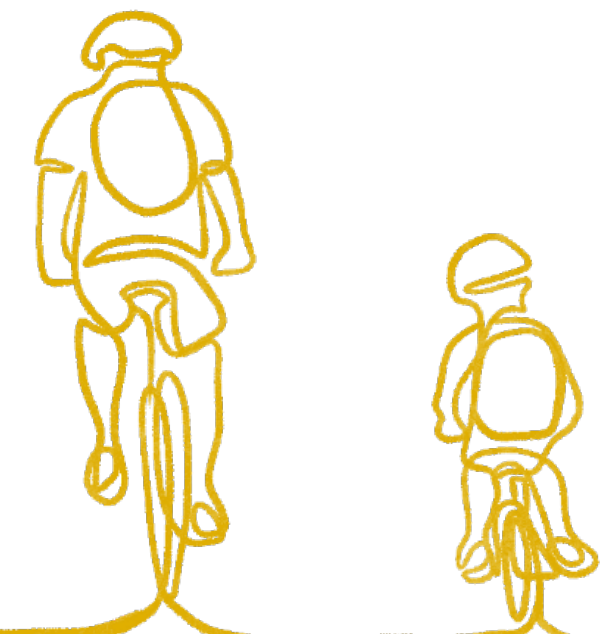


The importance of support measures in School Street Schemes

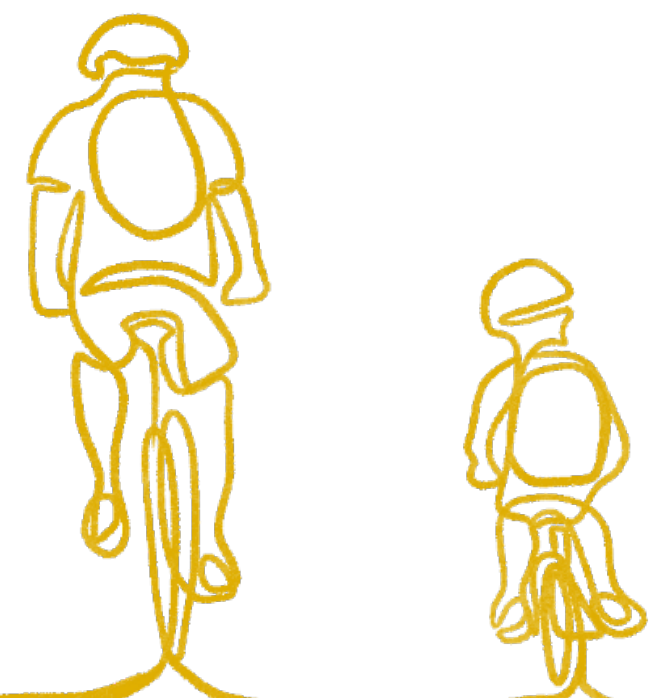
The case of St. Ebbes primary school in Oxford

Laura Di Giacomo

Active travel champion at St.Ebbes primary school, Oxford



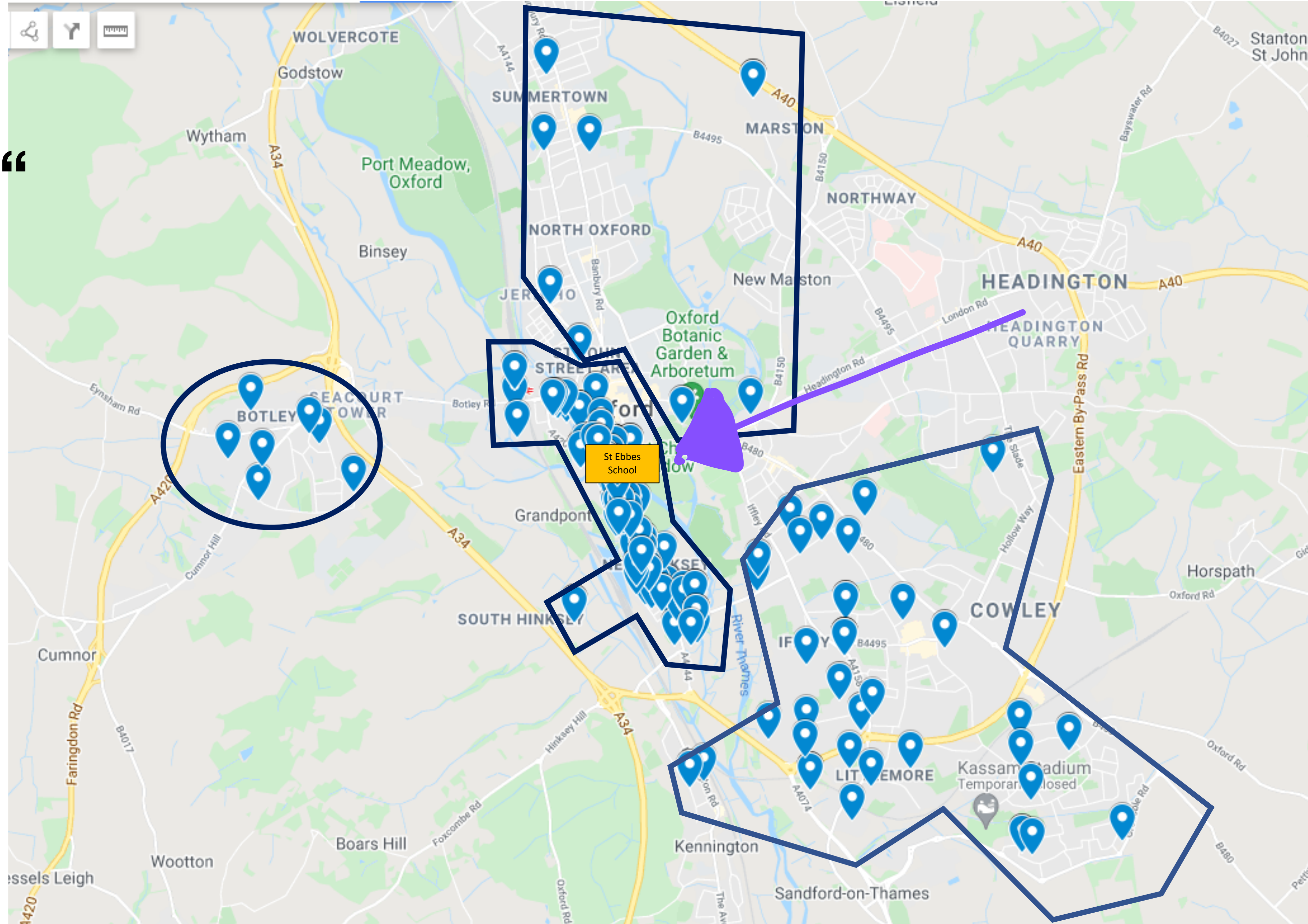
St. Ebbes school location



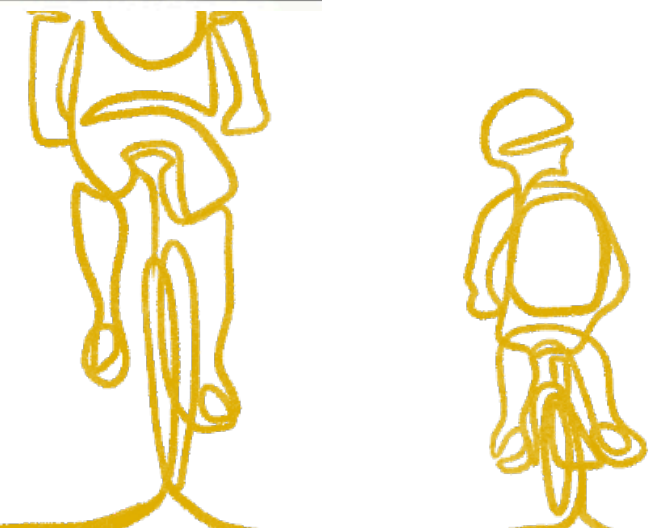
School “Catchment” area

- 131 Households are less than 1.5km from school by road/path

- 52 Households are more than 1.5km from school



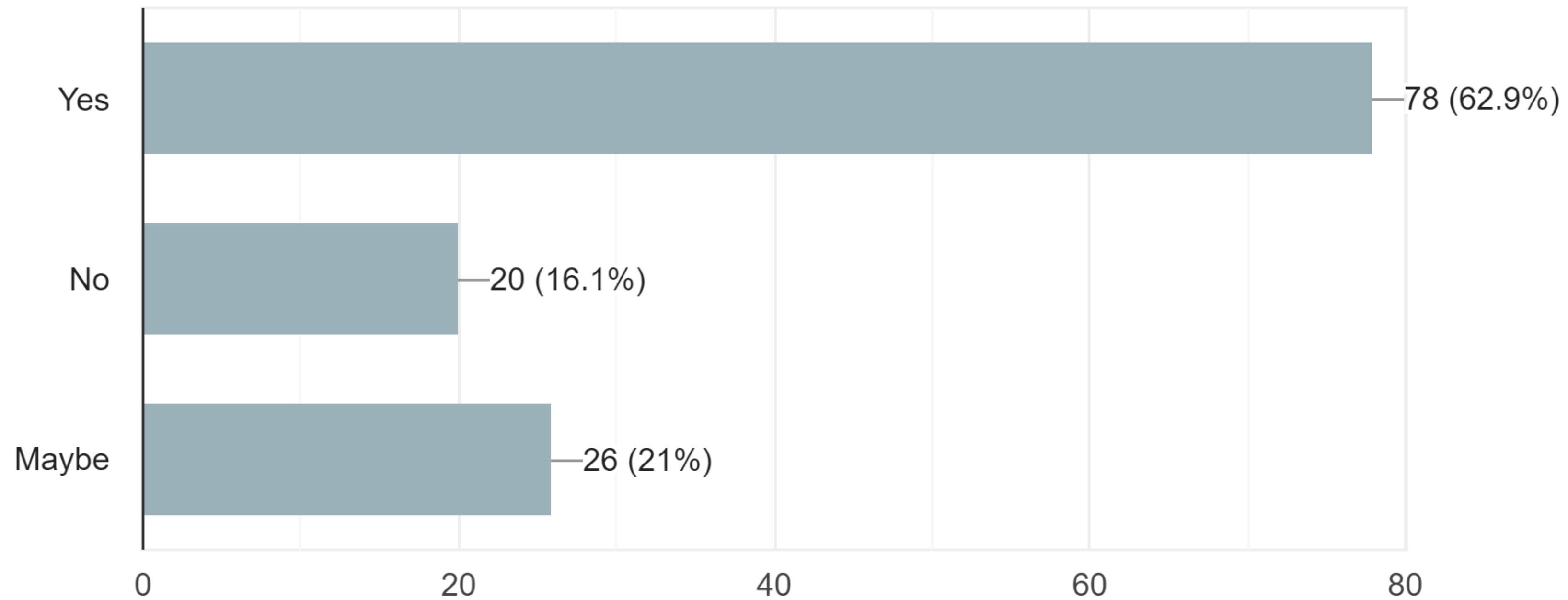
A very needed and wanted scheme



Parent survey

8. Would you be supportive of testing the creation of a School Street at St Ebbe's? A School Street is closed to most motor vehicles (exemptions for l...d parents walking, cycling and scooting to school.

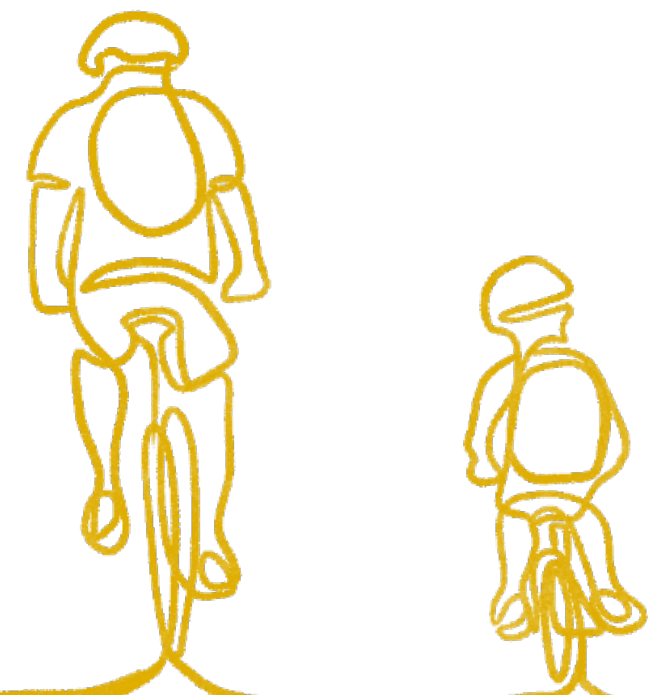
124 responses



...some quotes from parents

The pollution outside St Ebbes is appalling but the main issue is safety. I myself have been nearly knocked off my bike close to St Ebbes by a driver...

We would like ... our older children to go to school on their own, but the current traffic situation in Whitehouse Rd does not allow this,



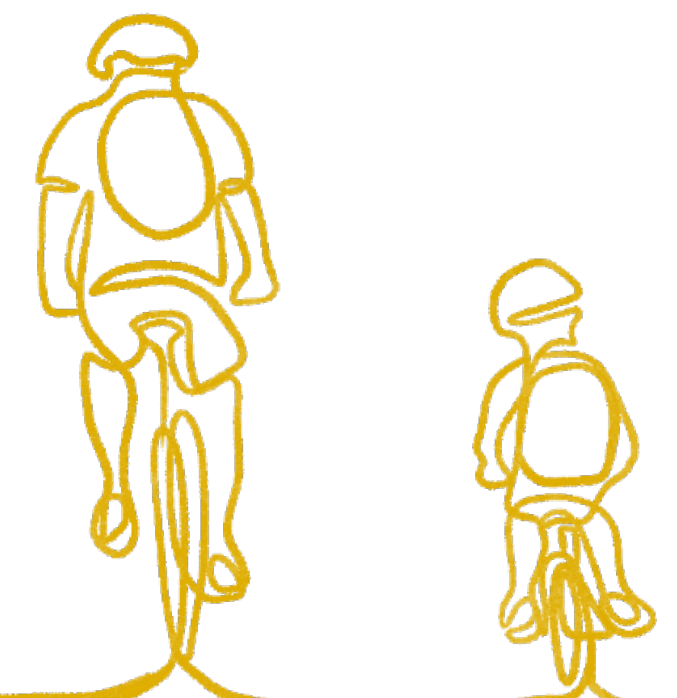
June 2021: first 6 week trial started



Strict pass criteria

Rota of volunteers managing the barrier

Support measure: Park and Stride, free parking at a car park that lies within the “5 minute walking bubble”



October 2021: second 6 week trial

...Unexpected challenges...



What was happening?

Parents holding on rather than engage with mode shift

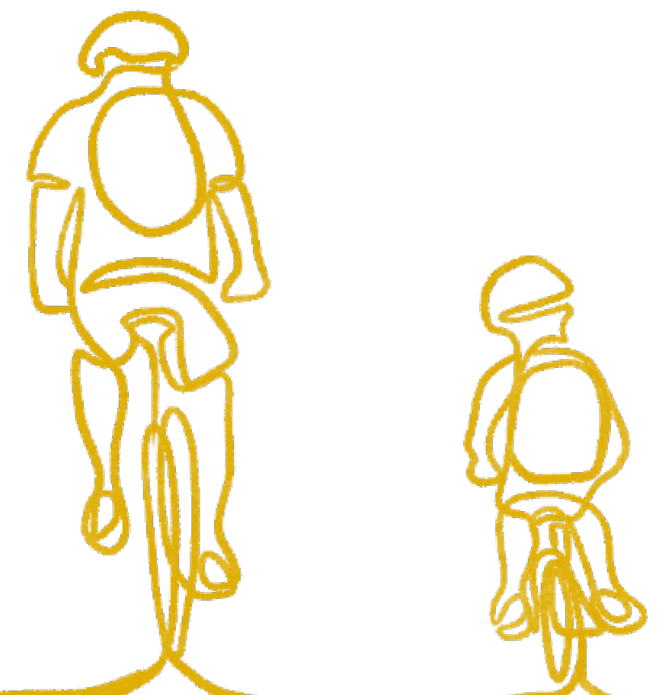
People (including me) never thought it was due to their own car.” Elisabeth Fisher, Environmental law, a very short introduction

The only support measure in place not working

Free parking at Hinksey park car, Park and Stride

Confrontational situation
parents / school

School in a conflict of interest



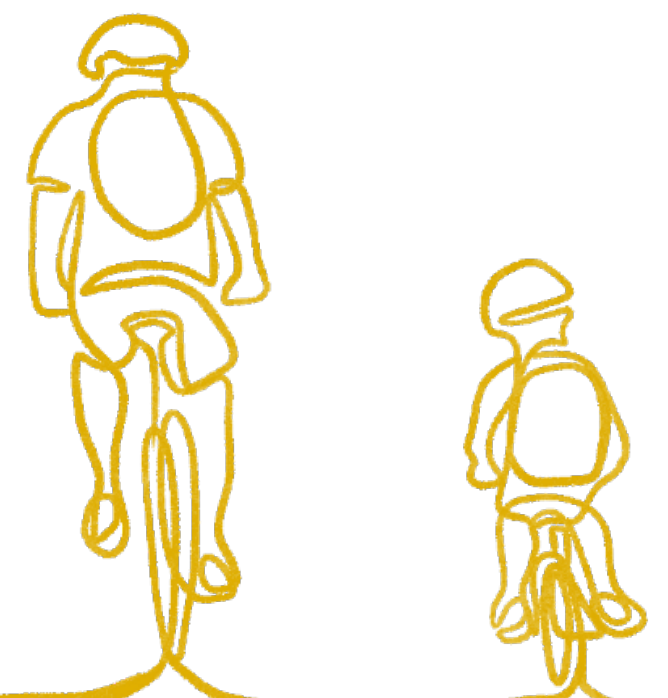
Consequences

Constant flow of parents asking for exemption

School had to loosen the initial criteria and allow more than 50 cars in

Volunteers at the barrier frustrated by the number of cars

**School street scheme on the
verge of collapse**

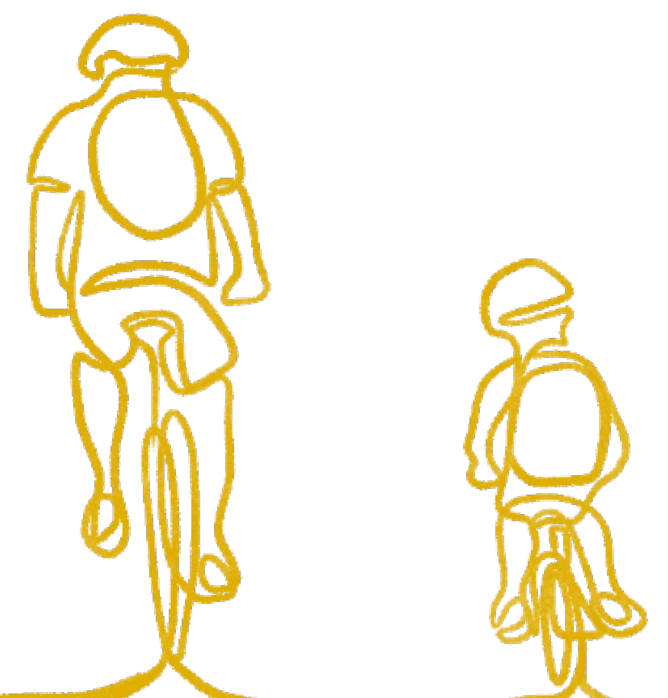


End of October 2021: Active travel champion is employed by the school

Using the grant provided from city council

Job description: Address parents that are finding difficulties with the School Street Scheme and help them to find alternative solutions to driving to school

My proposal: Create a portfolio of hands-on support



What wasn't working?

The park and stride walk takes too long with small children for working parents

A considerable amount of parents living at cycling distance didn't know how to cycle or were too unconfident to do so

Additional support measures

Bike library, in collaboration with the close Shopping Centre, all the bikes donated by local parents

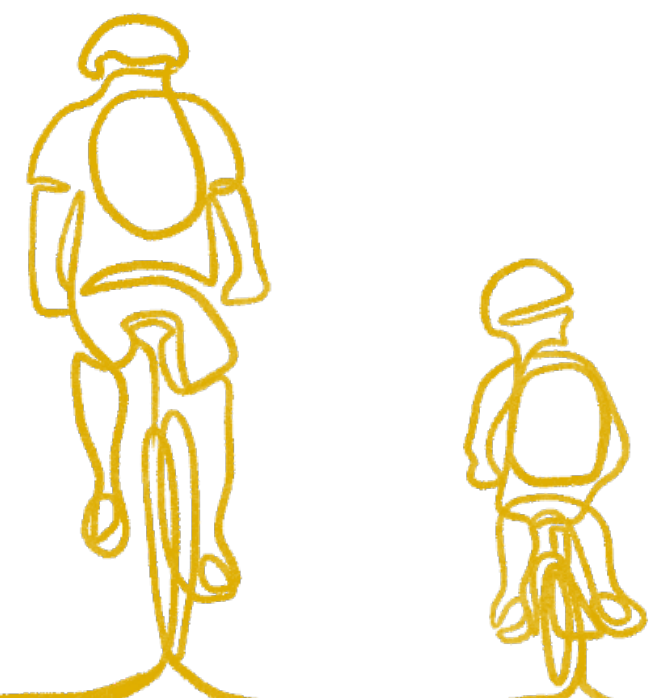
Absolute beginner cycling lessons for parents and children run in school by volunteers and me

Bike bus run by my husband and me

Walking bus run by volunteers and parents from Park and Stride

Free breakfast club, supported by the school

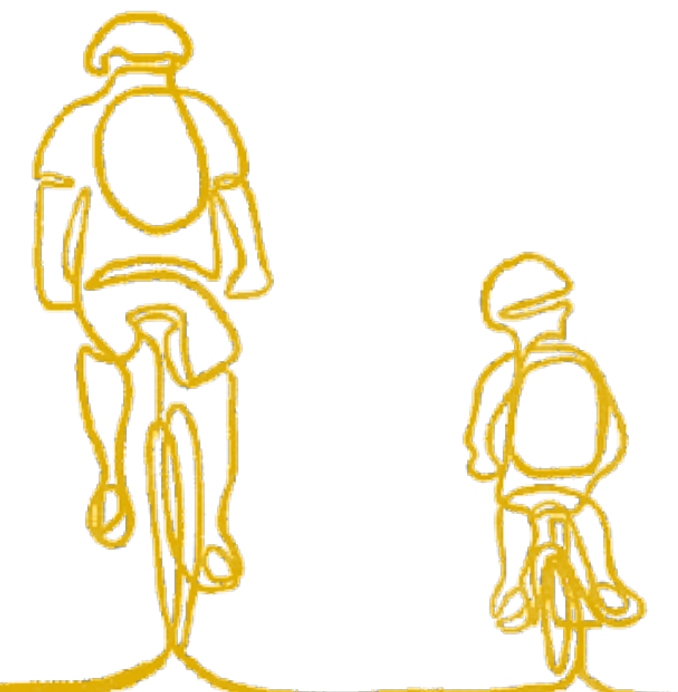
More than 20 parents contacted me for a pass,
2/3 withdrew their request



Outcomes

4 absolute-beginner cycling courses using bikes from the bike library resulted in:

- **24** between kids and parents learned to cycle or got back on their bikes after a long break
- **8** families can now cycle to school
- **6** families are using bike library bikes
- Up to **8** children are using the walking bus



January 2023: ANPR cameras come in operation

After 18 months of trailing

60 cars on the “white list” **20** regularly using their pass

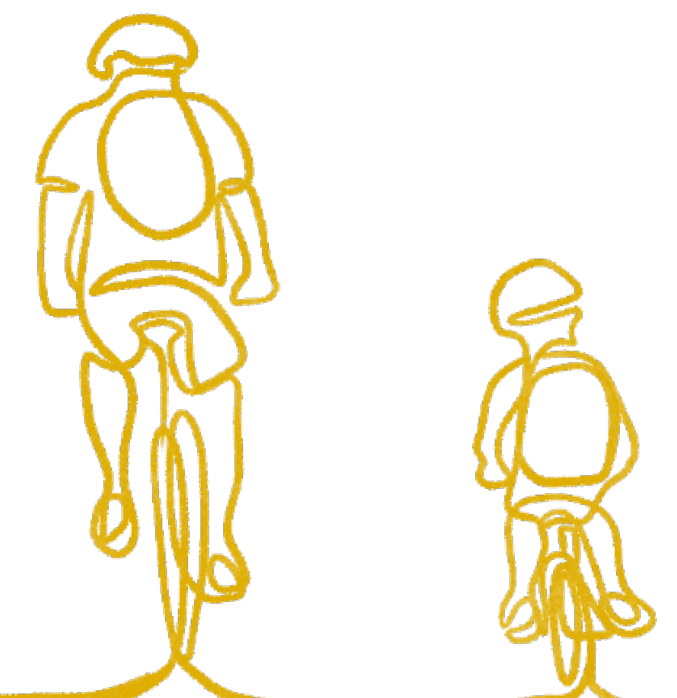
Working with Oxford County Council (third party):

- Defining strict exemption criteria
- Revisiting all the passes on the white list
- Issuing passes

Support measures in place

Personal communication to the parents

NO confrontational situation

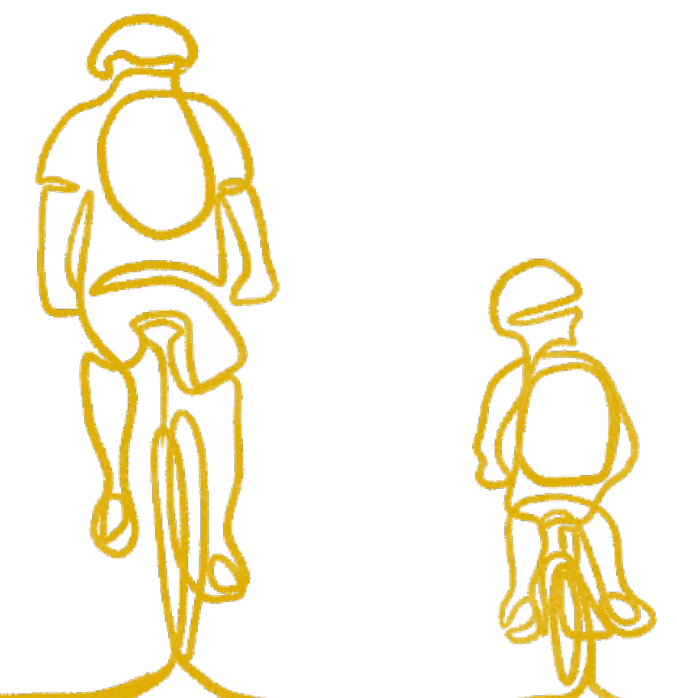


Wide effects of the support measures

Practical help to knock down the barriers that stop people to change behaviour



Turn a confrontational situation into a positive and accepted scheme

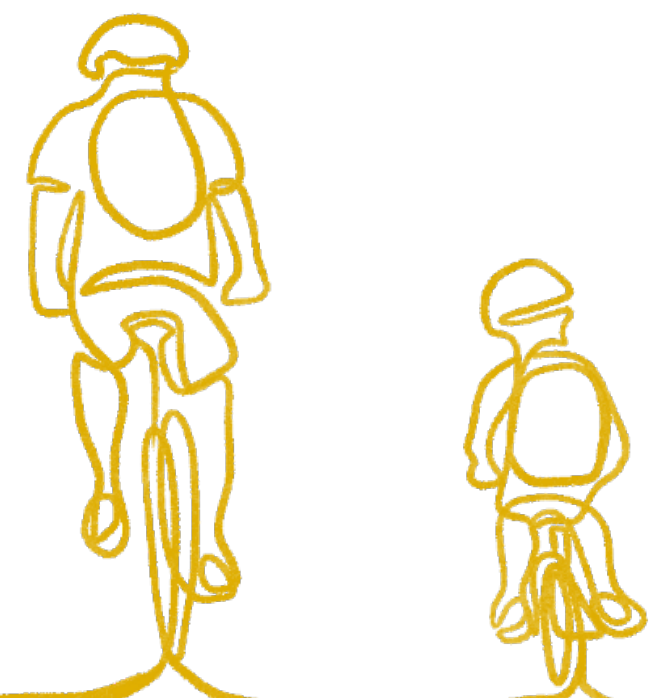


Thank you!



A very needed and wanted scheme

- 400 children at primary school and nursery arriving and leaving in 45 mins
- County Council Car Park at end of road
- Very little parking on a no through road
- Ongoing building works at end of Whitehouse Road



Impact on air quality

