

A Journey to School – An animated film

Best sustainable travel initiative - Education

To develop a short animated film that parodies driver behaviour outside school and shows in a humorous way how inconsiderate behaviour by drivers impacts on children from the child's point of view. In addition 3 x 30 second animations were created that can be used on social media. The animation appeals to primary school children whilst giving a serious message to those that drive their children to school. The resources are suitable for both use in assemblies/classroom and for parents to view with their children at home. Resources are publically available to anyone can access and use the animation. The animation can be found at:

<https://www.itravel.york.info/journey-planning/going-to-school/journey-to-school-animation> (scroll down to find the 'shorts' or on You Tube

<https://www.youtube.com/watch?v=rh-0Xl2BPtQ&list=PLD5rZwwsKea03MkS6G2qzxFDad4wRCxdP>

Local Authority

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Who Was Involved

The idea was developed by the Travel Plan Officer (TPO) for schools, based on many years complaints about and observation of inconsiderate parking outside schools. Through competitive tendering the animation company Digifish was commissioned to produce the animation. The TPO worked closely with Digifish to produce an high quality product.

Budgeting

The 2 minute animation cost £5,400. The 3 'shorts' for social media use £2,600. Funding was through CYC's Access fund and was included as part of our original bid.

Project Development

The TPO identified a number of key scenarios that should be included in the animation. There was an initial meeting with the production team to discuss the nature of the animation and what CYC expected to see. This was followed by a site visit with the animator to a selected York school to view typical problems 'live'. An initial script was produced by the animators which was extensively revised based on further discussions. Once the final script was agreed, the story was developed through storyboards and eventually the animation. At each stage there was much discussion and amendments to ensure a high quality final product that reflected situations children encountered, appealed to children and gave a serious message to drivers. A

tough brief which was successfully achieved.

What Was The Outcome

The outcome was an animation that met the brief, produced on time and to budget. It appeals to children and adults 'get' the message. Response from colleagues has been very positive in that a product is available that they can and do want to use. The animation and 'shorts' are available on YouTube, the 'shorts' have been released on social media. All have been promoted through Modeshift so that all members may use the resource should they wish. The animation will be used within CYC as part of a suite of measures we have recently developed addressing the issues of inconsiderate parking in York. We will use the animation in assemblies and the classroom as well as promote regularly on social media. Schools will also be invited to share the links with their families as part of their work promoting sustainable travel and considerate driver behaviour.

How Does This Project Meet The Criteria

- The project is innovative in the way drivers are engaged to consider their behaviour and how it affects small children.
- Success can be measured by the number of views on You Tube and eventually the number of complaints received about parking outside schools.
- It is transferable as it is available to anyone to use freely via the internet
- It's design means that it will be useful in years to come – it will not date quickly.
- It identifies barriers to sustainable travel for young children and shows drivers how different the school environment could be with some thought and consideration.