

Pupil Traffic Wardens Guidance and Blair Peach Primary: a Case Study

October 2018

EALING COUNCIL

Pupil Traffic Warden Guidelines

1. What is the Pupil Traffic Warden scheme?

The Pupil Traffic Warden scheme is an initiative where pupils and staff members patrol the area outside the school gates during peak times. They do this in order to deter drivers doing the school run from parking or stopping inconsiderately. For those drivers who do park or stop unsafely, the pupils approach them and deliver a road safety message, supported either by the staff member and/or a Civil Enforcement Officer.

2. What are the aims of the Pupil Traffic Warden Scheme?

The aims of the scheme are to encourage parents to think about their parking behavior and to encourage them to park considerately around the school gates. It aims to reduce a number of parking related issues around the school, which can include:

- Parking on Zig Zag lines;
- Parking on pavements; *and*
- Blocking the view of children and therefore making it difficult and unsafe for them to cross.

3. Who are Pupil Traffic Wardens?

The scheme is aimed at primary/junior schools, as the Pupil Traffic Wardens should ideally be children from Years 5 and 6.

The Pupil Traffic Warden scheme could fit well into the duties of the Junior Travel Ambassadors (JTAs).

4. How does the scheme work?

During a patrol, if a parent is parked inconsiderately around the school gates, the pupil approaches the parent, accompanied by a member of staff, and reads a script explaining the dangers of inconsiderate parking. The CEO is also present in the vicinity in order to provide back up support to the pupils, such as either giving penalties to offenders or asking them to move on to more suitable parking locations. Staff members are encouraged not to speak during interactions, but to let the pupils deliver their message, and to stand behind pupils, as support.

The PTWs wear High-Vis tabards and a badge to help keep them safe and highlight what they are doing.

The Pupil Traffic Warden scheme also helps to unite the selected pupils at a particular school with their CEO (if applicable).

5. How should you start the scheme?

The school should first contact the School Travel Team to let them know they are interested in running the scheme. The Parking team would then be contacted to see if they are interested and if their CEOs have the capacity to be involved in the scheme. If they are able, and the CEO is happy to be involved, then a meeting would be scheduled between the CEO, the school SLT, and the School Travel Team to discuss:

- What the main issues are
- What dates the scheme should take place
- What times to patrol.

If a CEO is not available, then the above would take place simply with the SLT and a member of the School Travel Team, if required.

The school should inform parents of the plans to commence the scheme so that they are aware of how it will run and to remind them to park considerately around the school. Parents can be informed either via a specific letter or an article in the school newsletter; this information could be written by the PTWs to help have more of an impact. The PTWs or school may also want to tell pupils that a CEO will be visiting the school and the reasons why they will be there. The pupils can then help to influence their parents' parking behaviour.

It may also be beneficial to run another parking behaviour initiative concurrently, such as those suggested in the Perfect Parking campaign. Please see the information below:

<https://www.egfl.org.uk/services-children/school-travel-plans-stp/tackling-parent-parking-issues>

6. How long should the scheme last?

The scheme is best run for a set amount of time, usually a half term or term. The school can arrange set dates with the PTWs and CEOs, however it is better to keep the exact dates a secret so that parents are unaware.

The school should evaluate the scheme to find out if it has had an impact. If the school feels that it would be necessary, they may want to repeat the scheme again.

The scheme can run to suit both the school and the CEO (taking into account their shift patterns). Usually the PTWs will patrol around once or twice a week, however it is completely up to the school and CEO how often they patrol. It is not mandatory for the CEO to be present, as long as staff and pupils do not attempt to carry out their specific duties in their stead! For example, if the CEO is available only twice a week, the school could run the scheme every week day, with the CEO attending when they are available.

7. What we provide

The School Travel Team at Ealing Council provides the PTWs with a script to read to parents. The script can be adapted by the school to suit their specific parking issues.

Contact us

If you would like any more information about the Pupil Traffic Warden scheme please email sta@ealing.gov.uk.

Pupil Traffic Warden Scheme Case Study

Background

Blair Peach are a two - form entry primary school based in Southall, adjacent to a canal and at the end of a cul-de-sac. They have been working with the School Travel Team and achieved their TFL STARS Silver accreditation in 2018.

The Issues

The school got in touch with the School Travel Team in the summer term of 2017/18 because of concerns over road safety due to poor parent parking behaviour during the school drop off and pick up times.

Given the location of the school at the end of a cul-de-sac, the collection and drop-off of pupils is concentrated in a small location. Families that come to school by car wishing to stop close to the gates were creating a hazardous situation for pupils trying to walk.

In addition, the regular complaints of a local resident further exacerbated the situation.



What they planned

After a meeting with the School Travel Advisor, the School Travel Champion and members of the Senior Leadership Team to discuss ways forward, it was decided to try a number of activities promoted by the School Travel Team. It was decided that a combination of events that complimented each other would be the best strategy. This included running the Parking Promise and the Pupil Traffic Warden Scheme. Although Ealing Borough had hitherto never run the Pupil Traffic Warden Scheme, given the urgency of the situation it was decided to pilot the scheme and monitor the effects.

What they did

They launched their campaign by holding a parent coffee morning with a presentation by the School Travel Advisor on the importance of active travel, and then an introduction to the Parking Promise and the Pupil Traffic Warden scheme. The next step was to launch the Parking Promise – an initiative where parents are encouraged to sign a parking pledge and are then rewarded with a car window sticker, itself further advertising the scheme. The school were also lent a banner by the council for the school gates which was put up for two weeks of the scheme.

A meeting was then arranged with the Operations Manager of the Parking team, a selected Civil Enforcement Officer, the School Travel Advisor, and members of the Senior Leadership Team. Next steps were discussed, such as the ideal number of prefects and adults required, timings of morning and afternoon peak, which dates to patrol, and whether a park and stride site could be located and promoted. Guidelines were drawn up, and the school then selected twelve prefects to take part, to be supported by the Civil Enforcement Officer for certain days per week. They ultimately carried out the following:

- They ran the PTW initiative for 4 weeks

- They ran it in the morning and afternoon peaks
- They ran it every day of the school week
- All twelve pupils took part
- Pupils took part on a rota, with four out at a time
- The CEO attended twice a week, as agreed

Although the possibility of using a nearby supermarket as a park and stride site was investigated, this was not followed through due to a lack of response from the supermarket.

What was the outcome?

The school noticed a significant improvement after only two weeks of the scheme. The School Travel Champion said 'We received many positive comments from the parents who walk to school saying how much safer they felt with the reduced number of cars parking outside of the school gates.' Overall it was beneficial having the CEO present, as he was able to be more official and able to monitor the wider area.

The Parking Team were very happy to collaborate on such a project by allocating a CEO for additional sessions at specific schools, because it showed commitment by the school to do their bit to improve parking situation. It also showed an alignment of priorities, so this project supports the work of the Parking Team.

What has happened since?

Since the start of the autumn term 2018-19 (the following term), the parking behaviour of parents has gradually worsened due to the lack of continued patrol. However, the school have become far more mobilised since running the PTWs and have since begun to:

- Observe which parents are parking badly and send text messages directly to the offenders from the school office
- Erect traffic signs on the website explaining what they mean, along with the yellow lines
- Written an article in the monthly newsletters about parking

Since the above actions, the situation immediately outside the school gates has improved, with fewer parents driving down and stopping.

What now?

Despite having successfully reduced the parking issues immediately around the school gates, there has however been feedback from local residents that some of the issue has spread out to surrounding roads, with some parents now even parking on the nearby zebra crossing. There are several other tools available to the school from the School Travel Team; these will be explored in order to tackle this situation further. Regardless, given the past success of the Pupil Traffic

Wardens scheme, the school are committed to continuing and have since selected their new Pupil Traffic Wardens; they will shortly recommence the rota for this.



