

## School Parking Communications Plan 2020/21

### 1. Introduction / Background

The number of cars taking children to and from school has increased over the years not just in Stockton-on-Tees Borough but nationally and as such needs to be recognised as a problem that cannot easily be remedied locally.

The key concerns that were investigated by the Committee were:

- Safety of children who are accessing school.
- Residents unable to access their own homes/driveways and being verbally abused by drivers.
- Safety of drivers (and young passengers) trying to manoeuvre where there are cars parked across junctions, on bends etc.
- How Enforcement Officers and local police could deal with the problem.
- What good practice is already happening and how can this be shared.

Members visited a number of primary schools in the borough, those that are particularly affected by inconsiderate parking of adults transporting children to and from school to see for themselves the issue being scrutinised. Observing the parking issues both with and without Enforcement Officers showed some changes in driver behaviour but some adults were still willing to argue against traffic regulations applying to them.

Whilst taking into consideration what might be a busy schedule for parents taking their child/ren to school before going to work the Committee was interested to learn that in Stockton-on-Tees Borough 85 per cent of primary school pupils and 51 per cent of secondary school pupils live within 1 mile of the school they attend. As such Members thought it reasonable to consider more children might be

capable of walking or cycling to school. This could then reduce the number of car journeys, promote some independence in children and if the journey was shared with friends a way of readying themselves for the school day ahead.

The Committee is keen to get the support of parents to change their behaviour when it comes to parking but contraventions to traffic regulations do involve the Enforcement Team when vehicles are parked on zigzags, single and double yellow lines, and obstructive, indiscriminate, and/or inconsiderate parking.

The Committee has discussed the issue with a wide variety of people including Headteachers, teachers, governors, parents, petitioners, police, enforcement officers, and other local authority officers to gather as much evidence as possible and puts forward the following recommendations as a way of tackling the problem of inconsiderate drivers and parking around the schools in the borough.

## 2. Aim

The overall communications aim is to help engage with parents to encourage them to park their cars more responsibly when driving their children to school. It will also aim to encourage parents to use other methods of transport in order to reduce the number of vehicles parked around school premises at peak times of the day. It is expected that promotion of the measures will be carried out whilst the Covid pandemic and restrictions are in place, in addition there will be promotion on school travel when schools and travel habits return to normal as there will be opportunities to influence parents who have in the past taken children to school as part of a linked trip to a workplace who now and post Covid will be working from home more because of work practice changes. There may be opportunities therefore for parents to walk to school with children.

## 3. Objectives, Communications Methods and Target Audience

The communications objectives for this project include:

1. Encourage parents and carers to park responsibly when dropping children at school.

2. Provide schools with resources in order to help promote the message i.e. Video and Junior Road Safety Officer information.
3. Encourage parents to use sustainable travel modes to get their children to school.

The communications methods and target audience for each objective can be found in the table below:

<b>Objective</b>	<b>Key Message</b>	<b>Communications Methods</b>	<b>Target Audience</b>
<p>1. Encourage parents/carers to park responsibly when dropping children at school.</p>	<ul style="list-style-type: none"> <li>• Park responsibly when dropping off and picking up children from school.</li> <li>• Try to walk or cycle where possible. Promote Walking Buses</li> <li>• If you need to drive, park away from the school and walk in. Encourage Parents to park at certain locations by promoting Park and stride initiatives (won't be suitable at all schools)</li> </ul>	<ul style="list-style-type: none"> <li>• Parking video produced by school pupils to promote the dangers of parking irresponsibly.</li> <li>• Stockton News articles (May &amp; Nov 2021) to promote the issues with parking around schools.</li> <li>• Social Media posts on SBC corporate accounts.</li> <li>• Promote park and stride and walking bus schemes</li> </ul>	<ul style="list-style-type: none"> <li>• Parents &amp; Carers</li> <li>• Teachers</li> <li>• Pupils (reinforcement to parents/carers)</li> </ul>

<p>2. Provide schools with an educational video resource in order to help promote the message.</p>	<ul style="list-style-type: none"><li>• Park responsibly when dropping off and picking up children from school.</li><li>• Try to walk or cycle where possible.</li><li>• If you need to drive, park away from the school and walk in. Positively promote areas which are safer to use</li></ul> <p>Inappropriate parking, especially close to the school entrance can lead to visibility issues and ultimately increase the risk of road casualties particularly with the vulnerable child pedestrian group.</p>	<ul style="list-style-type: none"><li>• Video to be distributed to schools to share via the schools own; social media, newsletters, website and assemblies (when restrictions allow).</li><li>• Video to be shared on the corporate SBC social media channels.</li><li>• Video to be shared via KYIT.</li><li>• Video added as a link on the SBC website on Road Safety as a resource.</li></ul>	<ul style="list-style-type: none"><li>• Teachers</li><li>• Parents/carers</li><li>• Pupils (reinforcement to parents/carers)</li><li>• SBC Staff</li></ul>
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<p>3. Encourage parents to use other methods of getting their children to school.</p>	<ul style="list-style-type: none"><li>• Try to walk or cycle where possible.</li><li>• Use alternative modes of transport such as public transport.</li><li>• Link in with 'Walk to School Week' (18-22 May 2021). Promote Walking buses and park and stride</li></ul>	<ul style="list-style-type: none"><li>• Link in with 'Walk to School Week' (18-22 May 2021) on social media to share messages and encourage walking/cycling to school.</li><li>• Share 'Walk to School Week' via KYiT to encourage SBC staff.</li><li>• Stockton News articles (May &amp; Nov 2021) to highlight importance of safe parking and alternative methods of travel.</li></ul>	<ul style="list-style-type: none"><li>• Parents/Carers</li><li>• Pupils (Reinforcement to parents/carers).</li><li>• Teachers</li><li>• SBC Staff</li></ul>
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