

# Hampshire County Council – Parking Banner Scheme

The Parking Banner Scheme is a free initiative offered by Hampshire County Council's Road Safety Team, available to all schools within the Hampshire County Council area.

The purpose of the scheme is to support schools in promoting safe and considerate parking around their premises. Participating schools are invited to create a short, impactful slogan that encourages parents and carers to avoid parking near school entrances and on zig-zag lines. The selected slogan will be printed on a pre-designed banner, which can be prominently displayed outside the school to raise awareness and improve safety.

As part of our commitment to road safety, the Road Safety Team will produce and deliver these banners at no cost to the school.

## Slogan Guidelines

Pupils should be encouraged to think of a message that would influence their parents to park safely and away from the school gates. The slogan should be:

- Short and memorable (maximum of 12 words)
- Clear and relevant to parking safety
- Rhyming is encouraged but not essential

## The slogan

Examples of previous slogans include:

- *Show you care, park elsewhere!*
- *Please don't park but drive with care, little children everywhere.*
- *Don't you know the zig-zag rule? Please don't park outside our school!*
- *Slow down and think before you park!*
- *Be a nice fellow, please don't park on the yellow!*



For further information on running the Parking Banner Scheme at your school, please contact the Road Safety Team on [road.safety@hants.gov.uk](mailto:road.safety@hants.gov.uk).

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### How to Create Your Banner

We recommend running a school-wide or year-group competition to generate ideas for the slogan. While only the slogan text is required for the banner, encouraging pupils to create road safety posters as part of the activity can help reinforce the message and provide engaging visual content for display within the school.

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