

Parking Poster Competition

Better by...



About this activity

Suitable for all schools and nurseries.

Launch a parking poster competition to improve parking behaviour and road safety outside your school or nursery.

Ask pupils to think about what it's like when they are dropped off and picked up at school, what the potential dangers are and how it could be safer. Then ask them to transform their ideas into a poster design.

Display the winning poster (or banner, for maximum visibility!) outside the school to encourage parents/carers to park appropriately when dropping off or collecting their children.

Work with your team to plan the competition and decide how to best use the poster to reach parent/carer drivers.

Evidence your activity

- Record the feedback from your pupils and parent/carers
- Sign in to ModeshiftSTARS to add your story. Explain the activity, add photos of the competition materials you produced (including a picture of the winning poster) and include pupils' and parent/carer feedback.

Get one step closer to accreditation:

Share how you delivered this activity by writing a short summary, uploading photos and other evidence.



Activity steps

- 1. Assess the situation**
How many parents/carers park inappropriately outside the school each morning? Carry out a survey with teachers internally.
- 2. Plan**
Speak to your head teacher about your idea to improve parking outside the school decide when and how to run the competition.
- 3. Promotion**
Ask teachers to announce the competition in assembly and explain what pupils need to do.
- 4. Get poster-making!**
Pupils can make their posters in class or at home - encourage them to be as creative as possible and make their parking message clear.
- 5. Announce the winner**
Celebrate the winning poster artist - present them with a certificate or prize in assembly and include an article in your school newsletter or on the website letting parents/carers know to watch out for the poster.
- 6. Put up posters**
Organise printing and display the posters (or banners) outside the school where parents/carers can see them.
- 7. Check for success**
Redo your survey to find out whether the number of parents/carers parking inappropriately has improved since the posters or banner.
- 8. Tell your story**
Feedback to your borough officer and add your story to the Modeshift STARS website.