

Tackling parent parking issues

Does your school have parent parking problems?

What can you do...

Organise a Perfect Parking Campaign

Parking near schools is one of the biggest frustrations for residents in the Borough. Perfect Parking is a campaign that aims to promote safe and considerate parking, encourage families to Park and Walk, join in with a Car Free Day or take part in the Parking Promise.

Reduce car use by encouraging walking, scooting and cycling or promoting Park and Stride

The best thing to do is ask families not to drive to school, or at least not drive all the way to school. Encouraging them to travel actively and sustainably from home or a suitable location at least 5 minute walk from school will help to reduce congestion and improve safety at your school gate.

More information on running a Park and Stride campaign can be found on TFL STARS [here](#). This link is also the activity card to use when logging this as a story to go towards your STARS accreditation.

Advice and guidance is available from Ealing Council's school travel team STA@ealing.gov.uk

Ask parents to make the Parking Promise

Parents or guardians can sign a 'promise' that they will drive and park carefully and considerately around the school (should they need to bring a car to school). In return for signing the promise, parents will be given a 'Parking Promise' car sticker to display in their car window. The sticker acts as a reminder to themselves and others that they have promised to be a considerate driver.

You will need to deliver an assembly to launch the initiative, promote it to parents, give them stickers when they sign up and display posters and a banner to raise awareness of your campaign. All these resources including the assembly PowerPoint are provided if you sign up.

If you run this activity, please do log it on STARS. Use [this activity card](#), changing the name to 'Ealing's Parking Promise'.

If you'd like to run a parking promise campaign please contact STA@ealing.gov.uk

Design posters to temporarily display inside and outside your school

Get the children involved by designing some fantastic posters to raise awareness of the issues caused by unsafe and inconsiderate parking. You could run a competition to find the best design or display all the posters on a rota basis. If you print and laminate the posters you'll be able to display them on your school gates and railings for a short period.



More information on running a poster competition can be found on TFL STARS [here](#). This link is also the activity card to use when logging this as a story to go towards your STARS accreditation.

Poster display guidelines

Consent is granted for temporary notices or signs which are intended to advertise any local event being held for charitable purposes such as educational purposes. The advertisement must not be displayed more than 28 days before the event begins and must be removed within 14 days after it ends.

For further guidelines please refer to Schedule 3, Part 1, Class 3(D) deemed:

https://www.planningportal.co.uk/info/200130/common_projects/4/adverts_and_signs

Learn a song about safe parking

Cambridgeshire County Council and Hertfordshire County Council have produced songs about safe parking. They are happy to share these with schools to help them deal with parking issues.

We suggest you teach the children the song, play it during assembly and if you have a parent meeting play it in the background as they arrive. The idea is that the children will go home singing the song, subtly getting the message across to the adults.

Kids say park away – Cambridgeshire CC <https://www.youtube.com/watch?v=CxvjT21Ujuw>

Don't be a road monster – Herts CC <https://www.youtube.com/watch?v=b0y-3Nz1Pcl&feature=youtu.be>

If you run this activity, please log it on STARS. Use [this activity card](#), changing the name to 'Safe Parking Song'.

Take part in a Car Free Day or Park Away Day

Encourage drivers to give up their cars for the day as part of a wider campaign or organise your own event. This could help to show car users that they do not always need to drive their children to school.

More information on running a Car Free day can be found on TFL STARS [here](#). This link is also the activity card to use when logging this as a story to go towards your STARS accreditation.

Ask your students to be Pupil Traffic Wardens

Pupils year 6 and above can put together a letter to parents, launch the project in an assembly and write a script that they will use when speaking to drivers. They work with the LBE Parking Team Civil Enforcement Officers (CEOs) and approach drivers that are parking unsafely or inconsiderately. The PTWs read their script and the CEO can be on hand to deal with questions from drivers.

Contact STA@ealing.gov.uk to find out more and make arrangements to meet with the enforcement officers.

Consult with local residents about setting up an after school Play Street



Play Streets is a community-led initiative in which schools and community groups, along with the local council, can temporarily close a road near your school or nursery, using temporary signage, barriers and stewards. This provides a healthy and safe environment for pupils to play, and at the same time promotes awareness of road safety and improves air quality.

https://www.ealing.gov.uk/info/201146/neighbourhood_and_streets/1913/playstreets

More information on running a poster competition can be found on TFL STARS [here](#). This link is also the activity card to use when logging this as a story to go towards your STARS accreditation.

Contact transportplanningservice@ealing.gov.uk for further details.

Learn and perform a play about reducing parking issues, active travel and air quality

We have developed a Theatre in Education resource, including drama workshops and a production, that schools can deliver to the whole community to help them raise awareness and address parking issues. For more information on the “Get Moving to ...” resource please contact sta@ealing.gov.uk

If you run this activity, please do log it on STARS. Use [this activity card](#), changing the name to ‘Get Moving to (your school name) play’.

AS A LAST RESORT - Enforcement by London Borough of Ealing parking services

Responding to concerns

Having a clear area outside schools is very important, as most road accidents involving children around school gates occur when a child has their sight obscured by parked cars.

In response to increased concern from schools, residents and local councillors, parking services have a school parking enforcement plan to tackle the increase in the number of cars parked illegally and dangerously. The yellow ‘SCHOOL-KEEP-CLEAR’ zig-zag markings outside schools are enforced with one of three enforcement methods, where penalty charge notices are issued for illegal parking within the controlled hours. These methods are:

1) Civil Enforcement Officers

Civil Enforcement officers (on foot) visit schools according to a rota. Please be aware there are a limited number of officers and there are a lot of schools.

2) Vehicle CCTV

Parking Services have a limited number of vehicles with CCTV that patrol schools according to a rota.

3) Mobile CCTV



Mobile CCTV units, with automatic number plate recognition (ANPR), are sited in approved locations and rotated accordingly as parking problems diminish and develop.

Legislation allows enforcement of the School Keep Clear (SKC) highway boundary (building line) to the centre of the highway i.e. those stopping on the footway and up to the centre of the highway within the SKC marked areas will be enforced.

School parking enforcement plan

There is no concession for parking on a yellow line to pick up or drop off children to and from school.

In addition, as of September 2019, motorists are no longer permitted to park in resident parking spaces whilst dropping off or picking up children. The penalty for parking illegally is £110.

