

# Winterbourne Earls C. of E. Primary School Travel Plan 2025



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Date of Update: February 2025

Date of Original Plan: 2002, Last Update: 2010

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## Section 1: Why we are Updating our Travel Plan

The school travel plan was last updated in 2010 and is now out of date. The school context has changed over the last 15 years with the number of pupils travelling from out of catchment increasing from 60% in 2010 to 76% in 2024. Increased travel to school by car has led to concerns being raised by parents regarding travel options and road safety, pupils note the lack of sustainable methods of travel.

## Section 2: Our School

Winterbourne Earls Primary School is situated on the edge of the village of Winterbourne Earls, approximately three miles north-east of Salisbury. It is situated at the end of a cul-de-sac off Summerlug, a residential road leading from the A338. There is also a private road to a local farm at the top of Summerlug, just past the entrance to the school, which regularly has large agricultural vehicles using it. A turning circle is present within the school boundary, gates are kept closed to control traffic on the school site. Parents are prohibited from parking on and using the access road to the school site and the turning circle.

The school has 183 children currently on roll, organised in 7 classes ranging from Reception to Year 6. There are 24 members of staff including full and part time Teachers and Teaching Assistants, as well as catering staff, supply and peripatetic teachers. Visitors also access the site regularly. There are only 6 designated parking spaces in marked bays, and so staff park around the turning circle; this can cause problems for the school bus and is a safety issue. A breakfast and afterschool club also runs from the school hall adding several members of staff, some of whom do not work at the school during the day.

The school catchment area extends through the Bourne Valley from Ford in the South to Winterbourne Gunner in the North. There is no tarmacked pedestrian route from Ford

so a free school bus is provided. The bus arrives at school each morning at 8.55am. The children go into their classrooms when arriving at school. In the afternoons the bus leaves school to take children home at 3.30pm. Parents are encouraged to use this service rather than driving into Winterbourne Earls and adding to congestion at peak times. Numbers vary; currently between 8-15 children use the bus each day and there are a number of empty seats.

76% of pupils travel from out of catchment meaning there are many parents who drop off and pick up by car each day. The proximity to the A338 and lack of safe crossing points limits parking options for parents close to the school.

School starts at 9.00am, with supervision from 8.50am. School finishes at 3.20pm. There is after school provision on site from 3.20pm until 5.20pm, provided by Fox Cubs whose staff use the school site but are a separate organisation. Some staff work for both the school and Fox Cubs.

The school has invested in bike/ scooter stands to encourage cycling but uptake of this is low because of safety concerns.

## **Section 3: Summary of Problems Identified**

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We consulted with key stakeholders when updating the travel plan. We received 100 parent survey responses, 15 staff responses, pupil surveys from each class and consulted with the Parish Council. Full analysis of the survey responses can be seen in Appendix A. Key themes are outlined below.

### **Parent Concerns**

Concerns were wide-ranging but focus around two main areas:

1. Parking and ease of drop off.

Our families' lead busy lives; increasing numbers travel from outside the village and there is limited reliable parking. As a result, parents arrive up to 45 minutes early to secure a parking space or park in areas that either feel unsafe or cause difficulty for residents. Parents find travel to school stressful.

2. Safety.

Safety along the main A338 road was another key concern – there is no safe crossing point for families, traffic is heavy and fast, and parents feel unsafe in all interactions with the road – crossing it on foot, parking on it and pulling out from the school junction. This reduces parents' confidence in using alternatives to cars. This is a word cloud of parents' concerns:



## Section 4: Objectives, Targets and Action Plan

### Overview of options to rectify problems identified:

Objective	Discussion
To raise awareness of the school travel plan and its aims	Our pupils are aware of the benefits of travelling by alternative methods to the car. We will work to promote locally appropriate options such as park and stride, safe cycling routes, public transport options and communicate these to parents.
Develop and promote sustainable travel modes to reduce travel by car and parking pressures	We will work to identify appropriate park and stride locations. We will promote the school bus route and access to passes. We will consult with the local authority about changing the bus route. Currently no families car share but 26% expressed interest – we will form a working group to develop this. We will consult with teaching staff to see if they would like to engage with the Local Authority WOW walking challenge.
Improve road safety	<p><u>Along the A338:</u> Apply to the local authority for the following road safety measures: Marked crossing point near the school, 20 mph advisory speed limit during drop-off times, improved road signs near the school. We will make a request that the Parish Council position the mobile Speed Indicator Device closer to the school junction.</p> <p><u>School access road:</u> To cease all on campus parking and associated traffic movements together with regard to road safety in the immediate area surrounding the school.</p>

#### Other options to consider:

- Discuss with the school governing body and leadership team the desire to develop a drop off parking loop on the area in front of the school. Large capital investment would be needed, but it should be noted travel/ parking is a key concern of parents and likely impacts on school application numbers. It may be possible to apply to WCC 'Taking Action on School Journeys' - April 2025
- Governing body and school leadership to consider staggered start/ end times for KS1/2. A 10–15-minute staggered start time would reduce traffic/ parking volume.
- Approach the Local Authority and Parish Council about restarting discussions around developing a cycle route to the Winterbournes.

**Action Plan:**

	<b>Objective 1:</b>	To raise awareness of the school travel plan		
	<b>Target:</b>	To make sure all those using the school site and the wider local community are aware of the aims and actions contained within the travel plan		
	<b>Person Responsible:</b>			
<b>No.</b>	<b>Action</b>	<b>Timescale</b>	<b>Funding</b>	<b>Comments</b>
1	To get the updated travel plan formally adopted by Wiltshire County Council (WCC)	April 2025	-	
2	Include a statement of aims in the School Prospectus	April 2025	-	To be included after plan has been adopted
3	Include travel plan on school website	April 2025	-	To be included after plan has been adopted
4	Ensure local Parish Council are aware of the aims and actions in the travel plan	April 2025	-	Copy to be sent to relevant party
5	Develop resources for parents: 1. Park and stride location map 2. Safe cycle route map 3. School bus route and pass information	July 2025	-	WCC can help identify parking/ walking and cycling routes Discuss bus provision with WCC
6.	Continue to provide Bikeability cycle training to Years 5 and 6 Continue to provide road safety teaching to KS1	Annual	Nil additional	Current Bikeability uptake 90% - this suggests cycling would be popular travel method
7.	Include school council as part of travel plan working group	August 2025	-	

<b>Objective 2:</b>		Develop and promote sustainable travel modes to reduce travel by car and parking pressures		
<b>Target:</b>		Reduce journeys to the school vicinity by 20%		
<b>Person Responsible:</b>				
<b>No.</b>	<b>Action</b>	<b>Timescale</b>	<b>Funding</b>	<b>Comments</b>
1	Approach WCC to identify appropriate park and stride locations	April 2025	-	
2	Create a map of park and stride options to share with parents	May 2025	-	WCC can create map using SALI Portal showing – parking locations, park and stride locations, 5m walk zone, road crossing points
3	Consult with WCC about the bus route	April 2025	-	29/1/25 WCC Passenger Transport team advised route/ capacity can only be adjusted for pupils travelling from catchment area – not a solution the school can promote for families out of catchment
4	Promote the school bus route and access to passes	Pending review	-	Not currently feasible there is spare capacity but this cannot be offered to children out of the school catchment area
5	Form a working group to develop a car-sharing scheme in a. Old Sarum b. Amesbury	July 2025	WCC funded	WCC subscribe to the 'Home Run' app
6	Sign up and promote a pupil walking challenge to encourage walking to school	April 2025	WCC funded	March 25 - the school has joined the Local Authority 'WOW Travel Tracker' walking challenge – plan to launch to pupils ASAP
7	Form a working group to re-open discussions with WCC about creating a cycle route from Porton to Ford where it could link up with the existing cycle network	2026	-	

<b>Objective 3:</b>		Improve road safety		
<b>Target:</b>		To improve parent and pupils safety and their perception of their safety when travelling to school		
<b>Person Responsible:</b>				
<b>No.</b>	<b>Action</b>	<b>Timescale</b>	<b>Funding</b>	<b>Comments</b>
1	<p>Apply to WCC for the following road safety measures along the A338</p> <p>Direct school measures:</p> <ul style="list-style-type: none"> <li>- Marked 'pedestrian crossing point' near the school (marked posts and a high-grip, coloured road surface)</li> <li>- 20 mph advisory speed limit during drop-off times</li> <li>- Replace and update school road signage that has been lost</li> <li>- Any other measures deemed appropriate by the TAOSJ team</li> </ul> <p>Other local measures:</p> <ul style="list-style-type: none"> <li>- Request a 40mph 'buffer zone' before the 30mph signs and village gateway signs to reduce traffic speed</li> <li>- Renew rumble strips</li> </ul>	April 2025	WCC funding TBC	<p>Direct school measures: Apply to TAOSJ April 2025 after the plan has been adopted</p> <p>Other local measures: To discuss highway measures with WCC and PIR placement with Winterbourne Parish Council</p>
2	Request that the Parish Council position the mobile Speed Indicator Device closer to the school junction	April 2025	TBC	To be actioned after plan has been signed and adopted
3	Cease all on campus parking and associated traffic movements	March 2025		March 2025 - the school has repaired and is now using the barrier preventing parents entering and parking on the school site. This has improved pedestrian safety on the school site

## Section 5: Closing Comments

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Thank you to all who have been engaged with updating the school travel plan. We have made efforts to seek the views of all the key stakeholders and represent their views in this document.

We have undertaken traffic volume/ speed surveys, parent and staff questionnaires, discussions with pupils and the Parish Council, liaised with the local authority and public transport providers.

The three key objectives are to increase awareness of the travel plan and its findings for all stakeholders. We want to improve journeys to school by promoting alternatives to travelling by car. The safety of our families is an important priority, and the A338 is the source of most safety concerns, its status as an A-road frustrates many initiatives but we will be taking all reasonable actions to do improve safety.

Large capital investment would be needed to solve the perennial parking problems that our families face we hope this document will take steps to improving travel experiences to our school.

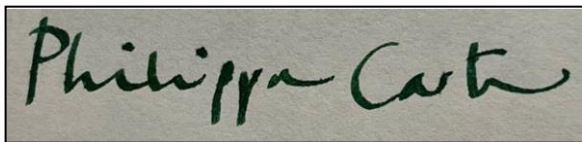
## Section 6: Signatures of Endorsement

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### School Signatures

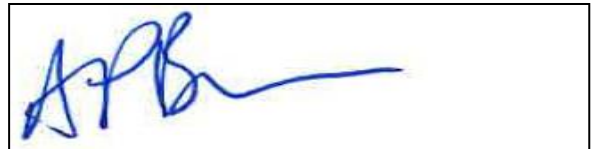
The following signatures confirm that the school management have read the contents of this document. By signing this document, the school is committing itself to make every effort to resolve the problems identified within the Travel Plan and implement the actions identified. The school further acknowledges that they have committed to achieving all targets highlighted in this document and to the annual review and monitoring of the plan.

**Date of next review: February 2026**



**Headteacher**

**Name: Philippa Carter**



**Chair of Governors**

**Name: Adrian Burrows**

The following signatures confirm that the document has been checked by representatives of Wiltshire Council.



**School Travel Plan Advisor**

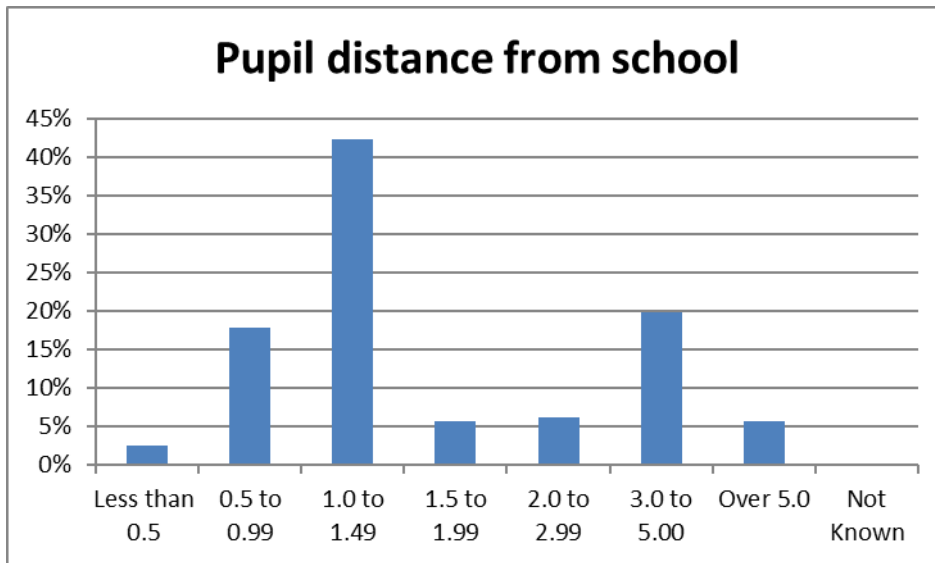
**Name:**

## Appendix A: Survey Analysis

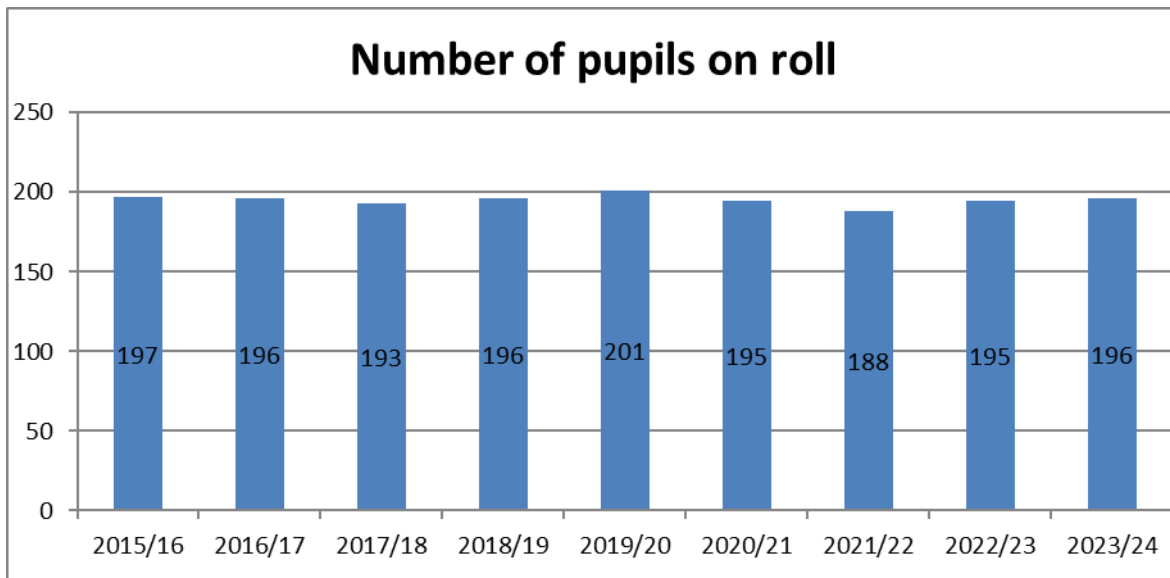
To determine travel patterns, understand the reasons for current travel choices and identify travel preferences, the pupils, parents and staff have been consulted through questionnaires and surveys.

### A.1 Historical data

Using the data from the 2023 School Census, the following table and chart provide a breakdown of pupil distances from school. This table will become useful when considering pupil's preferential travel choices and setting SMART targets.



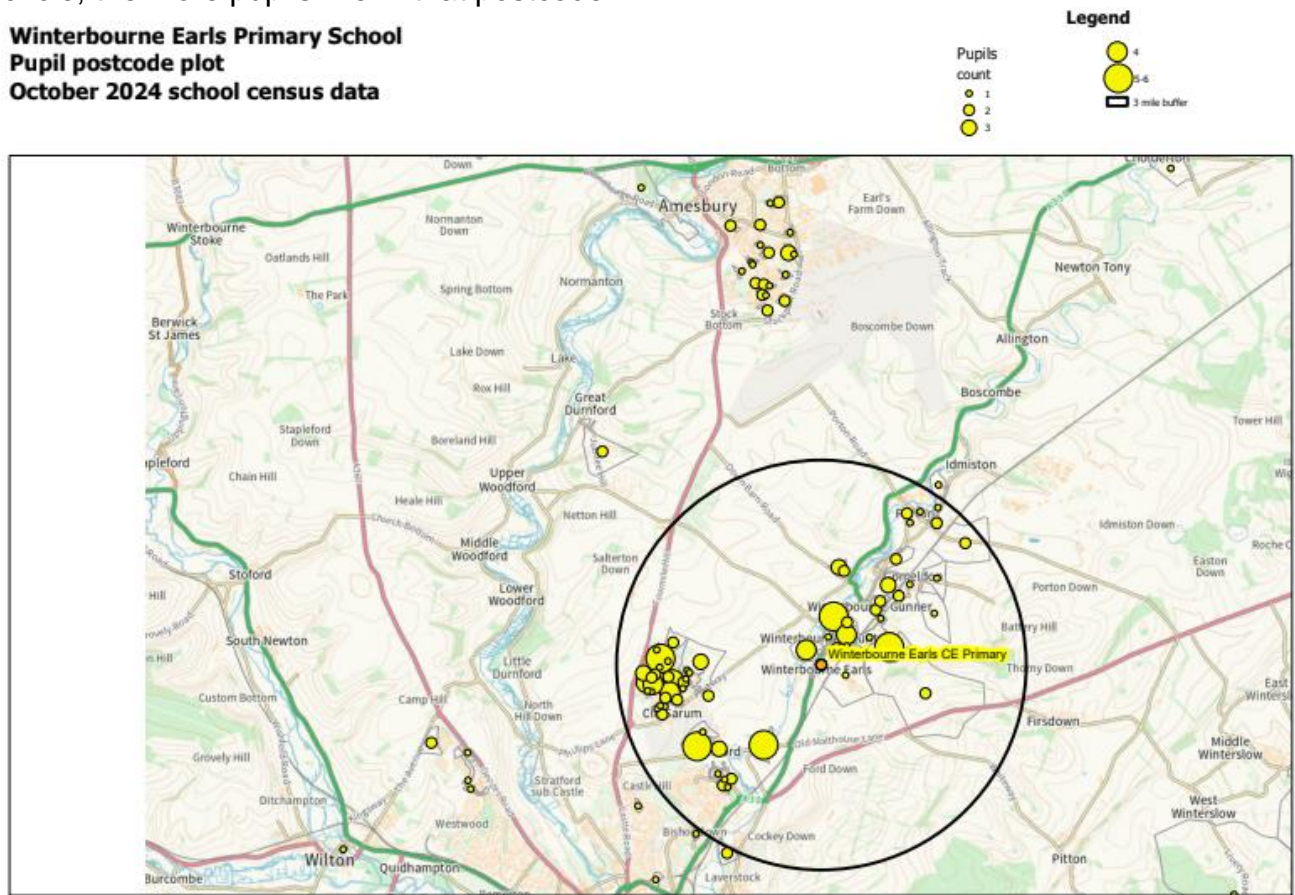
The chart below shows changes in roll in recent years.



### A.2 Pupil postcode map

Using the postcode information from the October 2023 School Census, a map has been created which shows the distribution of the pupils in relation to the school. The larger the circle, the more pupils live in that postcode.

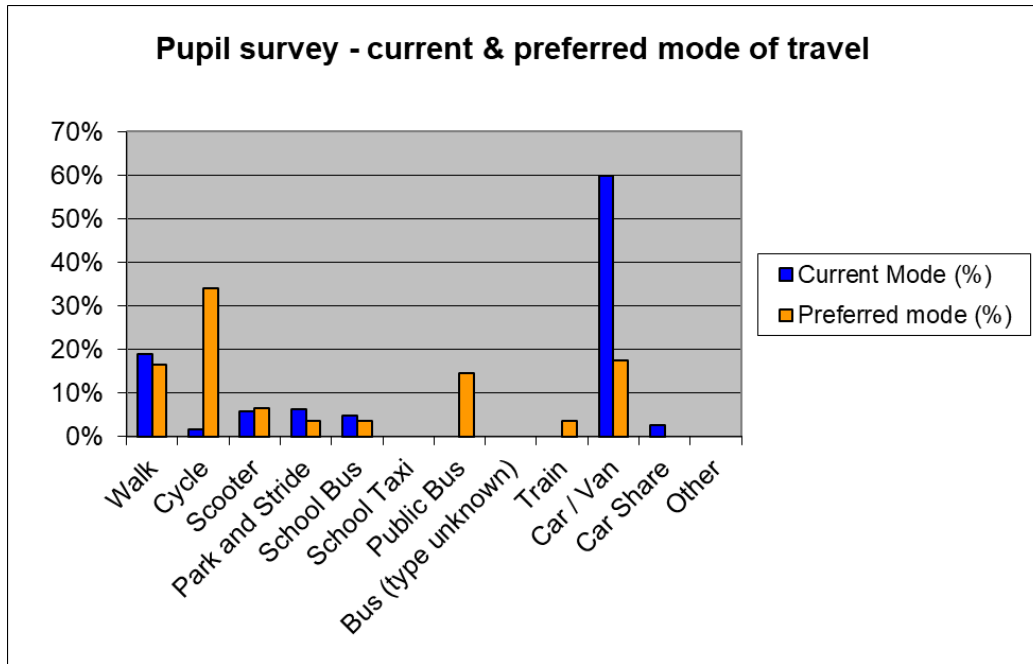
**Winterbourne Earls Primary School  
Pupil postcode plot  
October 2024 school census data**



### A.3 Pupil survey (November 2024)

Class teachers had discussions with their classes to gauge their thoughts on travel to school. The following table and chart show the findings from the pupil survey.

Mode of travel	No.	Current Mode (%)	No.	Preferred mode (%)
Walk	36	19%	18	17%
Cycle	3	2%	37	34%
Scooter	11	6%	7	6%
Park and Stride	12	6%	4	4%
School Bus	9	5%	4	4%
School Taxi	0		0	
Public Bus	0		16	15%
Bus (type unknown)	0		0	
Train	0		4	4%
Car / Van	113	60%	19	17%
Car Share	5	3%	0	
<b>Total</b>	<b>189</b>	<b>100%</b>	<b>109</b>	<b>100%</b>



As part of the in-class discussions, the pupils discussed the following questions:  
**What prevents you from walking, cycling and using the bus to get to school?**

- Live too far away;
- No public transport available;
- Safety – busy road;
- Parents' work commitments.

**What changes would help solve these problems to encourage you to walk, cycle or use the bus to come to school?**

- Speed of cars reduced;
- A pavement;
- A pedestrian crossing;
- Bikeability training.

**Why would you like to walk, cycle or travel by bus to school?**

- Get to school faster on the bus;
- Easier to cycle;
- Healthier and better for the environment;
- More independent.

The results are similar to pupil's opinions when they were last surveyed in 2017. Active methods of travel are the most popular, making up 61% of preferred journeys to school. More children would now prefer to travel to school by car than in 2010 - 17% up from 6%. Travelling by bike was the most popular method of travel, there have been previous efforts

by the Parish Council to improve cycle connections from the village to Amesbury and Salisbury but unfortunately there is no safe route for children. The school has bike and scooter parking provision. It was a surprise that a public bus was a preferred route for 15% of children.

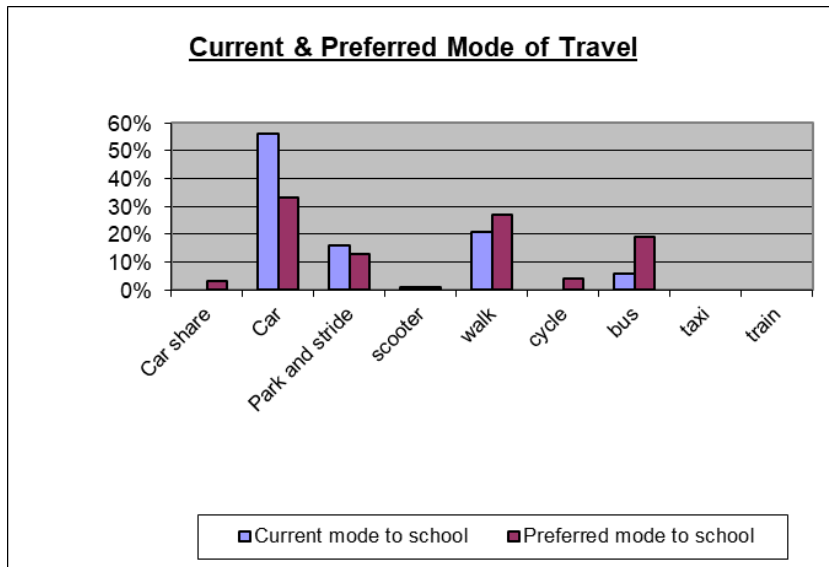
#### A.4 Parental Questionnaire (November 2024)

We surveyed parents using a digital questionnaire adapted from the standard Wiltshire County Council survey. It was sent out to parents on two occasions between October and November 2024, the survey was open for 28 days. We had 100 responses representing approximately 52% of families.

Parents were asked how their children currently travel to and from school as well as how they would prefer to; the results are as follows:

Usual mode of travel to school	Number of families	%
Car share	0	0
Car	56	56
Park and stride	16	16
Scooter	1	1
Walk	21	21
Cycle	0	0
Bus	6	6
Taxi	0	0
Train	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

Preferred mode of travel to school	Number of families	%
Car share	3	3
Car	33	33
Park and stride	13	13
Scooter	1	1
Walk	27	27
Cycle	4	4
Bus	19	19
Taxi	0	0
Train	0	0
<b>Total</b>	<b>100</b>	<b>100</b>



Travelling by car was the commonest method of travel representing 56% of journeys, the next commonest was walking (21%) followed by park and stride (16%). Families would prefer to travel by walking, cycling or using the bus than are currently able to. Whilst there is cycle parking at school there are no safe, off-road routes for children to take. The convenience of travelling by car is a preferred method of travel for 33% with distance, convenience and the need for onward travel to work cited as the commonest reasons for this.

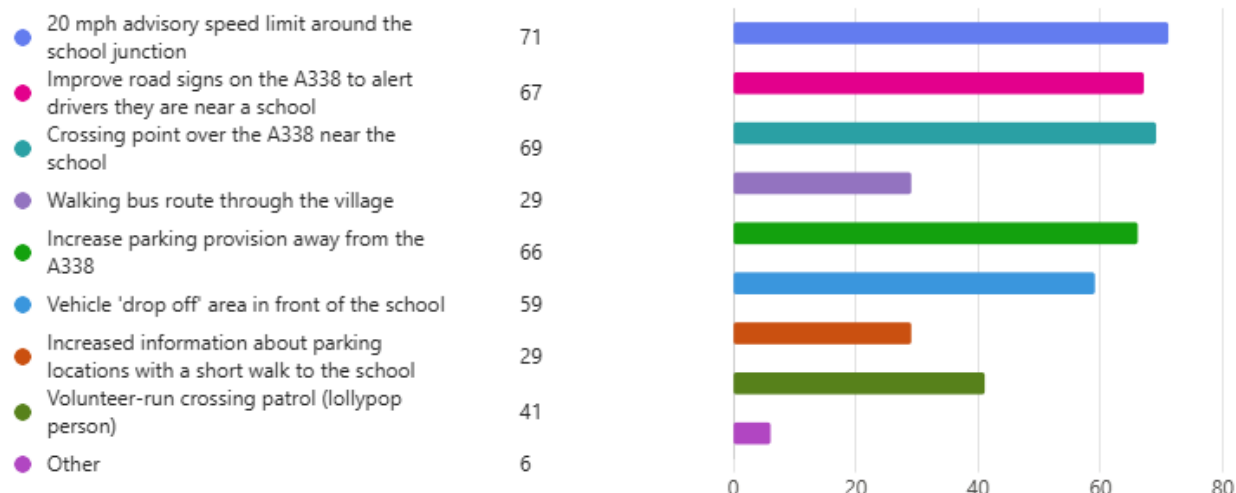
Parents that would prefer to travel by other means cite traffic close to the school, lack of safe crossings, and poorly maintained footpaths as barriers. Parents would also prefer better bus travel provision. 26% would be interested in a car sharing scheme and 27% would be interested in a walking bus. A suitable starting location with adequate parking is a barrier to this method currently.

Parents were asked to identify the initiatives which would encourage them to send their child to school by their preferred mode of travel. Among the 72 car driving families, the most common initiatives were:

- More care/ courtesy among drivers/cyclists for other road users (27);
- More/better road crossings (23);
- Sharing the journey with other parents (14).

Parents were also asked which of a number of suggested initiatives to improve road safety they would support. The following table shows numbers and percentages of survey respondents by mode of travel. The three most supported initiatives are:

1. 20mph advisory speed limit (71% support)
2. Improve road signs on the A338 (67% support)
3. Create a crossing point over the A338 (69% support)

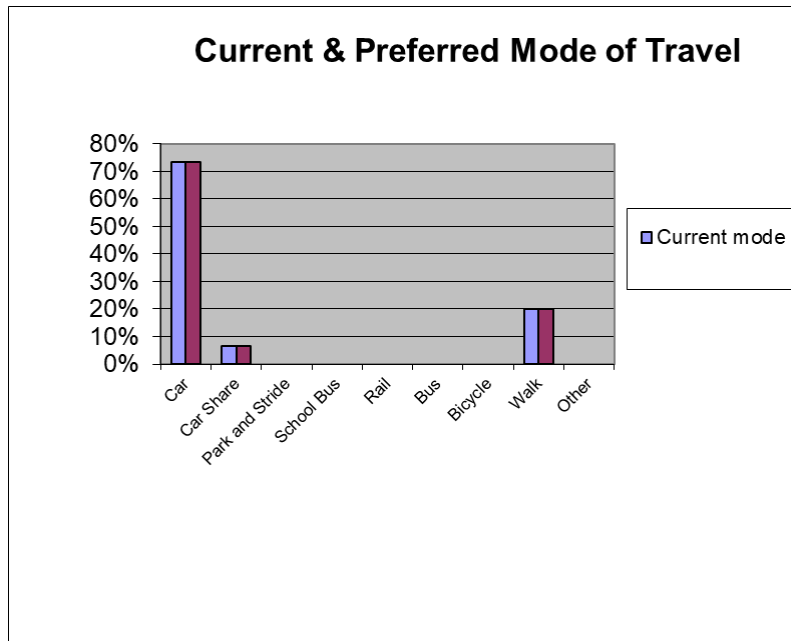


The last travel plan in 2010 cited road safety as a barrier to promoting cycling and park and stride to school. There had been a lollipop person present for 22 years but a replacement was not able to be found.

### A.5 Staff Questionnaire

In November 2024, a school travel questionnaire was issued to all members of staff. The questionnaire looked at how staff currently travel to school and how they would prefer to travel. The questionnaire also tried to identify barriers to using sustainable transport and some possible solutions.

Mode of travel	No.	Current mode (%)	No.	Preferred mode (%)
Car	11	73%	11	73%
Car Share	1	7%	1	7%
Park and Stride	0		0	
School Bus	0		0	
Rail	0		0	
Bus	0		0	
Bicycle	0		0	
Walk	3	20%	3	20%
Other	0		0	
<b>TOTAL</b>	<b>15</b>	<b>100%</b>	<b>15</b>	<b>100%</b>



Staff gave the following reasons for not using sustainable modes of travel to get to school were:

- Distance;
- Lack of public transport;
- Safety concerns;
- Convenience/ other commitments.

The most popular changes/ incentives to encourage staff to travel to school by sustainable transport were:

- Better public transport;
- Better infrastructure for cycling.

Staff were also asked which of those interventions, intended to improve road safety and encourage active travel, they would support. The results are shown in the table below.

Intervention	No. of staff supporting this
20 mph advisory speed limit around the school junction	13
Improve road signs on the A338 to alert drivers they are near a school	13
Crossing point over the A338 near the school	11
Increase parking provision away from the A338	11
Increased information about parking locations with a short walk to the school	7
Walking bus route through the village	5
Vehicle 'drop off' area in front of the school	5
Volunteer-run crossing patrol (lollypop person)	6

### A.6 Additional Surveys

We approached the Parish Council to commission an ATC Traffic Analysis Survey from 8-14/5/24. It was positioned 50 meters from the school access junction with the A338.

Over the 7 days surveyed 60,137 vehicles passed the monitoring point. There was an increase in traffic volume between 07.30 and 09.30 and 14.30-17.00 when there were over 800 vehicles an hour passing. 80% of vehicles were cars. 57.8% of vehicles were travelling over 30mph, 15.7% were travelling over 35mph, less than 1% were travelling over 45mph.



**A338 (30mph speed limit)**

Direction	Number of Vehicles	Average speed over 7 days	85 percentile speeds	Percentage of vehicles complying with the 30mph speed limit	Percentage of vehicles under enforcement threshold of 35mph	Percentage of vehicles complying with a proposed signed only 30mph speed limit	Percentage of vehicles complying with a proposed signed only 30mph speed limit
N0	29460	30.9mph	35mph	42.3% (12472)	85% (25050)	42.3% (12472)	42.3% (12472)
S1	30677	30.8mph	35.3mph	42% (12872)	83.6% (25638)	42% (12872)	42% (12872)
Combined	60137	30.8mph	35.2mph	42.1% (25344)	84.3% (50688)	42.1% (25344)	42.1% (25344)



We met with the Parish Council in November 2024. They understand that families travel from outside the village to the school and there is limited parking or viable alternatives to travel by car. They would support any initiatives by the school to improve road safety and measures to reduce travel by car and parking in the vicinity of the school.