

Road Safety Education Newsletter Winter 2022

Supporting Safer Sustainable Travel



Myth Busted!

With a little preparation, walking to school is easy and good for you, regardless of the season!

Winter weather conditions should be no reason to avoid going outside. It's usually just a matter of planning ahead and being prepared for outdoor activity, such as walking to and from school. To make it enjoyable it's important to be dressed warmly. It may seem obvious, but being properly dressed makes such a difference in taking pleasure from the weather!

Don't forget, children spend upwards of 30+ minutes outside at school for break and over the lunch hour, so they'll be out and need to stay warm then. It's a good idea to send spare mitts, hats, etc. to school so they have items to change into if needed.

Regarding traffic concerns, by walking with your child or planning and practicing the route together, you can teach them important road safety skills. This includes making sure vehicles have stopped and eye contact with the driver has been made before stepping off the curb, looking both ways (and double checking) before crossing. This is an especially important lesson given the influence road conditions can have on a vehicle's ability to stop quickly and the risks associated with fewer hours of daylight.

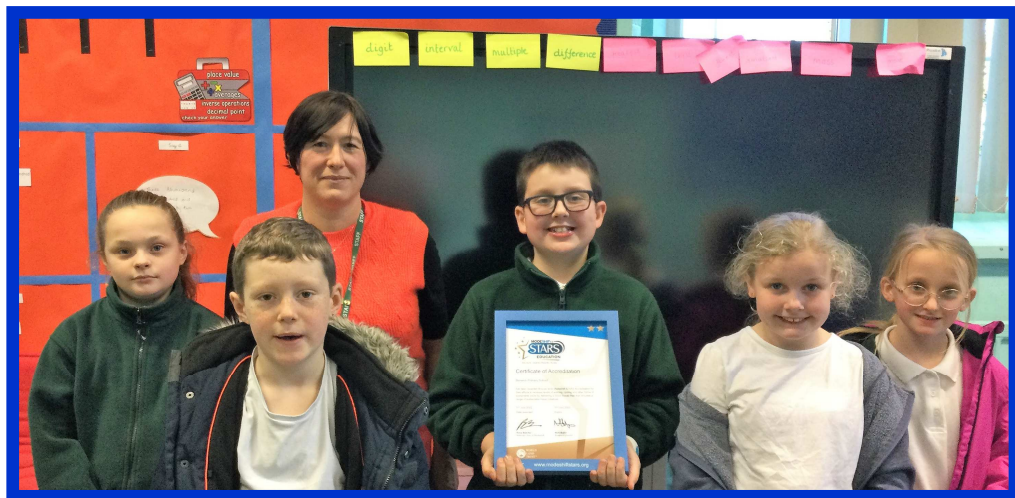
There may seem to be less incentive to being outdoors during the winter, but showing your child that it can be easy and fun promotes a more positive outlook. It's about embracing winter for what it is and steering away from the negativity. Redirect conversations about the "horrors" of winter to the opportunities and benefits of the season instead.

A less stressful start to the school day

- Delegate, encourage children to get their breakfast themselves if possible
- Get out school uniform the night before or better yet get the kids to put their uniform out
- Get out the breakfast bowls etc. out the night before
- Make sure that school bags are packed and by the door
- Keep school shoes and wellies by the door, no more last minute rush searching for that missing shoe!

School Super STARS in Cambridgeshire

65 schools across the county currently hold STARS awards with another 5 hoping to get awards by the end of this year, it's a brilliant achievement by schools in the county who work hard to achieve national accreditation for their school travel plans. Those taking part range from pre-school settings to secondary and special schools. We are so proud of them! Congratulations to all gaining awards this year. Pupils from Huntingdon Primary, Benwick Primary and Murrow Primary Academy with their travel plan mentors are true school STARS in our eyes.



Rising STARS!



Hatton Park Primary School gained national recognition this month at the Modeshift National Awards for their work to boost sustainable, active travel to school in Longstanton. The awards celebrate individuals and organisations for their outstanding contributions to increasing levels of eco-friendly and healthy travel

Hatton Park were shortlisted from a large entry of contenders in the Team of The Year category and were one of the four finalists meeting the award criteria. The Cambridgeshire Road Safety Team, working with the school on their Junior Travel Ambassador and Modeshift STARS school travel plan programmes submitted them for the prestigious award because of the significant work the school have done to achieve sustainable travel.

The School Travel Team at Hatton Park, which included Head Teacher Anthony Aguda and student Hannah Todman worked really hard to improve environmental travel options for the whole community. Hannah who was a Junior Travel Ambassador at the school has now moved on to secondary school and continues campaigning to enable other young people to enjoy the benefits of sustainable active travel. Anthony said the award was won thanks to efforts from across the whole school. *"This award means a tremendous amount to the school. The whole team works so hard for the school community and we are a family. This award is for that family."*

County Councillor Firouz Thompson said *"A fantastic achievement for Hatton Park to win the Team of the Year, it confirms that all the hard work over the last few years that Anthony Aguda, Head Teacher and the junior travel ambassadors have put in has truly paid off. All this makes a significant contribution towards active travel, reducing congestion and improving health. Well done to all involved."*



The Junior Travel Ambassadors!



The Junior Travel Ambassadors

There are just over 200 new Junior Travel Ambassadors (JTA's) starting their important role this year, they are all full of great ideas and enthusiasm for ways they can promote both road safety and active travel in their schools.

Joining the 27 schools already doing the project, we welcome 9 new schools to the project this year. Welcome to Cheveley, Bewick Bridge, Elsworth, Littleport Community, Steeple Morden, Benwick and Ridegfield primaries and welcome back (after a short break) to Holme and Ditton Lodge primaries.

I have had a busy few weeks going out to meet all the JTA's, but what a pleasure it has been meeting these inspiring young people and hearing about all their plans. They have enjoyed receiving their special JTA books, pens, badges and lanyards!

The Junior Travel Ambassadors are promoting Be Bright and Be Seen this term. Some have already been doing their assemblies and running competitions others will be doing them just after half term.

Caldecote Primary and Robert Arkenstall Primary had Be Bright, non- school uniform days.

Maree Richards, The JTA's Road Safety Officer



The new JTA team at Robert Arkenstall ready to make positive steps for safer active travel with their school and community

Robert Arkenstall's new JTA's have been keeping busy! During October's national walk to school month they gave a lovely trophy to the class who had the most children using active travel on their journey to school. The trophy was awarded each Friday in celebration assembly during October. What a super idea!





The Junior Travel Ambassadors

Some of the
wonderful
JTA's



The awesome new JTA's at Gamlingay Primary ready for a busy year helping promote road safety and active travel at their school



Littleport Community Primary JTA's with their Road Safety Officer Maree Richards

The JTA's have been busy at Littleport, Head Teacher Adam Rivett says 'Ahead of National Road Safety Week the JTA's were out observing the road safety behaviours of our school community they shared their sometimes shocking findings with the whole school as part of an assembly. Their research has really motivated them to work to make changes for everyone's safety'

Very happy looking JTAs at Ditton Lodge - they are really enjoying the role and responsibility



Introducing



Hello, my name is Bethany and I'm the new Road Safety Assistant. I started my position in June this year, joining the amazing team at Cambridgeshire County Council. A bit about me, I enjoy movies, have a 5-month-old Cocker Spaniel named Frankie and love helping others.

Since my own car accident in December 2021, I have been keen to help educate people about the consequences of dangerous driving and with to learn more about engineering methods used to curve the injuries that could be sustained. The work the Road Safety team does in conjunction with other partners of Vision Zero has show me the devastating impact road traffic collisions have on a community. I hope to become more involved with the partners and have recently put myself forward to raise money via skydive for the Road Victims Trust.

My current work is with the Youth Travel Ambassador (YTA) scheme, which has been rolled out to seven schools across the county. This work allows secondary school students to take charge of their own campaign for road safety at their campus and community, allowing them to tailor it to their specific needs. Working with the schools and visiting sites has been an eye opener, since my own school days were almost a decade ago. I really hope this project is not only a valuable learning experience for the students, but also gives a practical understanding of how road safety measures are implemented across the county.



Sarah's Take 5 Project

I'm Sarah Swire, and I joined the Road Safety team on a project to promote active travel in schools. My previous experience includes working as a Bikeability instructor and setting up a successful School Streets scheme to close the road to motor vehicles outside my local primary school.

I'm passionate about active travel, currently living without a car and encouraging my children to make our journeys by foot, cycle or public transport. We have been able to explore many new places this way but do make use of the occasional car club if the need arises.

For me, active travel is a great mood enhancer. Cycling not only keeps me fit and saves me money but is shown to boost concentration and it definitely makes me smile. Reducing car usage is essential in tackling climate change and is also needed to free up road space in our congested cities.

This term I have been travelling across Cambridgeshire without a car, visiting schools to work with them on projects promoting active travel. We are launching some 'Take 5' zones around schools to promote a 5-minute active travel zone and push parking away from the school gate. Pupils are busy mapping the zones and highlighting better places to park away from the school entrance.

An active start to the day is fantastic for young people, a time to chat with family and friends as well as discover your local area and observe how seasons change.

In parts of Norway all schools are required to have a 5-minute 'Heart Zone' around the school and this is now an accepted part of the daily routine, it enables children to make more independent journeys from a younger age without the hazards of increased vehicles around the school.

Walking buses can help to share the journey and reduce the pressure on parents who can volunteer to walk once or twice a week with a group in exchange for not walking other days. Cycling buses are taking off in other parts of the country and I wonder how long it will be before we see one in Cambridgeshire.

I am looking forward to working with schools and establishing positive travel habits in Cambridgeshire's young people.



Farewell to a dedicated patroller

**The longest-serving lollipop lady in the East
will be greatly missed**



Carole Hayes started working as a School Crossing Patrol over 43 years ago when her own children were attending the local schools after a suggestion that she 'give it a go' made by her late husband Albert.

She has worked at the school crossing site on Longsands Road, St Neots on a very busy site which has seen a considerable increase in traffic over the years. Carole celebrated her 80th birthday in May of this year and continued to attend the crossing twice a day come rain or shine.

The Parents of children crossing sing her praises as a very friendly and kind person who has been relied upon over the years to see the children safely on their way to and from school each day. Having expressed her wish to continue for as long as possible she now finds that ill health has forced her to make the decision to retire. A valued member of the school community she will be missed and is very sad to be leaving.

The school held a special assembly to mark her leaving and she was presented with gifts from the schools, parents, and SCP service, including a personalised picture drawn by a local artist, chocolates and flowers. The children had all signed a leaving book, which had been laminated. It was quite an emotional time for Carole and she was supported by her two daughters.

She has supported countless families and generations to cross the road during her service and we wish her a long and happy retirement and thank her once again for her dedication to the role.



Road Safety GB Achievement Award 2022

Road Safety GB Awards were presented at the National Road Safety Conference in Harrogate on 9 November. Lyn Hesse, senior road safety officer with Cambridgeshire County Council was presented with an Achievement Award.

Presenting the awards, Philippa Young, chair of Road Safety GB, said: *"It is a great privilege to have been asked to present these RSGB awards on behalf of the board and members.*

"The awards recognise individuals who have contributed significantly to road safety in the United Kingdom over a substantial period of time who, through their work, demonstrate a commitment and contribution to road safety."

The Road Safety GB Achievement Award is a fantastic and well deserved recognition of the work done by Lyn. For more than 20 years, Lyn has dedicated her life to promoting road safety, Leading the Road Safety Education team who provide road safety education, training and publicity for all. Under Lyn's management, the team has received numerous national awards for its work.

Additionally, Lyn has volunteered with the Road Victims Trust charity for many years and has been chair of its trustees for the last nine years.

Congratulations, Lyn we are so proud of you!



Are You Ready for Winter Driving?

With fewer daylight hours and winter weather conditions here are some useful tips to get you and your vehicle ready for the road.

Use this handy '**POWDERY**' checklist:

- ◆ **P**etrol (or diesel) - don't run out of fuel
- ◆ **O**il - check levels once a month
- ◆ **W**ater - check radiator and screen wash once a month
- ◆ **D**amage - check wipers, lights etc for signs of wear and tear or damage
- ◆ **E**lectrics - check lights, indicators and controls are working properly
- ◆ **R**ubber - are your tyres well inflated, legal, with good tread and free from damage?
- ◆ **Y**ourself - are you fit to drive? - have you slept well? - are you taking any medication(s) that could make it unsafe for you to drive?



Slow down, lights and wipers on to keep your windscreen demisted.

If the word fog is shown on a signal, but the road is clear, be prepared for a sudden bank of fog or drifting patchy fog.

Do not use full beam, because the fog reflects the light back reducing visibility even further.

Try not to use the taillights of the car in front, as these can give a false sense of security

If visibility is very limited, wind down your windows at junctions and cross roads to allow you to listen for traffic.

If you really cannot see, consider stopping until it is safe to continue

Winter Weather and travel Alerts

Check for news and updates **Before** and **During** your journey on:

[\(@Cambs_Traffic\) / Twitter](#)

[Travel Updates - Highways England](#)

[BBC Weather](#)

Following these winter driving tips will help you get there safely

- ◆ **LIGHTS ON** - As soon as visibility is reduced in fog, rain, snow etc. Automatic lights do not work in mist or fog, so switch on manually. Switch your lights on **before** driving off.
- ◆ **SLOW DOWN** - Increase your stopping distance in poor weather by leaving a bigger gap between you and the car in front.
- ◆ **SNOW & ICE** - stick to the main roads which will have been gritted and only travel if necessary
- ◆ **WINTER SUN** - Can dazzle, especially on wet roads so wear sunglasses and keep windscreens clear.
- ◆ **HEAVY RAIN** - Slow down if steering becomes difficult or if the rain and spray from vehicles makes it difficult to see and be seen.
- ◆ **AVOID DEEP WATER** - Especially on roads near rivers and drains. Drive at a suitable speed and overtake only when safe to do so.
- ◆ **FOG** - Make sure you know where your fog-light switch is before you set off

National 'Tyre Safety' Campaign 2022

This year, the annual Tyre Safety campaign is asking Britain's motorists ***If your tyres don't stop you what will?***

The question not only reminds the motorist of the benefits and importance of tyre checks but also carries the literal message that, as the only point of contact between the road and the vehicle, it is tyres which are crucial for safe and effective braking and cornering.

Regular tyre safety checks reduce the risks of an incident while on the roads, but an estimated one-in-five drivers have never checked the tread on their tyres, a startling number which rises to one-in-three among young drivers.

Checking and maintaining tyres also reduces the cost of motoring, as underinflated tyres will wear quicker and cause the vehicle to use more fuel.

A vertical poster for the TyreSafe campaign. The top section is a dark blue banner with the text 'If your tyres don't stop you...' in white. In the top right corner of this banner is the TyreSafe logo, which consists of a stylized circular icon and the text 'TyreSafe' with 'tyresafe.org' below it. Below the banner is a photograph of a hand on a steering wheel, looking out at a road with other cars in the distance. Overlaid on the right side of the photograph is the text 'what will?' in large white letters. At the bottom of the photograph is a yellow banner with the text 'Check your tyres at least once a month, EVERY MONTH' in black.

**If your tyres
don't stop you...**

**what
will?**

Check your tyres at least once a month, EVERY MONTH



Road Safety Boot Camp Poem

When I'm walking down the road
Gonna crack the Highway Code
Traffic coming will see me
My Coats as bright as it can be
Fluorescent may be hard to spell
But it sure has kept me safe and well
Stickers on bags reflect the light
A shining example when it is night
Don't just wear what's dark outside
Drivers aren't all eagle eyed
So if you want to do what's right?
Show the world that you are bright

Poem courtesy of the JTA's

