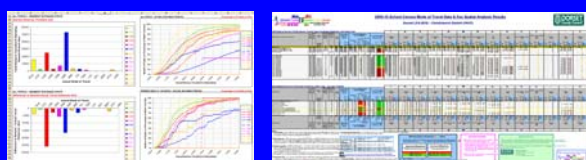


*This guide provides a general overview of the School Travel Health Check (STHC) Service and covers the following:-*

1. Introduction
2. Client Input Data
3. Analysis Process
4. Standard Analysis Output
5. Additional Bespoke School Output
6. Benefits
7. Client Authorities
8. Costs
9. Delivery Timescales
10. Data Protection Issues
11. Summary Mindmap

*It is one of a series supporting the delivery of the STHC to existing and potential users. The latest versions, along with sample data, are available to download from our website [www.sthc.co.uk](http://www.sthc.co.uk).*



*“The School Travel Health Check is, in my opinion, an invaluable tool for all those interested in improving the health and wellbeing of children. It provides such crucial information that I don’t see how we can do without it.”*

**Dr Gabriel Scally** - Regional Director of Public Health for the South West

On the 29th July 2011 the Department for Education announced that in order to “reduce bureaucracy”, Pupil Usual Mode of Travel had been immediately dropped as a data field from the National School Census. Thus if local authorities wish to continue to have an authority-wide view of how pupils travel to school, they now have to make alternative arrangements to collect pupil mode of travel data directly from all their schools themselves (academies as well as ones still under their control) on an individual basis. (For more detail on the DfE decision, see the STHC website at [www.sthc.co.uk/SchoolCensus.aspx](http://www.sthc.co.uk/SchoolCensus.aspx)).

Despite the resultant increase in bureaucracy to themselves, many authorities are doing just that as they appreciate the value of this data for transport planning and many other purposes. We therefore continue to offer the School Travel Health Check Service to all. Indeed as is our custom we have adapted and improved the process so that we can now provide much useful information from spatial analysis of just the remaining School Census data extract on its own without Pupil Usual Mode of Travel, though if authorities have it all the better. Furthermore we can analyse incomplete datasets as we understand that some schools are refusing to collect the data now that is no longer required for National School Census (even though there is no technical reason why they can’t continue to do so).

We do appreciate that, during the transition process between collecting regimes, the situation within an authority may be patchy and confused. We would however ask that, when providing their Input Data to us, clients are clear about its completeness and let us know what schools (if any) are missing from it. This will save any unnecessary delay in processing due to data failing initial quality control checks.

## 1. Introduction

The **School Travel Health Check (STHC) Service** has been developed since 2004 in conjunction with UK local authorities, school communities and other stakeholders interested in **how children travel to school and how far they travel to get there**. Through spatial analysis of an authorities’ school & pupil-level School Census and Pupil Usual Mode of Travel data, we create a comprehensive suite of STHC analysis resources. A mixture of Excel

spreadsheets, MapInfo GIS & Google Earth files, interactive, online statistical atlases and school specific reports & maps, it provides clients with **quantitative, spatial intelligence data** that will allow them to:-

- **assess and quantify** the current school travel situation, from authority-wide down to a local, individual school level
- **implement** a range of **initiatives** to deliver shift to more sustainable / active modes of travel to school that can be targeted to where they will achieve the best return for the limited available resource
- **set SMART targets** for those initiatives to deliver in the short, medium and longer term (\*Sustainable, Measurable, Achievable, Realistic and Time-bound)
- **monitor progress** of these initiatives on the ground over time
- build up a robust **evidence base** to inform future strategy and funding.

Furthermore, **at an average cost of just 16 pence per pupil** for Standard Processing and School Packs, we think the STHC Service represents outstanding value for money.

The STHC is delivered by Knowledge Mappers Ltd. on behalf of Travel Health Check Ltd., a consultancy made up of ex-local authority officers with over 60 collective man-years of experience in the fields of spatial analysis, local authority data and delivering sustainable travel solutions. All are committed to delivering lasting change in the field of active & sustainable travel.

Both Knowledge Mappers and Travel Health Check Ltd. are registered with the UK Information Commissioner and have already successfully delivered the STHC in to nearly 30 local authorities. **Since the STHC service began we have processed over 3.3 million pupil records from over 4,700 separate UK schools (some 22% of the LEA controlled schools in England).** This clearly shows our ability to operate within this sensitive data environment whilst at the same time providing an effective, affordable and popular tool for achieving change - the **School Travel Health Check**.

But don't just take our word for it, see what others have been saying about the STHC ...



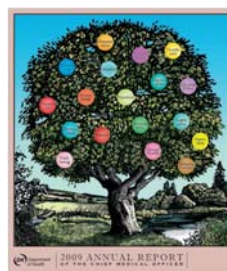
*“Soft Measures – Hard Facts: The Value For Money Of Transport Measures Which Change Travel Behaviour. A Review Of The Evidence”, jointly published in January 2011 by the Department of Health, NHS and the Highways Agency, cites the STHC as*

*the essential evidence base to guide and support intervention on Active Travel to school. The document includes a cost benefit analysis of the overall savings made for each young person walking to school rather than coming by car.*

*The STHC is cited throughout “Promoting Active Travel to School: Progress and Potential”, a briefing paper produced in November 2010 jointly by Modeshift, the Department of Health and NHS, to answer the main questions health professionals often ask about promoting active active travel to school:-*

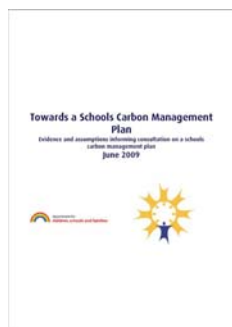


- *How far can young people reasonably be expected to walk or cycle to school?*
- *Is any progress being made to get more young people active by promoting walking or cycling to school?*
- *What is the potential for encouraging more young people to walk or cycle to school?*
- *What can be done to get better value for money?*



*The 2009 annual report of the Chief Medical Officer comments on the STHC: “This innovative sustainable development initiative aims to provide robust data that will allow schools, planners and individuals to develop more*

*sustainable school travel options". "Active travel to school is an important source of physical activity for young people. It could be increased further. These statistics provide a useful baseline against which to measure progress, and should be used in conjunction with a qualitative assessment of local authority and school travel policies "(page 73)*



*In “Towards A School Carbon Management Plan”, published jointly by the Sustainable Development Commission and Department For Children Schools & Families in June 2009, Dorset County Councils use of the STHC is cited as a case study of the best use of*

*existing data to inform individual schools of their performance and to identify actions.*

Other testimonials from exiting users of the School Travel Health Check Service are shown throughout this guide and on our website.

## **2. Client Input Data**

In order to undertake the School Travel Health Check analysis we require a client local authority to supply us with 3 datasets:-

- Pupil-Level School Census & Usual Mode of Travel Data
- School-Level School Census & Gazetteer Data
- Digital aerial photography files (if requiring STHC School Packs)

A comprehensive list of what data fields we require as well as the reasons why we ask for them are contained in “STHC Guide Document 2: Client Input Data”, available from the download section of our website.

*Note we now get all the Ordnance Survey data we require directly from OS, courtesy of their Multi-Client Contractor License Scheme, so*

*clients no longer need to physically supply this in order for us to undertake our analysis.*

## **3. Analysis Process**

We spatially analyse the client input data using standard office software tools - **MapInfo Geographic Information System (GIS)** software in conjunction with Microsoft Access databases and Excel spreadsheets.

Initially we calculate the straight line ("as-the-crow-flies") distance between each pupils home postcode centroid and both the school the actually attend and the nearest school they could attend given their national curriculum year.

**Once we know where all the pupils are coming from, how far, how often and by what means they are traveling and where they are traveling to, we can calculate:-**

- the **total distance travelled to school** and back by all pupils and for all recorded modes.
- the **average distance travelled** by particular modes.
- the distance within which the “majority” of pupils live from their school (traffic and transport engineers strictly define this as the 85th percentile).
- the number of **pupils that live within a realistic walking distance of their school** (800m for primary, 2km for secondary).....
- .... as well as the number of **those pupils living within this walk threshold who nonetheless still travel to school by car** rather than walk or cycle.
- the **minimum possible total travel distances** given the current geographic distribution of the pupil population and the schools that serve them.
- an **overall travel carbon footprint** for all pupil journeys to school by vehicular modes of travel, and the **number of calories burned** through walking and cycling journeys.

Furthermore:-



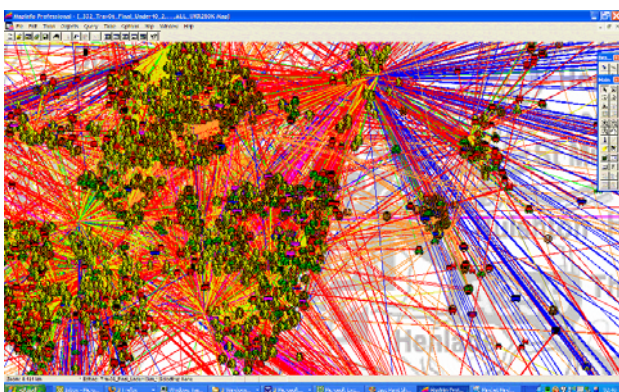
- if you can **calculate** this for one **school day** then you can calculate it for a **school week** (5 days) and a **school year** (190 days).
- if you **repeat the analysis in exactly the same way for every pupil, in every school, in every client authority** then you can **directly compare “apples with apples”**.
- if you **repeat the analysis in exactly the same way next year** then you can **see if there is any change over time** (as well of course actually **visualise and quantify** the change).

By adding in the spatial dimension to the mix it means that, in addition to the **age range of the pupils** (ie. primary, secondary etc.) and their **socio-demographics** (eg. gender, ethnicity, free school meal entitlement etc.), the results of the STHC analysis can also be reported (ie. "**sliced-and-diced**") in terms of all sorts of **geographies** such as:-

- electoral areas such as local authority wards or national parliamentary constituencies
- health board areas
- census output areas (both medium and super output areas).

***In short...***

*... from the confusion of the daily “school run” captured in the school census and pupil mode of travel data ...*



*... we work out where pupils have come from and how far they have travelled to get to each individual school in the authority, as well as other, “what if” scenarios ...*



*... to give us a **quantified snapshot of the current school travel situation** for the client authority, which will also give an indication of what can realistically be achieved in the short, medium and long term. We then “slice and dice” the results in all sorts of ways to make them as useful as possible to as many different people as possible and then we put it all together to form the ...*

**4. Standard STHC Analysis Output Suite**

*“Just to acknowledge receipt [of the final STHC data pack] - Our sustainable school travel forum is most impressed with your work - Brilliant!”*  
**Phil Cornish** - School Travel Awareness Officer, Torbay Council

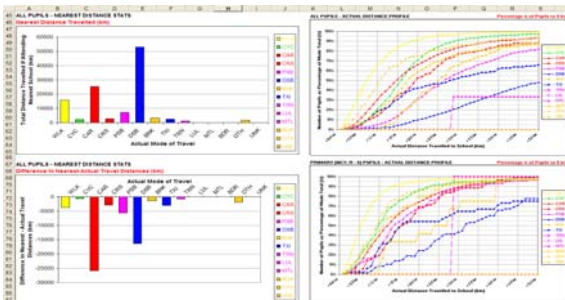
The results of the STHC analysis are delivered to the client as a **standard suite of digital data products**, which contains a comprehensive mix of:-

- **Online Instant Atlas – Interactive, online statistical atlases (called “Instant Atlases”)** showing all analysis results at school level and above for all STHC LEAs (and all analysis years). Instant Atlases are standard HTML files that utilise Adobe Flash technology (along with 99% of the rest of the world wide web!) and so can be viewed with any standard web browser without the need for additional plug-ins etc. These are made publically available on the STHC website at [www.sthc.co.uk](http://www.sthc.co.uk) (ie. they are visible without

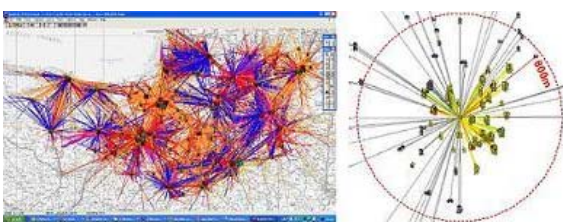
any user login etc.) and so can be accessed by all officers and schools in the client authority as well as anybody else that they care to direct to it. They can also be viewed over the authority intra-net, or as stand-alone files on any computer.



- **Microsoft Excel spreadsheets** – Charts, graphs and tables giving analysis results in a user friendly format ...



- **MapInfoGIS files** - Points, lines & polygons in industry standard format for visualisation & further spatial analysis by GIS enabled clients.



- **School Travel Health Check Report & Covering Letter** – School-specific report in Microsoft Word (.doc) and Adobe Acrobat (.pdf) files for every school in the LEA. A standard template that is adapted by the client (authority branding etc.), it contains mode-of-travel analysis results for both the current and previous year (if available), as well as suggestions to inform debate around sustainable travel within the school community. It includes figures for an **overall,**

**per-child travel CO<sub>2</sub> emission calculated with respect to the authority average as well as the number of pupils within a reasonable walk threshold coming by car** - both **RAG** rated as short term and long term indicators of travel sustainability respectively.



Advances in technology and the ever-changing public policy agenda means that we are continually developing the STHC Output to keep it as relevant as possible. Once they join the “STHC club”, clients will automatically benefit from these advances.

*Note each of the different types of STHC analysis output files are described in more detail in their own STHC Guide, available to download from our website along with sample data.*

## 5. Additional Bespoke School Output

*"The STHC is proving an ideal way to re-engage with schools to help monitor and review their travel plans, without asking them to undertake additional workloads. By showing schools that the STHC is complimentary to existing work within schools we hope to continue to address unnecessary car use and raise awareness of the benefits of sustainable travel."*

**Sharon Payne** – East of England Regional School Travel Adviser & Sustainable School Travel Strategy Officer for Suffolk County Council

We encourage client authorities to **put the STHC analysis results back into all their schools** (whether or not they have a formal school travel plan). After all, this is where the source data comes from in the first place, and this is where we are trying to effect change on the ground. Even in this technological age we



have found that this is best done as a **mix of paper and digital resources** that can be used as both management and teaching tools. At the very least these resources will enable **an informed debate** around the issues of sustainable travel within the school community based on quantitative analysis rather than speculative presumption.

Assuming they have the necessary technical skills and capacity, client authorities can produce their own, school-specific resources from the standard STHC analysis output suite, however the “in-house” option should not be undertaken lightly. The resource commitment in terms of tying up staff and large format printers for the amount of time required to produce packs for all the authority schools can generate internal conflict! Alternatively clients can let us take care of it for them ...

### 5.1 STHC Paper Pack For Schools

*“I can say from experience that trying to do this work in-house, although theoretically possible, is in reality difficult, time consuming and costly. By using the STHC and packs for the schools we have saved months of work and achieved a better output.”*

**Albert Ward** – School Travel Plan Team Leader, Somerset County Council

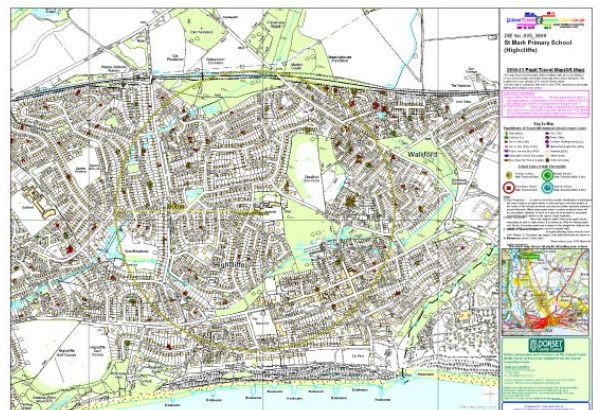
*“I have just received our map / aerial photo and information. I just wanted to say that this is a brilliant piece of work by you, and is extremely helpful to me. Many thanks, and keep up the good work!”*

**Trevor Jameson** – Headteacher, St. George's Primary School, Portland

Our standard STHC School Packs consist of the following (note that sample contents of STHC School Packs are available to download from our website, paper packs can be requested from [info@sthc.co.uk](mailto:info@sthc.co.uk)):-

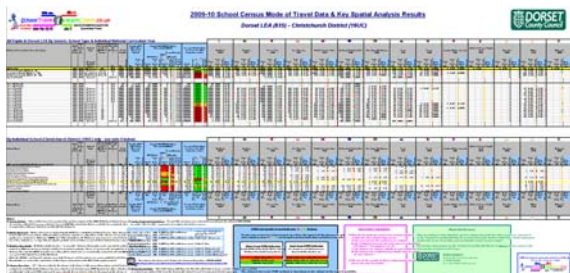
- **STHC Report & Covering Letter** – Printed @ A4 - adapted by the client from the standard template with authority branding etc.
- **Pupil Travel Maps** – 2 maps printed @ A1 -

one on an aerial photo and one on an Ordnance Survey basemap - clearly showing how all pupils travel and from where. The main map window is centred on the school at a street-level scale, with pupils depicted by easy to understand mode-of-travel icons with the walk threshold radius (800m for primary schools, 200m for secondary) clearly labelled surrounding the school icon, again labelled with the school name. There is an inset map in the legend bar showing the lines of travel for all pupils that attend the school, as well as the schools and associated walk thresholds they are passing by en-route.



- **Key Analysis Results Table** – Part of the standard Excel output, this presents the key analysis results at all the geographic levels in a user-friendly and easily understood way that enables schools to see how they compare with other schools in the LEA, and with the average for their school type or the LEA as a whole. We print it at A1 width (the length depends on the number of schools in the

LEA), with the row for the particular school highlighted in **bold**.



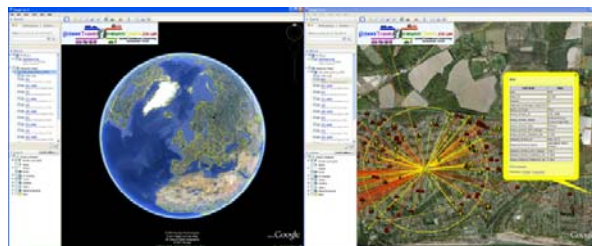
We print, fold and collate each of the above components into an unsealed envelope for each LEA school. These are then boxed in numerical order by DfE Establishment Number and delivered to clients by overnight courier for them to check and perhaps augment with their own additional content, before sending out to schools via their own internal postal system. Alternatively we can post them direct to schools for an additional charge to cover postage).

## 5.2 Supporting Digital Files


Each of the STHC School Pack components is available as a digital file that is supplied to the LEA client officers. Many are also publically available from the STHC website at [www.sthc.co.uk](http://www.sthc.co.uk), where they are visible / downloadable without any user login. However due to data protection issues around pupil locations, digital versions of the Pupil Travel maps are only available to schools, and then only by direct request to the LEA client officer:-

- **Pupil Travel Map Screenshots** - Medium resolution screenshots (in .jpg format – as shown above) of the paper Pupil Travel Maps produced in MapInfo. These provide client officers with a visual record of the maps that have been supplied to their schools as well as schools with a digital, cartographic map that can be projected in the classroom as well as pasted in their School Travel Plan document.
- **Google Earth (.kml) Maps** - New for 2011 is the provision of the Pupil Travel Map data for each school as a .kml file that can be viewed interactively in the freely available

Google Earth, 3-D mapping application.



*Note that the home postcode field has been removed from the data behind the individual pupil point to completely depersonalise it. Other than that though, it is the same data behind each object in the Google Earth file that is attached to them in the MapInfo GIS files.*

- **STHC Report & Covering Letter** – This can be viewed / downloaded as a pdf file by clicking on the report icon  beside the school name in the data table on the right hand side of the LEAs Instant Atlas. Each atlas will load onto a separate webpage when selected from the dropdown list in the Summary Data section of the STHC website.
- **Key Analysis Results Table** – Is available to download as an excel spreadsheet file from the Summary Data section of the STHC website.

## 6. Benefits

*"The School Travel Health Check process provides the essential foundations for development and delivery of Sustainable Modes Of Travel Strategies. The STHC also frees officer time to do the important work of delivering change"*  
**Emma Sheridan** – Former London Regional School Travel Adviser

First and foremost the STHC represents **outstanding return on a very modest investment as exactly the same standard suite of STHC digital data files can be used:-**

- by all the **many different stakeholders** with an interest in how children travel to school and how far they have to travel to get there - professionals, pupils, their parents & carers.



- at a **strategic level** as an evidence base to inform future planning of services & infrastructure. Also by raising the profile of their work internally and externally with colleagues, managers and other stakeholders, potential joint working and funding opportunities may be identified.
- at an **operational level** to inform day-to-day targeting, prioritising & scheduling of professional resources, as well as providing those professionals with a tangible means of engaging with all schools in their LEA in a consistent and regular way that is both meaningful and constructive.
- as a starting point for **further analysis at the local level**

By carrying out the analysis **in exactly the same way for every pupil, in every school, in every client authority and adding in the spatial dimension**, the STHC makes it possible for all interested parties to:-

- **compare "apples with apples"**, whether these "apples" be age ranges, socio-demographics attributes, or the geographic location of both the schools and the pupils that may or may not attend them.
- **easily visualise & quantify** the school travel situation to get the perspective on it they need.

The main purpose of all this analysis however is not just to be clever for the sake of it, but to provide local authorities and school communities with **quantitative, spatial intelligence data** that will allow them to **actually do something about making things better (think global, act local)**. The STHC analysis output gives them the ability to:-

- **debate** the issues around sustainable travel within the school community in a way informed by quantitative analysis rather than speculative presumption and tabloid style, "knee-jerk" reactions
- **arrive at an assessment** of the overall scale of the "school run" problem when compared with other LEAs or schools.

### Example Of Operational Targeting using STHC Analysis Output

*A classic "quick win" for School Travel Advisers upon receiving the STHC data is to re-order the "Key Spatial Analysis Results" spreadsheet by "the number of pupils within walk threshold travelling by car" column. This will give them a target list in descending order of the schools with the biggest potential for modeshift, which can then form the basis of their day-to-day activities for the next few weeks. For example the following two screenshots show the top 10 "offending" primary schools in an authority ranked by the number of Pupils Within the Walk Threshold Travelling by Car, firstly expressed as a percentage of the total number of pupils at the school and then as an absolute number:-*

	A	L	M
		No. WITHIN Walk Threshold Travelling by Car	% WITHIN Walk Threshold Travelling by Car
1	School Name		
84	Blagdon Hill Primary School	4	100.00%
85	Binegar CofE VC Primary School	13	72.22%
86	Enmore CofE Primary School	5	71.43%
87	Hambridge Community Primary School	11	57.89%
88	Nynehead CofE Primary School	4	57.14%
89	Curry Mallet CofE Primary School	10	55.56%
90	Horrington Primary School	11	55.00%
91	Stawley Primary School	3	50.00%
92	Charlton Mackrell CofE Primary School	13	46.43%
93	Compton Dundon CofE Primary School	6	46.15%
94		<b>80</b>	

	A	L	M
		No. WITHIN Walk Threshold Travelling by Car	% WITHIN Walk Threshold Travelling by Car
1	School Name		
84	Holy Trinity CofE Primary School	67	36.81%
85	Huish Primary School	59	25.88%
86	St Joseph's RC Primary School	56	38.10%
87	Lyngford Park Primary School	56	27.59%
88	Milborne Port Primary School	50	34.48%
89	Martock CofE Primary School	44	24.04%
90	Walton CofE VC Primary School	41	37.27%
91	Bishop Henderson CofE VA Primary School	38	16.89%
92	Curry Rivel CofE VC Primary School	36	34.29%
93	Wembdon St Georges CofE Primary School	30	25.86%
94		<b>477</b>	

*As you can see if we only used percentages, there are only 80 potential modal shift targets spread over the top 10 schools compared to 477 if we play the numbers game. A 10% modal shift in these schools would actually result in a lot more CO<sub>2</sub> saved!*



- **identify where action needs to be taken**, and what can be taken
- **build up an evidence base** that will assist in securing funding to initiate / continue school travel initiatives to tackle the issues at source
- **Set targets, ideally SMART ones** - Sustainable, Measurable, Achievable, Realistic and Time-bound - to work towards in the short, medium and long term.
- **Monitoring** how well these targets are being met will give an indication of how effectively those initiatives are working to change things on the ground. Demonstrating this may well unlock further funding to carry on the good work

The list of applications of the STHC analysis data continues to grow the more existing clients use it and the word spreads through the rest of their authority.

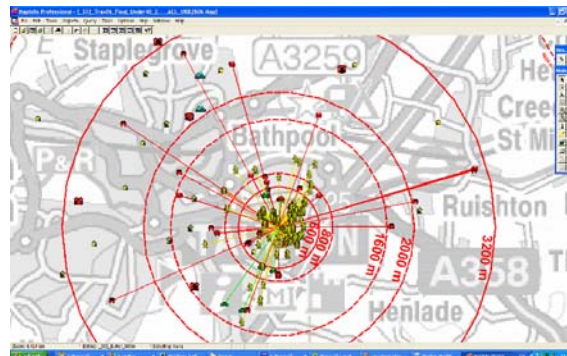
*"Thanks for getting the [STHC] data to us for our use to establish a priority list for our safer routes to school and for targeting schools for further action."...*

Fleur Tooby – School Travel Adviser, Sandwell Borough Council

*"The STHC processing has provided an excellent means of opening doors within my authority, particularly in to the growing carbon and health agendas"*

Stacey Olver - School Travel Adviser, Plymouth City Council

### Using The STHC Analysis Output To Set Short, Medium and Long Term SMART Targets



*Having now identified schools with a “high” amount of pupils coming by car, there’s not a lot anybody can do in the **short term** if most of those pupils are coming from a reasonably long way away [**average pupil home – actual school distance**], especially if there are no public transport alternatives [**percentage bus mode of travel**]. On the other hand if a good number of them live within the walk threshold distance [**number of pupils within walk threshold coming by car**], a campaign within that particular school highlighting the merits of walking or cycling may yield a good number of converts.*

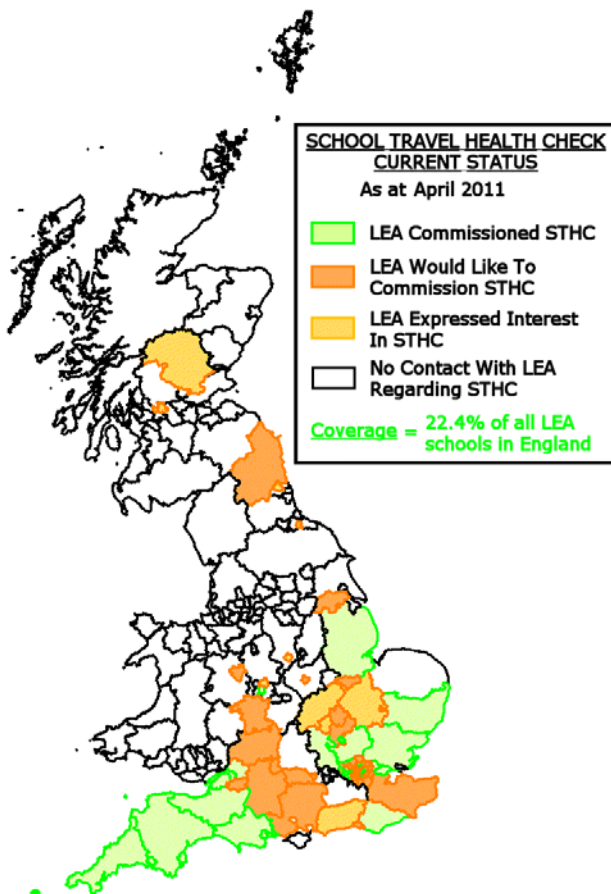
*In the **medium term** it might be possible to persuade pupils that live further away from a school to walk or cycle, perhaps once physical infrastructure has been put in place. For example the installation of a footbridge bridge over a railway line or other linear barrier may suddenly make cycling / walking a viable option for pupils in a particular housing estate that otherwise have to go “the long way round” by car [**as identified using the pupil travel maps**].*

*By quantifiably assessing how well schools are currently situated to serve the current distribution of pupils [**pupil home – nearest school distance**], it may suggest where strategic changes could be made to reduce the overall total “pupil miles” travelled in the LEA over the **longer term**.*

## 7. Client Authorities

The School Travel Health Check Service has brought proven benefits to nearly 30 UK local authorities. **Since the STHC service began we have processed over 3.3 million pupil records from over 4,700 separate UK schools (some 22% of the LEA controlled schools in England).**

The map below shows the take up of the STHC as well as expressions of interest as far as we are aware at the time of writing. (the map includes those authorities who signed up to our Local Sustainable Transport Fund (LSTF) bid). Please contact us via our website to find out what is happening with the STHC in your area / register your interest.



Authorities may commission the STHC service in isolation or in conjunction with their neighbours (each authority is still invoiced on an individual basis). In the latter case additional benefit is achieved for authorities as they can

“see” the cross-border movement of pupils between all the authorities that are part of the analysis dataset.

A full list of client authorities and some of the kind words of praise they have given us in support of the STHC is available on our website.

## 8. Cost

*"This work is a rarity, a product from a small consultancy that is motivated by a desire to achieve change and not just to make money. The output is excellent and does help to achieve change. Better still it comes at a very modest price that we cannot match in-house"*

**Kevin Speakman - School Travel Plans and SMOTS Officer, North Somerset Council**

The price of the STHC Service for a single census years data processing is set by our **transparent pricing formula - £1,500 per LEA + £12 per school + £0.01 per pupil (exc. VAT)** - so client authorities will always know in advance how much our service is going to cost. Our STHC School Pack service costs an additional £26 - 28 (exc. VAT) per school depending on delivery option, whilst consultancy services are charged at £500 per day (or part thereof).

**EXAMPLE** – For the 2011 -12 school year, a large authority with 68,272 pupils attending 270 schools (a mixture of Infant, First, Junior, Primary, Middle, Secondary, Upper and Special) will pay the following for the standard STHC Service plus STHC School Packs sent to them in unsealed envelopes by overnight courier to check / add content to and then distribute to their schools at their convenience (usually either via their authority internal postal system or by hand during a site visit):-

LEA Standard charge	= 1 x £1,500 =	£ 1,500
Schools Component	= 270 x £12 =	£ 3,240
Pupil Component	= 68,272 x £0.01 =	£ 682.72
<b>Total Standard STHC</b>		<b>£ 5,422.72</b>
STHC School Packs	= 270 x £26 =	£ 7,020
<b>TOTAL COST</b>	<b>(exc. VAT) =</b>	<b>£12,442.72</b>

Alternatively we can post packs directly to all LEA schools @ £28 each if this is a more convenient option.



**At an average cost of 16 pence per pupil for Standard Processing and School Packs**, we think the STHC Service represents outstanding value for client authorities in their efforts to achieve more active and sustainable travel.

Commissioning the STHC Service is via a simple **authority purchase order**. We are happy to **provide written quotations** in advance if clients provide us with the necessary information on the number of schools and pupils in their census data. We are also able to offer **flexible, advance invoicing for one or more years worth of output** to fit in with clients' budgetary availability.

If budgets are tight we would encourage clients to seek out potential funding partners from other groups with similar or complementary objectives. These could come from other service areas within the local authority or from other local agencies. For example many authorities are writing the STHC process and packs in to their **Local Transport Plan (LTP3) funding cycle** to secure it going forward. There may also be opportunities within projects that have managed to obtain **Local Sustainable Transport Fund (LSTF)** funding.

As stated previously our aim is to continually improve our service by encouraging feedback from client authorities and incorporating their suggestions into subsequent output wherever possible. Once they join our growing "STHC Club" authorities will always be assured of automatically benefiting from these future improvements.

## 9. Delivery Requirements, Mechanisms & Timescales

The **processing time** to produce standard digital analysis output is 2-3 working weeks, but this is **dependant on all the client authority(ies) participating in the processing round supplying to Knowledge Mappers:-**

- all "input data" to the required technical standard as instructed

- a valid Purchase Order
- a standard Mapping Services Agreement Contractors license for us to sign to enable us to work with your Ordnance Survey data (1st year of processing only)
- completed STHC Report & Covering Letter Template files as instructed
- authority logo and other graphic files as well as any specific instructions on their use

The delivery time for non-standard output and for School Packs will be agreed separately with clients e.g. school packs are often sent out around "Walk To School Week / Month".

Where several authorities are in acting as a consortium, the delivery time may well be longer. We can only begin processing once we have all the required input data from all the participating authorities. There may well be more than one round of processing for any school year if other authorities subsequently wish to commission the STHC Service, in which case existing authorities will be re-issued with updated pan-STHC level analysis data when it becomes available.

STHC Output Data is initially supplied to client officers as an **interim release** as soon as is practicably possible after processing. Data will be supplied to clients on a USB memory stick sent by post, and / or via our secure, **online file transfer service** provided by [www.yousendit.com](http://www.yousendit.com).

This is followed up by a **final data pack** containing selected printouts of the analysis output as well as all their data on a USB memory stick once the regional "processing round" has been completed.

## 10. Data Protection Issues

We take the issue of Data Protection very seriously:-

- Both Knowledge Mappers Ltd. and Travel Health check Ltd. are **fully registered on the official register of Data Controllers**

maintained by the Office of the UK Information Commissioner – see it online at [www.ico.gov.uk](http://www.ico.gov.uk) (our registration numbers are Z1303712 and Z2735279 respectively).

- The **data supplied to us is at all times the property of the client authority** and they are free to inspect our offices to ensure that it is being processed in accordance with due diligence.
- A number of technical measures have been undertaken by us to **de-personalise** what is already very depersonalised data – use of postcode centroids not home address, dispersal of points around the postcode centroid point, assigning our own unique pupil identifier to each of the census records before we undertake the analysis process etc.
- We are **bound by rules as your contractor** to only use any data you supply for the stated purposes, only have authorised personnel have access to it and not to share it with 3rd parties. We are happy to **sign any additional data sharing protocols that your authority requires**.
- Analysis Data is returned directly to client contacts and they will have control over what is released to whom and when.

That said we do encourage authorities to share their school and authority level summary data – this is completely ‘safe’ in data protection terms.

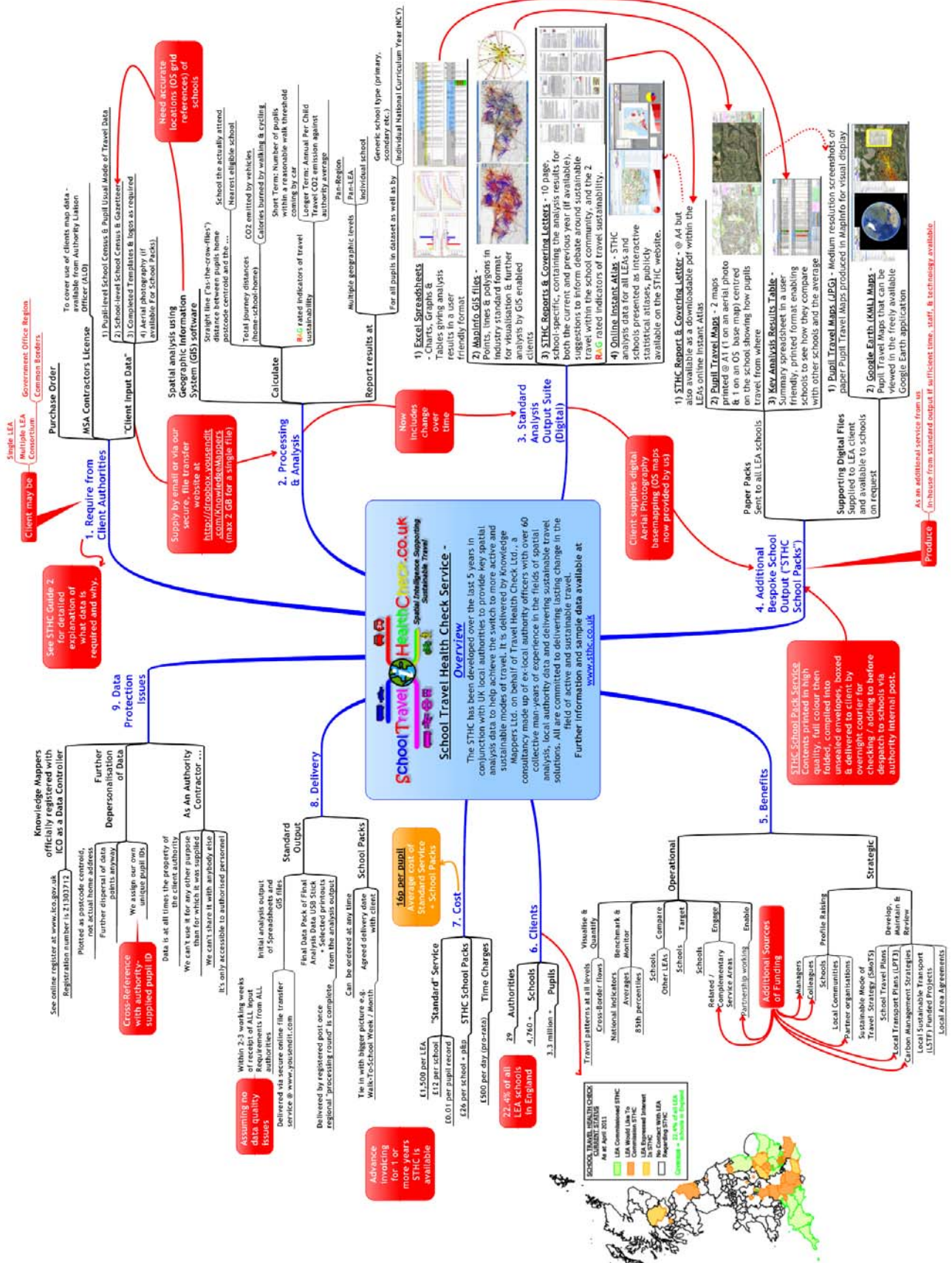
**We think our measures strike a sensible balance between maintaining pupil anonymity yet still allowing us to produce accurate enough distance analysis calculations for strategic purposes using a process that can be carried out for any local authority in the UK. If you have any concerns about Data Protection then please get in touch and we will be happy to discuss them with you.**

## **11. Summary Mindmap**

A summary mindmap of the School Travel Health Check Service is shown below. This provides a single page, at-a-glance summary of

the service for quick reference and sharing with colleagues.





"Things should be made as simple as possible, but no simpler"  
- Albert Einstein