

KCC - TRANSPORT INNOVATIONS NEWSLETTER

BY: IONA ROGULSKI - TRANSPORT PLANNER



TWITTER: MY GREATEST CHALLENGE

I can honestly say that up until the end of last year, I would never have believed that a single little blue bird could cause so much anxiety.

Let me start by saying that I am no technophobe, I have my own profile across several social media platforms and had always felt that I could navigate these profiles with ease; sharing my opinions, experiences and uploading photos and videos which has helped me to connect with my loved ones. So naturally, when I joined my team back in August, I was super excited to discover that one of my projects would involve the promotion of active travel on the school run and reinforcing our responsible parking messages via social media!
continued on page 2.

DROP ME A LINE

Often I get calls from school staff and they say “Wow! I didn’t know you could help me with x, y, z...”

In my role I am responsible for a range of projects, so allow me to give you an “education” on why you might like to get in touch; I monitor, accept or decline all School Travel Plans (STP) and annual reviews that are submitted via the Jambusters system. I can help you with any STP related issues, whether that be the travel surveys, target setting or getting the green light on any STP for planning applications you can also call me if you have any “Jambuster” specific issues (logins, navigating the site etc.).

I also manage the Responsible Parking scheme, the @KentSchoolRun twitter page (encourage your parents to Follow us please!) and generally look for new and fun ways of promoting active and sustainable travel on the school run!

The moral of the story here: Please just drop me a line... And if I can’t help you I will certainly do my best to ensure that your question is answered by the

@KENTSCHOOLRUN

followers : 32

Less #RoadRage more Road Space please! Keep your eyes peeled the launch- 01/01/2017 @KentSchoolRun will help you to beat the #congestion! 03:30 PM (GMT)



www.responsibleparking.co.uk
www.responsibleparking.co.uk/secondary
www.kentconnected.org
www.jambusterstpms.co.uk

Email: iona.rogulski@kent.gov.uk
 Office: 03000 419582
 Mobile: 07717 478337

KCC - TRANSPORT INNOVATIONS NEWSLETTER

BY: IONA ROGULSKI - TRANSPORT PLANNER

TWITTER: MY GREATEST CHALLENGE

...continued

After deciding that Twitter would be the most appropriate platform I pulled my socks up and began preparations for the new KCC schools profile! This is where my enthusiasm hit its first hurdle; Having never approached social media for anything but personal use before, it felt like a sudden assault of corporate obstacles which was swiftly followed by the realisation that it is not as simple as just posting your message and thinking people will engage... because they won't... you have to seriously work for it! (Please tell me I am not the only one struggling with this start up!)

So now here we are a full month in and I am pleased that we have a number of schools already following the site and my little sidekick, Alex, has been named. I would urge you all to follow the page and encourage all of your parents to do so too as we are really looking to support you in combatting congestion at peak times and ensuring that those parents who must drive are doing so, safely.

Perhaps you could feature the @KentSchoolRun link alongside your school's twitter link as a constant feature in your school's newsletter.

Ultimately, I would really appreciate any support your school can provide as far as growing the reach and increasing the engagement on the site. I want to ensure that, moving forward, the Transport Innovations Team's messages and new schemes are inclusive of any suggestions that come directly from our "school runners" and Kent schools through this channel.



www.responsibleparking.co.uk

www.responsibleparking.co.uk/secondary

www.kentconnected.org

www.jambusterstpms.co.uk

Email: iona.rogulski@kent.gov.uk

Office: 03000 419582

Mobile: 07717 478337



HEADS UP:

Responsible Parking Squad

Keep an eye out for the launch of our long awaited Responsible Parking Scheme, specifically designed for our Kent Secondary Schools.

Capital Grant Funding

A reminder for any schools who were awarded grant funding for this year 2016/17, your improvements must be in place and invoices submitted by 28th February 2017.

Modeshift STARS

Coming Soon - We have been hard at work, getting everything ready for the launch of our partnership with Modeshift STARS. Once we have completed our final checks, all Kent Schools will at last be able to join the rest of the nation in becoming STARS accredited. More information on this in next month's newsletter or if you just can't wait until then; drop me a line!