

PARKING PROBLEMS AND BEHAVIOUR CHANGE

Parking issues are common at schools, impacting safety, air quality, and local residents. Hampshire County Council supports schools through education, promotion, and enforcement. This resource helps schools improve parking, encourage active travel, and promote healthier lifestyles by identifying needed support and desired outcomes.

Identifying root causes: Taking time to think of some of the root causes of the issue can be really beneficial to implementing effective interventions and behaviour change initiatives. Possible things to consider: location of school, resident parking, restrictions on road, access points on to the school site, pupil catchment and location of families.

Understand causes and behaviour change:

- **Capability** - can change be accomplished in principle?
- **Opportunity** - Is there opportunity for behaviour change to occur?
- **Motivation** - Is there sufficient motivation to change behaviours?

Gather information:

- Surveys
- Observations
- Postcode Mapping
- Street Audit

The Travel Planning Team can support with each of these.

Target behaviours: What do you want to achieve? What can be changed?

Reduction in car use:

- Promoting active and sustainable travel.
- Promoting public transport

Promote responsible parking:

- Parkwise Promise
- JRSOs and behaviour change interventions
- Road safety education
- Possible infrastructure change

Relocate parking:

- Establishing a Park and Stride site
- Encourage essential car users to park 5-10 walk away
- Promote lift sharing
- Promote 'Park on my Drive'

Who can support?

- HCC Travel Planning Team

Resources and interventions:

- [Primary schools](#)
- [Secondary schools](#)
- [Modeshift STARS for Hampshire Schools](#)
- [Travel Initiative Quick Guides](#)

Who can support?

- HCC Travel Planning Team
- HCC Road Safety Team
- HCC Parking Enforcement
- HCC Safer Roads
- Local PCSOs

Resources and interventions:

- [Hampshire Parkwise Promise](#)
- [Junior Road Safety Officers](#)

Who can support?

- HCC Travel Planning Team

Resources and interventions:

- [Park and Stride toolkit](#)
- [Creating and promoting a Park & Stride Map](#)

PARKING - WHO'S WHO WITHIN HCC?

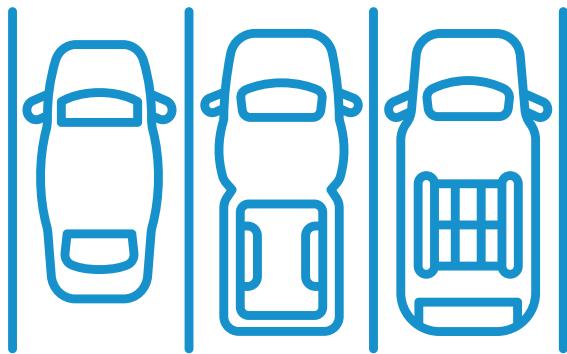
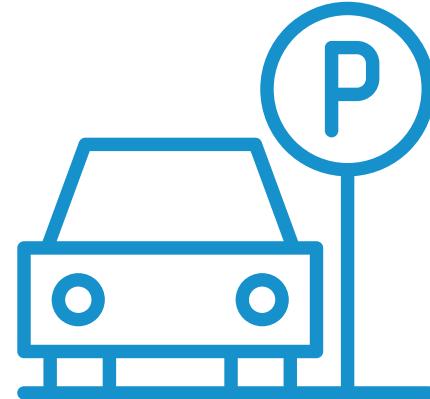
These pages outline the HCC teams that support schools with parking issues, their roles, and typical interventions. These teams work collaboratively and holistically, engaging schools, families, and communities to ease parking problems and promote health, wellbeing, and safety.

Parking Enforcement / NSL:

To report a parking issue, please use

<https://www.hants.gov.uk/transport/parking/parking-contravention>

- HCC partners with NSL to provide parking enforcement through around 50 Civil Enforcement Officers across the County.
- Schools are visited on a rota, with priority given to those working with the Travel Planning and Road Safety Teams or where safety concerns exist.
- Officers can only issue Penalty Charge Notices if they witness a parking violation.
- NSL can also deliver engagement assemblies in school, exploring responsible parking, regulations and road safety.



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Travel Planning Team - schooltravelplans@hants.gov.uk

- Work with schools to promote active and sustainable travel and aim to reduce non-essential car journeys.
- Key objectives focus on increasing physical activity levels, improved mental health, reducing obesity levels, improving air quality and making roads safer for all.
- Support schools to develop Travel Plans to promote active and sustainable travel, primarily using Modeshift STARS which supports auditing, planning and monitoring and can lead to an accreditation.
- Support can also include parent and staff surveys, postcode mapping and assistance with Park and Stride set up and promotion.

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Road Safety Team - road.safety@hants.gov.uk

- The main goal is to reduce road casualties in Hampshire through education, training, and awareness campaigns.
- Programmes include Junior Road Safety Officers (JRSOs) for primary pupils, Year 2 pedestrian training webinars, and the Street Sense programme for secondary schools.
- Annual campaigns include Walk to School Week (May), the Distraction Campaign (September), and Your Time To Shine (November).



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Safer Roads - traffic.management@hants.gov.uk

- Parking controls are implemented where needed to improve safety and traffic flow.
- These can be advisory or mandatory, with mandatory measures requiring a Traffic Regulation Order.

Common interventions include:

- School Keep Clear markings
- Yellow lines
- Loading restrictions
- Disabled bays
- Crossing points
- Warning signs
- Advisory 20mph zones

SUPPORTIVE TRAVEL PLANNING MEASURES

Below are suggested actions schools can take to ease parking issues, engage the community, and encourage positive travel alternatives. To explore these initiatives further and promote active and sustainable travel, please contact the Travel Planning Team. schooltravelplans@hants.gov.uk

School Travel Policy:

Setting up a School Travel Policy, outlining aims in regards to promoting road safety, active and sustainable travel and responsible local parking can formalise and demonstrate the school's commitment to alleviating parking issues.

'Travel to School' Section on website:

Having a 'Travel to School' section of the website, outlining the school's promotion of active travel, parking regulations and relevant info can be useful for reference and to demonstrate the school's efforts. Sharing information of events which may impact parking, such as parent's evenings, can be really beneficial for residents.

Communication through social media and newsletters:

Highlighting parking expectations and issues in newsletters, focusing on motivators for changing behaviour, such as health, safety and environmental benefits can help communications be positive and enabling.

New starter info:

Having information on the benefits of active travel, parking regulations and expectations for parents when joining the school can promote positive habits early.

Email template for residents:

In the event of receiving parking complaints from residents, having a standard email outlining measures the school are taking and process of reporting can save staff time and foster good relationships with the community.

Setting up and promoting a Park and Stride site:

Schools can consider setting up a park and stride site, enabling parking away from school and the integration of an active stage to the journey. The Travel Planning Team can assist with this process, the creation of maps and events which can help promote the site.

For more guidance and support, please contact the Travel Planning team at schooltravelplans@hants.gov.uk