

# Park Smart

## A Guidance Note

**Park Smart is Aberdeenshire Council's programme to reduce problems of inappropriate parking and congestion near primary schools. It is one of our Road Safety and Active Travel Initiatives which between them aim to enable children to travel to school safely, sustainably and healthily.**

School gate traffic congestion, along with illegal and irresponsible parking, is a major issue around many schools in Aberdeenshire. It affects the safety and well-being of both children and adults.

Park Smart communicates directly with pupils and parents/carers to encourage responsible behaviours. It can be effective if implemented comprehensively with support from across the school community.

### The objectives of Park Smart

Park Smart aims to challenge the behaviour of parents/carers that choose to drive right to the school gate, or park irresponsibly near the school. The Council and schools recognise the time and other pressures that many parents/carers face, and that most do drive and park responsibly, but Park Smart will encourage them to:

- Use alternatives to driving if they can
- If they must drive, park in appropriate locations a short distance from the school and walk (park & stride)
- Never park or wait in illegal or inappropriate locations.

It will tell parents/carers that by doing these things they can:

- Reduce road safety risks for all members of the school community, including their own children
- Have some quality time with their children on the journey to and from school
- Enable them and their children to get more exercise, making them all healthier and children better able to focus in class

### Frequency & timescale

Park Smart is a flexible initiative that can be run whenever in the year the school feels is most appropriate. It will need to be rerun from time to time to ensure that messages are remembered, especially as the school communities change with each year's intake.

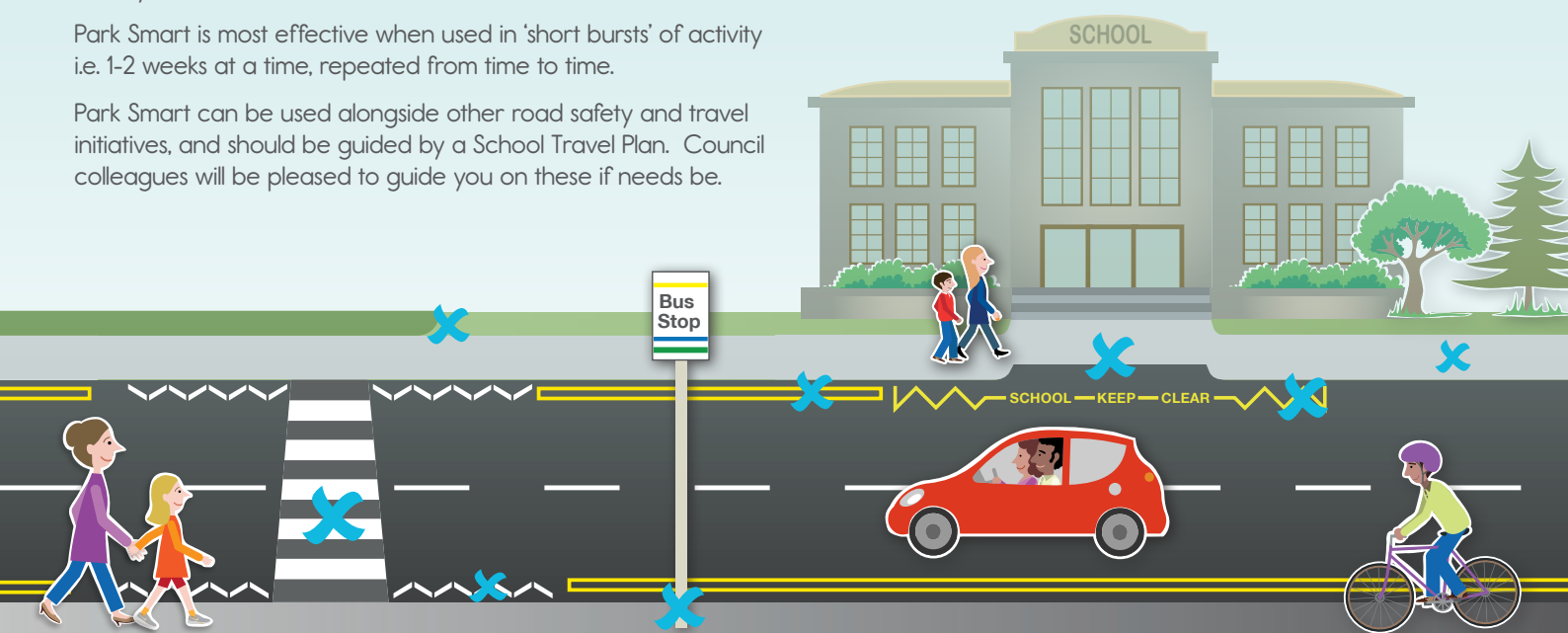
Park Smart is most effective when used in 'short bursts' of activity i.e. 1-2 weeks at a time, repeated from time to time.

Park Smart can be used alongside other road safety and travel initiatives, and should be guided by a School Travel Plan. Council colleagues will be pleased to guide you on these if needs be.

### Promotion process

Park Smart works by:

1. Giving parents/carers advance notice that the initiative is going to be run
2. Engaging with pupils during class time, to ensure that they understand issues regarding traffic and parking near schools
3. Using homework/preview learning activities at different points through the year to encourage pupils to discuss the issues with parents/carers
4. Using posters and banners to highlight the message to parents/carers
5. Encouraging parents/carers to pledge to drive less and park responsibly, and pupils to pledge to encourage their parents/carers to do so
6. Using informal or formal monitoring of driver behaviour (by pupils such as JRSOs, or by the Police)
7. Giving parents/carers feedback on the outcomes of the work



# Park Smart

## Resources

### Park Smart can provide your school with some or all of the following:

- **Banners:** Park Smart banners with a choice of wording are available. There are also templates and funding for production of your own banner if you prefer
- **Classroom materials:** Guidance on content for lesson plans and examples of homework/preview learning activities
- **Leaflets:** copies of information to be sent home, including of the Park Smart pledges
- **Example text:** for parental emails or newsletters
- **Pop-up banner:** can be loaned to schools to display within school buildings during the campaign period

## Curriculum for Excellence links

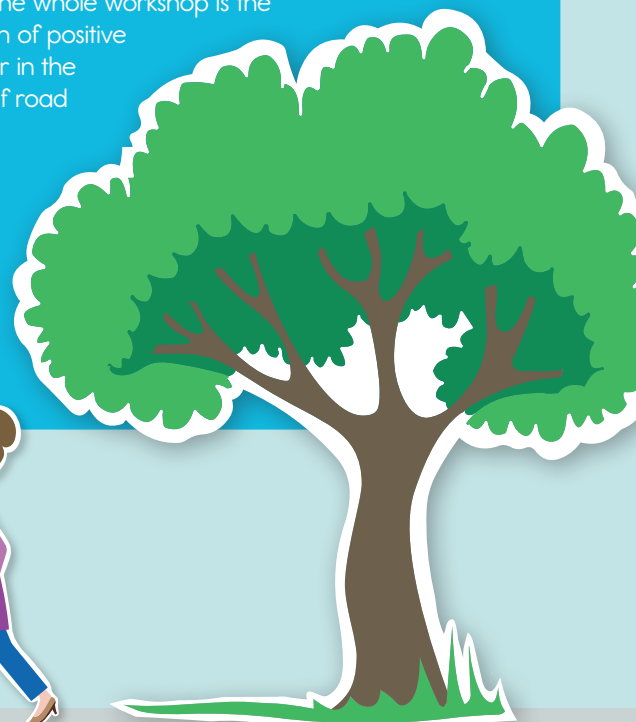
The main aim of Park Smart is to raise awareness among pupils and their families of the parking issues that many schools in Aberdeen face on a daily basis by developing children's road safety education through an interactive workshop.

Park Smart contributes to the health and wellbeing aims and objectives outlined in the Curriculum for Excellence by encouraging pupils and their parents/carers to consider the ways in which they can make their journey to/from school more sustainable. The workshop is built around a number of fun activities that are linked to other key subjects in the curriculum:

- Health and well-being – developing pupils' road and traffic awareness; focusing on the benefits of walking, feeling healthy; learning about safe crossing
- Geography – route planning, how far or close pupils live to school, identifying safe crossing places
- Art – pupils can design a banner to show on the school railings to help drivers to remember to Park Smart
- English – in one of the activities children are asked to identify places that they consider to be wrong to be used as drop-off/ pick up zones and to explain why

Moreover, the Park Smart in-class workshop will develop skills including:

- Teamwork – during the games part of the workshop pupils will be put in teams and will be asked to work together this would involve interaction and exchanging of ideas
- Problem solving – the open questions, in-class activities and homework/preview learning are designed to test up pupils' ideas and to encourage them to find all the possible answers
- Community awareness and spirit – a central theme through the whole workshop is the promotion of positive behaviour in the context of road safety



SCHOOL — KEEP — CLEAR

### Contact

To discuss Park Smart or its implementation in more detail please contact Joanna Stewart, Strategy Development Officer, Aberdeenshire Council [joanna.stewart@aberdeenshire.gov.uk](mailto:joanna.stewart@aberdeenshire.gov.uk).

# Recommended implementation plan

To get maximum value from the Park Smart resources, we recommend the following programme:

	Timescale – before or after in-class workshops	Task
1		School (teachers, Parent Council) agrees to participate in Park Smart and suggests timing for in-class workshops, to be held with all school classes in same week
2		School informs Council strategy development officer, who will confirm whether banners and other resources can be provided in time
3	Two weeks before	School checks that all teachers are comfortable with in-class workshop content and homework activities, and contacts Council strategy development officer with any queries
4	Two weeks before	School and Council strategy development officer discusses and agrees opportunities for any wider engagement (local media coverage, communication with local residents or residents' groups, Police Scotland involvement, etc)
5	One week before	School issues text to parents via email/letter/Facebook informing them that they will be promoting Park Smart (draft text for this is provided with the Park Smart resources)
6	During week of in-class workshops	<ul style="list-style-type: none"> <li>School assembly includes reference to Park Smart (notes of suggested content are provided with the Park Smart resources)</li> <li>Workshops are delivered to all classes</li> </ul>
7	On day of in-class workshop	<p>Pupils are provided with printed copies to take home of:</p> <ul style="list-style-type: none"> <li>The first homework task</li> <li>The Park Smart leaflet, to give to their parents</li> </ul> <p>The Park Smart pledges (one for them, one for their parents)</p>
8	One week after	Two pictures are chosen from homework activities to be used on the school gate banner, and sent to the Council strategy development officer to arrange for production
9	One week after	Feedback on in-class workshops and other activity is provided to Council strategy development officer
10	Two weeks after	<p>School gate banner is hung on railings</p> <p>Second homework activity is provided to pupils</p>
11	Four weeks after	School gate banner is removed
12	In following term	<p>Banner is rehung for two weeks</p> <p>Third homework activity is provided to pupils</p>
13	In following term	<p>Banner is rehung for two weeks</p> <p>Fourth homework activity is provided to older pupils</p>

