

# SMART targets

## Setting aims and objectives for your School Travel Plan

[www.sustrans.org.uk/schooltravel](http://www.sustrans.org.uk/schooltravel)

### Aims:

Your School Travel Plan should describe the difference you want to see

- to improve pupils' health and fitness levels
- to reduce congestion, pollution, traffic danger and road casualties near school
- to increase the proportion of school journeys being undertaken on foot, by bike or by public transport
- to increase awareness amongst pupils, staff and parents about the environmental, safety, health and social consequences of their travel choices
- to inform pupils, parents and teachers of sustainable transport's benefits.



### Objectives:

Describe the activities required to meet the aims

Choose as many objectives as you need to help you achieve your aims. These will translate into actions for your Action Plan. Hartlepool BC STP guidance states a minimum of three objectives must be identified. Consider:

- set up an STP steering group/ working group
- provide cycle training
- link the school travel plan to the Healthy Schools initiative
- integrate sustainable and healthy travel issues into the curriculum

### SMART targets

Each of your objectives should have a realistic, achievable target, with an implementation plan outlining how it will be met. The definition of 'SMART' targets varies but a common understanding of the method is detailed below:

**S – Specific:** State exactly what you want to achieve

**M – Measurable:** Set measurable targets to clearly prove you've reached your goal

**A – Achievable (or Attainable):** Set targets you can reach in the plan's duration

**R – Realistic:** Is something you can really take action on?

**T – Time-related:** Set a deadline

## Helpful hints

- targets should be drawn from the travel surveys (actual and preferred) and will be different for each school according to individual needs and location
- ownership is critical; one person setting targets with no consultation results in targets that are unlikely to be delivered as there is no 'sign-up' to them
- targets need monitoring/ revision in order to remain valid and meaningful
- check that the required data can be collected/ updated within target time
- setting 'challenging but grounded in reality' targets can be tricky; this is a judgement call. Be grounded by the results of 'preferred travel to school' travel survey questions and consultations with pupils, parents and staff.



There are some areas which are harder, but not impossible, to set targets on, i.e. raising awareness of sustainable travel to school. Be guided on what you think you could measure to show a change in attitude as well as actual behaviour, for example include attitudinal-based questions in consultations or surveys.

## Further information

You can read other schools' aims and objectives in the School Travel Plans we have to download at [www.sustrans.org.uk/schooltravel](http://www.sustrans.org.uk/schooltravel). Click on the Resources page, then on School Travel Plans.

[www.sustrans.org.uk](http://www.sustrans.org.uk)

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