

School Keep Clear



Toolkit



FOREWORD



Cllr Stacey – “The riskiest part of a child’s day can be dangerous, inconsiderate or illegal parking outside their school gates. It is a problem many schools in Birmingham have to face on a daily basis. I support any school taking action to improve the safety of children entering or leaving school as well as seeking to encourage active travel.”



Cllr Jones – “By using the School Keep Clear Toolkit schools have the resources and ideas at their disposal to ask drivers to park a little further away from the school or, better still, chose healthier and more sustainable options such as walking, cycling or using public transport. By registering with Modeshift STARS schools can create their own action plans to ensure they are doing all they can to encourage young people and their families to become safer, healthier and greener road users.”

Contents of Toolkit

Below is a list of the contents for the School Keep Clear Toolkit. Throughout this user guide you will find activities and suggestions of how best to use each of these resources.

- School Keep Clear activity user guide
- School gate banner
- Car pledge window stickers
- Sustainable travel reward stickers
- School Keep Clear leaflets

Additional Add On Resources Available

- **Kiddie cut-outs** – for use off road – e.g. on the school driveway/verges/channelling pedestrians
- **Road Safety role play equipment for loan** – including zebra crossing mat, belisha beacons, electronic pelican or toucan crossing – to borrow email: connected@birmingham.gov.uk



First steps to using the School Keep Clear Toolkit



Modeshift Stars Introduction

The key to reducing dangerous, inconsiderate and illegal parking outside your school is reducing car usage. It is therefore vital that the School Keep Clear Toolkit is used as part of a package of ongoing measures adopted to encourage everyone to get out of their cars and walk, cycle, scoot or use public transport.

This is why your first step to improving safety on the roads near to your school should be to register with Modeshift STARS.

Modeshift STARS is the national schools awards scheme which encourages schools to join in a major effort to increase levels of sustainable and active travel in order to improve the health and well-being of children and young people.

Modeshift STARS is completely free!

There is no cost to a school to take part in Modeshift STARS. Every school in the country can take part regardless of size, type or location. On completion of an application for Modeshift STARS, schools will automatically have a brand new national standard School Travel Plan.

If you have not already registered with Modeshift STARS...

It's easy to register your school by going to: www.modeshiftstars.org

You can also contact Birmingham City Council Travel Demand Management Team by emailing connected@birmingham.gov.uk for further information and advice.

Using the School Keep Clear Toolkit and the activities suggested within it will help you achieve Modeshift STARS accreditation. We therefore refer to Modeshift STARS throughout this booklet.

Using the School Keep Clear Toolkit

Please find below ideas for using the resources included in this School Keep Clear Toolkit and those available on Modeshift STARS. All these resources can be used to support your own campaigns to deter drivers from parking near to schools and promote active travel. We hope the resources and ideas are adaptable enough to meet the needs of individual schools.

Activity 1: Assembly

Kick off the School Keep Clear campaign with an assembly

An **assembly** is a great way to introduce a campaign and get the whole school involved in raising awareness of the issues surrounding dangerous or illegal parking. Modeshift STARS offers a downloadable 'Zig Zag Park and Walk Campaign' toolkit. This is designed to help you deliver campaigns in your school. The assembly guidelines will provide you with ideas and can be adapted to suit your own needs. Download the guidelines from www.modeshiftstars.org.

Delivering a 'School Keep Clear' assembly will enable you to complete Modeshift STARS action PR9 (Assembly) or R9 (Road safety assembly/presentation)



School Keep Clear

Activity 2: Competition

Get the children involved with a competition or creative activity

Although the toolkit includes banners, your school may wish to create their own. The Modeshift STARS website (www.modeshiftstars.org) includes guidelines for a zig zag banner competition, which involves your school having the winning banner design created (at the school's own cost). Alternatively, get the children's creative juices flowing by organising a **competition to design leaflets, posters or even poems** which aim to raise awareness of dangerous or illegal parking near to schools and/or promote active modes of travel such as walking, cycling and scooting. The winning designs could then be used to send home to parents or handed directly to offending drivers.

Delivering a competition will enable you to complete Modeshift STARS action PR8 (Competitions run and promoted within school)



Activity 3: Marketing

Now that your campaign has started, it's important to let everyone know what you are doing

It is important to promote your campaign both within the school and externally.

Letters – Sending out letters to parents, local residents and local businesses is a great way to drum up support for your campaign

Social Media – You can use your social media account to generate support for your campaign. Perhaps create a hashtag or link in with local or national campaigns.

In addition to this you could use your school newsletter or website or even an article in your local **newspaper** to raise awareness of your campaign.

There are lots of resources in this toolkit to support your marketing campaign:

School Keep Clear Leaflets can be used in conjunction with letters or handed out on the school gate.

Car Pledge Window Stickers can be used to encourage parents to make a pledge to always park responsibly.

Promoting your campaign will enable you to complete a variety of Modeshift STARS action PR1 (Newsletter), (PR10 Social Media Campaign), PR13 (Information on Website), PR16 (Letter from Head Teacher to Parents)



Activity 4: School Council

Use the School Council to support your campaign

They could be responsible for placing different messages around the school. They could be responsible for generating publicity outside the gates by doing a regular traffic count. By carrying out a regular traffic count it can help evaluate if your campaign is working.



Activity 5: Education

Educate drivers and continue to encourage active travel

The presence of adults in high-visibility jacket at the road side during drop off and pick up times can be an effective way to deter drivers from parking on the zig zag lines. During the campaign offending drivers could be handed leaflets (email connected@birmingham.gov.uk to order leaflets) or photo-copied posters/poems created by the children. It is best to avoid conflict with drivers – if you do encounter issues try to take the car registration number and report it to the head teacher.

Banners - The 'Cars and Kids Don't Mix' banners can be displayed on school railings/gates in prime locations and give drivers a direct but polite message to park elsewhere.

Children (perhaps School Council members) in high-visibility jackets can support staff in providing road side education to offending drivers. Involving children in the education side of the campaign is a great way to remind drivers that children's safety is at the heart of the campaign. However, it may not be appropriate for children to speak directly to drivers.

Raising awareness of illegal/inconsiderate parking outside the school will enable you to complete Modeshift STARS action PR19 (School railing banners) or Modeshift STARS action SD7 (Parent parking campaign)

Stickers – The most effective way to improve the safety of children getting to school is to reduce the amount of traffic around the school gates, therefore walking, cycling or scooting should be encouraged. Rewarding children with stickers is an excellent way to promote active travel – maybe the School Council could issue stickers to children when they have scooted, walked or cycled to school.

Giving rewards for walking or cycling will enable you to complete Modeshift STARS action W3 (Local walking reward scheme) or C7 (Cycle reward scheme)

Activity 6: Promote Sustainable Travel

Keep promoting active travel so that more people choose to leave the car at home

There are many schemes and local or national campaigns to support schools in promoting active travel. Getting involved in **Walk to School Week, Brake's Giant Walk, Road Safety Week, Bikeability Cycle Training or Bike Week** are all great ways to motivate children, parents and staff to walk, cycle or think more about road safety.

Promoting active travel and road safety will enable you to complete a number of Modeshift STARS initiatives depending on what your school gets involved in.

Don't forget that '**Park and Stride**' is also an option for families who live too far to walk all the way to school. Could you identify a suitable location for parents to park away from the school and then walk the rest of the way? Nearby supermarket or pub car parks are often good options for '**Park and Stride**' schemes.

Promoting Park and Stride type schemes will enable you to complete SD4 (Park and Walk/Stride scheme)



Activity 7: Tackling Offenders

If you can identify persistent offenders you might consider highlighting their inappropriate parking behaviour.

You could take **photos of vehicles or record registration numbers** to publish in school newsletters, posters around school, or on the school gate.

Handwritten letters by the children could be given out to persistent offenders highlighting the dangers to them when individuals park inappropriately.



Activity 8: Civil and Police Enforcement

Enforcement may be the appropriate course of action following your education campaign

Once your school has taken measures to educate drivers about inconsiderate or illegal parking outside the school, it may be that targeted enforcement sessions are required. If your school has links with the Neighbourhood Policing Team or a School Liaison PCSO, they may be willing to support your campaign. The Civil Enforcement Team may also be able to support – if you are keen to follow up your own educational campaigns with civil enforcement, please contact Birmingham City Council's Travel Demand Management Team by emailing connected@birmingham.gov.uk who will inform the Civil Enforcement Team.*

* It is vital that educational activities are carried out before enforcement is requested and evidence of activities your school has undertaken will be required.



USEFUL LINKS

www.modeshiftstars.org

www.birmingham.gov.uk/modeshiftstars

www.livingstreets.org.uk

www.walktoschoolweek.org.uk

www.theaws.co.uk

www.bikeability.org.uk

www.sustrans.org.uk

www.bikeweek.org.uk

www.letzgogreen.org

www.think.gov.uk/education-resources

www.brake.org.uk/schools-communities

www.childsafetyweek.org.uk

www.roadsafetyweek.org.uk

www.safeside.org.uk

www.birmingham.gov.uk/20mph

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