

The aim of the 'Safe School Run Pledge' is to keep children safe when they travel to and from school.



The safe school run pledge is an effective strategy to support with:

1. Tackling parking challenges and promoting responsible parking.
2. Encourage more active travel by encouraging parents who can, to park further away from the school gates.
3. Improving the local school environment with air quality and creating less congested roads directly outside the school gates.

The school-led scheme offers flexibility in delivery, with advice support and guidance from the Norfolk Road Safety Partnership which includes the County Council Road Safety Team, Norfolk Constabulary and Norfolk Fire and Rescue Service.

We will supply you with a FREE resources pack to help you run the Pledge in your school and support you whilst you set up and deliver this intervention. Our support will help you to highlight and increase parent/carers understanding of the importance of safe and considerate parking outside your school whilst encouraging safe and active journeys.

This is also a great opportunity to support positive travel habits early and share with new intakes of parents and children who are attending school this September and those or are planning to attend your setting next year.

**The Case Study below on Horsford Primary School, highlights how they successfully launched the Safe School Run Pledge which has had a positive impact on behaviours and attitudes towards parking around the school and creating a safer environment outside the school gates.**

## To take part

If you are interested and would like to run your own Safe School Run Pledge initiative, please email [roadsafety@norfolk.gov.uk](mailto:roadsafety@norfolk.gov.uk) for a resource pack.





# HORSFORD PRIMARY SCHOOL: 2022/23

## CASE STUDY

### OVERVIEW

Horsford Primary school requested to take part in the Safe School Run Pledge as it links in with their active travel initiatives including promoting biking, scooting, and walking.

The school wanted to reduce the numbers of cars parked outside the school making it much safer for the children, enabling more people to choose active travel and in turn improve the school environment.

### APPROACH

- ✓ The Road Safety Team shared the Safe School Run Pledge Resources Pack with the school enabling the school to use any of the resources to run the initiative, including: a template letter/signing up slip; badge for use by those who sign up; Promotion & competition Flyers; Parking Information leaflet; a Calendar of Road Safety Events and a Hands up Travel Survey
- ✓ Introduction sent out to parents/carers by the school in good time before the initiative started in the New Year and introduced to the children at a special assembly
- ✓ Encouraged all parents/carers to sign up to the pledge to improve understanding and highlight the importance of safe parking outside the school at drop and pick up times and promote behavioural change
- ✓ Involved pupils so they feel the environment outside the school gate is safer
- ✓ Pupils designed posters as part of a competition, these were displayed on the school gates.
- ✓ Encouraged an Increased uptake of active travel to school and parking further away if possible.
- ✓ Information shared to support the message to always adhere to restrictions on the road around the school

### RESULTS

- ✓ 50 Families signed up to the Safe School Run Pledge since its successful launch on 1<sup>st</sup> March 2022
- ✓ The hands up survey & feedback were completed.
- ✓ The school has seen an increase in the number of pupils actively travelling to school (approx. 10%) as they feel safer to do so.
- ✓ The initiative made a positive impact on: -
  - Increasing understanding of the importance of parking safety outside school
  - Parent knowledge of parking
  - Creating a safer environment outside the school gates
  - Behaviour change and attitude towards parking around the school.
  - A reduction in parking directly outside the school and more considerate parking around the school
- ✓ A group of children now actively monitor the safety of the road outside the Junior School Mill Lane site. Wearing their yellow Hi Viz jackets to help children cross the road safely and make sure that parents are driving and parking safely. This is working really well, continuing their work on parking and road safety.

### CONCLUSION

This has been a successful initiative signing up a number of families, linking well with promoting biking, scooting, and walking to school, having a positive impact. It has raised awareness regarding road safety and increased positive consideration for others, increased knowledge and understanding centred around safe behaviour at drop off and collection times. The most effective aspect of the initiative for the school was making the parents aware of their driving behaviours.

*Norfolk Road Safety*

*Partnership are contacted by schools and councillors' regarding parking issues and many parish councils name parking and congestion as a priority.*

*Safe parking outside school is important to everyone and Children described they were concerned about feeling safe and confident on their journeys to and from school.*

*To respond to school parking issues NCC Road Safety team developed a free resource for schools: The Safe School Run Pledge. The outcomes are to encourage safer parking behaviours and to help our children and families to feel safe & confident on the school run.*

*The Pledge also supports NCC's Climate Strategy by helping to achieve net zero through the encouragement of Active Travel, reducing the number of cars used on the school run and asks those who do drive to switch off their engines when waiting.*

This initiative is supported by: -

Norfolk County Council, Norfolk Constabulary, Norfolk Fire and Rescue Service