



MANCHESTER
CITY COUNCIL

Road Safety – Working Together

A guide to tackling road safety issues in Manchester schools



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Welcome and overview

An Introduction to the guide

Welcome to your new guide on road safety, designed to provide advice for head teachers and school staff.

The guide has been created in partnership with Greater Manchester Police, Manchester City Council and Manchester schools: Whalley Range 11–18 High School, Plymouth Grove Primary School, Ladybarn Primary School, St Paul's CE Primary School and St John's RC Primary School, Chorlton.

We asked schools what common problems they experienced with road safety issues, how they overcame them, and with what support from partners. We also spoke to them about road safety generally in their communities.

Many schools have responded to issues in creative and innovative ways, involving not just their staff, but parents and the wider community – and of course, the pupils.

This guide aims to share some of these ideas and solutions, and direct schools to resources and information that can help them resolve issues, bringing in support from other agencies when appropriate.

We hope you find this useful, and please give us your feedback on how you have promoted road safety projects in your school, so that we can share your experiences and update this guide.

Road safety outside schools is a high priority for us all, and it is clear that through all agencies working together, we have a really good opportunity to ensure that children can travel to and from school safely without the risk of being involved in an accident. Unfortunately, across Manchester we still have a number of pupils who are involved in road accidents during their journey to school. This good-practice road safety guide has been developed with schools that already undertake road safety activity effectively, for the use of other schools.

The Council has also produced a road safety leaflet – covering both enforcement issues and general road safety tips for travelling to school. These have been distributed to all primary schools for pupils to take home to their parents and carers.

Why walk or cycle?

The benefits of a child not being driven to school

Quieter, safer roads

Having fewer cars around school makes it safer for parents and children to walk or cycle on their journey to and from school. Fewer cars also means less pollution.

Fitness and health

In Manchester in 2102/3, 26% of reception children and 39% of year 6 children were classed as overweight or obese (Public Health England). Children need at least an hour of physical activity each day, and walking or cycling to school is a great way to get some of that exercise.

There are also concerns about the level of pollution children are exposed to sitting inside cars in congested or slow-moving traffic. When planning a walking journey to school, it may be possible to find a route that is quiet or traffic-free, and walking through green spaces such as parks can make you feel calmer and happier.

Concentration at school

Children who are physically active on the way to school burn off some of their excess energy and are more able to settle down and focus well in lessons.

Road-safety skills

Good habits learned young are learned well. Teaching children to walk safely to school will stand them in good stead for the rest of their life.

Socialising and independence

Walking together with others means that children will have extra time in the day to build friendships and feel comfortable around other people. It can also be a time for parents to talk to other parents.



Our roles

There are various partners who all have a vital role to play in the delivery of road safety. Each may approach the subject from a different angle, but we all have the same goal – safer streets in Manchester.

Role of the school

Schools are at the heart of any community and have a vital role to play in raising road safety awareness for pupils, staff, parents and the wider community. As well as the information discussed as part of the day-to-day lessons, the school day includes the journey into school, and ends when the pupil returns home, so their school journeys really are part of the school day. Changes to infrastructure, such as schools expanding or road layouts changing, can lead to an increase in traffic around the school at peak times, and if this occurs, schools will need to think about what they can do to plan for this.

Problems such as dangerous parking during the school run and irresponsible driving have been tackled by schools nationwide with a variety of creative methods. Having teachers at the school gates talking to parents who have parked badly sends out a strong message, as do pupil-driven campaigns that encourage responsible parking and driving. Activities involving pupils using speed guns during the day to measure the speed of passing cars can also help to change behaviour.

The role of the school is to provide pupils with the knowledge and understanding that is essential to their health and safety in respect of all issues around road safety. Developing working partnerships with external agencies, such as the police, health promotion units and the Council, is an essential part of this, as is sharing good practice with other local schools.

Schools also aim to try to promote the ethos of respect for local residents. The roads in and around the school can be narrow and parking is at a premium, which at drop-off and pick-up times can cause huge problems.

Schools should aim to:

- Teach children about road safety and provide opportunities for them to practise it in real-life situations.
- Remind parents to consider others when taking their children to and from school.
- Promote walking and cycling to school and the safety measures involved in these activities.

Role of the Council

Manchester City Council supports schools in a variety of ways, from online support to the delivery of cycle training.

Online support is for teachers, pupils, parents and the wider community, to help deliver road safety messages.

Manchester City Council has created Togo&Nogo, two award-winning road safety characters aimed at pupils, teachers and parents. The website (www.togoandnogo.co.uk) contains classroom resources for key stages 1 and 2; these are available in the 'Teacher Area' to download and include lesson plans, videos, storybooks and activity sheets. There are also road safety themed games and activities for pupils.

The Manchester City Council website (www.manchester.gov.uk/info/200082/road_safety) also has online support for teachers, as well as links to other websites containing interactive videos, games for pupils, and lesson plans for teachers. Information on these online resources is contained on page 13.

"The roles of the school are to ensure the safeguarding of our children coming to and going home from school each day, and to teach them about road safety."

St Paul's CE Primary

In terms of a longer-term strategy, the Council has recently established a School Road Safety Group, which consists of representatives from the Council: Highways, Parking Enforcement, Neighbourhood Delivery Teams, Customer and Community Engagement, school representatives and Greater Manchester Police (GMP).

With regard to future strategies to support and where possible resolve road safety issues, the Council's Parking Enforcement Officers and GMP will continue to support schools. For general road safety issues that can be resolved by engagement, the Council will continue to provide access to advice and information for schools.

- For issues around the re-marking of existing parking restrictions, the Council will be able to offer support and guidance.
- For highway improvement the Council will be able to offer advice, but this will not necessarily lead to changes to the road.
- Where, for example, there have been alterations to a school over the past few years and work is required, schools can commission detailed designs and cost estimates. These would be chargeable and accessed through the Council's Corporate Technical Services Department.
- The same would apply when new or existing schools are being built or extended; however, Children's Services would be expected to support the schools if any highway improvements are required.

Traffic management outside schools

Manchester City Council is responsible for the enforcement of parking restrictions throughout the city. Parking restrictions are denoted by markings on the highway and can be accompanied by signs advising the hours of operation. Parking restrictions are there to assist the free flow of traffic and for the safety of all road users. The enforcement of parking restrictions is undertaken by Civil Enforcement Officers (CEO), who are authorised to issue Penalty Charge Notices (PCN) to vehicles that park in contravention of parking restrictions. If a vehicle is parked on a school keep-clear zigzag, the CEO can issue a £70 PCN.

Parking on school keep-clear zigzags is dangerous and illegal. They are there for the safety of your children. Vehicles that park on school keep-clear zigzags can obstruct the vision of children, making it dangerous when they are crossing the road.

Parking on double yellow lines is not permitted at any time of the day. Parking on single yellow lines is not permitted at certain times of the day and the time plate will tell you when you cannot park. Yellow line parking restrictions are in place for a reason, and at schools this is to promote safety for pupils and other road users.

Manchester City Council has the power to remove vehicles. Where a vehicle is parked on a parking restriction, causing a danger or obstruction, the vehicle may be removed at a cost to the owner of £105 plus a PCN.

Drivers sometimes park across a dropped kerb or tactile crossing. There is no need for yellow lines or time plates at these locations, as it is automatically a parking offence that can result in the vehicle being removed. This includes parking adjacent to a resident's dropped kerb, and obstructing access to or egress from a driveway. The resident is able to request that a CEO issues a PCN, and where necessary the CEO can authorise the vehicle to be removed.

A CEO is able to issue a PCN to vehicles that park on the pavement where there are parking restrictions adjacent on the highway. Parking on the pavement is inconvenient and dangerous to pedestrians, wheelchair users, and parents with pushchairs, who may have to step into the road to pass the parked vehicle. Where the pavement is obstructed, the CEO can authorise the vehicle to be removed.

A CEO can issue a PCN by affixing it to a vehicle, but if the vehicle leaves before the PCN is affixed, the CEO is able to issue the PCN by post.

Vehicles parked on school keep clear zigzags can also be issued a £70 PCN by post if witnessed by a CCTV vehicle.

Bikeability training

Manchester City Council, in partnership with Bikeright, offers Bikeability training to all pupils in Manchester schools. This involves level 1 training in basic cycling skills taught in the school grounds, level 2 training on quiet side streets.

Schools are contacted during the year by Bikeright to schedule training, but schools can also get in touch to request training. See page 15 for contact details.

Role of parents and carers

To help keep children safe, parents and carers have a key role to play:

- If parents are bringing their child to school or collecting them after school, they should ensure they arrive on time, as:
 - arriving too early can cause congestion and upset the residents
 - arriving too late leads to children rushing and sometimes forgetting basic road safety rules
- Parents should park appropriately and within the law:
 - away from any zigzag lines, double yellow lines, parking restrictions or school crossings
 - not on or across residents' driveways
 - not on corners where it restricts other people's view of the road
- Parents should teach their children about road safety and remind them never to run across roads even if parents are parked on the other side. They should learn how to get to and from their parents and the school safely
- Parents should treat other people's children with the same care and in the same way they treat their own children
- All drivers should make sure everyone in the car has their seat belt on before moving off, and never use their mobile phones when driving

Parents are a role model for their children, who follow what their parents do and say.

The role of parents and carers is to reinforce the messages the school is giving to the children. We want parents and carers to act as role models and promote all aspects of road safety for their children, while showing respect for local residents.

Role of Greater Manchester Police

GMP is there to ensure that parents and carers of pupils comply with the laws that should make them and their children safe on the roads outside our schools.

They may use local police officers and traffic Police Community Support Officers (PCSOs) to carry out enforcement action if parents continually fail to abide by the law. Parents should drive carefully and park safely. If parents fail to drive or park their vehicles in a safe and responsible manner, GMP may have to take action against them.

GMP officers can instantly deal with many driving offences they witness. Officers will be ensuring that drivers wear their seat belts, slow down and park in a safe place, and that they never use a mobile phone while driving.

Drivers could face a significant fine or prosecution and even have to attend a driver re-education course if GMP officers witness them committing an offence.

When other methods have failed to improve road safety outside Manchester schools, the police will consider intervening with a range of measures. These may include advice or warnings, but ultimately, if parents park or drive their vehicles in an unsafe manner, they could be made to attend a driver re-education course, be fined or prosecuted, and receive points on their licence.

GMP's message to parents:

Please drive carefully and consider the safety of all other road users.

Role of children and young people

We all want our children and young people to remain safe on the roads, particularly when arriving at and leaving school.

The message to try to get across to pupils is:

To make sure you stay safe we will help you, but we also need you to look after yourselves, your family and your friends every time you go near a road. To help you do this, here are a few important tips:

- Listen and learn when you are told about road safety.
- Road safety is important everywhere, not just at school.
- Lots of people can help you to learn about road safety, not just your teacher or your parents or carers.
- Tell your family and friends what you have learned, as they may not know about it.
- Don't let people drive you anywhere if they are using a mobile phone.

Here are a few things you should never do:

- Never run between parked cars even if you are late.
- Never use your mobile phone when crossing a road.
- Never ride in a car without a seat belt.
- Never cross the road if you can't see it is clear both ways.

The role of pupils is to listen to and follow the advice they are being given at home and at school. Encourage children to promote the messages they are getting in school to their families. Equally, seek the views of children to see how they think we can make our roads and ourselves safer.

"The role of pupils is to take road safety seriously and be aware of their surroundings."

St Paul's CE Primary

Aspects of road safety

The following pages include case studies relating to some of the individual aspects of road safety.

How to educate staff, parents and children

The school is the hub of any community, and as such is in an excellent position to raise awareness of road safety issues, not just for pupils, but for staff, parents and local residents.

Assemblies and lesson plans are an opportunity to talk to pupils about the importance of staying safe when walking, but there are also many ways to reach the wider community – especially parents – where concerns may arise, particularly during the school run.

For example, St John's Primary in Chorlton decided to run a Traffic Awareness Week in their school. This involved pupils making banners and designing posters with 'drive safe' and other road safety messages. They involved the local police, and made sure parents were aware.

Another school is planning to run special days throughout the year, in which pupils are encouraged to walk to school, or at least have parents drop them off further away from the school. This helps reduce congestion, and hopefully encourages pupils to get into the habit of safely walking to school. It is also planning a day when parents and pupils who leave the car at home can come into the school for a 'thank you' free breakfast before lessons start, and is considering a 'thank you' cup of tea and slice of cake for parents and pupils at the end of the day if they agree to walk home.

Whalley Range 11–18 High School has put up banners, and is looking at extending the road-crossing times of the pedestrian crossing. The school regularly sends reminders to parents, and leaflets have been put on illegally parked cars. The school commissioned (and paid for) the installation of bollards and safety barriers on the pavement outside the school, to prevent motorists using the pavements to park or execute U-turns.

Schools have arranged for drop-off zones a short distance away from the school, and these have reduced congestion and problems with parking. These issues, as well as being a danger to children, can also be a real nuisance to local residents, with driveways blocked and people unable to park outside their own homes. Drop-off points can solve these issues if the right location is selected and agreed by all parties involved.

St Paul's CE Primary set up a working party with parents and the school council to help tackle issues. One of their events included putting out cones with pictures of children on them as a visual impact for drivers.

Some schools have contacted their local PCSO, and a number of pupils have become junior wardens, going out with the PCSO and putting pretend tickets under the windscreen wipers of badly parked cars – the tickets remind the drivers how risky their behaviour is. The PCSO later took the pupils out wearing high-visibility tops, and they used speed-detecting guns to measure the speed of passing traffic.

For ideas on how to arrange road safety-themed lessons and activities, have a look at the Togo&Nogo website (www.togoandnogo.co.uk), which may inspire you. There are more websites and contact details on pages 13 and 14. Think about other partners who might help with your activities, such as your local PCSO, ward councillors, neighbouring schools and colleges.

Building good relationships with residents

Many schools will experience ongoing issues with residents in the area if parents and carers park inappropriately. Here are examples of what some schools have done to reduce the disruption for residents:

"Thank you so much for all your hard work in trying to make the road safer and raising awareness of a problem that causes many parents and carers so many problems."

Parent

"During the week 16–20 June we ran a Traffic Awareness Week. The aim of the week was to promote a voluntary one-way system we have in place and to promote considerate parking along the local roads that surround the school. The week was a fantastic success in many respects. We have had press coverage in the Manchester Evening News and local area papers (South Manchester Reporter, and the Stretford and Urmston Messenger) and support from the local police and PCSOs."

St John's, Chorlton

"We continually send letters to our parents and carers across the school reminding them of the voluntary one-way system and to park with consideration in and around the school. Many of them are making a big effort to respect the voluntary one-way system and park with respect for other road users."

St John's, Chorlton

"We send text messages to parents and guardians, and have a regular newsletter, which enables them to be very reactive to arising issues."

St Paul's CE Primary

Drop-off points

Although some schools may have formal drop-off points around school, there are simpler (and cheaper) options that schools can try.

Encourage parents to adopt a park-and-walk plan – adults can simply find parking further away from the school to drop off and collect children. They can join their children for the short walk if necessary. This will help to make it a safer place for those who choose to walk or cycle to school.

For a school-wide plan, ask nearby facilities, such as a supermarket or church, if their car park can be used for dropping off and collecting children. A payback for the supermarket is that parents may use the shop while visiting and it can be seen as a way the shop supports the local community.

Quick guide for schools encountering problems

1. Is there a problem with traffic during the school rush hour? If the answer is yes:

- Identify what the problem is, eg. bad parking, congestion, dangerous driving?
- Discuss with staff and pupils an action plan to help resolve the issue. This could include:
 - Projects with school pupils – such as making posters and holding assemblies to highlight the problem. The Council may be able to assist with resources for road safety awareness events, and signpost to other organisations.
 - Nominating a teacher or other member of staff to stand at the school gates during busy periods and talk with parents about the nature of the problem.
 - Sending a letter home to parents, highlighting the dangers of irresponsible driving and parking.
 - Including information in school newsletters and on the school website.

2. Is the problem persisting?

- Contact other nearby schools. Have they experienced similar problems? If so, how are they dealing with them?
- Contact your local PCSO to arrange a visit during busy times. They may be able to take some pupils out with speed-detector guns.

3. Is the problem still persisting?

If the problem persists, follow the steps on page 12 to request enforcement action from the Civil Enforcement Officers (parking traffic wardens) and/or the mobile CCTV vehicle.

4. Have you carried out all the previous steps but still have a problem?

When all other methods have failed to improve road safety outside Manchester schools, the police will consider intervening with a range of measures. These may include advice or warnings, but ultimately, if parents park or drive their vehicles in an unsafe manner, they could be fined or prosecuted, made to attend a driver re-education course, and receive points on their licence.

To request enforcement action

To request enforcement action, the school must have evidence that they have carried out steps 1 and 2 in the quick guide (see page 11).



The school should report road safety issues via the Manchester City Council website (see page 15).



Manchester City Council will contact the school and carry out a site visit to assess the problem.



If appropriate, the school will be included on the next available slot for enforcement action and the head teacher will be informed.



A Civil Enforcement Officer (CEO) will visit the school at peak times and take any necessary action (see page 6). This may involve repeat visits.



The school will be taken off the list once the problem has been resolved or has significantly improved. Information will be fed back to the head teacher.



If the presence of a CEO does not improve the situation, then consideration will be given to using the CCTV vehicle.



If the situation does not improve, or recurs, the school may decide to go to step 4 and contact the police (see page 11).

Web resources, useful contacts and dates

Primary schools

Togo&Nogo

Manchester City Council has created Togo&Nogo, two award-winning road safety characters aimed at pupils, teachers and parents. The website (www.togoandnogo.co.uk) contains classroom resources for key stages 1 and 2; these are available in the 'Teacher Area' to download and include lesson plans, videos, storybooks and activity sheets. There are also road safety-themed games and activities for pupils.

www.togoandnogo.co.uk

The website contains resources for different years, including:

Foundation stage

Visit Salman and friends for activity sheets, games and stories.

www.salmanandfriends.co.uk

Key stage 1

Year 1:

The adventures of Togo&Nogo with their friend Sam, aimed at introducing young children to becoming safe pedestrians

Year 2:

'Step outside' with Togo&Nogo, an interactive pedestrian animation with six training modules

Key stage 2

Interactive animations with lesson plans

Year 3:

Safer crossing places and the Green Cross Code

Year 4:

'Stepping out' with Togo&Nogo, a pedestrian training resource

Year 5:

'Looking out' with Togo&Nogo, planning a journey

Year 6:

Visit www.movingupsafely.co.uk to see specific resources and information for year 6 pupils, highlighting the dangers on the road as they make the transition to secondary school.

THINK! Education

The Department for Transport's 'THINK! Education' primary and secondary website supports teachers, parents and pupils. You will find teaching ideas, curriculum links, activities, worksheets and more.

think.direct.gov.uk/education/

Tales of the Road

The Department for Transport's campaign for children, 'Tales of the Road', is aimed at 6 to 11 year olds; however, the road safety messages it presents are relevant to children of all ages.

talesoftheroad.direct.gov.uk/

ROSPA

The Royal Society for the Prevention of Accidents has resources including teachers' guidance notes and pupil workbooks. These resources are designed to help schools and teachers incorporate road safety education into lessons and school activities. They are, where appropriate, linked to curriculum areas and are tailored to different age groups. [rospa.com/roadsafety/resources/teachers](https://www.rospa.com/roadsafety/resources/teachers)

Brake

Brake, the road safety charity, has downloadable teaching resources.

brake.org.uk/info-resources/13-get-involved/organisations/1093-schools-and-communities

Secondary schools

Tell your mother I saved your life

Key stages 3 and 4 resource for use in PSHE/Citizenship, a play that aims to explore and confront issues surrounding road safety, seen through the eyes of two groups of teenagers. The resource contains a video, booklet, lesson plans and question cards. tellyourmother.co.uk

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Brake

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brake.org.uk/info-resources/13-get-involved/organisations/1093-schools-and-communities

Drivesafe

Drivesafe, the marketing name for the Casualty Reduction Partnership, delivers a programme of publicity and campaigns targeting the key road safety issues. It also has numerous resources to use for educational purposes. drivesafe.org.uk/publicity-resources

Parents and carers

For information on seat belts, including child seats, as well as information on the dangers of using a mobile phone while driving.

think.direct.gov.uk/roadsafety.html

National events and activities

There are a number of ways you could link your road safety projects to other national events and activities. See the websites below for more ideas and resources. Even if you don't hold your event or activity during those dates, the websites should provide useful information.

Walk to School Week

May

livingstreets.org.uk/walk-with-us/walk-to-school/walk-to-school-week

European Neighbours' Day

May

european-neighbours-day.com

Bike to School Week

June

sustrans.org.uk/our-services/who-we-work/teachers/bike-school-week

Bike Week

June

bikeweek.org.uk

Child Safety Week

June

childsafetyweek.org.uk

Walk to School Month

October

livingstreets.org.uk/walk-with-us/walk-to-school/international-walk-to-school-month

Road Safety Week

November

roadsafetyweek.org.uk

Contact details for partners

Manchester City Council

manchester.gov.uk

0161 234 5000

You can report road safety or traffic issues to Manchester City Council online at manchester.gov.uk/travel under the Road Safety tab.

If you set up MyAccount, you will be kept informed about the progress of your job.

Greater Manchester Police

gmp.police.uk

For non-emergency calls dial 101

Bike right

To request Bikeability training contact 0161 230 7007

info@bikeright.co.uk

This document was developed by Manchester schools in partnership with Manchester City Council and Greater Manchester Police

