



Park safe, Walk safe Campaign Planning Guide (Zig Zags)



Campaign planning						
Estimated time	Week	Actions	Use resource sheet...	Who?	By when?	Action achieved? ✓
Between 45 minutes – 2 hours	Week 1: Ground work Insert date: / /	Carry out Morning school run traffic Count (Take photos of the road)	sheet ZZ2			
		Contact ... The Mayor, or local MP to invite them to attend one of the two campaign days (either to present prize to banner winner and unveil banner in assembly (day 1), or to be present on the morning of the on street campaign (day 2).				
		Civil Enforcement Officers and Neighbourhood Police Team to request their support during the Assembly (in week 3)				
		School Travel Advisor to alert her to your schools zigzag campaign and to request assistance during the on-street campaign.				
		Local businesses to request prize or sponsorship (to cover cost of banner) in exchange for name on banner (letter template provided resource sheet ZZ2). This letter could be accompanied by letters from pupils, or could be written by pupils. Otherwise, ask your PTA for support or ask your STA if there are any small grants available.	Template letter sheet ZZ3			
		Write to the local press and local residents to tell them about your campaign. The School Council / WoW monitors / Junior Road Safety Officer / pupils in a lesson could do this.				
20 mins – 1 hour	Week 2 Print and Prepare Date: / /	Print... - leaflets for teachers and parents (enough one per child)	sheet ZZ5			
		- A4 posters for the school foyer/ notice board/ class rooms				
		- banner design guide sheet for pupils (enough for one for each child to take home for pupils to do as homework.) (If doing it in class – print only one guidance sheet (ZZ4) per class, for guidance, copy the guidance onto the board and provide blank A4 sheets to pupils)	sheet ZZ4			



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50 mins – 2 hours	Week 3 Promotion Date: / /	Hold Zig Zag Assembly - banner competition launch	Assembly outline sheet ZZ8			
		Distribute leaflets and banner template design sheets to staff /around school				
		Put up posters				
15 – 40 minutes	Week 4 Preparing for on street campaign Insert date: / /	Organise banner design competition judging meeting for week 4, organise lunch time meeting, coordinate school council, invite governor, a parent...				
		Print 'leaflet for drivers' who stop and drop on or near zig-zags	sheet ZZ6			
		Ensure you have car window stickers from your STA Competition entry deadline - Friday in week 4				
30mins – 1 hour	Week 5 Competition judging Date: / /	Hold meeting to judge the banner design competition – choose two winners (banner template has space for two pupil posters)				
		Two winning entries to printers who will use them to develop your schools banner (see 'who can help' and 'banner printing notes' in campaign guide for information about the banner and approximate costs.)				
2 – 4 hours	Week 6 2 day Banner launch and campaign Date: / /	Day 1 – Assembly with banner, and prize giving to design winners, tell pupils plan for 2 days. Lunch time day 1 put up banner on school railings (with assistance of winners and school council.) Day 2 – Morning Zig-Zag, Park and Stride campaign – Enforcement officers present, teachers, school council or elected children, leaflets and car window stickers to parents who stop on or near zig-zags				
20 – 40 minutes	Week 7 Date: / /	Second traffic count survey to take place (same time scales / start and finish times as before, same location) (Take follow up photos of the road)	sheet ZZ2			



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