7th National Conference

School Transport 2009

Tuesday 27th January 2009, Hotel Russell, London WC1

Foreword

Dear Delegate,

We're delighted to welcome everyone to the seventh annual School Transport conference.

This conference will explore the issues to incorporate school travel planning into wider plans which promote sustainability and tackle congestion in local areas. It will also look at how walking to school plans can help deliver wider priorities in the Local Area Agreement targets.

The event will also examine the recommendations of the Yellow Buss Commission to roll out a nationwide scheme.

Delegates will look at how school travel planners can support the delivery of the 14-19 agenda and positive activities targets, as well as provide solutions in special educational need transport, working with operators, raising bus driver skills, and walking and cycling plans.

I trust that you will enjoy the conference, and thank you for supporting the event.

Barney Roe
Head of Local Government
Neil Stewart Associates

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General Information

Assistance
If you have any queries during the conference, please visit the registration desk, it will be staffed throughout the event and we shall be happy to help. A message board will be located near the registration desk; the telephone number is 0118 971 4700, please ask to be transferred to the Conference Registration Desk in the Woburn Room.

Downloading Speaker Papers
All speaker papers will be available from 12noon tomorrow to download free of charge at www.policyreview.tv. Please find your discount code on the back page of this guide. You can also upgrade at a discounted rate of £50 + VAT to access recordings of speeches to report back to colleagues. This will be available for 1 week after the event.

Refreshments
All refreshments including a fork buffet lunch will be served in the Woburn Suite. If you have arranged a special dietary meal then please make yourself known to the catering staff.

Security
A self-service cloakroom is provided on the ground floor. Please note that this is not staffed and in the interest of security we do advise you to keep items of value with you at all times. Neil Stewart Associates and the Hotel Russell accept no liability for delegates' personal belongings.

Exhibitors
We do hope you will find the time to visit the exhibition stands in your refreshment breaks today.

Evaluation Form
We would be most grateful if you could find some time during the conference to complete the evaluation form inside this guide and return it to the registration desk.

Policy Review TV
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School Transport 2009

Tuesday 27th January 2009, Hotel Russell, London WC1

Agenda

(Subject to change)

09:00 Registration and refreshments

SESSION ONE: UPDATE AND GUIDANCE

10:00 **Welcome and introduction by conference chair**
Steve McCormack, Education Journalist

10:10 **Update and Guidance:**
Travelling to School Initiative, DfT and DCSF
John Britton, Team Leader, School Travel and Transport, Department for Children, Schools and Families

10:40 **Aligning policy priorities**
A discussion on integrating home to school transport and sustainable travel strategies led by **Ian Gwenlan**, Principal School Transport Officer, Children and Young People's Services and Chair, Association of Transport Co-ordinating Officers (ATCO).

10:55 **Delivering Local Area Agreements through Walking to School**
Tony Armstrong, Chief Executive, Living Streets

11:10 Questions and Discussion

11:30 Refreshments and networking

SESSION TWO: WHAT'S THE BUSES ROLE?

12:00 **Yellow Bus Commission**
Rt Hon David Blunkett MP, Chair, Yellow Bus Commission

12:15 Questions and discussion

12:20 **Improving Bus Driver Skills**
Peter Huntington, Chief Executive, *GoSkills*

12:35 **Driver Training: A Local Perspective**
Dave Smith, Quality Team Leader, Passenger Transport Unit, Leicestershire County Council and Secretary, Association of Transport Co-ordinating Officers, National Education Transport Group.

12:50 Questions and discussion

13:10 Buffet lunch and networking

SESSION THREE: DELIVERING CROSS-CUTTING AGENDAS

14:10 **Excellence in 14-19 Transport: Aligning Travel Arrangements with a Flexible Curriculum**
John Ferguson, 14-19 Transport Co-ordinator, Cumbria County Council

14:30 **Providing Transport to Young People in Rural Areas to Support Access to Positive Activities**
John Herbert, Empowering Young People Project Manager, Lincolnshire County Council

14:50 Questions and discussion

SESSION FOUR: SEMINAR SESSIONS

15:20 Based on case study examples, the seminar sessions are designed to be interactive and participatory. Delegates are asked to choose from one of the following four seminars.

1. **Transforming Special Educational Needs Transport: Working in Partnership to Give Young People with Severe Learning Difficulties Independence to and from School**
Martin Moorman, Partner Headteacher, Ravenscliffe High School
LOCATION: MAIN AUDITORIUM

2. **Walking and Cycling: Innovative Approaches and Best Practice**
James Ryle, Director of Projects and Innovation, Sustrans
LOCATION: VIRGINIA WOOLF ROOM

3. **Ensuring Safety on the Journey to School: Best Practice**
Linda Howard, School Transport and Safety Consultant
LOCATION: THE LIBRARY

4. **Examining the Economics of Delivering the Yellow Bus Scheme**
Prof John Nelson, Professor of Transport Studies and
Dr Steve Wright, Research Fellow, Centre for Transport Research, University of Aberdeen
LOCATION: THE GRAFTON SUITE

16:20 Close of conference

COMPLIMENTARY ACCESS TO CONFERENCE DOCUMENTS

Neil Stewart Associates are keen to reduce any environmental costs incurred by this conference, and do not print speaker presentations as standard. Access will be available up until a week after the conference. If you need access after this time please contact us.

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Attendance List

ATTENDEE NAME	POSITION	ORGANISATION
Mr Steve McCormack	Education Journalist	
Ms Linda Howard	School Transport and Safety Consultant	
Mr Ian Thomson	Principal Officer	Aberdeenshire Council
Mr Ian Gwenlan	Chair, School Travel Committee	Ass. of Transport Co-ordinating Officers (ATCO)
Miss Jessica Fox-Taylor	Road Safety Officer, Safer Routes to School	Bath and North East Somerset Council
Mr Adrian Clarke	Transportation Policy Manager	Bath and North East Somerset Council
Mr Tim Hickey	Projects Leader	Birmingham City Council
Ms Helen Budge	Projects Lead	Birmingham City Council
Mrs Katherine Neal	Individual Client Services Manager	Birmingham City Council
Mr Abdul Rashid	Road Safety Manager	Birmingham City Council
Miss Ann Paling	Assistant Principal, Campus Learner Support	Bishop Burton College
Mr Ray Grimshaw	Integrated Transport Manager	Blackburn with Darwen Borough Council
Mr Trevor Stone	Transport Assistant	Blackpool Council
Ms Lisa Simmonds	South East Regional School Travel Advisor	Brighton and Hove City Council
Miss Tracey Temple	Transport Co-ordinator	Brockhill Park Performing Arts College
Miss Rebecca Dengler	School Travel Advisor	Buckinghamshire County Council
Mrs Jane Woods	Travel Choice Team	Buckinghamshire County Council
Mr Thomas McGeough	Deputy Headteacher	Bullers Wood School
Mr Simon Bates	Youth Opportunity Card Manager	Cambridgeshire County Council
Mr John Vark	Education Transport Officer	Cambridgeshire County Council
Miss Rachel Hooper	Sustainable Travel Officer	Centro
Ms Jackie Speakman	Principal Transport Officer	Cheshire County Council
Mrs Janet Mills	School Travel Team Manager	Cheshire County Council
Mr John Burch	Deputy Director of Operations	Confederation of Passenger Transport UK
Mr Pete Keyes	Travel Plan Manager	Cornwall County Council
Ms Lynne Cave	Senior Transport Officer	Cumbria County Council
Mr John Ferguson	Transport Officer	Cumbria County Council
Ms Lesley Bennett	Transport Officer	Cumbria County Council
Mr John Britton	Home to School Travel and Transport Team	Department for Children, Schools and Families (DCSF)
Mr Philip Smith	Senior Transport Officer	Derbyshire County Council
Mr Andrew Brent	Policy and Strategy Officer	Devon County Council
Mr Martin Carder	Senior Transport Coordination Officer	Devon County Council
Ms Pam Yeoman	Transport Team Leader	Dorset County Council
Mr David Besant	Operations Manager	Dorset County Council
Mr Terry Spracklen	Team Leader, Children and Adults Transport	Dorset County Council
Mrs Christine Graham	Operations Section Manager	Durham County Council
Mr Geoff Evans	Head of Admissions and Transport	East Sussex County Council
Mrs Claire Morgan	School Travel Plan Adviser	East Sussex County Council
Miss Laura Kerrigan	Transport Policy Assistant	Eastleigh Borough Council
Mrs Jenna Mattholie	Sustainable School Travel Co-ordinator	Essex County Council
Mrs Charlotte Humphries	Sustainable Travel Manager	Essex County Council
Mrs Glen Turner	Education and Social Care Transport Manager	Essex County Council
Ms Karen Kelleher	Contacts Officer	Essex County Council

ATTENDEE NAME	POSITION	ORGANISATION
Mr Martin Walker	Senior Contracts Officer	Essex County Council
Mr Farhad Fassihi		GEP TEC Ltd
Mrs Samantha Budd	Senior Access Manager	Gloucestershire County Council
Mr Peter Huntington	Chief Executive	Go Skills
Mrs Kathryn Thomas	Vice Principal	Gosforth High School and Junior School
Mr Andy Wren	Head of School Travel	Hampshire County Council
Miss Helen Willis	Senior Travel Planner	Hampshire County Council
Mr Andrew Wilson	Acting Head of Passenger Transport	Hampshire County Council, Passenger Transport Group
Mrs Tricia Knight	SEN/Operations Manager	Hampshire County Council, Passenger Transport Group
Mrs Jill Drysdale	Finance and Contracts Manager	Hampshire County Council, Passenger Transport Group
Mrs Linda Sinker	School Travel Adviser	Herefordshire Council
Mrs Sarah Vize	Senior Manager Admissions and Transport	Hertfordshire County Council
Mrs Louise Holtby	School Travel Adviser	Hull City Council
Miss Cathryn Fewster	Senior Transport Officer	Hull City Council
Miss Helen Rooms	Passenger Transport Team Manager	Hull City Council
Mrs Susan Cracknell	Cycling Officer	Isle of Wight Council
Mrs Carol Sullivan	School Travel Plans Team Leader	Kent County Council
Ms Christine Pennington	Policy Co-ordinator	Learning and Skills Council (LSC)
Mrs Jan Goodall	Partnership Adviser	Learning and Skills Council (LSC)
Ms Jane Almond	Transport Planner	Leeds City Council
Ms Susan Walker	Educational Travel Co-ordinator	Leeds City Council
Mr Mark Wills	Head of Transport Strategy	Leicester City Council
Miss Sarah Phelps	Assistant Transport Officer	Leicester City Council
Mr Dave Smith	Quality Team Leader, Passenger Transport Unit	Leicestershire County Council
Mrs Wendy Woodroof	Business Manager	Leytonstone Business & Enterprise Specialist School
Mr Gareth Maddison	14-19 Transport Co-ordinator	Lincolnshire County Council
Mr Howard Frederick Usher	Principal Transport Officer	Lincolnshire County Council
Miss Laura Datta	Transport Officer	Lincolnshire County Council
Mr John Herbert	Empowering Young People Project Manager	Lincolnshire County Council
Miss Alice Rickwood	School Travel Strategy Officer	Liverpool City Council
Mr Tony Armstrong	Chief Executive	Living Streets
Ms Maree O'Neill	Assistant School Travel Advisor	London Borough of Ealing
Mr Kieran Flynn	School Travel Advisor	London Borough of Ealing
Ms Lynn Brana	SEN and Transport Manager	London Borough of Enfield
Mr Martin Day	School Travel Advisor	London Borough of Havering
Mr Jaswant Sidhu	Transport Officer	London Borough of Hillingdon
Ms Merle Abbott	Head of Access and Inclusion	London Borough of Hounslow
Mr Alec Worley	Operations Manager Transport	London Borough of Islington
Mr John Brown	Passenger Transport Services Manager	London Borough of Newham
Mr Kam Zubairi	Assistant Travel Plan Advisor	London Borough of Redbridge
Mr James Hammond	Assistant Transport Planner	London Borough of Richmond Upon Thames
Ms Lorraine Ashdown	Monitoring Officer	London Borough of Tower Hamlets
Ms Sharon Whiteman	Transport Client Officer	London Borough of Tower Hamlets
Mr Mark Mullane	Contracts Manager	Luton Borough Council
Miss Hannah King	Finance Manager Passenger Transport	Luton Borough Council

ATTENDEE NAME	POSITION	ORGANISATION
Mrs Kathy Collins	School Travel Plan Adviser	Manchester City Council
Mr John McKillop	Associate Director	MCL Transport Consultants Ltd
Miss Tamsin Stephenson	Strategic Project Manager	Metro
Ms Alison Pilling	Education Transport Manager	Metro
Mr Simon Brown	Roads Policing Transport OCU	Metropolitan Police
Mr Ian Dyer	Passenger Transport Manager	Milton Keynes Council
Ms Baljinder Heer	Senior Development Officer	National Children's Bureau
Mrs Shirley Foster	SEN Transport Manager	Newcastle City Council
Mrs Irene Storey	Independent Travel Co-ordinator	Nexus
Ms Niki Park	Business Support Manager	Norfolk County Council
Mr Mark Ogden	Travel Plan Officer	Norfolk County Council
Miss Elizabeth Walne	Travel Plan Officer	Norfolk County Council
Mrs Josie Barnett	School Travel Plan Officer	Norfolk County Council
Mrs Marie Rooney	Tyne and Wear Independent Travel Advisor	North Tyneside Council
Mr Chris Roberts	Team Leader, Public Transport	North Yorkshire County Council
Miss Nicky Wilson	Schools Transport Officer	North Yorkshire County Council
Mrs Cindy Grundy	Client Transport Manager	North Yorkshire County Council
Mrs Chloe Sutton	Sustainable School Travel Co-ordinator	Northamptonshire County Council
Ms Penny McCart	Head of Local Delivery and Accessibility	Northamptonshire County Council
Mr John Martin	Transport Policy Officer	Nottinghamshire County Council
Mr James Drew	Team Leader, Travel Plans	Oxfordshire County Council
Mr Jerry Auton	Group Manager, Integrated Transport Unit	Oxfordshire County Council
Mr Jim Kemp	Director	Rare Spark Limited
Mr Roger Sheppard	Director	Rare Spark Limited
Mr Martin Moorman	Partner Head Teacher	Ravenscliffe High School
Mr Howard Gott	Principal Sustainability Officer	Rochdale Council
Mr Neil Beswick	Principal Officer	Royal Borough of Windsor and Maidenhead
Mr Ben Smith	Group Manager	Royal Borough of Windsor and Maidenhead
Mr Martin Green	Transport Service Manager	Sheffield City Council
Mrs Gill Allsopp	Transport Officer	Solihull Metropolitan Borough Council
Mr Sean Taylor	Team Leader, School Transport	Somerset County Council
Mr Tim Pollock	School Admissions and Transport Manager	Somerset County Council
Mr Matthew Ellis	County Councillor	Somerset County Council
Mr Anthony Shire	County Councillor	Somerset County Council
Mr Steve Lee	Education Team Manager	South Yorkshire Passenger Transport Executive
Mr Edward Spacey	Group Manager, Business Support	Southend on Sea Borough Council
Ms Anne Thornton	Contracts Manager	Southend on Sea Borough Council
Mrs Dawn Goremykina	Home to School Transport Services Manager	Southwark Children's Services
Mrs Louise Clayton	School Travel and School Crossing Manager	Staffordshire County Council
Ms Hilary Kent	Principal Officer, Transport Policy	Staffordshire County Council
Mr Jonathan Kibble	Sustainable Travel Officer	Stockton-on-Tees Borough Council
Mr Richard McGuckin	Built and Natural Environment Manager	Stockton-on-Tees Borough Council
Mr Alan Hutton	Bus Contracts Officer	Strathclyde Partnership for Transport
Miss Laura Stanton	School Transport Officer	Surrey County Council
Miss Anna Butterfield	School Transport Officer	Surrey County Council
Mr Paul Millin	Group Manager, Passenger Transport	Surrey County Council
Mr James Ryle	Director of Projects and Innovation	Sustrans

ATTENDEE NAME	POSITION	ORGANISATION
Mr Alistair Goulding	Project Officer	Sustrans
Mr Terry Hammond	14-19 Curriculum Manager	Thurrock Council
Mrs Tracey Ashwell	Assistant Manager, Education Transport	Thurrock Council
Mrs Carol Ford	Awards and Benefits Manager	Thurrock Council
Mrs Akosua Tseayo	Stakeholder Researcher	Transport for London
Mr Nadir Hafeez	Assistant Manager LIPs	Transport for London
Ms Claire Lacey	Schools Liaison Co-ordinator	Transport for London
Mrs Janet Kirrage	Education and Training Manager	Transport for London
Prof John Nelson	Centre for Transport Research	University of Aberdeen
Dr Steve Wright	Research Fellow, Centre for Transport Research	University of Aberdeen
Dr Nik Pearson	KTP Associate	University of Southampton
Mr Andrew Palmer	Southern Area Sales Manager	Unwin Safety Systems
Mr Bob Appleyard	Technical Advisor	Unwin Safety Systems
Mrs Patricia Goodey	Education Transport Officer	West Berkshire Council
Mrs Catherine Carey	Principal Transport Officer	West Berkshire Council
Mr Malcolm Berry	PSAC Manager	West Berkshire Council
Mr Steve Doel	Senior Transport Officer	West Berkshire Council
Mrs Sarah Wood	Systems and Finance Officer	West Berkshire Council
Mrs Coral Taylor	School Travel Plan Adviser	West Berkshire Council
Mr Bill Leath	Group Manager	West Sussex County Council
Mrs Alison Cartwright	Service Development Manager, School Systems	Worcestershire County Council
Ms Serena Jenner	Smarter Choices Team Leader	Worcestershire County Council
Mr Stephen Wheatley	Education Travel Officer	Worcestershire County Council
Rt Hon David Blunkett MP	Chair	Yellow Bus Commission
		END

Speaker Biographies

Biographies are shown in the order they appear in the agenda

Steve McCormack

Education Journalist

Steve McCormack, a former BBC News Correspondent, is an education journalist, conference moderator and qualified teacher. He is Consultant Editor of *Primary and Secondary Teachers* magazines, the DCSF's bi-monthly channels of communication with its teaching and school leadership workforce. The magazines reflect the realities of school life, with abundant features, many written by serving teachers, that show best practice and realistic case studies on topics inside and outside the curriculum, and covering every school's place in its local community.

Steve also writes frequently on education matters for the *Independent*, the *Guardian* and the *Times Educational Supplement*. In all his work, he tries to exploit both his journalistic eye and his first hand knowledge of schools, teachers and the wider education landscape.

He retains his contact with the classroom, the teaching profession and the realities of school life by working as an occasional supply teacher in several London boroughs, and by breakfast conversations with his wife, a primary school deputy head.

John Britton
Team Leader, School Travel and Transport
Department for Children, Schools and Families

John is a Team Leader in the Department for Children, Schools and Families' Fair Access Division with policy responsibility for Home to School Travel and Transport for children of compulsory school age.

He joined the Department in 2003 and worked on School Governance policy before joining to the Fair Access Division in 2007. He worked at the former Department for Employment for 26 years and took up various roles including benefits and benefit fraud investigator, training and development facilitator and managing the Northern Region NVQ accreditation programme.

Tony Armstrong
Chief Executive
Living Streets

Tony Armstrong is the Chief Executive of Living Streets. Living Streets is the national charity which campaigns - and punches well above its weight - for better public spaces and for people to walk more. Tony's appointment comes at a period of rapid growth for the organisation and marks the start of a new chapter in the 79 year history of this campaigning organisation.

Living Streets holds a unique position, working with communities, local authorities, national government and other stakeholders. This range of influence allows for lobbying on policy matters, supporting local voluntary groups across the UK to campaign for change, and delivering practical projects to improve the physical environment for people on foot.

Tony joined Living Streets from the Department of Health, where he lead the Cross Government Obesity Programme. He has a background in neighbourhood regeneration and renewal and health improvement, and has held a number of senior policy adviser roles in Government. He was a founder member of the Government's Neighbourhood Renewal Unit, where he was responsible for national work on neighbourhood management and health inequalities. He also worked in a local New Deal for Communities partnership in East Brighton, where he worked with residents and local agencies to improve local services.

Rt Hon David Blunkett MP
Chair
Yellow Bus Commission

David Blunkett was elected as the Member of Parliament for Sheffield Brightside in 1987. However his outstanding political career began in local government as a member of Sheffield City Council where he worked for eighteen years, seven of those years as leader of the council.

In Parliament David led Labour's assault on the poll tax as Opposition Local Government Spokesman. Promoted to the Shadow Cabinet in 1992, he took on, in turn, responsibility for Health, Education and then Education and Employment.

Following the 1997 Labour election victory, David became Secretary of State for Education and Employment. There he oversaw massive improvements in the basic standards of literacy and numeracy, substantial class size reductions and the introduction of tuition fees. With Labour returned in 2001, David became Home Secretary, where he concentrated on

fighting terrorism, crime and anti-social behaviour, and managing immigration and asylum. David resigned as Home Secretary in December 2004 and then took a leading role in fighting Labour's 3rd term election campaign in spring 2005.

From May to November 2005 he was Secretary of State for Work and Pensions where he set a clear vision for reform of the welfare state, and established a nationwide debate to find a long-term solution to pensions challenges.

Since then, he has been undertaking constituency and parliamentary duties and, in addition, to producing The Blunkett Tapes, has become involved with a number of local, national and international charities, and has further engaged with his long-standing commitment to the 3rd sector in promoting voluntary, community and social enterprise. David is also a regular contributor to the media through newspapers and journals, radio and television.

Peter Huntington
Chief Executive
GoSkills

Peter Huntington is CEO of GoSkills, the Sector Skills Council (SSC) for Passenger Transport. Peter has spent all his professional life in education and training, with an
emphasis on post-16 and work-based learning.

Peter has run an adult college as well as two national training organisations and two awarding bodies.

Whilst he is a passionate advocate of the place of skills in business and in the leading role that employers should play in the work of the SSC, he has a very good knowledge of supply side matters.

Peter is a Durham graduate and holds a PGCE from Leicester University and a DMS.

Dave Smith
Quality Team Leader, Passenger Transport Unit, Leicestershire County Council
and Secretary, Association of Transport Co-ordinating Officers, National Education Transport Group

Dave Smith has worked in the Passenger Transport Industry since 1978. He is the ACTO National Education Transport Secretary and has sat on the ATCO Education Transport Group for over 15 years. He has worked with Go Skills to improve training materials for the passenger transport industry, and with Leicester College to provide a NVQ qualification tailored for contract bus and coach drivers. Dave has contributed to several consultations on matters relating to school transport provision. His experience enables him to bridge the gap between what is theoretically desirable and practically feasible. Dave is also the specialist passenger transport representative on the Local Government/Criminal Records Bureau Liaison Group.

John Ferguson
14-19 Transport Co-ordinator
Cumbria County Council

Cumbria County Council's 14-19 Partnership has been awarded 'Beacon Status' and will now be promoted by the Government as an example of good practice, and the council will receive visits from other local authorities in the country to see how the scheme works in Cumbria.

John Herbert
Empowering Young People Project Manager
Lincolnshire County Council

John Herbert is the Empowering Young People Project Manager with Lincolnshire County Council. This project has so far supported over 2000 young people to access positive activities and engage with education. Before developing this Government funded pilot project John was the Information and Marketing Manager with Connexions Lincolnshire and Rutland for over 10 years. During this time John led a team that produced both the award winning 'Ultimate Survival Guide' and in partnership with East Midlands colleagues created 'Kangaroo', an innovative interactive encyclopaedia, the format if which is now used across Europe. He worked directly with young people to create the graphics promoting ECM Outcomes that is now used as the logo for Children's Services in Lincolnshire and led the Information and Marketing Managers National CRAC Conference for four years.

Martin Moorman
Partner Headteacher
Ravenscliffe High School

Martin completed his four year Honours Degree in Special Education in 1987 and has now taught in four Special Schools, latterly as Deputy, now Partner, Headteacher at Ravenscliffe High School and Sports College in Halifax.

The development of travel skills in young people with severe learning difficulties has always been a personal interest area. In his final Honours year at University, his dissertation (10,000 words) focussed on his teaching of two young adults with SLD, independent travel training skills.

During the course of Martin's subsequent career he has realised that travel training is a core skill within any Special School and should be treated as such.

The Travel Training programme at Ravenscliffe has now entered its ninth year and involves over one hundred young people with a vast range of special need undertaking purposeful and relevant travel training on a weekly basis.

When Martin started at the school in 1996 every student was transported to and from school by Local Authority transport. They now have successfully trained over 70 young people to become independent in their travel and we have over forty students currently on roll who travel to and from school and two yellow bus services.

Travel Training underpins everything that they do at Ravenscliffe and is considered a key element of their drive to support more students into paid employment during their final four years at Ravenscliffe.

James Ryle
Director of Projects and Innovation
Sustrans

James Ryle is Director of Projects and Innovation at Sustrans, the national sustainable transport charity. In addition to its portfolio of school travel projects (including Bike It), James oversees a number of Sustrans' innovative programmes including TravelSmart and DIY Streets. His remit extends to the development of new travel behaviour change initiatives, and fund assembly to support the whole of Sustrans' work programme.

Since joining Sustrans in 1999, James has worked on a range of initiatives to reduce car use and promote sustainable travel, in addition to a programme of travel behaviour research. For much of this period, he led the development of Sustrans' highly successful TravelSmart personalised travel planning programme, and co-ordinated its application in two of the three English Sustainable Travel Demonstration Towns.

James has a background in environmental consultancy, journalism and engineering management.

Linda Howard
School Transport and Safety Consultant

Linda Howard has worked in the School Transport Industry for over 8 years and holds an MSc degree in Information Systems and a BA in Business Administration, Economics.

Since 2004 she was the Managing Director of First Student UK, the Yellow School Bus division of FirstGroup Plc. She left First Student in December 2008 and operates independently as an advisor on school transport.

Prof John Nelson
Professor of Transport Studies

Professor John Nelson holds the Sixth Century Chair of Transport Studies at the University of Aberdeen and is the first Director of the Centre for Transport Research (CTR). He was previously Professor of Public Transport Systems at Newcastle University. Prof Nelson is currently active in a number of projects relating to many aspects of public transport. He is particularly interested in the application and evaluation of new technologies to improve public transport as well as the policy frameworks and regulatory regimes necessary to achieve sustainable transport systems. John lead the CTR team which supported The Yellow School Bus Commission in evidence and data analysis, cost benefit modelling and review.

Dr Steve Wright
Research Fellow, Centre for Transport Research
University of Aberdeen

Dr Steve Wright is a Research Fellow in the Centre for Transport Research (CTR) at the University of Aberdeen. Following a PhD from Newcastle University and subsequent research work in traffic control and network flow modelling, he has more recently been involved in a variety of projects related to the planning and operational aspects of shared transport alternatives to private car use. In addition to this Steve has been involved, over the last 12 months, in providing research support to the Yellow School Bus Commission including literature review of existing schemes, the design and analysis of survey questionnaires, and an in depth cost-benefit appraisal of a nationwide roll out of YSB services across the UK.

END.

Notes