

## Communications Campaign Plan

**Campaign Name: School Streets consultation 2020**

**Campaign type: Communications to support consultation around Schools Street scheme – July 2020**

### 1. Background & Research

The Covid-19 pandemic has made an impact on travelling via public transport, which has resulted in an increase in car usage.

This, however, has meant that many streets surrounding the borough's schools have become and will become more congested, leading to possible unsafe conditions and a potential increase in poor air quality.

The Council is working with TfL on the School Streets initiative – this converts areas outside of schools to pedestrian and cycle use only, for a limited amount of time in the morning and afternoons during the school week.

The scheme will also enable the Council to further promote its work around air quality and encouraging healthier lifestyles. This includes looking at a better way to travel such as walking and cycling – which is part of the Council's award-winning safer travel programme.

The consultation is about collecting views from parents/guardians and schools/community on the proposed trial of the School Streets scheme to make it easier and safer for children to walk and cycle to and from school at the opening and closing times.

The scheme proposal [phase 1] is for the roads around 12 schools to be closed to non-essential vehicles between 8am and 9.30am and 2.30pm to 4.30pm, Monday to Friday in term time. It will see those areas become a pedestrian and cycle only zone in these timeframes.

The restriction would not prevent residents and their visitors in these roads from access to and from their properties at these times. Residents will be given the opportunity to apply for an exemption to the scheme to ensure they do not face a penalty

Drivers of vehicles who do not have permission to access these zones during these times, will be liable to a penalty. The restricted zones will be enforced by an unattended camera.

The changes are being proposed as the Council is committed to the following:

- \* Making the borough's roads safer for everyone living, working and going to school
- \* Creating a cleaner environment to help reduce air pollution and continue to improve the health and wellbeing of the communities around schools
- \* Encouraging walking and cycling as much as possible
- \* Helping to reduce the amount of anti-social behaviour caused by inconsiderate parking and traffic issues

The schools listed have been chosen to take part in the consultation, as it has been evident that there have been issues that are causing concern over the safety of children travelling to and from school.

School Streets schemes offer a proactive way for school communities to tackle air pollution, continue to improve health, wellbeing, and road & travel safety.

The scheme will also help with any issues around social distancing outside schools and support children, parents and teachers to be able to social distance in the best way possible when travelling to and from school.

The list of schools taking part in Phase 1:

Engayne

Parsonage Farm

James Oglethorpe

Harrow Lodge

Hylands

Oasis Pinewood

Drapers Academy/Drapers Pyrigo/Drapers Maylands/Lime Academy

Branfil

Squirrels Heath Infant and Junior

Concordia Academy

Mead

Clockhouse

Note: The School Streets initiative is part of TfL's London Streetspace Plan, which supports travel choices that promote a healthier lifestyle such as cycling and walking.

## **2. Objectives**

**1** To inform parents/guardians and the school community of the consultation on the School Streets scheme

**2** To encourage parents/guardians, school community and residents to take part in the consultation around the School Streets scheme

**3** To provide information to targeted audiences of what the scheme is about, in order to engage them in the consultation

**4** To provide details of the scheme via all communication platforms so that targeted audiences are informed to contribute to the consultation

## **3. Strategy**

The overall campaign is to promote the consultation on the School Streets scheme and to inform parents/guardians/school community and residents of what the proposed scheme consists of and why the scheme is proposed.

To inform what the proposed scheme will help to do i.e. help to create a safer and healthier environment for schoolchildren and the wider community. This will then enable

the Council to make a decision on whether such a scheme should be in place permanently.

The consultation and communications around the consultation will also as a result promote the Council's work around air quality, road safety and encouraging better and safer ways of travel.

**Audience:**

- Parents/Guardians of children at the 12 schools that are included in Phase 1
- Residents who live and access the roads impacted by the scheme or live nearby
- School governors and staff

#### 4. Execution and implementation

| Activity  | When            | Who                                 |
|---|-----------------|-------------------------------------|
| Consultation on website   | From 16 July    | Comms/Webcontent team/service       |
| Posting on Social media platforms [Twitter, FB, school and community pages] | From 16/17 July | Comms                               |
| Sending to External media   | From 16 July    | Comms                               |
| Living in Havering enewsletter  | From 16 July    | Comms                               |
| Internal newsletter [to inform staff who are residents]                     | From 16 July    | Internal comms                      |
| School ebulletin  | TBC             | Service                             |
| Infographic/video [providing snapshot of consultation/scheme details]       | TBC             | Comms/service                       |
| Leader/cabinet member video interview talking about scheme                  | TBC             | Leader/cabinet member/comms/service |
| Letter to local media by Leader/Cabinet member                              | TBC             | Leader/cabinet member/comms/service |
| Leaflet to be handed out around schools in scheme                           | TBC             | Service/comms                       |
| New signage outside schools in scheme                                       | TBC             | Service/comms                       |
| Paid for digital advertising  | TBC             | Service/comms                       |
|   |                 |                                     |
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- **Key messaging:**

- We're looking to make it safer for our children to travel to & from school – Our School Streets scheme will help to do that & help improve air quality in the borough – We want to hear your views – [ADD LINK](#)
- What do you think to our proposed School Streets scheme? The scheme will see areas around 12 of our schools closed off to general traffic during certain hours & will help improve road safety & air quality.
- We want to help improve the way children in our borough travel to & from school. The School Street scheme will enable us to do that, what's your view? Tell us [Add link](#)
- Your feedback on the proposals for a Schools Street scheme, will help us make the best decision around creating a safer way to travel to & from school for the borough's children

## 5. Evaluation

- Gathering feedback directly from the consultation [[Citizen Space](#)]
- Likes, clicks & overall engagement of how the info was received on social media platforms by residents
- Metric information from clicks on articles in email bulletins
- Media coverage on the consultation & proposed scheme
- Feedback from schools via the Smarter Travel Programme

## Risks and mitigation?

- Complaints from residents in the roads around where the scheme will be operational as to access issues
- Parents/guardians parking in other areas within distance of the areas & causing traffic issues elsewhere
- Health risk around Covid-19 on leaflet being handed out
- Lack of cycling lands in the borough and continuing calls from lobby groups [[Extinction Rebellion/others](#)]
- Responding to complaints about Council vehicles stationary with engines running at the same time we are encouraging everyone to switch off engines for better air quality

The consultation will run from XX

- If approved the trial will begin on the Monday 5<sup>th</sup> of October 2020.
- The trial will run for 9 months.

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