



Smarter Travel Challenge

The Challenge

- **Low use of train by 11 year olds** (3%, National Travel Survey 2014)
- **Pupils walking to school decreases from Primary (46%) to Secondary School (37%)** (National Travel Survey 2014)
- **Few pupils cycle to school**

The Method

- **Year 6 pupils challenged to plan their journey to secondary school from their homes using journey planning websites on their Transition/ Induction Days.**
- **Journeys planned were good for their health & the environment.**

The Result

- Pupils planned journeys that increased walking (15%), cycling (3%) & rail (5%) more than the national averages. Planned car use decreased by 17% compared to national averages.
- When pupils actually travelled to school, it was found that walking to school increased by 7% over national averages and there were small increases in bus, train and cycle use.
- **The Challenge is now being offered to more schools, with the inclusion of a Travel to School Guide given to all pupils, a travel information stand and a welcome talk.**

For more information please contact Sarah Deakin, Engagement Officer KCRP

sarah.deakin@sustrans.org.uk

07920184060



**Kent Community
Rail Partnership**

