

# Road Safety Week Guide

**Ealing School Travel Team**

19 - 25 November 2023

EALING COUNCIL



## What is Road Safety Week?

Road Safety Week, from 19 to 25 November, is the UK's biggest annual road safety event. It's coordinated by Brake, a national road safety charity [Brake | The Road Safety Charity](#). This year's theme is Let's Talk About Speed.

The aim is to start a conversation about the dangers caused when motorists drive too fast, with five people a day estimated to die on the roads. Breaking the speed limit increases the risk of having an accident, and Brake says lives will be saved if drivers reduce their speed.

Your school community can be part of the discussion by engaging in road safety awareness activities during the week, including promoting active and sustainable travel initiatives such as walking, scooting, cycling, 'Park & Stride' and, if necessary, using public transport. Details are below on how to sign up for a Brake resource pack.

Your participation in this campaign can help make a significant contribution to increasing road safety in the borough, making it a more appealing environment for people to walk and cycle in. Better air quality and improved individual health and well-being are also benefits.

We hope you can join us promoting this initiative but if your school is unable to take part during Road Safety Week, you can host your own road safety week any time to suit your school.

## What does my school have to do?

You can involve your TfL Explorers (formerly Junior Travel Ambassadors), TfL Pioneers (formerly Youth Travel Ambassadors) or school travel working group to organise road safety activities. The awareness week provides an opportunity for them to run assemblies, competitions or to launch a campaign, spread road safety messages to fellow pupils and the school community.

If your school is new to TfL's [STARS](#) (now Travel for Life) accreditation, to create an account online [Create account \(tfl.gov.uk\)](#) is quick and simple. The TfL Travel for Life website is a great place to find ideas and download free resources for your school.

Register with [Road Safety Week | Brake](#), to receive your free action pack full of posters, lesson plans and videos which will help the school and parents to teach children about road safety. Further teaching ideas can be found by signing up for the Road Safety Week resources.

You can also visit [Think!](#) website, the government's road safety campaign, to download free educational resources for parents, teachers and schools.

## What are Ealing Council doing?

Here at Ealing Council, we want to do our best to share with you our main tips for improving the safety of pupils and the school communities when travelling to and from school. We can support you to elect your Explorers and Pioneers: we have a PowerPoint and application form we can send you. Or perhaps you need help or guidance planning road safety activities or

events for your school - we are here to help, on the phone, email or online via MS Teams. Please get in touch with the School Travel Team at [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk).

## **Activities and STARS accreditation**

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

Each section contains the title of the activity, a link to the Travel for Life (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 much easier. Remember, all the work you did last academic year will count towards this year's accreditation level. So, make sure you have added those stories from last year. If your accreditation was due to expire, you have the whole of this year to get to the next level or maintain your accreditation level.

Make sure you submit evidence with your story, this could be a link to a website, photos, feedback you have received or any promotional materials you produced promoting Road Safety Week i.e. school newsletter, letter to parents.

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

## **Travel Activities**

### **Assembly**

This can include a road safety assembly using one of the resources below, the Green Cross code, raising awareness of the dangers of distractions including listening to music, talking and/or texting while crossing roads (KS2), and the importance of helmets and bright equipment when cycling, walking or scooting now the days are shorter. The Pioneers or Explorers could run an assembly themselves using the JTA Guide to help:

Assembly ideas - [TR20190058 - STARS JTA Guide A4.pdf \(amazonaws.com\)](#) p.10 There are also video resources:

- (KS1) Crossing roads from Think <https://vimeo.com/242114979>
- (KS1) Safer journeys Anthem: <https://vimeo.com/242116708>
- (KS2) Road ready? from Think <https://vimeo.com/268811066>
- (Upper KS2) independent travel: <https://vimeo.com/268800541>

[STARS activity card - Road safety talks](#)

## **Pupils monitoring illegal parking outside the school gates.**

Pupils carry out surveys to count vehicles who stop outside the school gate during the school day. They can be part of an on-going campaign i.e. on double yellow and zig-zag lines, in the middle of the road, on the kerb. They may use the results as part of a numeracy lesson.

Organise a Perfect Parking Campaign. Resources available on [EGfL](https://www.egfl.org.uk/services-children/school-travel-plans-stp/tackling-parent-parking-issues).  
<https://www.egfl.org.uk/services-children/school-travel-plans-stp/tackling-parent-parking-issues>

[STARS activity card – Other smarter driving activity](#) - *please change the title of the activity if needed when logging your own story*

### **Pedestrian skills training**

Teaching children good road safety skills helps them to become good pedestrians. You can teach the children yourself or get external providers in to train the pupils. Please contact the council provider '[For2Feet](#)' for a quote.

[STARS activity card – Pedestrian skills training](#)

### **Crossing the road safely**

Teaching children to cross the road safely is vital if pupils are to become independent. Teaching them from an early age can happen easily within the school grounds if taking them out is not possible. Use playground space. Set up a mock road, perhaps with a zebra crossing, pelican or toucan (bike and pedestrian) crossing. Include crossing roads where there are cars parked on both sides of the road. Remember the safe crossing message: STOP, LOOK, LISTEN, THINK.

There are lots of resources to help you. These are just a couple:

EYFS/KS1: [Crossing roads: kids know best – THINK!](#)

KS2: [Film: Road ready? Expect the unexpected – THINK!](#)

[STARS activity card – Pedestrian skills training](#) - *please change the title of the activity if needed when logging your own story*

### **School invites experts/organisation to talk about personal safety**

Invite external experts to visit the school to talk about personal safety and road safety subjects. i.e. Police - how police enforce the speed limit using a speed gun.

[STARS activity card - working in partnership with local police](#)

### **School invites experts/organisation to talk about safety around large vehicles**

Teaching KS2 pupils about the dangers of being around large vehicles such as lorries and buses, in particular visibility issues. i.e. exchanging places

[STARS activity card – Pedestrian skills training](#) - *please change the title of the activity if needed when logging your own story*

## Host a 'Be Bright Be Seen' day

Give children a chance to come to school wearing bright clothing. They can decorate their school uniform, bikes, rucksacks, shoes, helmets, scooters, scarf with reflectors or anything bright.

Organise a competition for the best outfit. Keep prizes simple and affordable i.e. Housepoints/ golden time/ reflective keyrings given to the whole class or children who look the brightest.

Reflector keyrings, slapbands, stickers can be bought from [www.Brightkidz.co.uk](http://www.Brightkidz.co.uk)

[STARS activity card - Other travel competition](#) - *please change the title of the activity if needed when logging your own story*

## Be Bright Be Seen stall

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.

Reflector keyrings, slapband, stickers can be bought from [www.Brightkidz.co.uk](http://www.Brightkidz.co.uk)

[Be Bright Be Seen stall \(tfl.gov.uk\)](http://tfl.gov.uk)



## Learn a Road Safety Song/ Run a Road Safety Song writing competition

There are a few Road Safety songs out there but this one caught our eye recently and it's very catchy:

['I'm all about the stop, 'bout the stop, look, listen'](#) by Delves Primary School

[STARS activity card - Other Road Safety activity](#) - *please change the title of the activity if needed when logging your own story*

## Be Bright, Be Seen competition

Struck for ideas about what you can do? Why not try one of these ideas:

- Brighten your Bag
- Design a hi-viz vest
- Write a poem or story
- Word search/Crossword puzzle
- Poster
- Bright clothes/accessory day
- Catchy Slogan

Ask your Pioneers or Explorers (Junior Travel Ambassadors) to get planning – get them thinking about:

- How long it will run?
- Who is it for?
- Where will the children place their entries? Or if it's a dress up competition, for example, how will you record the entries?
- What will the prize be? (It doesn't need to cost money – e.g. extra playtime, movie afternoon, first in the lunch queue, a chair in assembly, lunch with the headteacher)

[STARS activity card - other travel competition](#) - *please change the title of the activity if needed when logging your own story*

## Social media updates

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.

Follow us on Twitter [@EalingSTARS](#) for school travel news, events and share stories.

[STARS activity card – publicity within the local community](#)

## Competition Time

Ask your JTAs to come up with a competition idea – they may surprise you with their creativity: some suggestions include:

- posters to advertise the benefits of actively travelling 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 Active Travel map [Active travel maps | Ealing Grid for Learning \(egfl.org.uk\)](#).
- create a walk to school map using Google
- road safety banner – these can be as little as £25 to get made – a small investment with big impact

## **Story Time**

You should have a copy of The A-Z of Traffic Tales issued by TfL, a compendium of engaging short stories ideal for reading to KS1 children. The six-book collection has a road-safety inspired tale for every letter of the alphabet. Literacy ideas, key words, suggested activities and information on road safety are also included in the pack, distributed to all school by the LBE School Travel Team.

## **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.

[Educate parents with this road safety guide.](#)

[STARS activity card – Communicating with parents and carers](#)

### **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 walking and cycling routes to school using the google map walking/bicycling feature (Geography).

[STARS activity card - Mapping exercises](#)

### **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 sustainably
- keep roads clear near the 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.

[STARS activity card – School travel noticeboard and web page](#)