

Correctly Surveying and the Analysis of School Travel Plan Survey Data

The importance of carrying out travel surveys cannot be over emphasised. Your whole School Travel Plan will rely on accurate and informed data, gathered by means of a number of different surveys.

This guidance note will cover the following types of survey:

- June & November Hands-up Travel to School Survey
- Specific Initiative and Campaign Surveys
- Traffic Surveys or Car Counts
- School Travel Plan Detailed Surveys
 - Pupils
 - Parents
 - Staff

Survey	Carried out	Content	How Often?
Class Hands-Up Travel to School Survey	By all pupils in all schools. Data collected at a class level only.	Covers mode of travel to school.	Every June & November. This should be specified in the Monitoring and Evaluation table of your School Travel Plan.
Campaign Hands-up Surveys	By all pupils in a school specifically implementing an initiative or taking part in a campaign.	Covers mode of travel to school. Undertaken before, during and after a campaign or initiative to determine success. Similar surveys are also issued for Walk to School campaigns.	Unique to a school, depending on Schools Action Plan and targets
Traffic surveys or counts	Carried out to monitor the effectiveness of a School Travel Plan initiative.	Carried out in line with School Travel Plan Action Plan, to count number of vehicles outside school at a certain time of day, between specific locations, or measurable points.	This should be specified in the Monitoring and Evaluation table of your School Travel Plan.
Pupil School Travel Plan Detailed Survey	By all pupils in a school wishing to review their School Travel Plan in order to set new SMART targets.	Covers mode of travel to and from school, who journey is made with, distance covered, preferred mode and an opportunity to identify any concerns. Forms basis for Working Group development of School Travel Plan Review.	Every 3 years for your School Travel Plan Review. This should be specified in the Monitoring and Evaluation table of your School Travel Plan.
Parent School Travel Plan Detailed Survey	By all parents in a school as part of a School Travel Plan Review	Covers mode of travel to and from school, who journey is made with, reasons for car use and an opportunity to identify any concerns. Forms basis for Working Group development of School Travel Plan Review	Every 3 years for your School Travel Plan Review. This should be specified in the Monitoring and Evaluation table of your School Travel Plan.
Staff School Travel Plan Detailed Survey	By all staff in a school as part of a School Travel Plan Review	Covers usual mode of travel, distance travelled, time taken to travel and barriers preventing more sustainable travel choice.	Every 3 years for your School Travel Plan Review. This should be specified in the Monitoring and Evaluation table of your School Travel Plan.

Class Hands-up Survey – June & November

Every June & November the Travel Plan Team issue a travel to school hands-up survey via the Schools Extranet for schools to complete and fax back (or email) to the Travel Plan Team as instructed on the document, shown in Appendix A.

Whilst it is not a mandatory requirement to complete this survey, the data will be useful for your School Travel Plan Working Group to assess progress towards your School Travel Plan targets. As well as faxing a copy back to the Travel Plan Team, remember to keep a copy for your Working Group as results will inform future SMART targets.

Sometimes there is confusion over finding out the car and car share totals. This is actually worked out by the Car A, Car B and Car C options on the hands-up survey form. The steps outlined in the class form allow you to find out the number of car sharers in the class. Car sharing occurs when **children from different households travel together in the same vehicle**. Once you have the total for those who travel by car, you can determine the car share figure by asking those pupils who have travelled with other children from the same house to put their hands down. This makes it simple for younger children who may not understand what car sharing is.

As instructed on the sheet, collate the class hands-up data on the school master sheet.

Initiative and Campaign Hands-up Surveys

In order to establish whether or not your campaign or initiative has been successful, you may wish to consider surveying before, during and after the event. For example, if you choose to trial a Park and Stride initiative for a week to see if it will work for your school, you could undertake a hands-up survey before, during, and after the trial. If it is an ongoing initiative, for example, a Walking Zone, that doesn't have a specific end point, survey a few months after the launch to see if uptake remains stable. If fewer pupils are participating you can then look to reinvigorate it.

The results of the survey should be fed back to your Working Group for discussion on whether the campaign, or initiative has been successful. The group can then discuss how to develop it further and what could be learnt from the trial.

A sample initiative or campaign hands-up survey is provided in Appendix B. The sample is based on a survey for a walking initiative, but it could be easily adapted to a cycling, car share, or bus initiative, along with any campaigns.

If you choose to take part in National or International Walk to School campaigns you will also be issued with a hands-up survey in your resource pack. In the same way as the June data collection exercise, data should be collected at a class level, and transferred onto the main school master chart at the end of the campaign. A copy of the sheet should be forwarded to the Travel Plan Team, as instructed, and another copy should be forwarded to your Working Group for analysis.

Questions for the Working Group to ask in analysis of any initiative or campaign data (the example below relates to walking, but the same questions could be asked for any sustainable mode of travel):

- Has the level of walking increased from previous surveys undertaken? If so, does that mean that the campaign was a success and why? If the levels of walking have decreased, why was this?
- After the campaign or initiative did walking levels drop back to their original level? If so, what do you need to do in order to keep the walking levels high?
- Were the walking levels during the campaign similar to the week before and your previous data sets? If not, did we choose the right initiative, should we try something else or were there extraneous factors that may have influenced results?

Traffic Surveys or Traffic Counts

You may have a target in your Travel Plan to reduce the number of cars by a certain number. Consequently, in order to see if you are achieving this target you will need to undertake regular traffic counts to monitor your progress. The way your target is worded should indicate when and where the traffic count should be undertaken. For example, if your target states that you plan to reduce the number of vehicles outside school between 8:45 – 9:00 between No 7 Warwick Avenue and No 56 Coventry Close, you will need to complete your traffic counts in the morning between the specified times and between the specified points. You will need to be precise so that data from different days can be compared meaningfully.

Count the number of parked cars between the two points. Keep a tally using a pen and paper.

When completing your count, remember to stay on the pavement. If pupils are undertaking the count, you should consider issuing hi-viz jackets to those taking part.

Keep a master table showing the dates of all the counts that are undertaken, and the figure recorded. Over the term, or specified period of time, you will be able to see how traffic levels rise and fall. If there is a dramatic decrease one week, try to work out why this occurred, was it due to Walk to School Week, or another sustainable travel initiative which you were completing at the same time?

School Travel Plan Detailed Survey

Pupils

All pupils should be surveyed regarding their usual means of getting to and from school and how they would like to travel to and from school. This data is crucial for developing the targets that will be in your Travel Plan Review document. The targets you set are only as good as the data you collect. Sample survey is provided in Appendix C, separate surveys are provided for Foundation Stage, KS1 and KS2. However, please note that this can be adapted and changed to the needs of your school.

The pupil questionnaire allows you to gather data on how each pupil travels to and from school and, how they *would like* to travel. The information can be gathered either in paper form or, ideally and more sustainably, using the intelligent white board electronic data collection systems that are available in most schools. It is important that this data is gathered in school to ensure, as far as possible, a 100% return rate.

Parents

The only realistic way of gathering information from parents is likely to be via paper questionnaires. It is acknowledged that the rate of return from parents is usually lower than that from pupils, particularly in secondary schools, but incentives like a free prize draw for all entries returned can help. A sample survey is provided in Appendix D, however, please note that this can be adapted and changed to the needs of your school.

You may wish to use the parent questionnaire as an opportunity to raise awareness of the School Travel Planning process with parents and, in particular, to recruit some members of the Working Group. Appendix D contains a letter on the reverse allowing you to recruit parent volunteers onto the Working Group.

Staff

Members of staff can significantly increase the traffic associated with a school, particularly in larger secondary schools. It is therefore important to develop Travel Plan initiatives for them too. As with pupils, before effectively developing targets and initiatives, staff should be surveyed.

To ensure a high rate of return you may wish to issue the survey electronically via e-mail or school intranet; collating the results into a central database. Alternatively ask staff to complete the survey at the beginning of a staff meeting, then returning them to the Chair before the meeting officially starts. You could offer a free prize draw for all completed entries received back by the specified time. A sample survey is provided in Appendix C, however, please note that this can be adapted and changed to the needs of your school. To encourage staff to complete the survey, it is recommended that you keep the survey short and to the point.

For every survey:

Whether it's a pupil, parent or staff survey, remember to record the following information to include in your School Travel Plan Review:

- Date the survey was distributed
- Number of pupils in the school
- Number of pupils surveyed
- Number of staff in the school
- Number of staff surveyed

Analysing the data

It's a good idea to get pupils to analyse the data for you, this increases their involvement in the School Travel Plan Review process and helps them to take ownership of it. You could specifically involve the School Council, or Sam's School Travel Awareness Raisers (STARs). Any pupils' analysis should be supervised by an adult to ensure it is done correctly. Wrong analysis could lead to targets being set which are not possible to achieve!

Pupil questionnaires that have been completed using electronic means can, of course, be analysed automatically. For data collected manually, a tally chart will need to be developed to collate all the responses for each question, see the example in Appendix D. When the tally chart has been formulated and the values transferred onto the master chart, percentages can be worked out. It is important to work out the percentages from the number of **surveys completed and returned**, rather than the total number of surveys originally distributed.

To work out a percentage, add up the total number of responses to a particular question option and divide by the total number of survey responses returned and not the total number of pupils at the school. For example, if 56 children responded that they walked to school and 130 surveys were returned:

$$\frac{56}{130} = 0.43 \quad 0.43 \times 100 = 43\%$$

Remember that the percentages for each question should all add up to 100%.

The data should be presented in the School Travel Plan Review as **numerical values and also as percentages** of the overall return; this will help with year on year comparisons. Data can also be provided graphically, if you so wish, to make the information more easily understood.

From the data received back from KS2 pupils, you should also be able to work out the number of children which travel to school by car, which currently live less than half a mile away from school. If you don't have the data electronically, ask pupils to go through the survey forms separating out those forms which fall into this category. This could form the foundation of one of your targets because it is not unrealistic to expect these children to walk to school.

If there is qualitative data included in the survey i.e. information that has been written on the survey form, transcribe the comments into an electronic format. You may wish to make a note of all comments, and then summarise the main points in a short paragraph to be included in your School Travel Plan Review.

If you need assistance with more detailed survey analysis, for example, you require a map showing the postcodes of all staff in the school that are prepared to car share, please contact the School Travel Plan Team and we may be able to assist you further.

Appendix A – Class Hands-up Travel Survey

Class 'Hands Up' Travel Survey



School	
Teacher	
Class/Year	
Date	

Guidance for Teachers

- Step 1** Please explain that this is a survey about how pupils usually travel to school and read out the list of travel options below.
- Step 2** Ask pupils to raise their hand when you call out the main way that they usually travel to school. Pupils should only raise their hands once. (If a pupil's journey uses more than one option of travel, try and record the option used for the greatest distance travelled.)
- Step 3** For each of the options of travel, enter the number of pupils.
- Step 4** To provide information on the numbers of pupils that car share, please complete pupil numbers for boxes **A**, **B** and **C**, using only those pupils who travel to school by car.

How do you usually travel to school?

<u>Mode of Travel</u>		<u>Number of Pupils</u>		
Walk				
Bicycle				
Bus (PS - Public Service, SB - School Bus, NK - Not known)		PS	SB	NK
Car (Please complete boxes A, B & C)	Step 1 Enter the total number of pupils travelling to school by car	A		
	Step 2 "Keep your hand raised if you travelled in the car with other children going to school."	B		
	Step 3 "Put your hand down if the other children in the car live in the same house as you." (this is your car share total)	C		
Rail				
Taxi				
Other				

Note to Teachers: Please ensure data is transferred onto the School 'Hands Up' Travel Survey Master Sheet.

Primary School 'Hands Up' Travel Survey - Master Sheet



Please return completed forms by Wednesday XX June 20XX

School			
School Code	840/		
Date			
No. Pupils on School Roll:		Total No of pupils surveyed:	

Guidance for Teachers

Step 1 Please ensure that a class 'hands-up' travel survey form has been completed for every class in school.

Step 2 Transfer the data from the class 'hands up' survey forms onto the table below.

How do you usually travel to school?

Mode ↻	Walk	Bicycle	Bus			Car A (car)	Car C (car share)	Rail	Taxi	Other
			PB	SB	NK					
Nursery										
Reception										
Year 1										
Year 2										
Year 3										
Year 4										
Year 5										
Year 6										
Total										

Please fax to 0191 383 4096 by Wed XX June 20XX

Secondary School 'Hands Up' Travel Survey - Master Sheet



Please return completed forms by Wednesday XX June 20XX

School			
School Code	840/		
Date			
No. Pupils on School Roll:		Total No of pupils surveyed:	

Guidance for Teachers

- Step 1** Please ensure that a class 'hands-up' travel survey form has been completed for every class in school.
- Step 2** Transfer the data from the class 'hands up' survey forms onto the table below.

How do you usually travel to school?

Mode ↻	Walk	Bicycle	Bus			Car A (car)	Car C (car share)	Rail	Taxi	Other
			PB	SB	NK					
Year 7										
Year 8										
Year 9										
Year 10										
Year 11										
Year 12										
Year 13										
Total										

Please fax to 0191 383 4096 by Wed XX June 20XX

Hands-up Survey for Walking Initiative School Master Chart

At the end of each week, collect all the class hands-up Progress Charts and tally up all the data to show the total number of walkers for the whole school.

Before initiative

	Monday		Tuesday		Wednesday		Thursday		Friday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Total Number of Walkers										

During Initiative

	Monday		Tuesday		Wednesday		Thursday		Friday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Total Number of Walkers										

After Initiative

	Monday		Tuesday		Wednesday		Thursday		Friday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Total Number of Walkers										

Forward a copy of this document to the School Travel Plan Working Group for evaluation.

Appendix C - KS2 Sample Pupil Questionnaire

St. Anybody's School – KS2 Pupil Questionnaire

Please answer the following questions by **ticking one box only** for each question.

Q1. How do you normally travel <u>to</u> school?		Q2. How do you normally travel home <u>from</u> school?	
Walk		Walk	
Cycle		Cycle	
Car		Car	
Taxi		Taxi	
Bus		Bus	
School bus		School bus	

Q3. Who do you normally travel <u>to</u> school with?		Q4. Who do you normally travel home <u>from</u> school with?	
On your own		On your own	
With friends		With friends	
With a parent		With a parent	
With a brother or sister		With a brother or sister	
With another adult		With another adult	

Q5. Approximately how far from school do you live?	Under 1 km	
	Between 1 km and 2 km	
	More than 2 km	
Q6. What is your home postcode?		

Q7. If you could choose, how would you like to travel <u>to</u> school?		Q8. If you could choose, how would you like to travel home <u>from</u> school?	
Walk		Walk	
Cycle		Cycle	
Car		Car	
Taxi		Taxi	
Bus		Bus	
School bus		School bus	

Appendix C KS1 Sample Pupil Questionnaire

St. Anybody's School – KS1 Pupil Questionnaire

Please tick your answer.

Q1. How do you travel <u>to</u> school?		Q2. How do you travel home <u>from</u> school?	
Walk 		Walk 	
Cycle 		Cycle 	
Car 		Car 	
Taxi 		Taxi 	
Bus 		Bus 	
School bus 		School bus 	

Tick the picture which shows how you would like to come to school.



Name of pupil.....

Class.....

Appendix D Sample Parent Questionnaire

St. Anybody's School – Parent Questionnaire

Please answer the following questions by **ticking one box only** for each question. We explain a little, over the page, why we need to have a Travel Plan and how you can influence what we do.

Q1. How do your children normally travel <u>to</u> school?		Q2. How do your children normally travel home <u>from</u> school?	
Walk		Walk	
Cycle		Cycle	
Car		Car	
Taxi		Taxi	
Bus		Bus	
School bus		School bus	

Q3. Who do your children normally travel <u>to</u> school with?		Q4. Who do your children normally travel home <u>from</u> school with?	
On your own		On your own	
With friends		With friends	
With a parent		With a parent	
With a brother or sister		With a brother or sister	
With another adult		With another adult	

Q5. If your children are driven to school, what are the reasons? (tick all that apply)					
Convenience		Cost		Weather	
Road Safety				Distance	
Other (state)					

Q6. If your children are driven to school, where does the driver usually go after dropping the children off?					
Straight home		Work		Elsewhere	

St. Anybody's School – Parent Information

We can only develop a successful School Travel Plan with your help. A Travel Plan is needed because (school to give some brief reasons here):

For our Travel Plan to be a success we need to involve as many parents as possible. That can be either by having an active role in developing the School Travel Plan or by taking part in the initiatives that will be introduced as part of the Plan.

We will be setting up a Working Group to produce and manage the School Travel Plan. **If you would like to be involved in this Group please fill in your details below.**

Name:

Contact Number:

Address:

The Working Group will look at the issues associated with travel to and from St. Anybody's School and will consider the types to initiatives that we could introduce to resolve these. Other schools have introduced measures such as Park and Stride sites, Walking Buses or 5-Minute Walking Zones. What we do will be in your hands but we want to reduce congestion around the school gate and increase the activity that our pupils do. If we achieve this, it can only benefit the health of pupils and the environment around the school.

Thank you for taking the time to complete the questionnaire and reading the above information. I hope that you will consider joining the Working Group and helping St. Anybody's School develop our School Travel Plan.

Dr Samuel Johnson
Head Teacher

Appendix E Sample Staff Questionnaire

Name _____ Home Postcode _____

Which days of the week do you work? Please tick Full time Monday to Friday

If you work other than Monday to Friday please tick which days you work Monday Tuesday
 Wednesday Thursday Friday Saturday Sunday

Do you normally work

Standard working day Mornings Afternoons Shifts
 Other (Please specify) (Please specify hours worked in normal working day e.g. 9-5)

How do you usually travel to and from work and, if possible, what would be your preferred transport method to and from work? Please tick a single box, most common only.

If you have to travel whilst at work (to meetings etc) please also indicate how you travel between sites.

	Actual travel method		Preferred travel method		Travel method at work	
	To Work	From Work	To Work	From Work	To Site	From Site
Walk	<input type="checkbox"/>					
Bicycle	<input type="checkbox"/>					
Motorcycle	<input type="checkbox"/>					
Bus	<input type="checkbox"/>					
Train	<input type="checkbox"/>					
Car Driver	<input type="checkbox"/>					
Car Passenger	<input type="checkbox"/>					
Taxi	<input type="checkbox"/>					
Other	<input type="checkbox"/>					

What distance do you travel to work?

- Under 1 mile
- 1-3 miles
- 4-6 miles
- 7-10 miles
- 11-20 miles
- 21-30 miles
- 31-40 miles
- 41+ miles

How long does it take you to get to work from home?

- Under 15 minutes
- 15-30 minutes
- 31-60 minutes
- 61-90 minutes
- 91+ minutes

Would any of the following help you consider changing your travel habits? Yes No

If yes, please tick the appropriate boxes on the following lists and if you have any additional thoughts please write them in the comments box below. (you may want to amend in accordance to your school)

Buses / trains

- Buses running more often
- Trains running more often
- Interest free season ticket loan
- Cheaper fares
- Help with planning a journey

Cycling

- Shower facilities at work
- Secure cycle racks at work
- Locker facilities
- Pool bicycle
- Interest free cycle loans

Walking

- Personal alarm
- Locker facilities
- Help with planning a journey
- Access to home working technology

Other

- Working from home
- Condensed working week
- lift share scheme
- Direct to site working
- Pool car

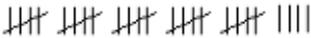
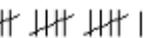
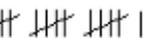
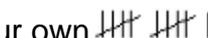
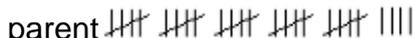
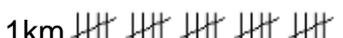
Car Sharing

- Help to find a car share partner
- Free lift home in an emergency

Would you be willing to take part in a School Travel Plan Working Group Meetings? Yes
 No

Please write any additional comments in this box.

Appendix F – Example Tally Chart

	<u>Totals</u>
How do you normally travel to school?	
Walk 	29
Cycle	1
Car 	16
Taxi	4
Bus 	5
School Bus	0
How do you normally travel home from school?	
Walk 	29
Cycle	1
Car 	16
Taxi	4
Bus 	5
School Bus	0
Who do you normally travel to school with?	
On your own 	11
With a parent 	24
With a brother or sister 	16
With another adult	1
Who do you normally travel home from school with?	
On your own 	6
With a parent 	28
With a brother or sister 	11
With another adult 	6
Approximately how far from school do you live?	
Under 1km 	26
Between 1km – 2km 	16
Over 2km 	9