



SCHOOL — KEEP — CLEAR

Canterbury District

**THINK.**  
**PARK**  
**SMART.**

Toolkit for schools



[canterbury.gov.uk/thinkparksmart](http://canterbury.gov.uk/thinkparksmart)

# CONTENTS

Why **'THINK. PARK SMART!'**?

So, how can our campaign help?

Travel agreements and school engagement letters

Conversation aid with drivers

Road Safety Week

Kent County Council Small Steps Scheme

Further resources and information

[canterbury.gov.uk/thinkparksmart](https://canterbury.gov.uk/thinkparksmart)

# WHY 'THINK. PARK SMART'?

As the world of work changes around us, more people than ever are driving their children to school.

And it is no wonder that a large number of cars heading to one place at the same time can cause serious problems.

They include:

- Parking on double yellow lines, on the hazard warning markings or on the pavement which makes it harder for children to see cars coming when crossing or forces them into the road and into the path of oncoming traffic
- The effect on air quality because people leave their engines on while they wait
- The effect on air quality on the routes to school. Children are exposed to 30% more pollution than adults and families driving to school.

Our community safety and enforcement teams are concerned about the complaints of people parking illegally on zig zag lines causing visibility issues for all pedestrians, we are aware a number of children have been hit by cars and this is a growing concern. This issue not only impacts schools safety but the air quality also.

'**THINK. PARK SMART!**' had a real impact when first launch in 2015 with schools in the district. Schools undertook a number of the initiatives and adapted the tools, we hope this updated toolkit will have the same impact to work at making our school environments safer and healthier.

Canterbury City Council's '**THINK. PARK SMART!**' campaign is designed to help schools, parents and pupils make our streets safer and healthier for our children.

# HOW CAN OUR CAMPAIGN HELP?

The **THINK. PARK SMART.** campaign has been designed by Canterbury City Council and the Canterbury Community Safety Partnership of which it is a member along with Kent Police, Kent County Council (KCC) wardens and Kent Fire and Rescue.

The aim is to keep our children safe by improving road safety, cutting congestion and improving air quality on the way to school.

Families will also reap the health benefits by leaving their cars at home. For those who have no option but to drive, we aim to make it safer and cut the queues.

Our toolkit has everything you need to run the campaign.

## FRIGHTENING FACTS

Children's peripheral vision is two-thirds of an adults

Children find it hard to work out where a sound is coming from so traffic noises might be confusing

Children believe all adults will look out for them – they think if they can see an adult who is driving, the adult can see them

Children find it hard to judge the speed and distance of oncoming vehicles and they assume cars can stop as quickly as they can

Children under six lack a sense of danger and can become easily distracted



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## TACTICS YOU CAN USE

There is a range of tactics you can use to influence behaviour. They include:

- Talks and workshops from our enforcement officers, council officers, the police, Kent Fire and Rescue or KCC's wardens – we can help you to arrange these (see the **Contacts** section)
- Letters to parents accompanied by travel agreements to be signed by parents and children (see the **Resources** section)
- Conversations with drivers to challenge their behaviour (see the **Resources** section)
- Hold a competition for children to design banners to persuade parents to park safely/ turn off their engines. The latter would be particularly useful in the winter
- Run a Happy Shoesday campaign [livingstreets.org.uk](http://livingstreets.org.uk) (see the **Resources** section)
- Start a junior road safety officer scheme (see the **Resources** section)
- Arrange alternative parking if available – a group of schools in Thanet has been helped by a local business with a large car park while schools in Canterbury have persuaded a university to help

## **RESOURCES**

Travel agreements and school engagement letters

Conversation aid with drivers

All about Brake and road safety

Kent County Council initiatives

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**[canterbury.gov.uk/thinkparksmart](https://canterbury.gov.uk/thinkparksmart)**

NB. These are examples only. Templates are available in your downloadable toolkit.

# TRAVEL AGREEMENTS AND SCHOOL ENGAGEMENT LETTERS

We have developed sample agreements which can be adapted to suit the individual circumstances of each school.

The aim of these are to improve the quality of life for everyone in the school environment and parents, teachers and pupils are required to abide by the guidelines set out within the agreements.

A commitment from parents is essential for the success of this campaign, so we want to help raise awareness and prevent incidents from occurring.

## Parent agreements

These are to be used ideally at the beginning of each academic year to catch your new intake of parents. We recommend that this is updated as and when your school's circumstances change, and also amended to meet your school's needs.

Once these have been sent out and completed this then eases conversations regarding parking issues with parents at drop off and collection times, reducing the chance of any confrontation.

## Child agreements

This gives children clear messages about road safety and the school's policies, it also supports the parent's agreement to help drive the message home about being safe travelling to and from school.

## TIP:

Print two copies of each letter – one to give to the parent/student and one to keep for your school files.

# LETTER TEMPLATES FOR PARENTS

Dear Parents/Carers,

## The Problem

We are noticing a growing amount of traffic in and around the school environment, this is causing a number of problems. The main one is creating an unsafe environment for our pupils entering and leaving our school which is putting the children at risk!

## How Can You Help?

Consider parking further away from the school and walking the last five or 10 minutes. Walking to school is good for your health and sends a great message to your children. This then means there's less congestion outside the school, improving the air quality and safety around your school plus you get to spend more time with your children!

It's so easy to play your part in improving our air quality. Simply switch off your engine if you're going to be stationary for more than a minute. It is less polluting to turn your engine off and restart it after a minute or longer than to leave your engine running. Not only will it reduce pollution it will also save you money.

**FACT** Did you know that you waste about half a litre of fuel for every hour that is spent idling?

For information on other measures you can take to do your bit for air quality, please visit [news.canterbury.gov.uk/airquality](https://www.news.canterbury.gov.uk/airquality)

## Park smart

- **Never** park on the yellow zig zag or double yellow lines
- Try and park at least 10 metres from a road junction
- Avoid parking inside the school gates
- **Never** park on or mount pavements, footpaths or verges and prevent people walking safely on the pavements
- Do not park in front of residential driveways, always respect local residents
- Do not park over bus stops or bus layby
- Take care when reversing in and out of parking spaces, look and be aware of children crossing the road
- Avoid parking in awkward spaces where visibility is an issue
- Avoid rushing, it's hard when you are late on the school run and you have a 100 and one things to do but your children and other family's children are far more important than those few minutes that you may save rushing and driving too fast!

**PLEASE HELP US KEEP YOUR CHILDREN SAFE!**

As parents/carers of ..... I/we agree:

- To respect the decision not to allow parents' vehicles onto school grounds between
- #### / #### and #### / #### (start and end of day) to ensure the safety of all pupils.
- **Not** to stop or park on the School Keep Clear yellow zig zag markings outside the school entrance/s, to ensure pupils have the best possible chance of being able to see to cross the road in safety.
- **Not** to park or stop on any corners, particularly those with double or single yellow lines, to ensure pupils have the best possible chance of being able to see to cross the road in safety.
- Always to ensure my child(ren) exit my vehicle on the side of the pavement.
- To ensure my vehicle does not block crossings points, such as places where there are dropped kerbs where families can cross more easily and safely.
- To ensure my vehicle does not block driveways of local residents.
- **Not** to block pavements whilst waiting for my child(ren) to come out of school, which would force pupils to walk in the road to get past.
- **Not** to park in the disabled bays unless I or my child(ren) are disabled.
- To ensure the school is aware if my child(ren) is to be picked up by another person, and if this is the case, that the person will be aware of this agreement.
- Where possible, to support the School's Travel Plan by allowing my child(ren) to participate in walk to school initiatives, scoot or cycle to school.
- Where possible, to walk to school with my child(ren) to allow the development of road safety skills.
- To take part in a 'Park and Stride' scheme so that I park five or 10 minutes away from the school entrance and walk the rest of the way.
- To switch off my engine for cleaner air when stationary for more than one minute.

Signed:

Parent/Carer .....

Car registration .....



**Add your school logo here**

As a student of ..... school

I, (name) ..... agree:

- To watch what my family and teachers do, walking to and from school, because I know that cars and roads can be very dangerous
- Remember the green cross code of **STOP, LOOK and LISTEN**
- Be Bright and Be Seen
- Remember to remind my family about road safety if they forget something

Signed:.....

EXAMPLE

# CONVERSATIONS WITH DRIVERS

We understand that it can be hard to challenge drivers and using the school travel agreements can help aid these conversations and can give you prompts to have a positive conversation.

It can help wearing high viz tabards as people are more receptive to safety messages and can help give confidence to those wearing them.

We recommend that staff are always in pairs when outside the school at collection and drop off times, to have a better observation of what is happening also should an incident occur this can be better managed.

Some schools use radios which can be effective to manage these times of day

Having banners outside the school also send a clear visual message about your school safety message

Suggested sentences for greatest impact are as follows:

Hello/Morning,

We're outside the school today to as a part of our '**THINK. PARK SMART.**' campaign.

We work jointly with families and children to help make it as safe as possible for children and pedestrians on the roads around your child's school.

We really value your support especially with adhering to the school travel agreements and we know it can be difficult, especially on busy mornings, but we would on those particular mornings appreciate that people support us by working to keep the school environment safe.

Thank you



## TIP:

It's unlikely that any of these conversations/interactions will be anything but friendly if you **approach them in a positive manner** defined above. However, if you feel uncomfortable about how you will have these conversations with drivers, you can be sure there will be other members of staff, your local community wardens, or community safety officers who can attend with staff initially to help and have these conversations. Get these individuals on board.

# ROAD SAFETY WEEK THIS NOVEMBER

## About Road Safety Week

Road Safety Week is all about schools, organisations and communities taking action to promote road safety and help save lives. Each year thousands get involved and you can too. There are endless ways to take part, from promoting the 'Brake Pledge', to putting up posters, to running a workshop or assembly, to launching a local campaign for safer streets.

Road Safety Week raises awareness about road safety, and encourages everyone to take action to prevent casualties and make roads safer. It's all about people working together to promote responsible road use and stop the suffering that results from road crashes, deaths and injuries.

## About Brake

Brake, the road safety charity, working in partnership with insurers RSA, has developed this site as a global resource with advice and tools for anyone interested in organising a Road Safety Week in their country, locality or organisation. It shares the experience of Brake, organisers of Road Safety Week in the UK and New Zealand and other Road Safety Week organisers.



## REGISTER NOW FOR YOUR FREE E-ACTION PACK

Packed with resources and advice to help you take part, your e-action pack includes downloadable posters, web banners and other tools to help you raise awareness, plus ideas and examples of activities you can run in the week.

**BRAKE.ORG.UK**

# SMALL STEPS SCHEME

Small Steps is a practical child pedestrian training scheme introducing children, usually in Year 2, to basic road crossing strategies which they can build on when they are old enough to make independent pedestrian journeys.

Run by Kent County Council, the course spans a term and is delivered by experienced co-ordinators, with help from parent volunteers.

It covers:

## **Skill 1: Finding Safer Places to Cross the Road**

There are no completely safe places to cross the road. During training the children are encouraged to work out what makes a 'safer place' and to move to it in order to cross.

## **Skill 2: Dangers at Junctions**

Children are not aware of the multiple directions in which cars can travel at junctions. Small Steps introduces the children to a junction and how to recognise it e.g. 'T' junction, 'X' junction. They are taught that junctions are extremely dangerous and not to cross at or near them.

Funded by big pedestrians  
for small pedestrians.



**SMALL STEPS**

**Kent  
County  
Council**  
kent.gov.uk



## **Skill 3: Crossing between Parked Cars**

Although children are encouraged to find a safer place to cross, away from parked cars, roads that are completely clear of parked cars are rarely available, so the children are shown a simple 10 step repeatable and transferable strategy to be used whenever crossing is attempted between parked cars.

If you would like more information, please contact us at [smallsteps@kent.gov.uk](mailto:smallsteps@kent.gov.uk)

# FURTHER RESOURCES AND INFORMATION

[talesoftheroad.direct.gov.uk](https://talesoftheroad.direct.gov.uk)

[livingstreets.org.uk](https://livingstreets.org.uk)

[rospa.com](https://rospa.com)

## CCSP

CCSP involves working partnerships between three organisations: Canterbury City Council, Kent Police and Kent Fire and Rescue.

### Kent Police

[csu.canterbury@kent.pnn.police.uk](mailto:csu.canterbury@kent.pnn.police.uk)

### Kent Fire and Rescue Service

[communitysafety@kent.fire-uk.org](mailto:communitysafety@kent.fire-uk.org)

### Canterbury City Council

[csu@canterbury.gov.uk](mailto:csu@canterbury.gov.uk)

### Community Wardens

[david.harmes@kent.gov.uk](mailto:david.harmes@kent.gov.uk)

### Parking Supervisors

[parking.enforcement@canterbury.gov.uk](mailto:parking.enforcement@canterbury.gov.uk)



If you would like any further information or support please contact the  
Community Safety Officers on [csu@canterbury.gov.uk](mailto:csu@canterbury.gov.uk)

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