

Steyning Grammar School,
Shooting Field, Steyning

Interim School Travel Plan

PL/AH/35849

June 2026



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CONTENTS

1	INTRODUCTION.....	5
1.1	OVERVIEW	5
1.2	AIMS AND OBJECTIVES	5
1.3	BENEFITS OF THE TRAVEL PLAN	6
2	EXISTING TRANSPORT CONDITIONS	7
2.1	EXISTING SITE	7
2.2	LOCAL HIGHWAY NETWORK	9
2.3	WALKING AND CYCLING INFRASTRUCTURE	10
2.4	PUBLIC TRANSPORT INFRASTRUCTURE	12
3	MODE SHARE AND OBJECTIVES	14
3.1	OVERVIEW	14
3.2	MODAL SPLIT	14
	Pupils	14
	Staff	15
3.3	OBJECTIVES	15
4	TARGETS	17
5	MEASURES	19
5.1	OVERVIEW	19
5.2	WALKING INITIATIVES	19
5.3	CYCLING INITIATIVES	20
5.4	PUBLIC TRANSPORT INITIATIVES	21
5.5	MANAGING TRAVEL BY CAR	21
6	TRAVEL PLAN STRATEGY	23
6.1	OVERVIEW	23
6.2	MANAGING THE PLAN	23
6.3	MARKETING AND PROMOTION	24
6.4	MONITORING, REVIEW AND MITIGATION	24
7	ACTION PLAN	26

1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1 This Interim School Travel Plan (STP) has been prepared by DHA to accompany the planning application for the proposed redevelopment and consolidation of Steyning Grammar School, off Shooting Field, in Steyning, West Sussex. This document should be read in conjunction with the submitted Transport Assessment (TA), also prepared by DHA.
- 1.1.2 The TA details the relevant national and local transport planning policies and concludes that the development is compliant at all levels, in particular regarding the provision of sustainable transport alternatives to the private car, which is supported by this STP.
- 1.1.3 A TP should be a living document which is continually reviewed to ensure success. It will be important to regularly gain information on pupil and staff travel patterns via a questionnaire survey to be undertaken at the relevant intervals. 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) targets will be set against the surveyed travel patterns and reviewed periodically to determine the progress of the TP against its objectives.

1.2 AIMS AND OBJECTIVES

- 1.2.1 The role of a TP is to set out the measures which will be put into place to encourage sustainable travel to a site. This TP builds on the schools existing travel plan and has been prepared with the support of the school.
- 1.2.2 A number of overarching objectives have been considered, which comprise the following:-
- Improving accessibility to active and sustainable modes of travel;
 - Supporting a reduction in the use of car travel;
 - Promoting the TP to all pupils, parents and staff;
 - Reducing the overall negative environmental impacts of car travel in the local area; and
 - Improving highway safety within the locality of the school.
- 1.2.3 These objectives have been considered against all relevant transport planning policies, including the National Planning Policy Framework (NPPF).

1.3 BENEFITS OF THE TRAVEL PLAN

- 1.3.1 Whilst primarily being of benefit to the environment, TPs can also bring a number of other real benefits:-
- Individuals can benefit from improved health, reduced costs, reduced stress and a general improvement to their quality of life;
 - The school can benefit from increased productivity generated by a healthier, more motivated set of individuals and a safer environment due to reduced congestion; and
 - Local communities can enjoy reduced congestion on the roads surrounding the school.
- 1.3.2 By reducing the amount of car travel and the use of vehicles generally, the local environment can benefit from improved air quality, less noise and a reduction in CO₂ emissions that can contribute to other national and global environmental problems such as climate change.

2 EXISTING TRANSPORT CONDITIONS

2.1 EXISTING SITE

- 2.1.1 The site is located to the east of Horsham Road and to the west of Shooting Field, in Steyning. The site can be seen in a local context in Figure 2-1 below.



FIGURE 2-1: SITE LOCATION (COURTESY OF GOOGLE MAPS)

- 2.1.2 The school grounds currently comprise of buildings to the south of the site (including Steyning Leisure Centre), with staff and visitor parking to the east, a coach pick-up/drop-off area to the west, leisure centre parking to the north-west, and a 2G pitch, school playing fields and woodland to the north.
- 2.1.3 The site is served from three separate vehicle accesses; one located on Shooting Field (shared with Steyning Church of England Primary School) and two on Horsham Road (shared with Steyning Leisure Centre). There is currently not a route through the site to connect the Shooting Field and Horsham Road access points.
- 2.1.4 The school has three existing parking areas. One of the car parks is utilised by staff, provides 113 spaces (including three disabled bays) and is accessed from Shooting Field. The second is utilised by sixth form pupils, has no marked bays but has capacity for approximately 15 vehicles, and is located to the south of the coach pick-up and drop-off facility off Horsham Road. The third is utilised by PE staff,

has no marked bays but has capacity for approximately 10 vehicles, and is located to the rear of the leisure centre, also off Horsham Road.

- 2.1.5 The coach pick-up and drop-off facility is accessed off Horsham Road and can currently accommodate 10 coaches. The school has advised that this area is utilised for overflow car parking during the day.
- 2.1.6 During pupil drop-off and pick-up, a banksman is present to marshal the buses, and several members of staff are on hand to supervise pupils as they board and alight from the coaches.
- 2.1.7 The Leisure Centre has a 52 space car park to the north of the school building which is also utilised by parents during the school drop-off and collection periods.
- 2.1.8 The school is currently provided with a covered cycle shelter which can accommodate 16 bicycles and is located to the east of the site, accessible from Shooting Field. The existing cycle shelter does not currently meet demand with pupils having to chain bicycles to the fences around the shelter.
- 2.1.9 As advised by the school and backed up by pupil postcode data, the primary access to the school for pedestrians and cyclists is from Shooting Field to the south-east.
- 2.1.10 It is acknowledged that there are existing concerns regarding the level of vehicles accessing Shooting Field during the drop-off and pick-up periods, however the school will continue to liaise with the Primary School about managing the access from Shooting Field.
- 2.1.11 There is no formal provision for parental pick-up and drop-off on the site, with parents and carers utilising local roads to the east of the school for this purpose, as well as the Leisure Centre car park referenced above. In addition to the above, it is noted that there are a number of public car parks within Steyning which could be utilised for pupils to be dropped off/picked up.
- 2.1.12 A site visit was undertaken on Wednesday 12th November 2025 to observe these arrangements, where it was noted that they generally operated safely and efficiently, aided by the presence of school staff who manage the coach pick-up and drop-off area.
- 2.1.13 The school has an existing capacity of 2,310 pupils between the ages of 11 and 18, supported by approximately 291 staff (part-time and full-time); 238 of which are based at the Shooting Field site or spend part of their time there.
- 2.1.14 The school is currently split between four different sites, which are shown in Figure 2-2 and listed below:-
 - Site 1: Rock Road Campus, Storrington (Lower School – 321 pupils) – 11.3km from the Shooting Field Campus ;

- Site 2: Shooting Field Campus, Steyning (proposed consolidated site location – 1,620 pupils);
- Site 3: Tower Campus, Upper Beeding (Lower School – 438 pupils) – 4.3km from the Shooting Field Campus; and
- Site 4: Church Street Boarding School (boarding house only) - 600m from the Shooting Field Campus.



FIGURE 2-2: EXISTING STEYNING GRAMMAR SCHOOL SITES (COURTESY OF OPENSTREETMAP)

2.1.15 The timings of the school day are summarised in Table 2-1.

	START TIME	END TIME
Shooting Field	08:50	15:15

TABLE 2-1: TIMINGS OF THE SCHOOL DAY

2.1.16 It is noted that the school currently operates after school clubs at the Shooting Field site, which are attended by approximately 12 per cent of pupils.

2.2 LOCAL HIGHWAY NETWORK

2.2.1 Horsham Road takes a general north/south alignment past the site frontage, has a carriageway width of approximately 6.0m, is subject to a 30mph speed limit and is provided with street lighting. The section of Horsham Road which bounds the site is a School Safety Zone and is therefore subject to a 20mph speed limit when lights are flashing.

- 2.2.2 To the north, Horsham Road connects with the A283 Steyning By-Pass at a priority junction with a ghost right-turn lane. To the south, it meets High Street, which runs through the centre of Steyning.
- 2.2.3 The A283 routes in a north-westerly direction connecting with the A24 at Washington, before continuing north-west towards Storrington and Pulborough. To the south, the A283 connects with the A27 and also provides a route towards Shoreham-by-Sea.
- 2.2.4 Shooting Field is a residential road that has a carriageway width of approximately 5.5m and is subject to a 30mph speed limit and street lighting.
- 2.2.5 To the south, Shooting Field provides access towards Steyning town centre via Church Street and also via Tanyard Lane. To the north-east, access to the A283 Steyning By-Pass can be achieved via Middle Mead, Farnefold Road, Henderson Walk and Cannon Way.
- 2.2.6 It is noted that some of the residential roads to the east of the school site do narrow in width and access along certain roads is restricted to one way traffic due to the presence of parked cars.
- 2.2.7 It is therefore evident that the site enjoys ready access to the primary and strategic route networks and thus to a range of local and regional destinations.

2.3 WALKING AND CYCLING INFRASTRUCTURE

- 2.3.1 Horsham Road is currently provided with a footway on the eastern side of the carriageway; however, it is acknowledged that this footway is of a restricted width and therefore the promoted pedestrian route to the site is via the Shooting Field access.
- 2.3.2 Shooting Field is provided with footways on both sides of the carriageway, which measure approximately 1.8m width.
- 2.3.3 There are also a number of Public Rights of Way (PRoW) in the site vicinity, as shown in Figure 2-3 below.

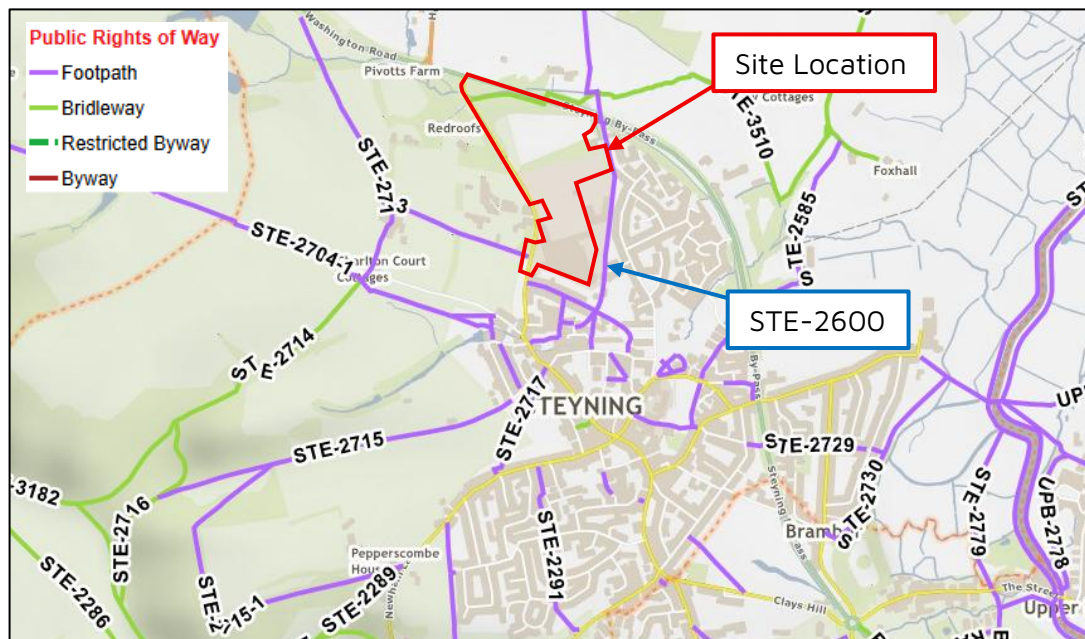


FIGURE 2-3: LOCAL PROW NETWORK (COURTESY OF WEST SUSSEX COUNTY COUNCIL)

- 2.3.4 PRow STE-2600 is located to the east of the site and routes from the centre of Steyning towards Ashurst to the north. During a site visit completed on Wednesday 12th November 2025, it was observed that the majority of pupils accessing the site on foot used Shooting Field or PRow STE-2600, which runs along the eastern boundary of the site.
- 2.3.5 As highlighted in Figure 2-4 below, National Cycle Route 223 is situated to the east of the site and takes a general north/south alignment, routing south towards Bramber and Upper Beeding and north towards Henfield and Partridge Green.

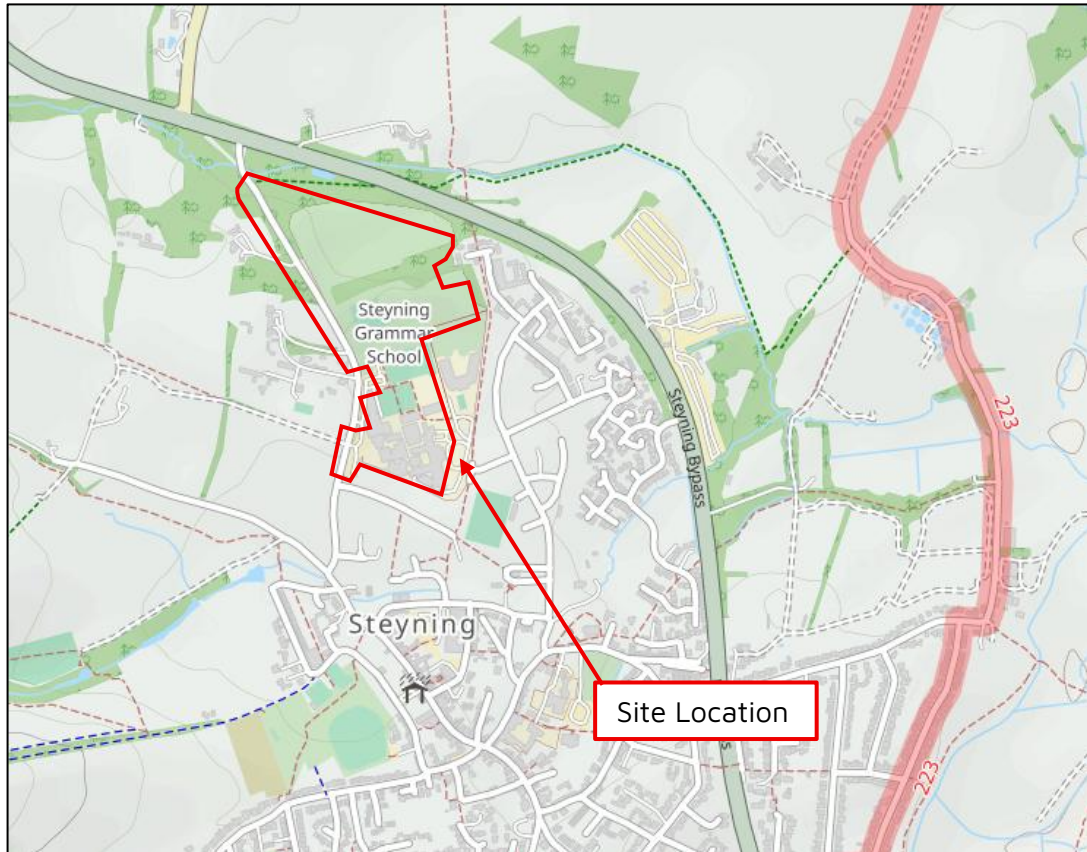


FIGURE 2-4: LOCAL CYCLE NETWORK (COURTESY OF OPENSTREETMAP)

- 2.3.6 A new cycle path is currently being investigated by West Sussex County Council (WSCC), which will route between Saltings Way in Upper Beeding and Kings Barn Lane in Steyning. When complete this will provide a safer and more direct non-motorised user route between the two settlements.
- 2.3.7 A number of additional improvements are proposed to the local cycle network around Steyning as part of the Local Walking and Cycling Plan for Steyning, Bramber and Upper Beeding. It is also noted that the school and the WSCC Active Travel Team are working alongside the team that prepared the LCWIP to consider further improvements.

2.4 PUBLIC TRANSPORT INFRASTRUCTURE

- 2.4.1 The closest public bus stops to the site are situated on Horsham Road at the site frontage. A summary of the bus routes that operate from these stops is provided in Table 2-2 below.

ROUTE NUMBER	ROUTE	WEEKDAY FREQUENCY
100	Horsham to Burgess Hill	Hourly (between 06:00-18:00)
743	East Worthing to Steyning Grammar School	School Service

TABLE 2-2: LOCAL BUS ROUTES AND FREQUENCIES (HORSHAM ROAD)

- 2.4.2 The northbound bus stop on Horsham Road is currently of a limited size and is not provided with a crossing, however as part of the proposals, improvements to this bus stop will be secured.
- 2.4.3 It is also acknowledged that there is existing flooding on Horsham Road in the vicinity of this stop which has been an issue for a number of years.
- 2.4.4 There is also a pair of bus stops on Shooting Field, approximately 160m from the eastern site access. A summary of the services that call at these stops can be seen in Table 2-3 below.

ROUTE NUMBER	ROUTE	WEEKDAY FREQUENCY
2	Shoreham (High St) W/B - Rottingdean	Hourly (between 06:00-23:00)
2B	Steyning (Shooting Field) - Hove Park Tavern (A270)	2 a day (07:35 and 08:26)
60	Shooting Field - Old Steine	One a day

TABLE 2-3: LOCAL BUS ROUTES AND FREQUENCIES (SHOOTING FIELD)

- 2.4.5 As outlined above, there is also an on-site bus and coach drop-off and collection area that serves the school services providing transport to and from numerous local settlements.
- 2.4.6 Shoreham-by-Sea Railway Station is located approximately 9.5km to the south of the site, accessible in a 15-minute car or 28-minute bus journey time (via Route 2). This station provides access to train services to London Victoria, Southampton Central, Littlehampton, Brighton, Chichester and Portsmouth and Southsea. Most services operate at a frequency of one-to-two trains per hour in each direction on weekdays, while the Brighton service operates at four trains per hour in each direction. The station is provided with step-free access to both platforms and 80 cycle parking spaces.

3 MODE SHARE AND OBJECTIVES

3.1 OVERVIEW

- 3.1.1 This section sets out the baseline mode split for future users of the site and the objectives of the STP.
- 3.1.2 Objectives are the high-level aims of the TP, giving it direction and providing a focus. They are in line with and reflect local guidance.
- 3.1.3 The objectives are supported by a set of quantified 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) targets so that progress towards achieving them can be measured. These targets have been set using baseline travel information from the school.

3.2 MODAL SPLIT

- 3.2.1 To understand the existing travel patterns at the school, a survey of staff was undertaken in November 2025, while pupil mode share data was taken from the extant version of the School Travel Plan (dated 2024/25). The mode share data is summarised in Table 3-1 and Table 3-2 below.

Pupils

MODE	CURRENT MODE SPLIT
Walk	31%
Cycle	1%
Scoot	0%
Bus (Public)	6%
Bus (School)	47%
Park and Stride	0%
Train	0%
Car share	1%
Car	14%
Motorbike	0%
Total	100%

TABLE 3-1: EXISTING PUPIL MODE SPLIT

- 3.2.2 It is noted that the school benefits from 85% of pupils travelling to and from the site via alternate modes to the private car, with 31% walking, 53% travelling by bus and 1% cycling.

Staff

MODE OF TRAVEL	CURRENT MODE SHARE
Walk	6%
Cycle	2%
Rail	0%
Car	88%
Car Share	4%
Bus	1%
Other	0%
Total	100%

TABLE 3-2: EXISTING STAFF MODE SPLIT

- 3.2.3 It is noted that 88% of staff currently travel to the school as car drivers. Whilst this is not uncommon for schools – particularly in rural areas – the STP will seek to achieve a meaningful mode shift against this baseline.

3.3 OBJECTIVES

- 3.3.1 The overriding objective of this STP is to facilitate the sustainable movement of staff, pupils and visitors to and from the school wherever possible. To support the realisation of this objective, several sub-objectives have been established:-
- Encourage staff to use sustainable travel options as opposed to car travel as part of a healthy lifestyle. This is likely to focus on car sharing given the distance staff travel to the school;
 - Where feasible, promote the local cycle routes within Steyning and Upper Beeding to encourage more staff and pupils to cycle to school;
 - Encourage more pupils and parents to park and stride from public car parks to the south of the site within Steyning, to reduce the volume of vehicles within the vicinity of the school, which will aid in creating a safer environment for pedestrians and cyclists;
 - Continue to promote the school bus services available to ensure the mode share for school and public bus use remains in excess of 50 per cent; and

- Highlight the STP to all staff, pupils, parents and visitors.

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4 TARGETS

- 4.1.1 The school understands the need to set realistic targets from which this STP can be monitored, to assess whether the objectives have been met. This will allow the success of the Plan to be charted over the initial five years post-occupation of the redeveloped site. As has been noted, targets should be SMART.
- 4.1.2 Based on the existing staff and pupil mode share data, the following targets have been set:-
- A minimum **5%** reduction in single occupancy vehicle trips by pupils, via:-
 - A minimum **2%** increase in walking.
 - A minimum **3%** increase in cycling.
 - A minimum **10%** reduction in single occupancy vehicle trips by staff, via:-
 - A minimum **5%** increase in car sharing.
 - A minimum **3%** increase in bus.
 - A minimum **2%** increase in cycling.
- 4.1.3 Given that the existing private car mode share for pupils is 14%, it is considered appropriate to target a 5% reduction, with increases in walking and cycling. These modes offer greater potential for growth, given the already high proportion of bus use and the limited scope to promote rail travel.
- 4.1.4 With respect to staff, there is a high existing car driver mode share; however it is deemed unrealistic to target a significant increase in walking given the home locations of many staff, which are better suited to car sharing, bus usage and cycling.
- 4.1.5 It is proposed that these targets will be reached across a five-year period; ideally, they will be achieved before the five-year period. Updated travel surveys will be undertaken annually and will demonstrate progress towards them.
- 4.1.6 It is further proposed that a formal review between the TPC, key stakeholders and the Highway Authority be undertaken upon occupation of the new school and then after the third year where, if the school is not on track to meet the targets, additional measures will be implemented to provide more incentives to promote sustainable travel.
- 4.1.7 The targets for pupils and staff are set out in Table 4-1 and Table 4-2 below.

MODE	TARGET MODE SPLIT
Walk	36%
Cycle	6%
Scoot	0%
Bus (Public)	6%
Bus (School)	47%
Park and Stride	0%
Train	0%
Car share	1%
Car	9%
Motorbike	0%
Total	100%

TABLE 4-1: PUPIL MODE SHARE TARGETS

MODE OF TRAVEL	TARGET MODE SHARE
Walk	6%
Cycle	4%
Rail	0%
Car	78%
Car Share	9%
Bus	4%
Other	0%
Total	100%

TABLE 4-2: STAFF MODE SHARE TARGETS

5 MEASURES

5.1 OVERVIEW

- 5.1.1 A Modeshift Stars Travel Plan has previously been prepared by the school and this TP and the measures below build on this existing TP.
- 5.1.2 This section of the STP summarises the initiatives which the school will implement to achieve the objectives and targets set out in the previous section.

5.2 WALKING INITIATIVES

- 5.2.1 Walking is the most sustainable method of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car.
- 5.2.2 Walking is free and offers predictable journeys. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g., emissions, pollutants, severance etc.). As with cycling, walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.
- 5.2.3 The effective promotion of walking is a key part of encouraging people to move away from private car use. However, there are certain factors such as weather conditions, light levels and physical barriers to movement (including major roads, watercourses and railway lines) that will affect the number of staff and pupils willing to use this mode. An audit of local routes has been completed, and this identifies a number of measures that could be implemented to improve walking routes to the school.
- 5.2.4 To encourage a healthy lifestyle for pupils, staff and visitors and to promote walking to as many people as possible, the following initiatives are proposed:-
- Promote the existing pedestrian infrastructure within the area, showing pupils, staff and visitors the local network;
 - Participate in national walking initiatives, such as working with Living Streets to promote walking to pupils and also engaging with Walk Wheel Cycle Trust and Modeshift Stars;
 - Provide regular road safety lessons and briefings to pupils and staff;
 - Highlight the health benefits of walking via information boards, for example *"Walking one mile in 15 minutes burns a similar number of calories as running one mile in nine minutes"*;

- Regularly seek information from all pupils, parents, staff and visitors who walk to understand ways in which pedestrian facilities may be improved;
- Liaise with West Sussex County Council and Steyning Parish Council regarding the delivery of schemes within the Local Cycling and Walking Infrastructure Plan (LCWIP) for Steyning, Bramber and Beeding and how the school can promote and support these; and
- Review existing infrastructure within the vicinity of the site and report any concerns or improvements to West Sussex County Council. This will include feeding back the outcomes of the Non-Motorised User Audit and Cycle Level of Service Assessment which has been completed to support the planning application.

5.2.5 The school is currently working with WSCC to identify crossing improvements on Shooting Field to improve pedestrian access to the school.

5.3 CYCLING INITIATIVES

5.3.1 Cycling is efficient, healthy and environmentally friendly. Travel costs are low and traffic congestion can be avoided, resulting in journey times that are often faster and certainly more predictable than motorised transport. To encourage cycling and scooting, the school will provide:-

- Conveniently located cycle parking which offers shelter and security;
- Regular consultation with cyclists on the state of the local cycle network and reporting of any concerns or improvements which are required to the County Council;
- Promotion of the West Sussex County Council Cycle Journey Planner (<https://cyclejourneyplanner.westsussex.gov.uk/>);
- Teaching of pupils to recognise and manage risk and make safer choices about different environments and travel;
- Promote the Level 3 cycle training offered by Bikeability to pupils;
- The school will setup a scheme to reward pupils who cycle based on a points based system;
- Participation in national Bike Week;
- Detailed plans illustrating the local cycle network and the most suitable routes to access the school; and
- Facilities such as shower and changing provision for use by staff who cycle.

- 5.3.2 The school is currently provided with cycle storage for 16 bicycles, which will increase to some 120 spaces as part of the proposed development.
- 5.3.3 It is noted that a number of additional improvements to local cycle infrastructure are proposed as part of the LCWIP for Steyning, Bramber and Beeding. These propose a new cycle route between Upper Beeding and Steyning, improved pedestrian facilities on the A283 and safety improvements to Horsham Road.

5.4 PUBLIC TRANSPORT INITIATIVES

- 5.4.1 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important for journeys of more than 5km, which are required for many staff and pupils attending the school.
- 5.4.2 For journeys that require travel over a further distance that cannot feasibly be carried out on foot or by cycle, the encouragement of public transport use is essential. Measures to promote public transport include:-
- Provision of bus and train service route and timetable information to staff, parents, pupils and visitors. The school will provide easy-to-read timetables on a noticeboard in the vicinity of the on-site coach drop-off and pick-up area and informative emails to parents;
 - Participation in sustainable transport events, such as European Mobility Week and Catch the Bus Month;
 - Liaison with public transport operators to seek to obtain fare discounts;
 - Promotion of the Traveline journey planner (<https://www.traveline/info/>);
 - Ensuring pupils and parents are aware of any concessionary fares available. Such as the free school transport for pupils who attend their nearest suitable school and live more than 3 miles from the school ([Free school transport - West Sussex County Council](#)); and
 - Regularly seeking information from all pupils, parents and staff using public transport on ways in which services may be improved.
- 5.4.3 The proposals include a new/relocated bus and coach drop-off and collection area at the frontage of the school. The proposals also look to secure improvements to the northbound bus stop on Horsham Road opposite the site. It is reiterated, moreover, that the existing pupil bus and coach mode share is in excess of 50 per cent, which underscores the viability and practicality of this mode.
- 5.4.4 As noted above, the Travel Plan will promote use of existing public bus services for staff, including Routes 100 and 2.

5.5 MANAGING TRAVEL BY CAR

- 5.5.1 Along with the promotion of alternative travel modes, measures to aid staff, parents and visitors who require the use of a car can also be put in place and include:-
- The implementation and publication of an in-house database to plot staff addresses and travel patterns to promote lift sharing;
 - The promotion of the West Sussex Carshare Scheme (<https://liftshare.com/uk>), which is a website that links two or more people travelling from the same place and has a high rate of matches;
 - The establishment of a lift share group chat to aid in promoting journey sharing amongst staff;
 - The provision of practical advice on lift sharing, including publicising the benefits using leaflets and staff notice boards (e.g. the benefits of halving fuel costs);
 - The possible introduction of an emergency ride home facility to guarantee that sharers can get home if, for example, their child is ill. This could be negotiated with a local taxi firm;
 - Promote pupils to park and stride, utilising public car parks to the south of the site within Steyning; and
 - Communication with parents via regular newsletters, highlighting any parking concerns and to encourage parking in appropriate locations.
- 5.5.2 Each of the above incentives will be collated to form an information pack for staff, outlining the local public transport network and pedestrian infrastructure. It will outline the function of the lift share database, noting how it works and pointing new members of staff in the right direction to find out additional information.
- 5.5.3 Following the school's consolidation to the one site, it is noted that staff will not be required to travel between the main site and the satellite sites and therefore there will be less reliance in car usage, which should bring down the private car mode share.
- 5.5.4 The TPC will liaise with the school to investigate whether a number of the parking spaces nearer to the school building can be reserved for staff who car share, in order to provide an incentive for car sharing.
- 5.5.5 As noted in Section 2.1, it is acknowledged that there are existing issues with the level of vehicles parking on Shooting Field during pupil drop-off and pick-up, and therefore the school will continue to work with the Primary School to monitor and manage this situation.

6 TRAVEL PLAN STRATEGY

6.1 OVERVIEW

- 6.1.1 A TP Strategy that sets out the stages by which the Plan will be developed and implemented is important and is contained within this section of the report. It discusses how the Plan will be managed and marketed, as well as who the key partners will be.

6.2 MANAGING THE PLAN

- 6.2.1 For the achievement of the TP targets, it is important to consider the management of the Plan to ensure actions are completed within the specified timeframes.
- 6.2.2 David Nutbrown is the appointed Travel Plan Co-ordinator (TPC) who will oversee the management of the STP. The TPC responsibilities include:-
- (a) Obtaining and maintaining commitment and support from staff, pupils, parents and visitors, where appropriate;
 - (b) Delivery of the STP on the Modeshift Stars website to an accredited level;
 - (c) Implementing an effective marketing campaign for the TP and its specific measures;
 - (d) Liaising with parties within the site and outside (e.g. the County Council and public transport operators) to facilitate coordinated sustainable transport strategies and TP promotion;
 - (e) Providing advice and information on transport-related subjects to staff and pupils, where appropriate;
 - (f) Setting up and facilitating staff steering group meetings; and
 - (g) Coordinating the necessary data collection exercises and monitoring programme for the STP.
- 6.2.3 The staff steering group meetings will take place regularly and will include representatives such as local authority officers, Steyning Parish Council and Steyning Greening.

6.3 MARKETING AND PROMOTION

- 6.3.1 The success of the STP is dependent on the development and implementation of an effective marketing strategy, which will be the responsibility of the TPC.
- 6.3.2 To increase awareness of the STP, staff, pupils and parents will be given information on sustainable ways to travel to and from the site. The travel surveys and marketing will contribute to raising awareness at the outset. Further to this, there are a number of ongoing measures, detailed below, which will continue to promote the TP throughout its lifetime:-
- Travel information boards located in communal areas, visible to all staff and pupils;
 - Information to be provided within the school's leaflets and online to outline the targets and aims of the STP; and
 - Information packs on the STP given to all staff.
- 6.3.3 TP 'branding' is a key part of the promotion of any Plan. It is important for all users to have a brand that they recognise as it reinforces the TP, its initiatives and what it seeks to achieve.
- 6.3.4 Relevant travel information is provided on the school's website ([Transport - Steyning Grammar School Steyning Grammar School](#)), along with contact details for the TPC and information relating to incentive schemes / discounts. The TPC will be responsible for ensuring that the page is kept up-to-date.
- 6.3.5 Information relating to the progress of the STP will be included within the school newsletter. This will be supplemented with information on different travel options and any updates to local pedestrian and cycle routes or public transport timetables.

6.4 MONITORING, REVIEW AND MITIGATION

- 6.4.1 As noted, to ensure STP success it is important that ongoing monitoring is undertaken. Annual staff and pupil travel surveys will be carried out to determine whether the targets have been met. The surveys should be completed at approximately the same time of year as the baseline survey to prevent bias.
- 6.4.2 If the headline targets are not being achieved, additional actions will be put in place. Explanations and information about what will be done over the subsequent period to meet the targets will be provided. Examples of possible mitigation measures that could be included are as follows:-

- (1) Increase the marketing and promotion of the STP and travel options;

- (2) Extend the monitoring period and provide a revised package of measures up to eight years;
- (3) Review and promote cycle parking facilities; and
- (4) Introduce a personalised travel planning programme.

6.4.3 It should be noted that the above list is an indication of potential future measures and is by no means considered exhaustive or prescriptive. The appropriate interventions will be determined following a review of performance against the targets.

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7 ACTION PLAN

7.1.1 The Action Plan below outlines the measures, marketing and monitoring that will be undertaken to make the STP successful and to ensure that it is a constantly evolving document. The Plan outlines who is responsible for undertaking each of the specific tasks and by when these should be completed.

ACTION	BY WHOM	BY WHEN	INTENDED OUTCOME/OUTPUT
Promote Public Transport			
Ensure service information is provided on the notice board next to the coach parking area, as well as on the school's website and within the information pack	TPC	Ongoing	Enhance awareness and encourage sustainable travel
Promote existing public bus services to staff	TPC	Ongoing	Increase bus usage by staff
Promotion of online journey planners	TPC	Ongoing	Enhance awareness and encourage sustainable travel
Participate in European Mobility Month and Catch the Bus Month	TPC	Annually	Promote the use of public transport
Identify public transport fare discount opportunities	TPC	Ongoing	Reduce costs of sustainable travel to encourage staff to use alternative modes to the car
Ensure opportunities for staff and pupils to provide feedback on public transport	TPC	Ongoing	Encourage sustainable travel
Promote Cycling			
Management and maintenance of cycle parking	TPC	Ongoing	Review and Improve facilities for cyclists to encourage travel via this mode
Incentives for pupils to cycle	TPC	Ongoing	Encourage travel via this mode
Monitoring of the cycle parking provision to ensure sufficient space is provided	TPC	Ongoing	Improve facilities for cyclists to encourage travel via this mode

Promote health benefits of cycling via information boards	TPC	Prior to occupation / Ongoing	Encourage travel via this mode
Regularly consult cyclists about potential improvements to cycle routes and facilities. Feed suggested improvements back to WSCC Highways	TPC	Ongoing	To ensure cycle routes are well maintained
Promote Walking			
Promote health benefits of walking via information boards	TPC	Ongoing	Encourage walking
Provide feedback from Walking and Cycling Audit to West Sussex County Council	TPC/Contractor	Prior to occupation	Improve pedestrian facilities
Provide regular road safety lessons and briefings to pupils and staff	TPC	Ongoing	Ensure safety of pupils and staff
Engage with Living Streets, Walk Wheel Cycle Trust and Modeshift Stars	TPC	Ongoing	Encourage sustainable travel
Regularly consult with pupils and staff that walk about potential improvements to walking routes and feed this back to WSCC Highways	TPC	Ongoing	To ensure walking routes are well maintained
Managing Travel by Car			
Provision of practical advice on lift sharing	TPC	Ongoing	Encourage car sharing
Implementation of an in-house lift sharing database	TPC	Ongoing	Encourage car sharing
Setup a staff group chat for lift sharing	TPC	Ongoing	Encourage car sharing
Promote pupils to park and stride	TPC	Ongoing	Reduce level of vehicles parking in close proximity of the school site.
Possible introduction of emergency ride home facility	TPC	Ongoing	Encourage car sharing
Monitoring and Review of Travel Plan			

Carry out annual travel survey of pupils and staff	TPC	Annually
Review progress of TP targets	TPC	Occupation, Year 3 and Year 5
Agree additional measures if targets are not met	TPC	Within three months of survey
Undertake follow-up survey following implementation of additional measures	TPC	To be agreed

TABLE 7-1: ACTION PLAN