

WAY 2 GO



Road Safety Education Newsletter Winter 2023

Since the schools returned in September the team have been visiting schools across the county helping deal with a range of road safety issues, and assisting schools and communities find solutions to these. We asked staff and parents at schools for their thoughts on walking to school as October was International Walk to School Month. I have two children who are at school, unsurprisingly, I do not walk to school every day. That half-hour trip ends up taking a bigger chunk out of my day than I can always manage; there's usually a deadline somewhere. I will miss those opportunities for time with them, when they don't want me to walk with them anymore but for now, I drive them to a carpark not far from the school and walk from there, which saves about 10 minutes each way and allows me to walk with them. As we walk the boys and I play I spy games and discuss what to eat for supper. It never fails to astound me how much energy they have at 8:00 in the morning. I am less energetic, but the walk clears my head for the workday. Someday they won't walk with me, someday they will bound ahead of me with their friends, already forgetting who took them to school in the first place. This is probably how it will be, so for now I enjoy these lovely autumn mornings when I can take the time to walk with them.' Lisa, primary school parent



I don't know what it is, but whenever I look at the autumn scenery, my mind is flooded with childhood memories. I remember all the fun I had walking home from school with my friends, kicking fallen leaves with my feet. I remember how I loved feeling the wind in my hair and listening to the "crunching" sounds of the leaves.'

In this newsletter we have some super news from our schools, helpful tips for winter driving and a guest article from our colleagues in the Smarter Journeys team. We hope you enjoy this newsletter; you can send articles and comments to us at: road.safety@cambridgeshire.gov.uk

www.cambridgeshire.gov.uk

Congratulations to all the schools in Cambridgeshire who have received awards for their school travel plans this year. So far 42 schools have received national Modeshift STARS awards. Huge thanks to the wonderful school travel champions, without you this success would not be possible!

2 Cambridgeshire schools also received further recognition of all their work and received School of Cambridgeshire Modeshift status at the regional awards held on 8th November. The schools were Barnabas Oley Cof E Primary and Highfield Littleport.

Highfield Littleport were then awarded the prestigious school of the Eastern Region Award and have been invited to London to take part in the Modeshift National Awards event in March 2024. This event showcases the work done in sustainable travel by schools across the whole of England.



Highfield Littleport with their award



The great work done by schools does not stop, in the summer pupils from St Mary's CofE Primary in St Neots featured on ITV news for their work to promote active, safer school travel. The Junior Travel Ambassador group led by school travel champion Natasha George-Sloan had an opportunity to show

the great work they are doing. The school also are proud holders of Modeshift National Silver Level for their travel plan and are one of only two schools in the County to achieve this award.



If you would like to take part in the STARS scheme and find out what this can offer your school contact us at:

road.safety@cambridgeshire.gov.uk

Please mark your e-mail STARS

Junior Travel Ambassadors—Keeping up the Momentum



The Junior Travel Ambassadors

I have been busy meeting all the new Junior Travel Ambassadors (JTA's), all 160 of them!

They have received their books and badges and they are all super enthusiastic with so many great ideas and thoughts.

Their job is extremely important and they are considered to be part of the Road Safety Team, without them all this amazing work to promote road safety and active travel in their school community would be extremely difficult. They really do make a difference!

Maree, Road Safety Education Officer and JTA lead



New JTA's at Littleport Community Primary School with their JTA notebooks, pens, badges and lanyards



This term as the darker nights draw in, the JTA's are having bright days where everyone wears bright clothes and running competitions and doing assemblies based around being bright and being seen.

This is a Road Safety boot camp poem you might like to do at your school.

When I'm walking down the road

Gonna crack the Highway Code

Traffic coming will see me

My Coats as bright as it can be

Fluorescent may be hard to spell

But it sure has kept me safe and well

Stickers on bags reflect the light

A shining example when it is night

Don't just wear what's dark outside

Drivers aren't all eagle eyed

So, if you want to do what's right

Show the world that you are bright!

With winter in mind

This October 10 lucky Junior Travel Ambassador schools were able to have a gritter visit before the start of the winter season when they will be out when it is very cold keeping the roads safe

for us all to travel.

The children were able to hear how the Gritter works as well as have a better understanding of how big vehicles can be and their limited ability to see both pedestrians and cyclists.

Huge thanks to the gritter drivers, Adam, Joel, Matt, Sam & Mark who were all great sports and brilliant chatting with the children. I'm not sure who enjoyed the visit more the children or the staff!



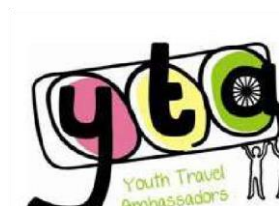
Youth Travel Ambassador Scheme



Youth Travel Ambassador is an exciting Yr 9 peer led project which empowers secondary school students to promote both road safety and active travel in their school community.

This year the project will focus on the transition from primary to secondary.

This project is free to all secondary schools and will start in January 2024. The chosen Yr 9 Youth Travel Ambassadors will be supported by a Road Safety Officer



'Overall, the project was a great success for the students'



For more information, please contact us by e-mail and put YTA in the subject box. road.safety@cambridgeshire.gov.uk

70 STOP YEARS

The School Crossing Patrol (SCP) service celebrates its Platinum Jubilee in 2023

The service was officially created by the School Crossing Patrol Act in 1953. The first official patrol started work in 1954 and while the uniform and sign have changed to meet modern standards – and patrols can now stop traffic to cross any pedestrian, adult or child – the role is essentially the same today as it was 70 years ago!

Andy Swallowe School Crossing Patrol Service Manager said “School crossing patrols play a vital road safety role and of course also encourage active travel on school journeys.

“To celebrate the Platinum Jubilee special certificates and badges will be issued to all of our patrols. I would like to give special thanks to all of our patrols for the work that they do on a daily basis. The need for patrols will remain as long as children walk to school and cross busy roads – here’s to another 70 years of the service!”





Ice and hail are two of the main hazards to look out for. However, preparing adequately and driving appropriately will help you stay safer

- Tyres – most UK cars come fitted with summer tyres, consider changing to winter or all-weather tyres.
no less than 3mm is recommended for safer driving. Check tyre pressures regularly as they can change once the temperature drops.
- Antifreeze – check coolant level, top up if it's low or take it to your local garage.
- Battery – a flat battery is the most common cause of winter breakdowns. Check yours is OK, your local garage or battery dealer can help.
- Fuel – keep at least a quarter of a tank in case of unexpected hold ups or delays.
- Lights – carry spare bulbs and make sure all lights are clean and working correctly.
- Windscreen – renew worn wiper blades and clean windscreen inside and out. Don't try and clear a frozen windscreen with wipers as it can damage the rubber. Don't defrost your windscreen by pouring boiling or hot water over it, as it could crack.
- Screenwash – use a 50% mix of good quality screenwash to stop it from freezing. Top up regularly – you'll use a lot more in the winter months.
- Locks and seals – stop doors freezing shut by using Vaseline or a similar product on rubber door seals.

Our top tip is to take it slow. stopping distances can be 10 times longer when it's icy.
Gentle manoeuvres and slow speeds are the key to safe driving in ice and snow.

Be ready for winter driving

Weather conditions will always affect the way we drive, and this is especially true in winter. Not only do cold temperatures mean it can take more time for your vehicle to get started, the weather in the UK is unpredictable at the

best of times, so preparation is essential. 45% of drivers don't do any checks on their vehicle before winter starts, but knowing what to do and what you need could save your life.

Make sure you know how to look after your vehicle and adapt your driving, and you're more likely to have a safe journey.

The average winter temperature in the UK normally sits between 2°C and 7°C and often drops to just below 0°C . There is little temperature variation between different regions, but the north of England, Scotland, and Wales are more likely to experience heavy rain or snow. There is also the possibility of rain, hail, sleet, fog and winter sun.

Things to check

- Is your MOT up to date?
- Are your lights clean and working Is your battery fully charged?
- Are your wiper blades in good condition? Is the screen wash bottle full?
- Is the antifreeze and oil at the correct level?
- Are your tyres in good condition?
- Are your windows fully de-misted? demisting your windscreen is an absolute necessity, and it's also important that any ice or snow is cleared from all windows, too. The Highway Code, rule 229 states that drivers must: Clean all lights. Demist all mirrors. Ensure number plates are visible. Remove any snow which may fall and obstruct the path of other drivers.



It's a good idea to have an emergency kit, you should include:

- Tow rope, Hazard warning triangle, de-icing equipment.
- A shovel, a working torch, a first aid kit, boots and a high visibility jacket.
- Warm clothing, a blanket and hot drinks, some energy giving snacks and a fully charged phone.

Cambridgeshire Highways winter season lasts from 1 November to 15 April and throughout this time our fleet of gritters and drivers is standing by.

We post regular updates on our [Facebook](#) and [Twitter](#) accounts, including when we will grit the roads and any weather warnings. All our winter related information that people may find useful or interesting will be tagged with #grittertwitter (please note you do not need an account to view these updates).

[The Snow Code](#) provides useful advice for local residents and businesses on clearing snow and ice from pathways and driveways. More information can be found here:

The Doctor will see your bike now



Pupils and staff at a Fenland school had their cycles checked over during a visit by Dr Bike.

Steve Clarke from the national charity Sustrans – which aims to encourage people to walk, wheel and cycle more and is custodian of the National Cycle Network – visited All Saints Academy in March as his alter-ego Dr Bike.

He and his assistant have been working with the school as part of a ‘Bike It’ project to encourage safer and sustainable cycling, which has been put into schools across Cambridgeshire by the County’s Road Safety Education Team.

Dr Bike offered members of the school community a chance to have their cycles checked over.

Members of Year 4 who make up the school’s Bike Crew were on hand to help check the bikes in preparation for some of the older children doing Bikeability next week.

Holly Baumber Assistant Headteacher and STARS school travel champion said

‘This has been a fantastic opportunity to enable our pupils to cycle confidently and to understand how to do basic maintenance on their own bikes which contributes to cycling more safely.’

Dr Bike is booked to visit more Cambridgeshire schools to encourage youngsters to enjoy cycling and scooting.



Dr Bike AKA Steve Clarke with pupils at All Saints Interchurch Academy



This edition’s guest contributors are our colleagues in the smart journeys team who we have recently had the pleasure of working with.

About Us

smart journeys is an organisation of travel planners, hosted by Cambridgeshire County Council, that advises and support clients on how to implement and promote sustainable and active travel.

With strategic plans, innovative solutions, and behavioural change initiatives, smart journeys aim to create a smarter commuter culture, for good.

smart journeys are a dynamic team of three, with two Sustainable Travel Planning Managers and a Sustainable Travel Planning Officer who have been in post together for 6 months, and with a passion for travel behaviour change and creating sustainable transport communities. [What we do](#)

We work for our business partners, developers and residents to:

- Produce and Coordinate Travel Plans.
- Manage Marketing and Engagement Events.
- Provide Travel Options and Scoping Analysis.
- Conduct Travel Surveys.
- Offer Personalised and Bespoke Travel Plans.
- Participate in Stakeholder Engagement.
- Create car park management strategies.



Within all our workstreams we also aim to ensure that Accessibility and Inclusion is incorporated for all, including those with disabilities. As a team are passionate about sustainable travel and meeting the objectives of Cambridgeshire County Council's Net Zero ambition.



Having been in post six months, smart journeys have been working on several projects:

Project-EDWARD: Tuesday, 16th May

smart journeys attended the Road Safety Team's Project EDWARD (Every Day Without A Road Death) event in St Neots along with our bike mechanic and offered free bike servicing and repairs to the residents of the town.

We used this as an opportunity to engage with the community and discuss their transport issues and concerns and offer advice where possible. We also had the pleasure of meeting SPIKE the Road Safety mascot which was a highlight of the event for us as a team!

Annual Commuter Survey

Smart journeys ran the annual 2023 Big Commuter Survey 9-29th October which covered the whole of Cambridgeshire and was open to the general public, Cambridgeshire County Council Staff, and Businesses. We collected over 4000 responses and the data collected shapes the transport initiatives and strategies we aim to implement over the following 12 months.



(Alconbury,
Northstowe, and Waterbeach)

smart journeys have launched and partnered with [Mobilityways](#), who provide a lift-sharing app for specific areas such as Alconbury Weald, Waterbeach, and Northstowe, to create communities and reduce single occupancy car trips not only for commuting but for everyday trips as well. We are particularly proud of this collaboration as it supports Cambridgeshire County Council's Net Zero Ambition and helps to reduce carbon emission across the entire county.



LOVE TO RIDE

smart journeys participated and promoted the Love to Ride 'Bike Month Challenge' held in May and 'Cycle September'.

Love to Ride are global leaders in behaviour change for bike riding and held their free Bike Month Challenge in May and Cycle September; national workplace participation challenges, aimed to get as many people out on their bikes as possible.

The goal is to improve the overall health and wellbeing in workplaces, by encouraging friendly competition between staff teams and other local organisations.

Whilst it was a fun activity, the main objective of this event was to reduce congestion, promote sustainable travel with aims to achieve net zero target within Cambridgeshire.



Road Safety School Assembly

smart journeys collaborated with the Road Safety Officer, Rosemary Mullen on Tuesday, 26th September to deliver an assembly at Ermine Street Church Academy. The pupils were very receptive and excited to learn about road safety, participated in the road safety quiz, and got to win great prizes!



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And more

Here are a few of our other highlights since being a newly formed team in April 2023: smart journeys are in partnership with TAG bikes who support adults with learning difficulties to gain skills ready for employment. TAG bikes offer on-site free bike servicing for staff located at Alconbury Weald every month.

- Continued Bike Servicing: For residential developments.
- King's Coronation Smoothie Bike Event: Tuesday 16th May 2023.
- Great Big Green Week, Northstowe: Saturday, 10th June 2023.

smart journeys attended the 'Great Big Green Week' in June to offer free bike servicing and engage with the community to offer sustainable travel plan advice. The event was hosted by 'Sustainable Northstowe' with the aims of highlighting sustainable living.

- Official Ribbon Cutting Event: For the opening of new Co-op Store in Alconbury Weald on Friday, 17th July 2023.
- Nordic Walking / Wellbeing Walk (NSH lunch times): Summer.

- Young Persons Bus Tickets: Discounted tickets in Alconbury Weald.
- Community Markets: Bike servicing (Northstowe and Waterbeach).
- Promoting Modeshift STAR's Travel Wise Week and Car Free Day for local businesses: 16-22nd September.
- Travel Planning Best Practice Report: Collaborating with other Local Authorities.
- Sustainable Transport Departments: Internal/External collaborations.
- Walk Leader Training: smart journeys are working in partnership with Living Sports/Ramblers to host free online Walk Leader Training. Wednesday, 22nd November at 12:30-13:30hrs: Online
- Waterbeach Community Markets: Free Bike servicing and an opportunity to try out Spoke and Motor high-spec E-Bikes.
- Sunday, 19th November from 10:00-15:00hrs
- Sunday, 17th December from 10:00-15:00hrs

an opportunity to try out Spoke and Motor



Northstowe Sunday Markets - Dr Bike Services:

Sunday, 12th November – 10:00-14:00hrs

Sunday, 10th December – 10:00-14:00hrs

- Introduction of the App-Bikes hire scheme in various towns.
- Produce survey reports for stakeholders.

The last word



Dark days combined with foggy and misty weather all have an impact on visibility. To stay safe when walking, cycling or scooting to school remember about the importance of fluorescent and reflective materials on clothing.

Fluorescent fabrics work well during daylight and the hours of dusk but won't show up in the dark so it's important to also use reflective fabrics and consider adding reflective tape to bags and clothes to ensure you can be seen in the dark by car headlights.

Anyone cycling during winter months should ensure bike lights are clean and in good working order. It is against the law to cycle at night without a white front light, a red back light and a red reflector at the back of your bike.

Winter months mean fewer daylight hours but people still need to go out and about so it makes sense to do what you can to stay safe. Just a few simple changes can make all the difference, not just for children going to and from school but for everyone.



Meldreth Pupils Choosing Winning Design for a bright jacket

The be bright be seen game on the Think website is very useful for schools [Be bright be seen game – THINK!](#)