

Transport Services

A horizontal bar composed of three segments of different shades of teal, spanning the width of the slide.

‘THE RIDE OF TERROR’
Our School Transport Behaviour Project

Background to West Berkshire



Introducing West Berkshire

- ❑ Geography
- ❑ Demographics
- ❑ Issues

School Transport – Serious Behaviour Problems



Partnership working between LA, schools, operators, parents and pupils

Reveals 3 main problem areas.....

- ❑ Not wearing seatbelts
- ❑ Distracting the driver
- ❑ Bullying

Additional School Transport Behaviour Problems



- ❑ Excessive noise levels
- ❑ Throwing objects around the bus
- ❑ Boarding and alighting
- ❑ Correct wearing of seatbelts
- ❑ Verbal abuse to drivers – leading to driver stress, poor driver retention, drivers and operators refusing runs
- ❑ Insurance premiums rising and being passed on, contract prices rising

...and this is in a reasonably affluent 'nice' area!

Previous Methods of Dealing with the Problems



- ❑ CCTV - costs
- ❑ Bus Passenger Assistants - costs
- ❑ School Bus Monitors - costs
- ❑ Working with the Schools

...but all these tools are 'reactive'

An Innovative Approach

- ❑ ATCO 'Bring and Share' Behaviour Day at Newbury
 - many problems, but no new solutions

Therefore.....

- ❑ Convinced us there was a need
- ❑ Thinking 'outside of the box'
- ❑ Needed to be a preventative solution through education
- ❑ Finding a communication method that appealed directly to young people.....

The Answer?
DVD Animation and Graphic Novels!!!

Making the Idea Work

- ❑ Significant amount of work with our partners:
 - Education
 - ATCO
 - Other LA's

- ❑ Targeted audience – 'Transition' Yr 6, age 10/11

**...That's when we discovered John Chapman
and his fictional character 'Jonnie Rocket'!**

John Chapman introduces:

‘Jonnie Rocket – The Ride of Terror’

Developing the Idea

- ❑ Immediately the project grew from just a DVD
- ❑ Created a whole 'Resource Pack' including: -
 - DVD Animation
 - Facilitated Workshop (Lesson Plan)
 - Graphic Novel for each pupil to keep
- ❑ Workshop written to link with the National Curriculum and delivered through PSHE lessons

Delivery

- ❑ Delivering the message to 2000 pupils in Year 6 (10 and 11 year olds) in West Berkshire as part of their Transition to Secondary School
- ❑ Classroom elements concentrate on 3 sessions:
 - Seatbelts, Driver Distraction, Bullying
- ❑ Classroom delivery can be adapted to meet the needs of individual schools – every school is different

Where We are Now

- ❑ Significant financial outlay to date – including production of materials, research, development
- ❑ 3 years work, 3 years financial outlay
- ❑ Funded from savings in 'Home to School Transport' budget
- ❑ Significant amount of Officer time
- ❑ Pilots have been delivered in a number of schools, feedback really positive, some enhancements made, final amendments done
- ❑ Going live NOW to 66 x WBC Primary Schools

Where We're Going Next

- ❑ Seeking funding through 2012/13 LSTF for:
 - Phase 2, a Secondary School project for older pupils

Share in the investment we've made !

- ❑ We are now taking orders for the 'Resource Pack' for you or your schools to deliver

The Resource Pack

- ❑ We've done all the hard work and made the big investment!
- ❑ 'Resource Pack' available from West Berkshire Council
- ❑ Comprises:
 - 1 x DVD Animation
 - 1 x Facilitated Workshop (Lesson Plan)
 - 31 x Graphic Novels:
 - 'Jonnie Rocket and The Ride of Terror'
- ❑ Resource Pack price: £350

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