



# Park safe, Walk safe Campaign



## Introduction

### Is this the campaign for you?

Do you have problems with parents and carers stopping on the yellow School Keep Clear zig zag lines or parking unsafely on the road outside your school? Do you have a number of parents who can't walk to school due to the distance they live from school or because they need the car for an onward journey to work or another school?

This campaign raises awareness of the School Keep Clear zig zag markings and the need to keep the area outside the school safe and congestion free, through promoting safe driving behaviour.

Target audience: those parents who park or 'stop and drop' on the School Keep Clear zig zags or generally park unsafely, illegally or inconsiderately outside your school.

### Objectives:

- Reduce congestion in the road outside the school
- Reduce dangerous parking and 'stopping and dropping' on or near the yellow zig zags
- Increase the numbers of parents and pupils 'Park & Striding' (parking away from the school entrance and walking the remaining part of the journey)
- Improve air quality in the immediate vicinity of the school
- Building some exercise into the journey to school for those who insist on coming by car

### Features:

- Survey work
- Other agencies (council's School Travel Team, PCSOs, Civil Enforcement Officers)
- Class work and/or work at home for pupils (design / art / advertising creation competition)
- Leaflet/ poster advertising a banner competition - information home to parents
- Banner outside of school (prompt/ lasting legacy)
- Leaflet - information targeted at those who 'stop and drop' outside of school
- Car window stickers (prompts / community pressure)

### Timeline:

- **Campaign designed to be run over:** one half term (7 or 8 weeks), comprising-
  - 3 or 4 weeks lead period to do some planning and printing, and run a banner design competition
  - An on street campaign in week 6
- **Total hours work to run this campaign:** approximately between 5 and 12 hours depending on the number of 'bolt on' activities carried out and how much of the work you delegate out to others.



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## Campaign outline

Core Activities	Activity details	Materials
<b>Assess problem and do ground work</b>	<b>Traffic counts</b> - Get older children (School Council potentially) to count number of cars stopping and dropping on yellow zig zags one morning at school run time. You could also take 'before and after' photos of the road, one on the first traffic count and a second of the road at the second traffic count, after the campaign has taken place.	Traffic count survey sheet provided (ZZ2)
<b>Get relevant people on board and gather support</b>	<ul style="list-style-type: none"> <li>- Contact your local businesses for sponsorship or your PTA.</li> <li>- Contact the School Travel Advisor (STA), Governors and parents to get them involved in day 2 of your banner campaign (see below).</li> <li>- Contact PCSO's (Neighbourhood Police Team) and the STA to see if you can have Civil Enforcement Officers to help with the Park safe, Walk safe Assembly. (We recommend you don't have uniformed officers present on the day of your on-street campaign).</li> </ul>	Template letter provided (ZZ3) or get pupils to write letters in Literacy lessons
<b>Information distribution / promotion</b>	<b>Banner competition flier and banner template to teachers</b> and home with pupils to parents, with information about banner design competition with deadline. <b>Posters</b> up around school.	Use template banner competition promotion flier / poster (ZZ5) and banner design template (ZZ4)
<b>Assembly</b>	Use the assembly to <b>introduce problem, and launch campaign and banner competition to pupils and staff</b> . You could arrange for a Parking Enforcement Officer or a PCSO to help out at the assembly.	Assembly powerpoint provided (ZZ8)
<b>Banner competition</b>	<b>Judge competition entries, choose 2 winners, liaise with printers to organising printing of your banner (see 'who can help' for contact details)</b> . (Judging could be turned into an event in itself, invite STA, Governors, Council Officers... to help School Council to decide)	Banner template provided (ZZ4)
<b>Banner launch and on-street campaign</b>	<p><b>Day 1</b> - Assembly (no.2) with pupils with banner unveiling. Lunch time - put up banner with assistance of school council and / or winning designer.</p> <p><b>Day 2</b> - next morning hand out drivers 'park and stride' leaflets and car stickers. Have teachers, Governors, STA and children hand out leaflets, car stickers and point out the banner to parents.</p>	<ul style="list-style-type: none"> <li>- conversation with drivers brief (ZZ7)</li> <li>- 'Park and stride leaflet for drivers' template (ZZ6)</li> <li>- car stickers provided by STA</li> </ul>
<b>Traffic count</b>	Follow up traffic count survey (and photos)	resource sheet ZZ2

Bolt-on activities	Activity details	Materials
<b>Banner competition promotion poster – pupil creation</b>	Ask pupils to make their own posters to promote the banner competition. This could be a JRSO or School Council activity.	Power point assembly may be useful to guide pupils as to poster content (ZZ8)
<b>Banner design competition as a lesson</b>	Banner design takes place in lesson time	-
<b>Name and Shame campaign</b>	If parents and carers continue to 'stop and drop' on the zig zag and park directly outside the school, you could get tough. Invite Civil Enforcement Officers and PCSO's to be present outside the school and keep a record of main offenders. Use your school newsletter to 'name and shame' these drivers. Some schools have also fastened lists of offenders to the school railings.	Template letter provided (ZZ9)



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## Your Campaign Planning Guide / Timeline

### What to do when

The planning guide (resource sheet ZZ1) provides you with a check list of things to do. It helps you know what to do when and is provided in the Park safe, Walk safe campaign Pack or can be downloaded from the Council's web site at [Park safe, Walk safe](#).

### Template Resources

	Resource sheet code:
Park safe, Walk safe Campaign Planning Guide	ZZ1
Template traffic count survey sheet	ZZ2
Template letter to local business	ZZ3
Template banner design guide	ZZ4
Template Park safe, Walk safe Banner Competition promotion leaflet / poster	ZZ5
Template 'Park and Stride leaflet' for drivers	ZZ6
Conversation brief to be used for interactions with parents/ drivers	ZZ7
Assembly (Powerpoint)	ZZ8
Template 'Name and Shame' letter	ZZ9
Example 'name and shame' letter (Cranford Infants, Hounslow)	ZZ10
Template 'Travel to School' Agreement	ZZ11
Campaign Terms of Agreement	ZZ12
Park safe, Walk safe Campaign overview	ZZ13

### Who to involve / who can help

	Who?	Contact details:
External	School Travel Advisor (STA)	<a href="mailto:Road.safety@brighton-hove.gov.uk">Road.safety@brighton-hove.gov.uk</a> 01273 292357
	Parking Services	<a href="mailto:Paul.McCann@brighton-hove.gov.uk">Paul.McCann@brighton-hove.gov.uk</a> 01273 293014
	Local business	<a href="http://www.upmystreet.co.uk">www.upmystreet.co.uk</a> Search for 'businesses' or 'shops' in your postcode area.
	PCSO's (Neighbourhood Police Team)	101 or your <a href="#">Neighbourhood Police Team</a>
	Local MP	<a href="#">Your MP's contact details</a> or on the council's website <a href="http://www.brighton-hove.gov.uk">www.brighton-hove.gov.uk</a>
	The Argus	<a href="mailto:editor@theargus.co.uk">editor@theargus.co.uk</a> 01273 544544
Banner Printing	Design, Print and Sign	Brighton & Hove City Council Hollingdean Depot Upper Hollingdean Road, BN1 7GA 01273 295885 Email: <a href="mailto:signs.printandsign@brighton-hove.gov.uk">signs.printandsign@brighton-hove.gov.uk</a>
	Websites which will produce personalised banners from your	<a href="#">Vistaprint</a> <a href="#">School Banners</a>

ZZ13 - Park safe, Walk safe campaign overview





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	artwork	<a href="#">The School Print Shop</a>
Internal	Pupils – banner design competition	
	JRSO's or Green / Eco Council - to carry out traffic counts and support during the on street campaign	
	Governors and Parents	

## How to adapt /make more of this campaign

If parking and 'stop and dropping' in the road outside the school remains a problem, there are other steps you may want to take:

- Contact Parking Services to get Civil Enforcement Officers (CEO's) on the street outside the school during school start and end times.
- Following your big push on 'park and walk' and keeping the zigzags clear you might want to think about a 'name and shame' campaign for those persistent offenders. See the letter from Cranford Infants to parents/ carers (resource sheet ZZ10).
- Run a Car Free Day
- Set up / re-launch a 'park and walk' zone - see Living Streets 'Park and Stride pack' ([www.walktoschool.org.uk/free-stuff/campaign-packs/park-and-stride/](http://www.walktoschool.org.uk/free-stuff/campaign-packs/park-and-stride/)), or WoW walking zone pack ([www.walktoschool.org.uk/free-stuff/lesson-plans/](http://www.walktoschool.org.uk/free-stuff/lesson-plans/))
- Build a 'pledge tree' in your school foyer – asking parents to park legally and respectfully outside the school. (You could use the 'Travel to School agreement')
- Give out 'park safely, park legally' car stickers at parents evenings/ and or use the pledges at these events.
- Bring your banner in doors during parent's evenings to make the schools policy clear to the school community.