside Church of England Primary School	Primary							
Saxon Way Primary School	Primary							
St Augustine of Canterbury Catholic Primary School	Primary			▲				▲
St Benedict's Catholic Primary School	Primary		▲		▲		▲	
St Helen's Church of England Primary School, Cliffe	Primary							
St James Church of England Primary Academy	Primary					▲		
St John's Church of England Infant School	Primary							
St Margaret's at Troy Town CofE Voluntary Controlled Primary School	Primary		▲			▲		▲
St Margaret's Church of England Junior School	Primary							
St Margaret's Infant School	Primary							

SCHOOL NAME	PHASE	WALKING BUS (Formal)	OCT WALK TO SCHOOL MONTH	WOW WALK ONCE A WEEK (Living Streets)	BIG WALK AND WHEEL	MAY WALK TO SCHOOL WEEK - WALKIN' N WHEELIN'	THINK SMART CAMPAIGN	BIKEABILITY
St Mary's Catholic Primary School	Primary							
St Mary's Island Church of England (Aided) Primary School	Primary		▲		▲	▲		▲
St Michael's RC Primary School	Primary		▲	▲				
St Nicholas Cevc Infant School	Primary			▲				
St Peter's Infant School	Primary				▲			
St Thomas More Roman Catholic Primary School	Primary		▲		▲			
St Thomas of Canterbury RC Primary School	Primary							▲
St William of Perth Roman Catholic Primary School	Primary							
Swingate Primary School	Primary							
Temple Mill Primary School	Primary				▲			▲
Thames View Primary School	Primary		▲					
The Pilgrim School (A Church of England Primary With Nursery)	Primary							▲
Twydall Primary School and Nursery	Primary							
Wainscott Primary School	Primary			▲				
Walderslade Primary School	Primary							
Warren Wood Primary Academy	Primary		▲		▲			
Wayfield Primary School	Primary							▲
Woodlands Primary School	Primary							▲
Brompton Academy	Secondary							
Chatham Grammar	Secondary							
Fort Pitt Grammar School	Secondary							
Greenacre Academy	Secondary							
Holcombe Grammar School	Secondary							
Leigh Academy Rainham	Secondary							
Maritime Academy	Secondary							
Rainham Mark Grammar School	Secondary							
Rainham School for Girls	Secondary							
Sir Joseph Williamson's Mathematical School	Secondary							
St John Fisher Catholic Comprehensive School	Secondary							
Strood Academy	Secondary					▲		

SCHOOL NAME	PHASE	WALKING BUS (Formal)	OCT WALK TO SCHOOL MONTH	WOW WALK ONCE A WEEK (Living Streets)	BIG WALK AND WHEEL	MAY WALK TO SCHOOL WEEK - WALKIN' N WHEELIN'	THINK SMART CAMPAIGN	BIKEABILITY
The Howard School	Secondary							
The Robert Napier School	Secondary							
The Rochester Grammar School	Secondary							
The Thomas Aveling School	Secondary		▲		▲			
The Victory Academy	Secondary				▲	▲		
Walderslade Girls' School	Secondary							
Waterfront UTC	Secondary							
The Hundred of Hoo Academy	All-through							
Abbey Court Foundation Special School	Special							
Bradfields Academy	Special							
Danecourt School	Special							▲
INSPIRE Free Special School	Special							
Rivermead School	Special							
The Rowans	Special							
Will Adams Academy	Special							
Blue Skies School	Other independent schools							
Bryony School	Other independent schools							▲
City of Rochester School	Other independent schools							
King's School, Rochester	Other independent schools						▲	
Manorway Independent School	Other independent schools							
Ripplevale School, Rochester	Other independent schools							
St Andrew's School (Rochester)	Other independent schools						▲	▲
The GFC School	Other independent schools							

## Active Travel School engagement summary

**Table 2:** Summary of those schools who participate in at least one measurable active travel initiative between September 2023 and July 2024

SCHOOL PHASE	SCHOOL COUNT	ATC PARTICIPATION COUNT (MIN 1)	% OF SCHOOL PARTICIPATION
All-through	1	0	0%
Primary	76	51	67%
Other independent schools	8	3	38%
Secondary	19	3	16%
Special	7	1	14%
Grand Total	111	58	52%

## Active Travel School engagement - total initiatives

**Table 3:** Summary of total measurable active travel initiatives that schools took part in between September 2023 and July 2024

SCHOOL PHASE	SCHOOL COUNT	0 ATC % PARTICIPATION	1 ATC % PARTICIPATION	2 ATC % PARTICIPATION	3 ATC % PARTICIPATION	4 ATC % PARTICIPATION
All-through	1	100%	0%	0%	0%	0%
Primary	76	33%	32%	21%	9%	5%
Other independent schools	8	63%	25%	13%	0%	0%
Secondary	19	84%	5%	11%	0%	0%
Special	7	86%	14%	0%	0%	0%
Grand Total	111	48%	25%	17%	6%	4%

## Walk to School Initiatives engagement summary

**Table 4:** Summary of school engagement levels in our walk to school campaigns between September 2023 and July 2024.

SCHOOL PHASE	SCHOOL COUNT	BWAW % PARTICIPATION	WOW % PARTICIPATION	WTSM % PARTICIPATION	WTSW % PARTICIPATION
All-through	1	0%	0%	0	0%
Primary	76	20%	20%	20%	17%
Other independent schools	8	0%	0%	0	0%
Secondary	19	11%	0%	5%	11%
Special	7	0%	0%	0	0%
Grand Total	111	15%	14%	14%	14%

