

# Road Safety Week Guide

Ealing School Travel Team

November 18<sup>th</sup>-24<sup>th</sup> 2019

EALING COUNCIL

## What is Road Safety Week?

Road Safety Week is the UK's biggest road safety event every November, organised by 'Brake', a national road safety charity. The campaign focus is on reducing road casualties and making streets safer for active travel.

This year, the event runs from 18th to 24th November 2019. The theme is "Step up for Safe Streets". It is aimed at inspiring young people and the school community to play a part in the creation of a safer and healthier future by promoting active and sustainable travel initiatives such as walking, scooting, cycling, using public transport and 'Park & Stride'.

Together we can help to make streets safer for everyone. We hope you can join us promoting this initiative but if your school is unable to participate during Road Safety Week, that's okay as you can host your own road safety week any time to suit your school.

## What does my school have to do?

Road Safety Week gives schools the opportunity to raise awareness of the importance of good road safety.

You can involve your Junior Travel Ambassadors (JTAs), Youth Travel Ambassadors (YTAs) or school travel working group to organise road safety activities. The awareness week provides an opportunity for JTAs and YTAs to run assemblies, competitions or to launch a campaign, promote road safety and the benefits of active travel.

If your school has not yet registered on STARS, please create an account online <https://stars.tfl.gov.uk/Account/Register> and email us at [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk) to let us know your school is working towards accreditation.

## What can you do?

Register with **Brake**, the road safety charity, to receive your free action pack full of posters, lesson plans, videos which will help teachers and parents to teach children about road safety. <http://www.brake.org.uk/schools-communities>

Visit **Think!** - the government's road safety campaign – features over 50 free educational resources for parents, teachers and schools. <https://www.think.gov.uk/education-resources/>

Organise your own activities in your school, staff and parents can take part too. See the activities guide attached for ideas.

## What are Ealing Council doing?

This guide has been produced to support you to run a successful Road Safety Week campaign. The School Travel Team is here to help and if you have any queries, please do not hesitate to contact us: [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk) .

## Activity Guide and STARS accreditation

This guide highlights a number of easily achievable and effective STARS activities that your school can do, although you are encouraged to come up with your own ideas! By reading the activity briefs, you can quickly determine which activities you would like to organise at your school.

Each section contains the title of the activity, a link to the STARS activity card, and a brief description of what it involves. By telling the story for each activity your school delivers, you make the journey towards maintaining your accreditation or working towards the next level of accreditation much easier!

Make sure you submit all your evidence with your story, this could be a link to a website, photos, feedback you've received or any promotional materials you produced promoting Road Safety week ie. school newsletter, letter to parents.

Accreditation categories: **Travel activities, Supporting activities.**

Travel activities
<p><b>Assembly</b></p> <p>This can include the Green Cross code (KS1), raising awareness of the dangers of listening to music, talking and texting while crossing roads (KS2), and the importance of helmets and bright equipment when cycling, walking or scooting.</p> <p>Assembly ideas - JTA guide p.4-5</p> <p><a href="#">STARS activity card</a> - Road safety talks <a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1062">https://stars.tfl.gov.uk/Explore/Idea/Details/1062</a></p>
<p><b>Pedestrian skills training</b></p> <p>Teaching children good road safety skills helps them to become good pedestrians. Please contact the council provider 'For2Feet' for a quote.</p> <p><a href="#">STARS activity card</a> – Pedestrian skills training <a href="https://stars.tfl.gov.uk/explore/idea/details/65">https://stars.tfl.gov.uk/explore/idea/details/65</a></p>
<p><b>Pupils monitoring illegal parking outside school gates</b></p> <p>Pupils carry out surveys to count vehicles who stop on double yellow and zig-zag lines, stop in the middle of the road to drop off or stop on kerb, as part of an on-going campaign. They may use the result as part of a numeracy lesson, for example.</p> <p>Organise a Perfect Parking Campaign. Resources available on <a href="#">EGfL</a>. <a href="https://www.egfl.org.uk/services-children/school-travel-plans-stp/tackling-parent-parking-issu">https://www.egfl.org.uk/services-children/school-travel-plans-stp/tackling-parent-parking-issu</a></p> <p><a href="#">STARS activity card</a> – Other smarter driving activity <a href="https://stars.tfl.gov.uk/explore/idea/details/55">https://stars.tfl.gov.uk/explore/idea/details/55</a></p>

<p><b>School invites experts/organisation to talk about personal safety</b></p> <p>Invite external experts visit school to talk about personal safety and road safety subjects. i.e. Police - how police enforce speed limit using speed gun.</p> <p><a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1057">STARS activity card</a> - <i>working in partnership with local police</i>  <a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1057">https://stars.tfl.gov.uk/Explore/Idea/Details/1057</a></p>
<p><b>School invites experts/organisation to talk about safety around large vehicles</b></p> <p>Teaching KS2 pupils about the dangers of being around large vehicles such as lorries and buses, in particular visibility issues. i.e. exchanging places</p> <p><a href="https://stars.tfl.gov.uk/Explore/Idea/Details/65">STARS activity card</a> – <i>Pedestrian skills training</i>  <a href="https://stars.tfl.gov.uk/Explore/Idea/Details/65">https://stars.tfl.gov.uk/Explore/Idea/Details/65</a></p>
<p><b>Host a ‘Be Bright Be Seen’ day</b></p> <p>Give children a chance to come to school wearing wearing bright clothing. They can decorate their school uniform, bikes, rucksacks, shoes, helmets, scooters, scarf with reflectors or anything bright.</p> <p>You could organise a competition for the best outfit. Keep prizes simple and affordable. Housepoints/golden time given to the whole class or children who look the brightest.</p> <p>For those looking for all things bright, there’s <a href="http://www.Brightkidz.co.uk">www.Brightkidz.co.uk</a></p> <p><a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1080">STARS activity card</a> - <i>Other travel competition</i>  <a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1080">https://stars.tfl.gov.uk/Explore/Idea/Details/1080</a></p>
<p><b>Be Bright Be Seen stall</b></p> <p>Set up a Reflector Shop as a one-off event or regularly throughout the year, selling hi-vis clothing, lights, and other road safety equipment. Can also be part of a fundraising event.</p> <p>Packs can be bought from <a href="http://www.Brightkidz.co.uk">www.Brightkidz.co.uk</a></p> <p><a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1080">STARS activity card</a> – <i>Be Bright Be Seen stall</i>  <a href="https://stars.tfl.gov.uk/Explore/Idea/Details/1080">https://stars.tfl.gov.uk/Explore/Idea/Details/1080</a></p>
<p><b>Social media updates</b></p> <p>If your school is on Twitter/Facebook, sharing what your school is doing with the school community is a good way to spread road safety messages.</p> <p>Follow us on Twitter @EalingSTARS</p> <p><a href="#">STARS activity card</a> – <i>publicity within the local community</i></p>

## Competition Time

Ask your JTAs to come up with a competition idea – posters to advertise the benefits of actively travel to school; design a high-tech bicycle or scooter; create a general road safety or Let's Get Moving message; poster to encourage parents to park safely outside the school gates; poster to publicise the school 'Park and Stride' site(s) and LBE 'Walking to your school' map.

Please contact the STA team to see if there is a digital copy of 'Walking to your school' map. Or create your own using Google.

[STARS activity card](https://stars.tfl.gov.uk/Explore/Idea/Details/1080) - other travel competition  
<https://stars.tfl.gov.uk/Explore/Idea/Details/1080>

## Road safety Banner/poster competition

You can host classroom competitions and hold votes for the winning poster/banner, which can then be displayed in the school, school twitter, school website, JTA noticeboard or school newsletter.

[STARS activity card](https://stars.tfl.gov.uk/Explore/Idea/Details/1080) - other travel competition  
<https://stars.tfl.gov.uk/Explore/Idea/Details/1080>

## Supporting Activities

### Communicating with parents and carers

This can be done alongside road safety activities, where a letter/email/tweet can be sent out to parents to promote a particular travel activity, educate them, raise awareness about road safety issues, or encourage their involvement in school travel initiatives.

[STARS activity card](https://stars.tfl.gov.uk/explore/idea/details/68) – Communicating with parents and carers  
<https://stars.tfl.gov.uk/explore/idea/details/68>

### Mapping exercises

This can be a fun classroom activity where pupils are presented with a map (that teachers can make) of the school and local area, and tasked to highlight the safest places to cross the road. They can also help find the safest routes to school using the google map walking feature (Geography).

[STARS activity card](https://stars.tfl.gov.uk/explore/idea/details/34) - Mapping exercises  
<https://stars.tfl.gov.uk/explore/idea/details/34>

### **School travel noticeboard and web page**

Set up a school travel notice board that displays pictures of what your school has been doing to promote road safety, and take down pledges from pupils/parents/staff about how they will:

- drive more slowly
- travel more sustainability
- keep road clear near school gates by not parking nearby

You can also update the school website with a school travel page that highlights what your school is doing and why it is important.

Resources from Brake <http://www.brake.org/sign-the-brake-pledge>

[STARS activity card](https://stars.tfl.gov.uk/explore/idea/details/57) – School travel noticeboard and web page  
<https://stars.tfl.gov.uk/explore/idea/details/57>