

Local school urges others to follow their lead and join the giant march for road safety

A school in Norwich is urging other schools and community groups across Norfolk to register now for the UK's giant safe walking event, and champion safer streets for families. The [Giant Walking Bus](#), coordinated by [Brake](#), the road safety charity, with support from [webuyanycar.com](#), is on 11 June, and will see tens of thousands of kids saying yes to fun, healthy walking and no to people driving fast in their community.

Little Plumstead Church of England Primary School in Norwich has been recognised by Brake as one of the [star schools](#) of last year's event for their efforts in promoting road safety to children, parents in the wider community, and they have already signed up to take part again this year.

The Giant Walking Bus involves children across the UK simultaneously marching for safer roads from their school gates, and often taking part in educational and awareness-raising activities in the run-up and on the day. The event promotes the importance of children being able to walk and cycle without fear or threat from traffic, and calls on drivers to '[GO 20](#)' - to protect children by slowing down to 20mph around schools, homes and shops. It also raises funds for Brake's work to improve road safety and care for families devastated by a death or injury on roads, as most schools fundraise on the day.

Primary schools can register now at www.walkingbus.org or call 01484 550061. Every school that takes part receives a free bumper pack of resources, including a banner, posters, stickers and certificates, to help them run their march and promote road safety on the day and year round.

In 2013 **Little Plumstead Primary School** held road safety lessons and assemblies, teaching children how to stay safe when out and about and highlighting why it is important for drivers to slow down around the school. The children made posters to wave during the march and local police officers came along to show their support. Each child was sponsored to take part and between them raised a fantastic sum of £1,391 for Brake.

Nicky Lingley, teaching assistant at Little Plumstead School, says: "The Giant Walking Bus is a fantastic event that really helps to promote road safety to children, parents and local drivers. It provides an opportunity for the children to get involved in learning about safe walking, the dangers of traffic and why it's important for drivers to slow down around schools. Schools can help spread these important messages through assemblies, road safety talks and by getting the children to design their own posters and slogans for the march. We'd definitely encourage other schools to take part and help keep children and their local community safe."

Julie Townsend, Brake deputy chief executive, says: "The Giant Walking Bus is a great way for schools to promote children's right to be able to walk without fear or threat from traffic. It's a chance to teach kids about road safety and why walking is healthy and eco-friendly. But it's also about showing the local community why kids' safety on foot is so vital, and how local drivers can make a big difference by slowing down. Many schools will have concerns about children's safety in their area, and Giant Walking Bus can act as a springboard for achieving change to help protect everyone. We're urging schools to sign up now to take full advantage of the resources and support Brake offers to help schools get involved."

Three giant reasons for schools to march

- **Learning about road safety:** kids can research road risks and transport choices in their community, and make their own 'slow down' and 'get walking' placards and other creative materials. Brake provides guidance to schools on activities they can run. It's a great way to meet safety and citizenship goals and promote travel plans or a healthy or eco school status.

- **Slow down drivers and get kids walking:** the march gives kids a voice, helping them tell drivers to slow down and look out for kids. It ties in with Brake's national GO 20 campaign and can be used as a springboard for schools to campaign for safer streets. Brake can help schools get publicity through local media, and promote the event in their newsletter or website, to get the road safety message out.
- **Help bereaved and injured families:** kids can be sponsored by family and friends to take part, or schools can fundraise in other ways on the day, helping Brake campaign for road safety and support families bereaved and injured by road crashes.

Facts about children's road safety

Every school day in the UK, 23 children are run over and hurt when walking or cycling to or from school and four of these children are killed or suffer serious injuries. That's 713 children killed or seriously injured walking or cycling to school each year [1]. Death on the road is the biggest non-medical killer of school aged children, greater than drowning, falls or accidental poisoning combined [2].

Notes for editors

About Giant Walking Bus

Brake's [Giant Walking Bus](#) is an annual event in primary schools where children learn about traffic pollution and danger, and transport choices. Schools taking part get their kids to march (in a crocodile of supervised kids, holding hands on safe pavements, or around the school's grounds) which gives kids a voice, helping them tell drivers to slow down and look out for people on foot. Kids can be sponsored to take part, helping fund Brake's campaigns and services for families bereaved and injured by road crashes.

About Brake

[Brake](#) is an independent road safety charity. Brake exists to stop the five deaths and 63 serious injuries that happen on UK roads every day and to care for families bereaved and seriously injured in road crashes. Brake runs awareness-raising [campaigns](#), [community education](#) programmes, events such as [Road Safety Week](#) (17-23 November 2014), and a [Fleet Safety Forum](#), providing advice to companies. Brake's [support division](#) cares for road crash victims through a helpline and other services.

- **About** **webuyanycar.com**
As the UK's favourite car buying service, webuyanycar.com takes its responsibility to road safety very seriously. Committed to protecting the lives of the UK's most vulnerable road users, it is a proud sponsor of Brake, the road safety charity.
- The last twelve months has seen webuyanycar.com launch with Brake's support a number of road safety initiatives designed to protect our youngest road users. They include: 'See Me Stay Safe', a high vis vest giveaway for children aged 4-7; the [GO 20 Competition](#) for primary schools, challenging students to design a banner encouraging drivers to slow down to save lives; and webuyananyTOYcars.com, a site which to donate money in exchange for old toy Little Tikes delivered to selected branches. All webuyanycar.com's employees are additionally signed up to Brake's Fleet Safety Forum and are active in raising money at a local level.
- webuyanycar.com offers people a third way to sell their car, without the pressure of going to a dealer or the hassle of selling it privately.
- It operates a simple three-step process:
 - Quick online valuation, offering customers a quote based on real-time pricing and the information provided on their car.
 - An easy-to-book appointment service, providing times that is convenient and work to customers' schedules.
 - A safe sale completed at a local branch manned by a friendly, approachable car buying expert.
- webuyanycar.com only sells through commercial channels.

- The business started in 2006.

End notes

[1] Reported road casualties Great Britain annual reports 2011, Department for Transport 2012, and Police recorded injury road traffic collisions and casualties Northern Ireland annual report 2011, Police Service of Northern Ireland, 2012. 190 school days a year.

[2] Death registrations in England and Wales: Table 5 Deaths by age, sex and underlying cause, 2011 registrations

Road crashes are not accidents; they are devastating and preventable events, not chance mishaps. Calling them accidents undermines work to make roads safer, and can cause insult to families whose lives have been torn apart by needless casualties.