

Road Safety Week Guide

Ealing School Travel Team

17 - 23 November 2024

EALING COUNCIL



What is Road Safety Week?

Road Safety Week, from 17 to 23 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 "After the crash Every road victim counts".

More than 1700 people die on UK roads, and another 30,000 receive serious, life-changing injuries, declares Brake.

"The numbers are shocking, and there has been no significant reduction for more than a decade," says the charity.

Brake is shining a light on the people behind the statistics, the individuals left with trauma and life-changing injuries, and the grief-stricken families who have lost loved ones.

By taking part, the charity says:

- Help people understand the devastating effects of road crashes on everyone involved.
- Join our call for sustainable funding and parity of care for road victims.
- Highlight the amazing work of people who support road victims.

Your school community can do its bit 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 Ambassadors, TfL Pioneers 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 spreading road safety messages to fellow pupils and the school community.

If your school is new to [TfL Travel for Life](#) creating an account is quick and simple. Use this link [Register - Travel for Life \(tfl.gov.uk\)](#) The website is also 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.

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.

Activities and TfL Travel for Life 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 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

Taking part in Road Safety Week can be uploaded using the dedicated activity card [Road Safety Week - Travel for Life \(tfl.gov.uk\)](#). And as part of that engagement, you could deliver the following:

Assembly

This could be 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 below guide and video links:

- [Assembly Guide](#) 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>

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>

[Other better driving activity - Travel for Life \(tfl.gov.uk\)](#) - 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 [PWLC](#) for a quote.

Use the activity card [Pedestrian skills training - Travel for Life \(tfl.gov.uk\)](#) to upload it as a story.

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!](#)

Use the activity card [Pedestrian skills training - Travel for Life \(tfl.gov.uk\)](#) and change the title to make the story easy to identify. Of if you did the obstacle course use [Strictly Road Safety - Travel for Life \(tfl.gov.uk\)](#) if a primary school, or [Road Safety Obstacle Course - Travel for Life \(tfl.gov.uk\)](#) if a secondary.

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.

[Personal safety promotion - Travel for Life \(tfl.gov.uk\)](#) or [Road safety talks - Travel for Life \(tfl.gov.uk\)](#) are possible activity cards.

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

Use TfL activity card [Road safety talks - Travel for Life \(tfl.gov.uk\)](https://www.tfl.gov.uk) 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

[Be bright be seen - Travel for Life \(tfl.gov.uk\)](https://www.tfl.gov.uk) - 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

[Be bright be seen - Travel for Life \(tfl.gov.uk\)](https://www.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

[Other road safety activity - Travel for Life \(tfl.gov.uk\)](https://www.tfl.gov.uk) - please change the title of the activity if needed when logging your own story.

Be Bright, Be Seen competition

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

- Brighten your Bag
- Design a hi-vis 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)

[Other road safety activity - Travel for Life \(tfl.gov.uk\)](#) - 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.

[Publicity within the local community - Travel for Life \(tfl.gov.uk\)](#)

Competition Time

Ask your Explorers 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

[Other travel competition - Travel for Life \(tfl.gov.uk\)](https://www.tfl.gov.uk) - please change the title of the activity if needed when logging your own story.

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. [A-Z of Traffic Tales - Travel for Life \(tfl.gov.uk\)](https://www.tfl.gov.uk)

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.](#)

[Communicating with parents/carers/significant adults - Travel for Life \(tfl.gov.uk\)](#)

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).

[Walking zones - Travel for Life \(tfl.gov.uk\)](#) , [Pupil journey planning - Travel for Life \(tfl.gov.uk\)](#) and [Mapping exercises - Travel for Life \(tfl.gov.uk\)](#) are activity card options.

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.

[School travel noticeboard and web page - Travel for Life \(tfl.gov.uk\)](#)