

 **Moray Park Smart**

Park Smart is one of our Road Safety and Active Travel Initiatives which aims to reduce congestion and improve safety at the school gate. The purpose of Park Smart is to get parents to think about their behaviour whilst actively promoting walking to school or park and stride as the easier, safer and most stress-free option.

School gate parking is an area of concern across many schools in Moray that affects the safety and well-being of both Adult and Child pedestrians and cyclists alike by blocking sight lines and increased pollution.

Park Smart is a direct method used in tackling school gate congestion and has proved very effective if implemented properly!

Children are most at risk from traffic for the following reasons:

• They are less able to make safe choices.

• They cannot judge speed and distance as well as adults.

• They will generally take the shortest route even if this is not the safest.

• They will focus on traffic and may overlook hazards.

• They are smaller and therefore will find it more difficult to see and be seen.

**Frequency & Timescale**

Park Smart is a flexible initiative that can be run on a cyclical basis i.e re-run when if congestion problems return.

Timescale – Park Smart is most effective when used in ‘short bursts’ i.e 1-2 weeks at a time. If the banner is left up for any longer, it tends to lose it’s its effect.

**Promotion**

Give parents warning of when the initiative is likely to be run

Design posters and leaflets to coincide with the banner being displayed.

Visibility – Display your banner in a prominent place that targets the majority of ‘School Gate Parkers’

Enforce - Ensure that anyone not adhering to the banner is reminded of the initiative and why it is happening. JRSOs or Eco Committee members may be useful here. You could also try contacting your local police office for some presence/support during the initiative.

**Resources**

We can provide 2 banners with the messaging ‘School Keep Clear’ and ‘Show you care, Park elsewhere’. We also have 2 pop up Police Officers and 2 pop up Kiddies.

***Don’t create a problem... be part of the solution.***