



HomeRun

STEP

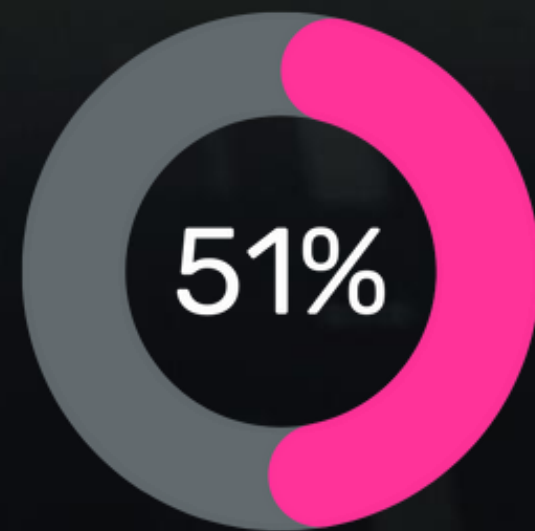
The AI Engine for School Travel Planning

Transport East: Rural Mobility Focus Webinar

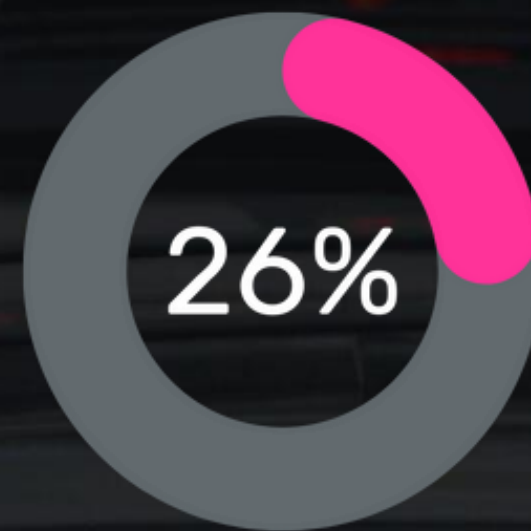
NOVEMBER 2025



The school run is one of the biggest issues across the UK



Morning rush hour trips are to education establishments



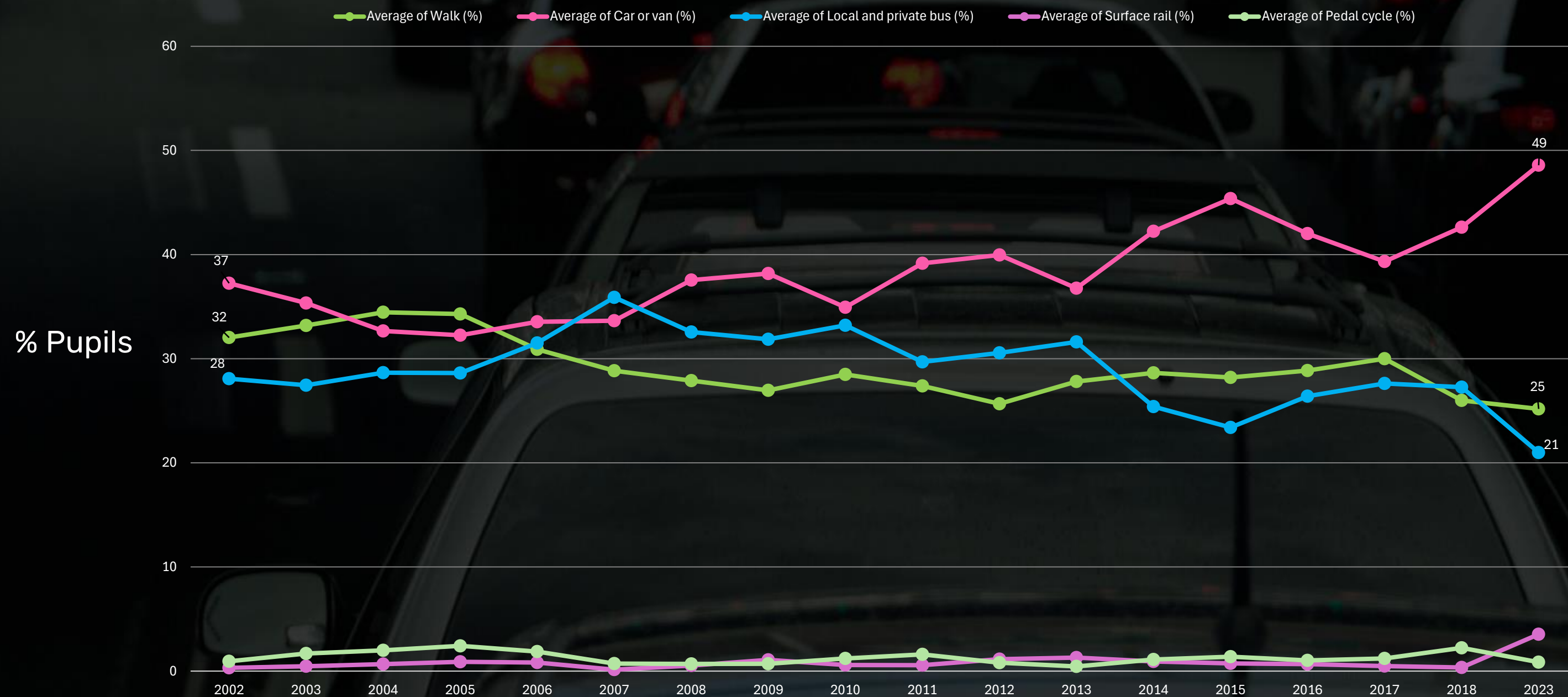
CO2 emissions across the UK from Road Transport

5 ×

Children exposed to 5 times more air pollution on the school run

Despite £bns of investment over decades

The school run is getting worse!



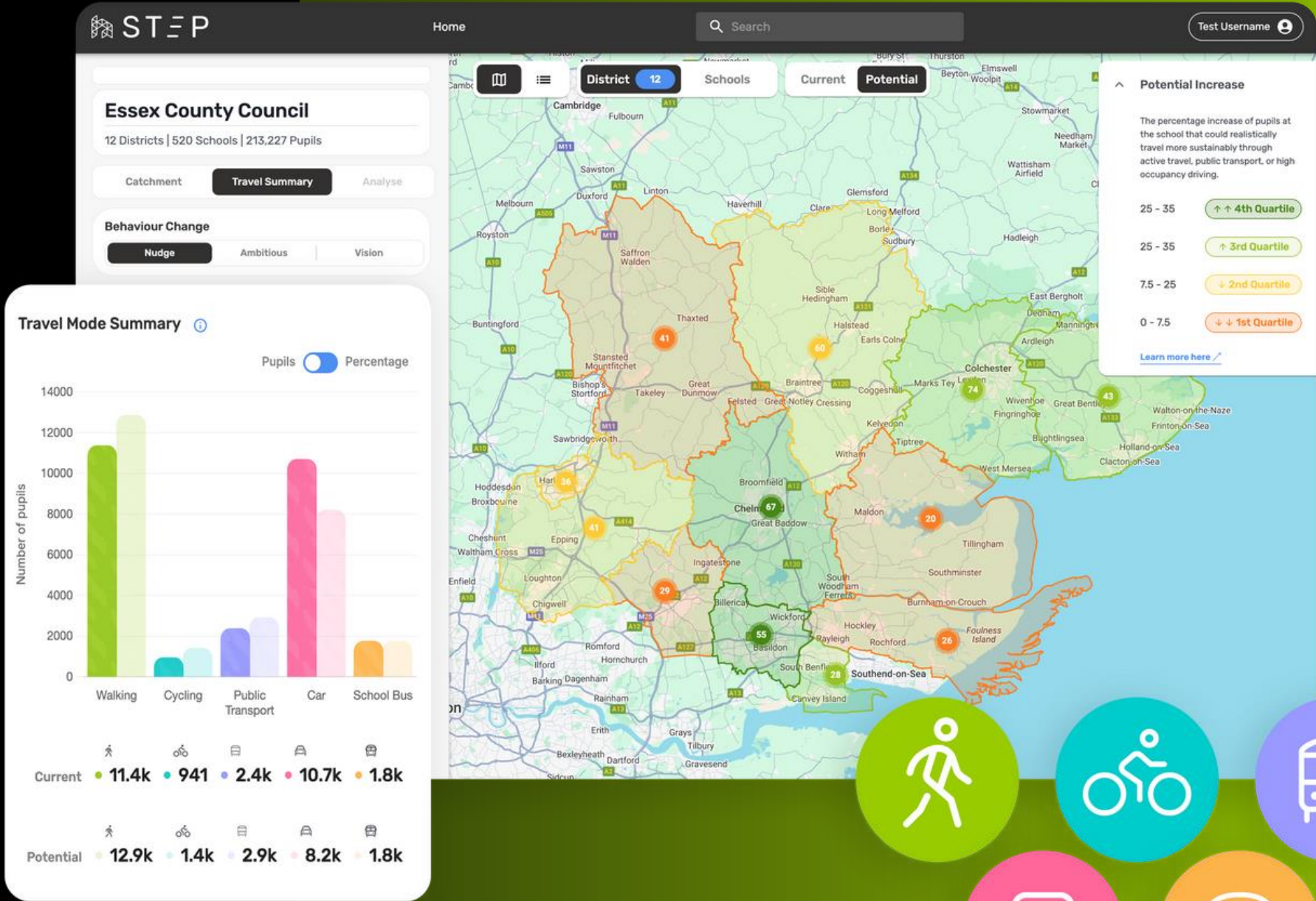
National Travel Survey (England: Rural Schools)

Fundamental barrier to
improving the school run:

There is no consistent,
scalable data on school travel.

Our Solution: HomeRun STEP

School travel data
without school engagement



In partnership with



How STEP works

Inputs

Journey & geographical data

Demographic and
place-based data

Behavioural data



Outputs

How are pupils travelling today

What sustainable alternatives
are realistic for each journey

Where are the biggest
opportunities for modal shift,
and how to achieve them



HomeRun

STEP

School Travel Evaluation Platform



Piloted across Essex

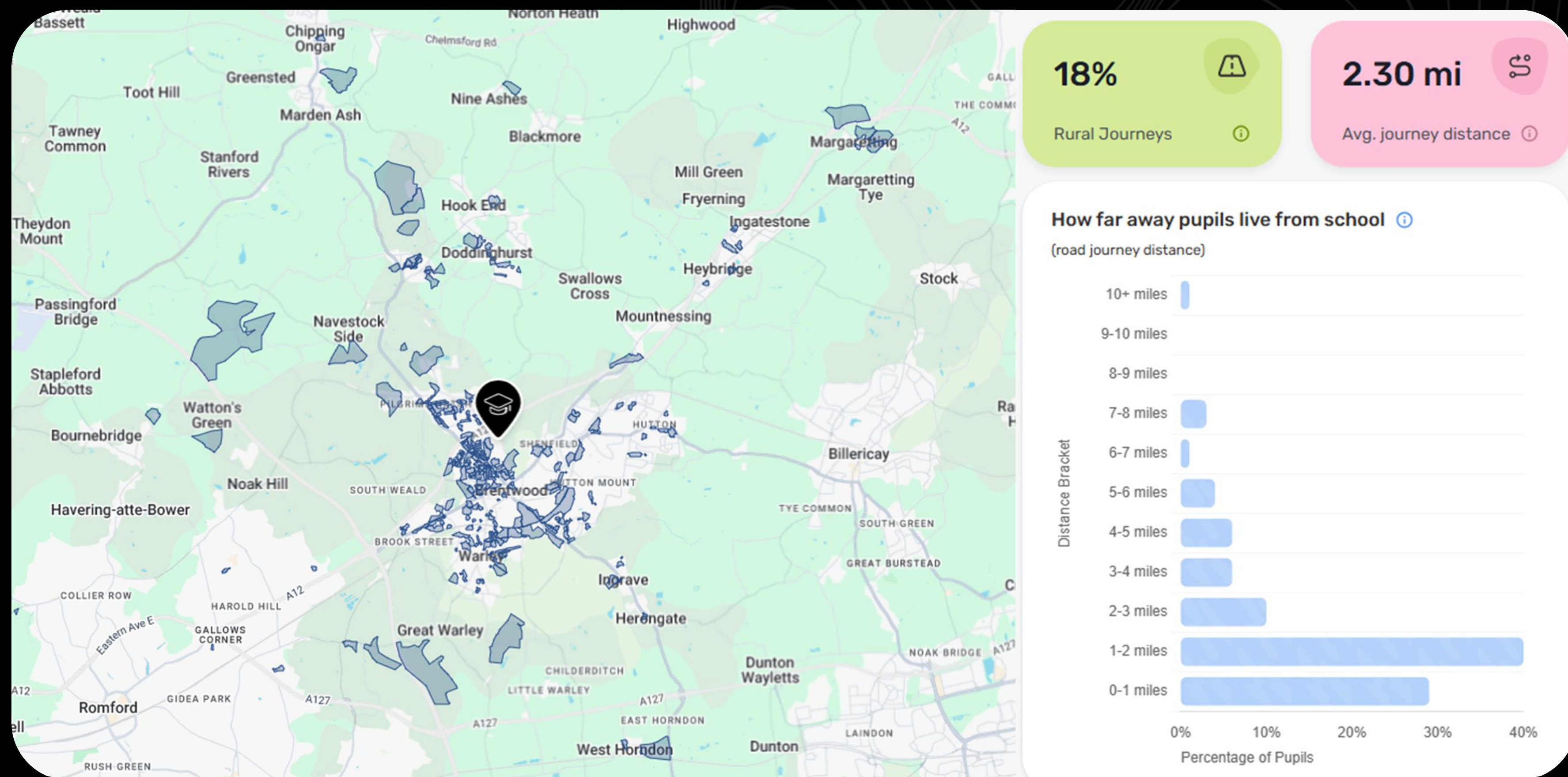
> Created a flexible machine learning model for:

212k+ pupil journeys across

520 schools, covering

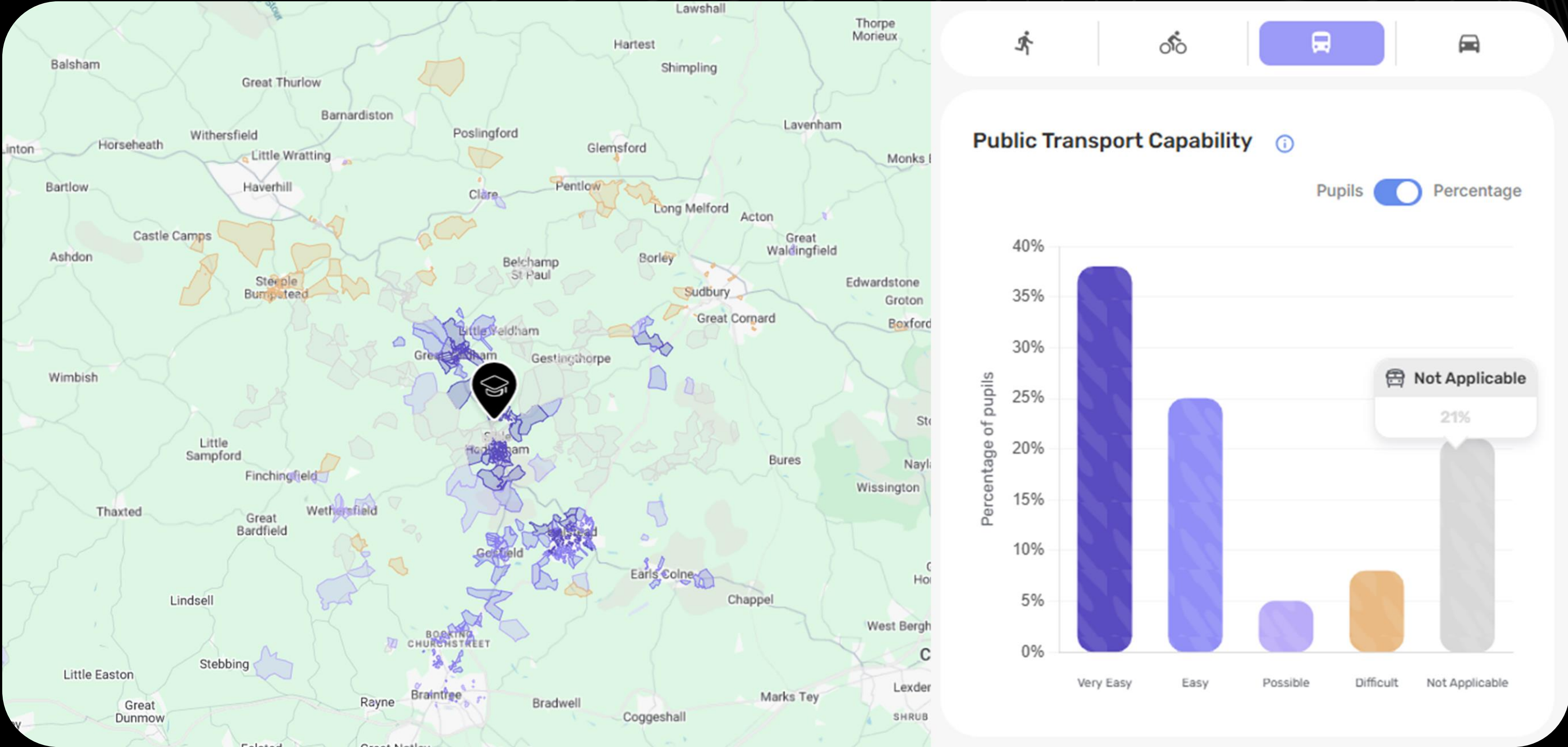
3,670 square kilometers.

Example > Primary School with 350+ pupils
STEP analyses **end to end** journeys



Example > Secondary School with 1000+ pupils

STEP analyses the **feasibility of transport options**



Essex County Council HomeRun STEP at scale:

212,125 pupils going to school in Essex

135,762 pupils already travel sustainably



16,042 currently have **no feasible alternative to driving**



60,321 have feasible modal shift opportunities



+33,7542 pupils could travel **actively**



+18,681 pupils that do not have feasible active travel options, **could use existing public transport services**



+7,886 pupils that have **no other alternative**, have good conditions **for car sharing**

Benefits of modal shift

***40% from rural journeys**



28.1 million
fewer peak
car trips per year



16.7k tonnes
CO₂ reduced
annually



98.8k
more miles
walked/cycled every day

ECC: HomeRun STEP Early Benefits

- Targeted BAU activities (e.g. School Travel Plan engagement)
- Robust evidence base for projects, initiatives, and funding bids
- Increased equality by providing a level playing field



Helen Akpabio
Active Travel Manager

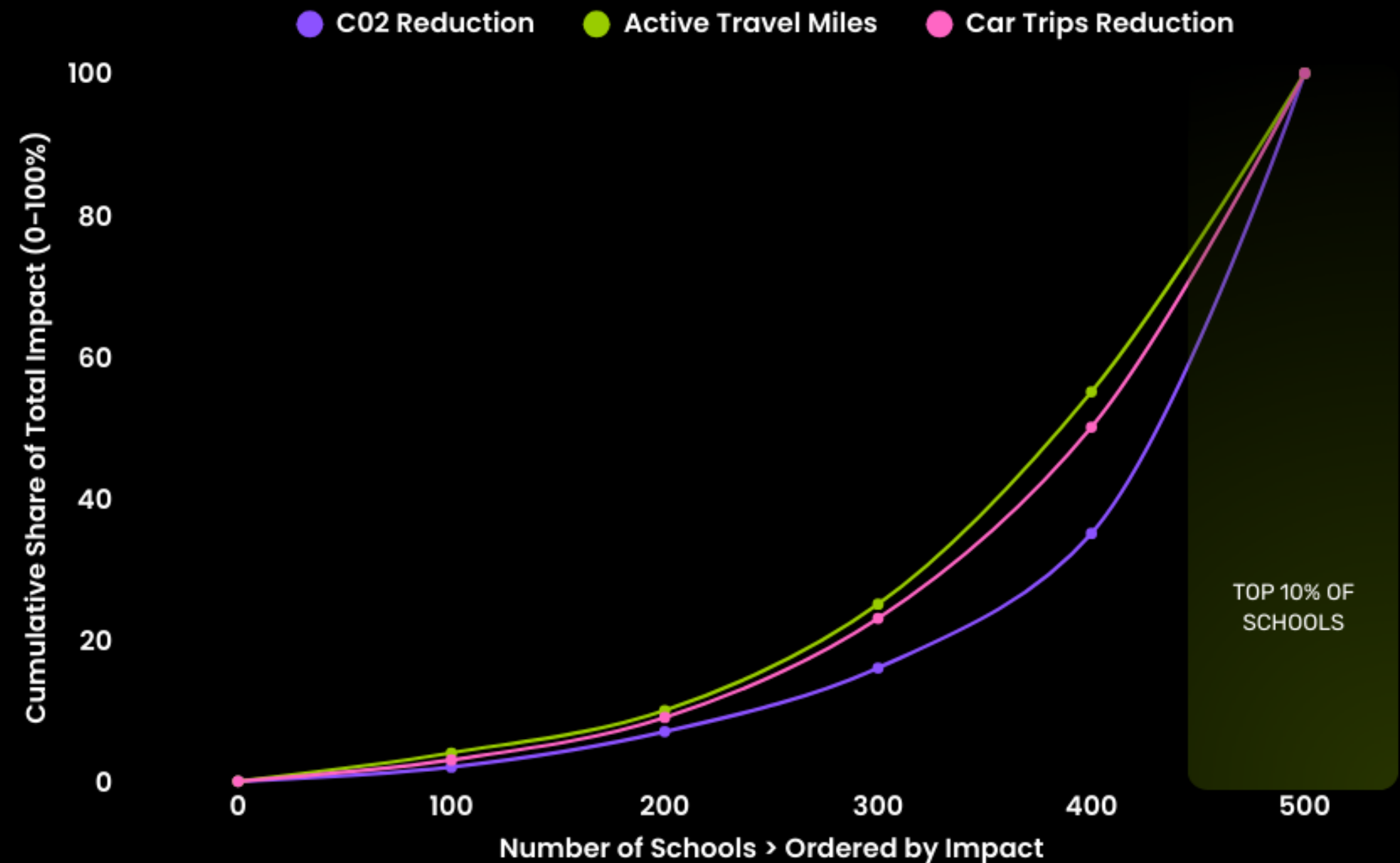
“The equity implications are profound. Interventions can be focused where they are most needed, not just where engagement is most responsive.”

Case study > Essex

The power of
HomeRun STEP AI:

5X

More impact per £ spent



> Tracey Vickers - Head of Sustainable Transport

“STEP is so exciting because it gives us the evidence base that we never had before, and that lets us prioritise according to the impact we can deliver with taxpayer funding”



Contact Us

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