

## ROAD SAFETY AROUND SCHOOLS

<b>Committee name</b>	Residents, Education and Environmental Services Policy Overview Committee
<b>Officer reporting</b>	Lisa Mayo
<b>Papers with report</b>	<ul style="list-style-type: none"><li>• Appendix A - National Transport Award submissions</li><li>• Appendix B - Parent Parking Pledge flyer</li></ul>
<b>Ward</b>	All

### HEADLINES

To provide Members of the Committee with a brief outline of the work of the Council's School Travel and Road Safety ('STARS') Team, with a particular focus on the actions that the Council is taking to foster a positive road safety climate, attitude and environment at the many schools throughout the Borough.

### RECOMMENDATIONS:

**That the Committee:**

- 1. Notes the information presented in the report;**
- 2. Endorses the work of the School Travel and Road Safety Team ('STARS')**

### SUPPORTING INFORMATION

#### **Background**

The Council is highly active in the sphere of highways, traffic, parking and road safety, working both independently and in partnership with many key stakeholders such as Transport for London (TfL), the Metropolitan Police and other emergency services, the London Road Safety Council and crucially, in the context of this report, with many schools throughout the Borough.

Whilst an important element of this work is centred on engineering measures, with the development of new road safety, parking and road safety schemes on the public highway, the Council also undertakes and maintains a highly proactive education, training and publicity role, working with all willing school partners to help them with the promotion of road safety within the school community.

The STARS team offers a wide range of carefully tailored support services such as pedestrian training, cycle training, cycle-based activities and events and encourages the establishment within willing partner schools of pockets of road safety knowledge which can help to foster peer to peer encouragement, with established schemes such as the 'Junior Road Safety Officers'

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(JRSOs), 'Youth Travel Ambassadors' (YTAs) and active participation within a London-wide school road safety accreditation scheme, details of which are covered within this report.

The Council is especially proud of the small but vitally important group of School Crossing Patrol Officers (popularly known as 'lollipop people') and supports the development and retention of these officers in their crucial role in helping protect vulnerable school children and students at the start and end of their school day. Details of this service is also set out later in this report.

The Council has introduced a number of projects which are either unique to Hillingdon, or have received a particular focus not always seen elsewhere; these initiatives include the 'Parent Parking Pledge' and the active camera-enforcement of the yellow school 'keep clear' zig zag markings on the roads near many of the Borough's schools.

### **Bikeability**

The School Travel and Road Safety team includes 25 Casual Cycle Instructors who deliver a number of different cycle initiatives throughout the Borough, including Bikeability which is the new delivery of Cycling Proficiency.

There are three Bikeability levels, each designed to improve cycling skills, no matter what is known already. Levels 1, 2 and 3 take trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads.

Between April 2018 and March 2019, 2128 pupils aged ten and eleven were given bikeability training in 41 out of the 62 junior and primary schools in the Borough.

In October 2018 the team were shortlisted in the National Transport Awards for Excellence in Cycling and Walking.

### **Practical Pedestrian Training**

The School Travel and Road Safety team includes 7 Casual Pedestrian Trainers who deliver practical training to all primary schools in the Borough. This initiative is delivered to children aged 5 - 11 which develops their awareness of the road and provides the basis for lifelong skills. They are taught the basic ability to identify safe places to cross and how to do it in an acceptable and intact manner. Children are made aware of distractions we face in the modern day world and how it can affect their judgment. Throughout the training, children will be practically learning how to put their new skills and knowledge into practice.

Between April 2018 and March 2019, 12,060 pupils aged five to eleven were given Practical Pedestrian Training in 54 out of the 73 infant, junior and primary schools in the Borough.

In March 2019, the team were shortlisted for the London Transport Awards for Excellence in Cycling and Walking.

## **School Crossing Patrol Officers**

The School Travel and Road Safety team includes 24 part time School Crossing Patrol Officers over 23 sites across the Borough. In September 2018 the Council celebrated 347 years combined service from all the SCPs in Hillingdon. Barbara Martin also received outstanding recognition at the National Transport Awards for her long service of 47 years.

In October 2018 Barbara received a further commendation at the National Transport Awards for 'Frontline Employee of the Year'.

This year a review has begun on all current sites and two potential new locations to ensure all safety measures are being implemented. This reviews includes risk assessments of staff, sites and an area around the school which will look at ways to improve the area through engineering measures or alternative travel options.

## **STARS - Travel Plans**

Travel plans are submitted via [TfL's STARS website](#) where they can gain a level of accreditation to reward the work they do. 'Stories' are created to advise TfL what the school is doing to encourage safer and more sustainable travel in their community through a number of different initiatives such as attending borough events, obtaining further funding, introducing walk/cycle to school projects, educating parents and much more. The team provides support and guidance to develop a School Travel Plan and assist the schools in setting up and running the initiatives.

In July 2019, 16 schools applied for either bronze, silver or gold accreditation.

## **Ongoing Projects/ Initiatives/ Events**

The team works with schools on a number of different projects and campaigns to assist them in becoming safer and more sustainable:

### Mini and Junior Road Safety Officers (MRSO/ JRSO)

Pupils aged five to eleven run campaigns, projects and initiatives in their school community to improve safety and sustainability.

The team stage two annual events for the pupils to reward them for their hard work but also allow them to take part in a number of workshops to encourage team building and communication, develop a project plan, watch a Theatre show based around school travel and road safety and finally bid for money to help them achieve their project ideas or improve safety or sustainable travel at their school.

### Youth Travel Ambassadors (YTA)

Pupils aged eleven to eighteen research and develop campaigns to change people's behaviour.

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They focus on walking and cycling, road safety and improving passengers' experiences. They are supported by TfL, the borough and school staff.

Pupils attend a so-called “Dragons’ Den” event (styled loosely on the popular TV show) in order to bid for money for their projects, they must provide enough information on the project, potential outcomes and cost to run for the ‘dragons’ to deliberate whether they will award the funding. YTA is linked closely to the School Travel Plan process and also is part of the DofE Leadership Award.

#### Walk to School Week/Month or Walk once a Week

In the months of October and May the team provide numerous activities for the schools to take part in to help publicise the benefits of walking to school. The team also assists schools to create walking buses, park and stride options and walking maps to encourage more sustainable travel.

#### Classroom talks and assemblies

Schools are able to request road safety talks to all ages around specific concerns, issues or general road safety knowledge at any time of the year.

#### Parent/ Governor Meetings

Officers regularly attend parent governor meetings at school to discuss the safety concerns around the school.

#### Road Safety Campaigns

The team work with the Council’s communications team to develop campaigns specific to Hillingdon but also publicise nationwide and London wide campaigns. The Council’s annual ‘Child Car Seat Campaign’ is promoted through schools to educate parents both on the legal situation with car seats and to offer practical help and advice. The campaign involves a professional car seat checker attending car parks around the Borough and offering to carry out a free assessment and refit any seats that are incorrectly fitted. In April the team saw the highest number of seats checked in six years with a total of 206.

From this the team has set out to offer checks on a more regular basis as opposed to once a year, visiting different locations throughout the Borough.

#### Parent Parking Pledge

The “Parent Parking Pledge” is a unique-toHillingdon scheme developed by the team, in an effort to manage congestion and improve safety near the school at busy times.

The idea is that school will ask parents to sign up to the pledge and in return, by agreeing to follow some basic principles, they will be offered a car window sticker showing their agreement and that they are involved in (and supportive of) improvements to the safety of the school and

residents.

The Hillingdon-wide principles are:

- *I agree to help my child / children travel actively at least once a week*
- *I agree to drive with consideration for others*
- *I agree to park away from the school gates*
- *I agree to never block a driveway*
- *I agree to turn off my engine when parked*

Schools can add up to five more principles specific to the area they are in and problems that occur on a daily basis. Clearly as well as the obvious dissemination of good practice and the direct encouragement of better driver behaviour, there is an element of 'pester power' as the school children themselves become active ambassadors and may be able to bring some moral pressure on recusants.

In July 2019 the London Borough of Hillingdon was granted a runner up award for this initiative by the London Road Safety Council, seen as a positive endorsement set against the backdrop of an active field of entries from across London..

### **Safe Drive Stay Alive**

All secondary schools and colleges in the Borough are invited to Hillingdon's annual "Safe Drive Stay Alive" event to watch a series of educational films and live speakers.

Members of the emergency services and parents or close relatives of accident victims (and sometimes victims themselves) provide powerful and moving personal testimonies of the life-changing tragedies they have encountered. There are also talks from former teenagers whose lives were damaged by poor decisions behind the wheel.

The use of emotive real life stories about people who have been affected professionally and personally by dangerous driving is not geared to distress individuals but is carefully intended and designed to influence attitudes and ultimately save lives. Few of those who attend - either as the intended young audience or as onlookers - fail to be affected by the stories that they hear.

In November 2018 - 1935 pupils from 22 different schools/college courses attended the event. Hillingdon also provides an evening event for members of the public to come and watch and all parents of the pupils are invited along too.

### **School-originated Engineering Measures**

Schools who are actively working with the STARS team can raise 'issues' via the [TfL's STARS website](#) to highlight any safety concerns they have outside their school. This could be as simple as adding some guard railing outside of the school pedestrian gates, to introducing a traffic calming scheme due to the high level of speeding motorists. As a team officers try to look at all the soft measures that could be implemented first to help educate and train the children and the public about safety. However in some instances this is not viable or safe therefore school engineering options may be explored where appropriate.

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## **School Keep Clear - Zero Tolerance**

To improve safety around schools the Council has installed an unattended CCTV enforcement system outside all schools in Hillingdon that have school keep clear (SKC) restrictions adjacent to their entrances. This resulted in a total of 108 unattended CCTV cameras being installed outside schools. Due to the length and layout of the various SKC restrictions, some schools required more than one CCTV unit to fully cover the restrictions. The unattended CCTV enforcement system was installed over the summer of 2016 and went fully live during September 2016.

The enforcement system is designed to ensure that people do not illegally stop or park on the yellow zig zag SKC zones. The SKC restrictions at the entrance of schools are an important road safety feature, demonstrating that the area must be kept clear to allow an unrestricted view for approaching motorists and for children waiting to cross the road.

The system operates by CCTV cameras automatically detecting when a vehicle has stopped on the SKC restrictions. The system is configured so that it only captures any contraventions that occur during the times and days that the SKC restrictions operate.

The unattended CCTV system ensures that enforcement action is taken against all vehicles that park or stop in contravention on the SKC markings. Previously enforcement action was only taken when an enforcement officer physically issued a Penalty Charge Notice and placed it on the vehicle. As many of the vehicles had the drivers within them, or nearby, PCNs were not frequently issued as the vehicle would move away before enforcement action could be undertaken. As this resulted in no enforcement action being taken against the offending vehicle, compliance with the parking regulations remained low as there was little chance of a driver receiving a PCN.

The introduction of the Unattended CCTV enforcement system meant that drivers frequently received a PCN if they parked on the SKC markings and this has significantly increased compliance with the parking regulations as the drivers then chose not to park there.

This system was nominated and shortlisted at the National Transport Awards in 2018 for: Excellence in Technology and Most Innovative Transport Project.

### **Implications on related Council policies**

A role of the Policy Overview Committees is to monitor the performance of Council services and make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

### **How this report benefits Hillingdon residents**

The report sets out the ways in which the Council actively seeks to help keep school children safe.

## **Financial Implications**

### TfL LIP Funding 2019/ 2020

Set in the context of a decline in the overall level of support from Transport for London (TfL), the School Travel and Road Safety Team were allocated a total of £449,393 from Transport for London's Local Implementation Plan (LIP) Funding. The work that this supports includes:

- School Air Quality Projects
- Pedestrian Training
- Safe Drive Stay Alive
- Mini Road Safety Officers, Junior Road Safety Officers, Youth Travel Ambassadors
- Safer Routes to School Initiatives
- School Sustainable Travel Projects
- Road Safety Campaigns/Initiatives
- Cycle Scheme Delivery
- Additional Cycle Scheme Funding
- School Crossing Patrol Review

## **Financial Implications**

None at this stage.

## **Legal Implications**

None at this stage.

## **BACKGROUND PAPERS**

[TfL's STARS website](#)

[Youth Travel Ambassadors \(YTA\)](#)

[Bikeability](#)