Public Report
Cabinet

Committee Name and Date of Committee Meeting
Cabinet – 16 November 2026

Report Title
Improving Places Select Commission Scrutiny Review – School Road Safety

Is this a Key Decision and has it been included on the Forward Plan?
No, but it has been included on the Forward Plan

Executive Director Approving Submission of the Report
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Ward(s) Affected
Borough-Wide

Report Summary
This report summarises the findings and recommendations of the Improving Places Select Commission scrutiny review in respect of school road safety across the borough of Rotherham.

Recommendations

1. That Cabinet receives the recommendations listed below, as approved by the Improving Places Select Commission and the Overview and Scrutiny Management Board;

    a) **Improved Cross-Directorate Working**

        i) Develop a cross-directorate map of roles and responsibilities (e.g. highways, school engagement, enforcement, crossing patrol) to establish and embed stronger partnership working across Council services, including improvements to internal reporting and decision-making systems and processes aligned across directorates.

        ii) Consider the feasibility of establishing a cross-directorate working group (that meets regularly, with clear terms of reference and a governance structure) to oversee school road safety in Rotherham. The aim of this working group would be to drive and coordinate delivery and provide increased accountability and visibility.

iii) Any established school road safety working group should be launched as the front-facing, main point of contact for collaboration with residents, schools, Councillors, and partners related to school road safety, to ensure the Council's commitment to school road safety is both visible and accessible. Consider the creation of a dedicated section of the Council website on school road safety to support this.

iv) Work together with ward Councillors to progress the development of ward-specific road safety plans, each to contain a section on road safety issues around local schools. These plans would inform each ward's CAP development plans.

v) In the spirit of the new Neighbourhood Leadership Strategy, council services should endeavour to keep Councillors regularly informed on any new plans relating to transport and school road safety and/or works due to be carried out within their wards at the earliest possible opportunity.

b) **Data, Monitoring and Strategic Alignment**

i) Take steps to improve baseline data collection around schools (e.g traffic, parking, reported incidents, travel behaviours). Establishment of centralised, cross-directorate incident reporting and escalation processes would help to identify areas of concern and need, which in turn, would inform the prioritisation of potential projects and pilot school locations.

ii) Develop a coordinated, borough-wide School Road Safety Strategy, to be aligned with SYMCA's regional action plans and travel strategies – such as the new South Yorkshire Transport Strategy and the Walking, Wheeling & Cycling Strategy.

iii) Explore what regional support may be available via the Safer Roads Partnership and the Active Lives & Safer Roads teams at SYMCA, for example, access to shared data mapping tools/systems and funding opportunities.

iv) Consider the coordination of projects with neighbouring local authorities via SYMCA, which would provide opportunities for enhanced economies of scale.

c) **Funding Development**

i) Establish a defined and protected allocation for school road safety projects within wider capital transport funding to ensure longer-term funding streams that can support the shift to a more proactive and coordinated approach.

ii) Use the recommended enhanced data collection models to strengthen the evidence base to support future funding bids. Develop a clear pipeline of projects to maximise use of Transport for City Regions and Integrated Settlement Active Travel funding via SYMCA to support school road safety.

iii) Work with SYMCA to explore how Rotherham could benefit from the government's new Cycling and Walking Investment Strategy and the projected £4.5 billion of investment to be made available over the next 5 years.

iv) Develop a balanced programme of low-cost interventions (signage, markings, speed reduction measures) and targeted higher-cost schemes, using the suggested enhanced data collection models to provide evidence to inform and justify the prioritisation of certain schools and schemes.

v) Develop a funding stream to support opportunities for increased work with and support for schools across the borough (see d) School Engagement & Active Travel below).

vi) Strengthen existing work with the Planning team to ensure early identification of any potential section 106 developer funding for specific road safety improvements/schemes.

d) **School Engagement & Active Travel**

i) Urgently undertake a borough-wide survey of all schools to better understand their concerns and needs regarding school road safety.

ii) Using the results of the survey and enhanced data mapping models (alongside existing knowledge and data), identify a priority list of schools in the borough for targeted intervention (e.g. top 10/20/30).

iii) Give consideration to the provision of additional dedicated School Engagement Officers/Active Travel Officers to strengthen trust and engagement with school leaders and governors. Such officers would be able to support enhanced engagement activities, such as assemblies, parent consultation and the promotion of Active Travel initiatives. This in turn, would help to encourage overall behaviour change from both pedestrians, drivers, and other road users around schools.

iv) Consider the creation of a borough-wide "Junior Road Safety Officer Programme" to allow schools and their pupils to lead on initiatives appropriate to their school settings. This would engage and benefit pupils in taking ownership of schemes to support their schools.

v) Conduct a full exploration of the different Active Travel schemes that are available (e.g Mode Shift Stars) and identify which schools already have an Active Travel Plan in place. Schools need support in applying for accreditation to such schemes and in implementing them, which should form part of the role of any additional School Engagement/Active Travel Officers.

vi) Identify any schools which may be suitable for the establishment of a School Streets pilot scheme, bearing in mind the fact that any School Streets scheme would need to be supported by proven prior active travel initiatives, and an engaged and committed senior leadership team and parent community.

vii) Work towards coordinating any existing initiatives (e.g Bikeability) into a single, coherent offer, introducing more child-centred, “fun first” campaigns. Invite external experts and teams from SYMCA and neighbouring local authorities to share best practice and success stories.

e) **Enforcement & Crossing Patrol**

i) Establish better cross-directorate data-sharing systems (as per a) above), to ensure that data collected by the Crossing Patrol and Parking Enforcement teams regarding incidents/near-misses and offences are monitored and used to inform decisions on priority sites and projects.

ii) Consider opportunities for the pilot use of body-cameras by crossing patrollers, giving due regard to safeguarding and data protection concerns.

iii) Conduct a detailed feasibility review into wider camera enforcement rollout of redeployable/static ANPR cameras, including a cost-benefit analysis and identification of suitable pilot locations.

iv) Consider further investment in roaming CCTV vehicles to support compliance and enforcement for parking offences around schools. Capacity for enforcement is currently limited to one CCTV van for all 200+ schools in the borough. A lack of a regular presence leads to inconsistent and ineffective enforcement.

v) Explore the potential for increased engagement with South Yorkshire Police, including a possible joint approach to promoting local anti-parking campaigns and joint responses at problem locations.

vi) Monitor and review forthcoming government guidance on footway parking powers. Consider any opportunities to tie the local enforcement approach into any future RMBC Pavement Parking Policy.

2. That Cabinet formally considers its response to the above recommendations within two months of its receipt, in accordance with the Overview and Scrutiny Procedure Rules.

3. That in responding to these recommendations, it is requested that Cabinet’s response should identify the proposed actions, responsible officer(s), success measures and target completion dates for each recommendation.

List of Appendices Included
None

Background Papers
Council Meeting 29 November 2023 - Notice of Motion School Road Safety and Street Motion (Minute 64)
Council Meeting 14 January 2026 – Petition relating to a pedestrian crossing in Brampton Bierlow

Council Meeting 22 April 2026 – Petition Improved Road Safety and School Crossing - Thorpe Hesley Primary School
Department for Transport – Road Safety Strategy
Cycling and Walking Investment Strategy (CWIS3)
South Yorkshire Mayoral Combined Authority – Walking, Wheeling and Cycling Strategy
Press Release (June 2026) - £4.5 billion central government Active Travel investment
Guidance Note on Setting up a School Streets Scheme
BBC News Article June 2026 - Ministers want 60% of children walking or cycling to school by 2035
Rotherham Advertiser article – Thorpe Hesley petition
Sheffield Star article – Deepcar St John's School to start "ticketing" inconsiderate drivers

Consideration by any other Council Committee, Scrutiny or Advisory Panel
Improving Places Select Commission – 01 September 2026
Overview and Scrutiny Management Board – 07 October 2026

Council Approval Required
No

Exempt from the Press and Public
No

Improving Places Select Commission Scrutiny Review – School Road Safety

1. Background

1.1 In November 2023, a Motion was brought to Full Council by Councillor Tinsley (Chair of the Review Group) asking the Council to take a number of steps to improve school road safety across the borough. In an agreed amendment to this Motion, Improving Places Select Commission (IPSC) were asked to consider making recommendations in relation to the following suggested steps:

1) Enhance and improve the process and reporting of near miss incidents for Crossing Patrol Operatives. Provide body worn cameras to aid documenting and prosecuting non-compliance of stop signs.
2) Explore technologies that can aid in enforcing School Crossings (Zig Zag Lines) Traffic Regulation Orders (TROs). Analyse and put into action appropriate parking and road markings around school entrances to guarantee an unobstructed, safe view for pedestrians crossing.
3) Commit to work with schools and Ward Councillors within our Authority that would benefit from a school street and compile a list of schools where school street trials could be launched as soon as practically possible, once the Council has the relevant powers to enforce them, fast tracking where experimental Traffic Orders could be used.
4) Continue to work with all schools in the Rotherham Borough to develop accredited Travel Plans, which will include enforceable No Idling Zones and “school streets” schemes. Providing a Members’ session to inform Members of the support available to Schools.

1.2 After the Motion had been carried, a Review Group of IPSC Members was established, and a number of scoping meetings took place to agree the key lines of enquiry that the Review should consider. Some delays were experienced in getting the Review going due to personnel changes and the local elections in 2024, but in early 2025 the scope of the Review was agreed and a series of meetings and information gathering sessions began in October 2025, concluding in July 2026.

1.3 The issue of school road safety arguably encompasses a broad range of Council directorates and services. Members acknowledged that there were a number of wider issues that contribute to the pressures experienced with regard to school road safety, such as home to school transport, the issues of school placement and catchment areas and public health considerations relating to active travel. However, in order to keep this Review focused, it was agreed that these issues would fall outside of the scope of this Review.

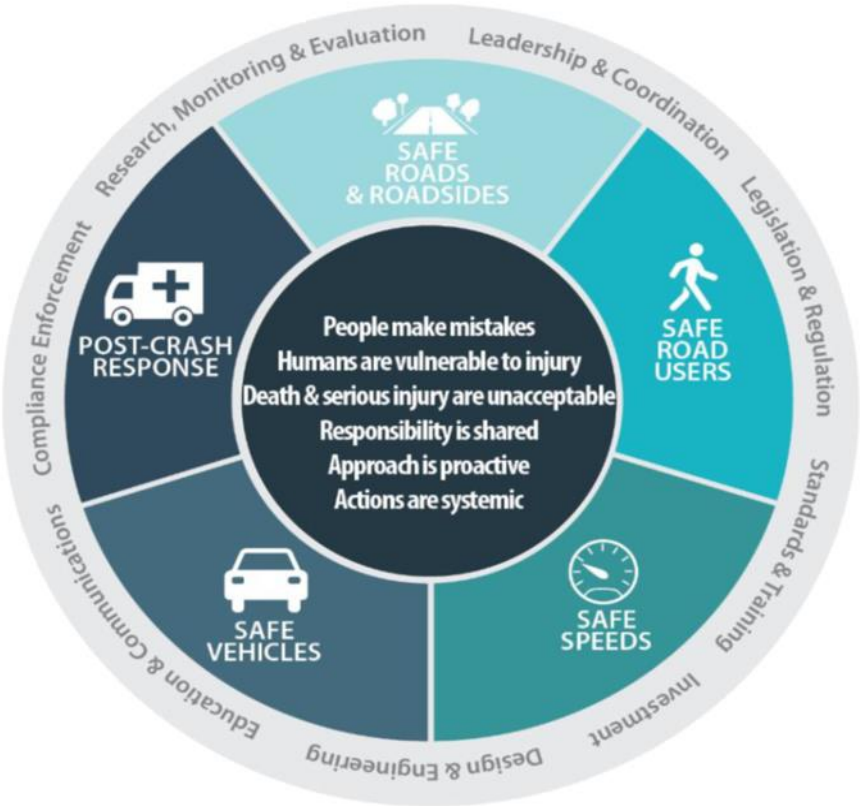
1.4 The issue of school road safety is currently both a national and regional priority. On 7 January 2026, the Government published the first National Road Safety Strategy in over a decade, which has set the ambitious targets of:

- aiming to cut road deaths and serious injuries by 65% by 2035; and
- a 70% reduction target in deaths and serious injuries for children under 16.

In June 2026, the government announced investment of £4.5 billion in active travel initiatives via Active Travel England.

1.5 From a regional perspective, to reflect this ambition, the South Yorkshire Mayoral Combined Authority (SYMCA) has committed to work towards a reduction of 20% in both targets by 2029. SYMCA is currently working on a new South Yorkshire Transport Strategy. This will support the "Vision Zero" strategy, which was launched in 2023 by the South Yorkshire Safer Roads Partnership (SYSRP), with the aim to end all death and serious injury on South Yorkshire roads by 2050. The SYSRP promotes the "Safe System method" - a multi-agency, holistic approach that acknowledges that human error is inevitable and seeks to minimise the consequences through safer roads, safer speeds, safer vehicles, safer behaviours and effective post-collision responses.

1.6 The five pillars and eight enablers of the Safe System method (as depicted in the graphic below) are underpinned by targets and Safety Performance Indicators to create a framework for government leadership and local flexibility which prioritises safer travel.



1.7 SYMCA's Walking Wheeling and Cycling Strategy has already been launched with the aim to "*Make South Yorkshire the best place to walk,*

wheel and cycle". In launching the strategy, Mayor Coppard stated that "*young people in South Yorkshire deserve the best start in life, to feel safe and confident to move more. And parents deserve the peace of mind that their child can do that safely.*"

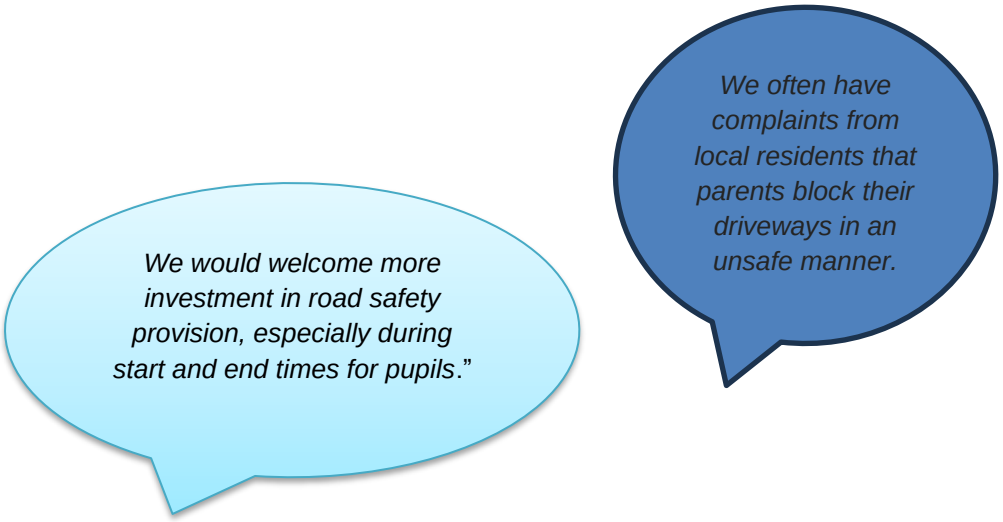
1.8 Road casualty statistics are released every September by the Department for Transport and data therefore lags by a year. The current data available for 2024 for Rotherham is as follows:

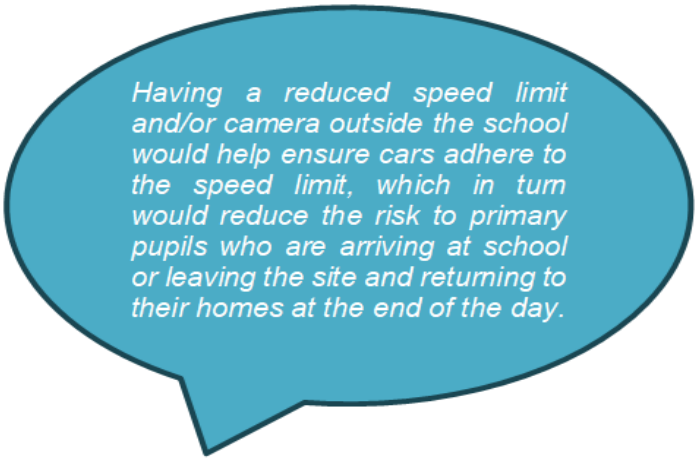
2024 data	Rotherham numbers
Fatal	6
Serious Injury	149
Total killed or seriously injured (KSI)	**155**

1.9 In 2026, there have been two petitions presented to Full Council in Rotherham in relation to school road safety around local schools at Thorpe Hesley and Brampton Bierlow. There have also been a number of recent local news stories involving parent and school communities campaigning for better road safety around their schools or taking matters into their own hands. This demonstrates a growing frustration with the current situation and perceived lack of focused improvement.

1.10 From the limited engagement the Review Group has undertaken with local schools as part of this Review, the following issues have been frequently reported:

- parents parking dangerously around and outside school;
- parents pulling up to school late and letting their children out of the car door to cross the road in a dangerous fashion; and
- risk of children getting injured by vehicles when they arrive and leave school.





1.11 The current national and regional focus on issues around school road safety demonstrates that this Review marks a timely examination of issues within Rotherham and represents an opportunity for the Council to capitalise on potential new funding streams and strategies to support local interventions and improvements.

2. Key Issues

2.1 Alignment with the Council Plan

The Review is aligned with the following priorities under the Council Plan (2025-2030), as set out below.

2.1.1 **Places are Thriving, Safe and Clean**

The Council Plan states a commitment to "*building a borough where every neighbourhood thrives, green spaces are clean and accessible, and people feel safe – creating a space that residents can take pride in.*"

2.1.2 As part of helping people to feel safe in their communities, the Council has committed to deliver "*Safer roads schemes and initiatives which contribute to Vision Zero and help to improve road safety across the borough.*"

2.1.3 Members of the Review Group felt that the traffic and parking problems experienced around schools across the borough at school drop off and pick up times impact significantly on feelings of safety for residents, especially children. This is supported by recent petitions received by the Council requesting implementation of further road safety measures outside schools. Both pedestrians and road users are impacted, along with school staff and those who work to support road safety (such as Crossing Patrollers). The persistent congestion around schools and surrounding areas at key times also contributes to a growing sense of frustration with existing road networks and leads to a deterioration in feelings of pride residents may have for the area they live and go to school in.

2.1.4 **Children and Young People Achieve:**

The Council Plan states that "*We want Rotherham to be a great place to grow up; where all children and young people are safe, valued, and are able to achieve their aspirations*".

2.1.5 One of the key ways in which children are able to achieve their aspirations is by consistent attendance at a local school that meets their needs. Providing support to facilitate an enjoyable, stress-free and healthy journey to their school setting will help children to make the most of their education and get the best start in life through adopting an active lifestyle.

2.1.6 The Council is committed to "*building a safer Rotherham where every child feels safe, secure and supported*" and developing improved road safety around schools across the borough will contribute to this aim.

2.2 Review Methodology

2.2.1 A working group was convened which included the following Improving Places Select Commission Members:

- Councillor Adam Tinsley (Chair)
- Councillor Cameron McKiernan
- Councillor Jamie Baggaley
- Councillor Paul Thorp
- Councillor Lynda Stables
- Councillor Dominic Beck
- Councillor Ian Jones

(together, the Review Group)

2.2.2 Evidence gathering, round-table discussions and the development of agreed recommendations was undertaken between October 2025 and July 2026. A number of Council Officers and representatives from external partners were invited to participate in both in-person and virtual meetings, with representation from:

Rotherham Metropolitan Borough Council (Council)

- Lucy Hudson - Head of Service, Transportation & Highways Design
- Nat Porter - Service Manager, Transport Planning & Policy
- Kevin Fisher - Service Director, Property and Facilities Services
- Qadir Karim - Facilities Resources Officer (Crossing Patrol)
- Martin Beard - Parking Services Manager
- Marc Hill - Engagement & Technical Support Manager
- Ellie Coote - Road Safety Education Officer, Training and Publicity

External Partners

- Kathryn Harrison - Senior Transport Planner, Sheffield City Council
- Mark Smith - Safer Roads Partnership Manager, SYMCA
- Nicola Marshall - Director of Active Lives and Safer Roads, SYMCA

2.2.3 The Review Group would like to put on record their thanks for the contribution of each Council Officer and external participant to the work of the Review Group, which provided valuable context and insight.

2.3 Discussion themes and key insights

2.3.1 Discussions at the meetings centred around the following themes:

2.4 <u>Cross-Directorate Working</u>

2.4.1 The first meeting of the Review involved Officers from Transportation & Highways and Property & Facilities Services, who manage the school Crossing Patrol service. This highlighted to Members that work undertaken to oversee school road safety cuts across a number of different Council directorates and services. Wider responsibility for school road safety is also spread across other external partners and organisations, such as the schools themselves and South Yorkshire Police (SY Police). It was acknowledged by Officers that current systems and processes would benefit from a review to ensure effective and timely incident reporting and data sharing. It was further acknowledged that clarity regarding enforcement responsibilities for certain parking and traffic offences could be improved.

2.4.2 It was highlighted to Members that road safety challenges outside schools are widespread and not confined to a small number of locations. Common issues reported include:

- Illegal and inappropriate parking;
- Traffic congestion during school arrival and departure times;
- Unsafe crossing conditions; and
- Near-miss incidents involving children and families.

2.4.3 Members noted that many concerns relate to perceived and actual risk rather than recorded collisions, meaning that existing accident data does not accurately reflect the scale of the problem.

2.4.4 Members and Officers discussed a range of behavioural and systemic factors that can contribute to road safety issues around schools, including:

- Increased reliance on private vehicles for school journeys rather than pedestrian use;
- School admissions patterns potentially creating longer travel distances for families out of catchment areas;
- Road and school site layouts that are not designed to accommodate current traffic volumes; and
- Parental convenience and the time pressures on busy working parents influencing travel choices.

2.4.5 A significant challenge identified by Officers was the absence of a comprehensive and consistent dataset to determine which schools within the borough are at greatest risk and should therefore have highest priority in terms of any interventions.

2.4.6 It was reported that current evidence sources, such as collision records and complaints data were fragmented and incomplete. While a borough-wide traffic survey covering approximately 140 schools was underway, it would primarily provide quantitative traffic information rather than capturing qualitative concerns such as near misses or unsafe behaviours.

2.4.7 Members were informed that there were limited funding streams available for specific initiatives, and Officers advised that substantial investment would be required to deliver borough-wide improvements through infrastructure changes, enforcement measures and behavioural initiatives.

2.4.8 Improved coordination and information sharing between Council directorates and external partners (such as SY Police) were identified as key requirements for future progress, alongside improved data collection and near-miss reporting systems. Members and Officers discussed the benefits of developing a cross-directorate map of roles and responsibilities in respect of school road safety.

2.4.9 Members shared anecdotal evidence of the common issues and complaints experienced by schools and families/road users within their wards. The need to conduct a thorough survey of all schools within the borough was discussed but as this would be a significant undertaking, with over 120 schools within the borough, it was agreed that for the purposes of this Review, limited engagement with schools would be preferable so as not to create unrealistic expectations.

2.4.10 In summary, this initial meeting highlighted that school road safety issues are widespread, complex and influenced by a combination of behavioural, environmental and organisational factors, as set out in paragraphs 2.4.1 to 2.4.9 above. While current evidence and resources are limited, the Review represented a clear opportunity to improve understanding of the issues, strengthen partnership working and identify targeted interventions that could enhance safety for children, families and school communities across the borough.

2.5 **School Support & Active Travel Engagement**

2.5.1 Members met with Officers from Highways & Transportation who work in school engagement and provide schools with support with Active Travel initiatives. There is currently the equivalent of one full-time equivalent Officer in this role. These Officers are the most familiar with the common issues experienced outside and around schools within the borough and provide the main point of contact and relationship with schools and school leaders. A discussion was held regarding road safety concerns around schools, with a particular focus on parking issues.

2.5.2 It was reported to Members that the principal road safety concern around schools relates to parking behaviour, including:

- Parking on school keep-clear markings and zigzag areas;
- Obstruction of junctions, driveways, and footways;

- Unsafe drop-off and pick-up practices; and
- Increased congestion during school arrival and departure times.

2.5.3 Members heard that unsafe and inconsiderate parking can present a greater risk than speeding in many school environments. These issues have existed for many years and have become more pronounced over time due to increased vehicle usage, both in general terms and for the school commute. Parking issues outside schools can have a significant impact on local communities and can lead to conflict between residents and parents.

2.5.4 The enforcement resources required to effectively manage parking issues, are currently too limited to provide a regular presence across schools. It was reported that enforcement of parking issues is most effective when a joint approach is undertaken by the Council and SY Police, but both are insufficiently resourced. Remote, camera-based enforcement can be effective but is costly to implement and can sometimes have the effect of relocating parking problems to nearby areas.

2.5.5 Members and Officers discussed the current traffic management measures and interventions that are used around schools, including:

- "School Keep-Clear" zig-zag markings;
- Yellow line restrictions; and
- Advisory 20 mph zones.

2.5.6 However, it was commented that physical measures alone have proven insufficient without effective enforcement to support them.

2.5.7 Current and potential Active Travel measures and schemes were discussed, including:

- Walking buses;
- Improved cycling infrastructure; and
- Improved parking facilities for bikes at schools.

2.5.8 Officers expressed the opinion that whilst such initiatives had achieved varying levels of success, there is a need for stronger engagement with parents, whose travel choices largely determine transport pressures around schools.

2.5.9 The potential benefits of the "School Street" schemes which had been piloted in other local areas (such as Sheffield), whereby temporary road closures are put in place at key times around schools, were discussed. These schemes could deliver the combined aims of reduced vehicle activity around schools during school peak periods, improved pedestrian safety and encouragement of active travel. However, it was noted that the potential displacement of traffic and parking problems to surrounding roads remained a concern and something to monitor with existing schemes.

2.5.10 The importance of school and community engagement was highlighted, along with work that could be done to support schools to develop consistent messaging for parents and local residents regarding safe and considerate

travel behaviour. It was noted that encouraging schools to take a more active role in addressing issues beyond school boundaries would be challenging without a better offer of support from the Council and SY Police alongside them.

2.5.11 Discussions at this meeting concluded that no single intervention would be able to resolve school-related parking and road safety problems. A long-term sustainable solution would require a more coordinated, multi-agency approach to enforcement, coupled with enhanced education, behaviour change initiatives and improved support for community engagement around schools.

2.6 Consideration of the School Streets Scheme

2.6.1 At the next meeting of the Review Group, Members were joined by an Officer from Sheffield City Council who had been involved in the implementation of School Streets schemes within Sheffield. The objective of this meeting was to identify lessons and opportunities to inform a potential School Streets approach within Rotherham.

2.6.2 Members were told that Sheffield had adopted a phased, school-led approach to School Streets implementation. The programme commenced in 2021 with four pilot schemes and had since expanded to include 12 permanent schemes and seven trial schemes. The pilot schemes were partially funded by income generated from the introduction of charges for certain vehicles within designated Clean Air Zones.

2.6.3 A key principle of Sheffield's approach had been that the schemes were initiated and “owned” by schools rather than imposed by the local authority. This “buy in” to the scheme by the school and its leadership was seen to be key to the success. The importance of early consultation with schools and surrounding communities in relation to any pilot scheme was also stressed, in order to identify any potential pitfalls or opposition.

2.6.4 It was explained to Members that in Sheffield, for a school to be considered a School Streets scheme, it must be able to demonstrate existing commitment to sustainable travel initiatives, such as working towards Mode Shift Stars accreditation, along with strong existing engagement with pupils, parents and staff on Active Travel initiatives. Schools would then be evaluated against a range of evidence-based criteria, such as local air quality concerns, collision and accident history and traffic volumes and road layout.

2.6.5 Most School Streets schemes are initially introduced through Experimental Traffic Regulation Orders (ETROs), allowing a trial period of between six and eighteen months. This provides flexibility to make adjustments and gather evidence before deciding whether to make a scheme permanent.

2.6.6 School Streets are typically delivered using temporary and low-cost infrastructure, such as planters, barrier tape and signage. They are also highly dependent on ongoing operational support from committed school

staff or volunteer marshals to patrol the road closures at the relevant times. Typical indicative costs for the implementation of a trial scheme were reported to be between £3,000-£5,000, depending on the complexity of the site and surrounding road network.



2.6.7 The Sheffield Officer reported a range of potential positive outcomes from School Streets schemes, such as

Road Safety and Environmental Benefits

- Significant reductions in vehicle traffic around school entrances.
- Improved safety for children and families.
- Improved local air quality.

Behaviour Change

- Noted increases in walking and cycling.
- Greater uptake of active travel modes.

Wider Community Benefits

- Calmer and more welcoming environments around schools at key times.
- Improved relationships between school staff and parents.
- Increased community involvement and engagement, due to a sense of “ownership” of the scheme.

2.6.8 Potential operational risks and challenges were highlighted to Members. For example, successful operation is heavily reliant on sustained school commitment, which could be significantly impacted by a change in school leadership and/or staff and volunteer availability.

2.6.9 Additionally, whilst traffic levels should be reduced around the immediate school area, vehicle movements can often be displaced to neighbouring streets, which has the potential to create new resident concerns that may require additional mitigation measures.

2.6.10 Members learnt from this informative session that Sheffield's experience demonstrates that School Streets can deliver measurable improvements in road safety, air quality and active travel behaviour. However, successful implementation depends on strong school leadership, sustained stakeholder engagement, effective monitoring and a flexible trial-based approach. For Rotherham, it would be necessary to first establish stronger foundations of school engagement, travel planning and evidence gathering before pursuing any pilot School Streets schemes.

2.7 The Operation of Crossing Patrol across Rotherham

2.7.1 The operation of Crossing Patrols at schools across Rotherham had been touched upon in previous meetings and Members had commented on the issues facing the service, such as recruitment and retention difficulties, an ageing workforce and safety concerns arising from poor driver behaviour at crossings.

2.7.2 A meeting with the Facilities Resources Officer, who manages Crossing Patrols in Rotherham, allowed Members to focus on the current position of the School Crossing Patrol Service, workforce recruitment and retention, operational improvements, key safety concerns, and future opportunities to enhance road safety around schools.

2.7.3 Members were informed that the School Crossing Patrol Service currently operates across 63 crossing sites throughout the borough, with approximately eight sites funded through Service Level Agreements where locations do not meet the standard eligibility criteria.

2.7.4 Eligibility for crossing patrol provision is assessed using the PV^2 formula, a calculation which considers both pedestrian and vehicle volumes to measure risk ($P \times V^2$ - *Pedestrians multiplied by vehicles squared*). A borough-wide survey of Crossing Patrol sites is currently underway, with some possible additional sites being reviewed.

2.7.5 Members were informed that the service had made notable progress in addressing workforce shortages in recent months, with the number of vacancies reduced and operational support strengthened.

2.7.6 The following improvements to recruitment processes were highlighted:

- Allowing offline application methods to improve accessibility;
- Enhanced advertising and promotional activity for the Crossing Patrol Service, including posters and attendance at job fairs; and
- Efforts to broaden the workforce profile, resulting in an increase in younger applicants entering the service.

2.7.7 However, despite these improvements, it was noted that recruitment and retention continue to be challenging due to the nature of the Crossing Patrol role, with split-shift working arrangements, limited contracted hours and concerns relating to road safety risks and day-to-day working conditions.

2.7.8 Members were informed that persistent driver non-compliance with parking restrictions and poor driver behaviour continues to affect feelings of safety around schools, for both pedestrians and the Crossing Patrollers helping them.

2.7.9 A number of measures had been recently introduced to strengthen service delivery and provide increased support to Crossing Patrol staff, including:

- The appointment of part-time supervisors to provide site visits, welfare support and operational oversight;
- The introduction of a more structured induction process for new recruits;
- Implementation of a formal incident reporting and escalation procedure; and
- Improved partnership working with SY Police and the Parking Enforcement and Transportation & Highways teams at the Council.

2.7.10 The potential introduction of body-worn cameras for Crossing Patrol staff was discussed in detail. The potential benefits identified of such equipment included improved evidence gathering, greater protection for Crossing Patrol staff experiencing challenging behaviours and enhanced reporting of safety incidents. There was, however, uncertainty over whether footage obtained from body-worn cameras could be used for enforcement purposes.

2.7.11 Members were informed that consideration had previously been given to the implementation of body-worn cameras, but this had not been progressed due to concerns relating to safeguarding and data protection. However, Members were aware of examples where other local authorities had introduced body-worn cameras, and a desktop-based research and benchmarking exercise confirmed that workable models with regard to safeguarding and data protection were available.

2.7.12 Enquiries of Officers at City of Doncaster Council revealed that whilst they had been looking to introduce body-worn cameras, this was currently on hold due to financial constraints.

2.7.13 Members were reassured that the School Crossing Patrol Service had made measurable progress in workforce recruitment and operational improvements in recent months. However, it was clear that significant challenges remain, particularly around driver behaviour, illegal parking, infrastructure constraints and funding availability. Members were keen that the Council undertake further exploration of the possible implementation of body-worn cameras and undertake assessment of the associated costs and potential funding options.

2.8 **Parking Issues and Enforcement**

2.8.1 In the next meeting of the Review Group, Members met with the Parking Services Manager, who provided a summary of how parking enforcement activity around schools is delivered in Rotherham.

2.8.2 Members were informed that parking enforcement outside schools is primarily undertaken via one mobile CCTV vehicle, which monitors vehicles stopping on school entrance "Keep Clear" zigzag markings. Penalty Charge Notices (PCNs) are issued by post following evidence captured by the vehicle.

2.8.3 The borough contains more than 200 school access locations, making comprehensive coverage with limited resource challenging. Enforcement activity using a single mobile CCTV vehicle is therefore undertaken on a cyclical basis and targeted towards locations where complaints or concerns have been identified.

2.8.4 The service is supported by approximately nine Enforcement Officers and supervisory staff, with additional support provided periodically through contracted Environmental Enforcement Officers.

2.8.5 Since the introduction of CCTV-based enforcement in 2013, it was reported that compliance levels around schools had improved considerably. Current enforcement data demonstrated a decrease in the number of PCNs being issued. It was commented that this could reflect improved driver compliance but also acknowledged that limited enforcement coverage may also influence these decreasing figures.

Year	Number of PCNs issued for parking contravention outside schools
2015	223
2016	302
2017	259
2018	300
2019	267
2020	61 *pandemic
2021	156
2022	108
2023	132
2024	107
2025	96

2.8.6 A number of key challenges to parking enforcement outside schools were highlighted to Members, including:

Resource and Funding Constraints

- A single CCTV enforcement vehicle and limited staffing capacity currently restricts the Council's ability to maintain a visible and

consistent enforcement presence across all school locations or to respond to emerging pressure points quickly.

Legislative Limitations

- Current legislation places restrictions on enforcement activity, such as the inability of the Council to use third-party evidence submitted by members of the public (see earlier concerns regarding footage from any body-cameras worn by Crossing Patrol operatives).
- For the Council to be able to take enforcement action, the evidence used must have been gathered either by Council Officers or by the Council's certified CCTV equipment.
- Use of PCN income is subject to statutory restrictions. Revenue must first cover the costs of operating the enforcement service, with any surplus required to be reinvested in Transport and Highways-related activities.

Pavement Parking

- Inappropriate parking on pavements and footways around schools is a frequent concern around schools. However, outside of London, local authorities currently have limited powers to enforce against this behaviour. The government is currently considering introducing legislation which would increase powers relating to pavement parking. Members expressed the hope that any future Council policy on Pavement Parking could benefit the parking situation around schools.

2.8.7 Members and Officers discussed the possible use of other CCTV technology, such as static or redeployable Automatic Number Plate Recognition (ANPR) cameras at school sites. This could improve compliance and expand enforcement capacity. However, it was noted that estimated costs were prohibitive at approximately £20,000 per camera, in addition to installation and licensing costs. It was suggested that cameras could be rotated between key locations to maximise effectiveness.

2.8.8 Members were keen that the service explore further the feasibility of deploying static or redeployable ANPR cameras to increase enforcement opportunities, with discussions around identifying pilot locations and potentially utilising ward budgets to support delivery.

2.8.9 The Parking Services Manager confirmed that body-worn cameras are already in use by Enforcement Officers and that their use was reported to have benefits for both evidential purposes and for staff safety.

2.8.10 Members were informed that some partnership working already takes place with SY Police on enforcement, although responsibilities and powers remain distinct. The meeting explored opportunities for greater collaboration with SY Police, including advisory letters and joint communications initiatives at problem locations.

2.8.11 The information presented to Members suggests that parking enforcement activity has contributed positively to improving compliance and road safety

around schools, particularly through the use of CCTV enforcement. However, the effectiveness and reach of the service is constrained by limited resources, legislative restrictions, and the scale of the borough's school estate. As with the other areas considered above, it is clear that increased investment in infrastructure and collaborative multi-agency working will be key to ongoing progress in this area.

2.9 **Engagement with SYMCA**

2.9.1 In the final meeting of the Review Group, Members met with representatives from SYMCA to discuss regional strategic priorities and opportunities for improving road safety around schools in South Yorkshire. SYMCA advocated a move towards a more strategic, data-led and collaborative approach to road safety, underpinned by the Safe System approach (see 1.6 above) and supported by strategic Action Plans in each constituent local authority.

2.9.2 SYMCA shared regional data on KSIs in South Yorkshire and highlighted significant concerns regarding child casualty rates. South Yorkshire experiences high levels of child casualties, particularly involving pedestrians, with outcomes currently worse than the national average. It was explained to Members that there are limitations in the availability and timeliness of official road safety data. This can restrict the ability of local authorities to identify and respond quickly to emerging risks and trends.

2.9.3 SYMCA's strategic approach to road safety is intended to align with the developing National Road Safety Strategy to support reductions in deaths and serious injuries, including those involving children. SYMCA is also developing a regional strategic action plan aimed at creating greater consistency across South Yorkshire authorities and addressing historical variations in local approaches.

2.9.4 SYMCA advocated for the move to a more holistic approach going forward, combining infrastructure improvements, behavioural change, Active Travel initiatives and enforcement measures. This would help the region to break the cycle of increasing school-related car use, whereby concerns about road safety lead to more children being driven to school, which in turn, increases congestion and creates further safety risks.

2.9.5 SYMCA identified that delivery of school road safety initiatives across the region had previously been fragmented, with no consistent process for prioritising schools for intervention. The discussion emphasised the importance of moving away from isolated, one-off schemes towards more coordinated programmes supported by evidence and data. Use of mapping tools, travel route analysis and collision data was identified as essential for prioritising investment and intervention. Members were informed that SYMCA may be able to support Rotherham in accessing such tools by utilising economies of scale through SYMCA-led procurement processes.

2.9.6 Two principal funding streams available to Rotherham via SYMCA were discussed:

- Transport for City Regions (TCR) – this would primarily support larger-scale infrastructure schemes.
- Active Travel Funding – this would be intended to support smaller, place-based interventions, particularly in and around schools.

2.9.7 Discussions took place between Members and SYMCA Officers around the challenges currently faced in respect of the delivery of school road safety initiatives in Rotherham, including limited dedicated resources and funding pipelines. It was reflected that there is also the ongoing need to balance investment in major transport and infrastructure projects with smaller-scale local road safety improvements.

2.9.8 SYMCA stressed the potential benefits of Rotherham considering a systemic, cultural shift towards integrated working and a more collaborative programme of delivery across Council services and with regional partners. This strengthened coordination, coupled with improved data utilisation could help the Council to better prioritise road safety schemes and develop more robust business cases to maximise funding opportunities.

2.9.9 This very informative meeting provided a useful overview of regional priorities for Members and highlighted a clear opportunity for Rotherham to strengthen its approach to school road safety through improved strategic coordination and an enhanced use of data to aid the development of a structured programme of interventions. Members found it encouraging that SYMCA's regional approach could offer a framework for greater consistency, better partnership working and improved access to resources.

2.10 Conclusion

2.10.1 From the information provided, and the discussions that took place as part of this Review, it was clear to Members that a number of longstanding challenges to delivery, combined with limited resource for enforcement and engagement, have had the impact of minimising the effectiveness of current interventions with regard to school road safety in Rotherham. The meetings highlighted the need for a more coordinated, longer-term, holistic approach to school road safety, with better coordination across Council directorates and regional partners to drive improvement.

2.10.2 To effectively address school-related parking and road safety concerns, sustained partnership working from all stakeholders will be required to develop and embed the necessary:

- infrastructure improvements;
- targeted enforcement;
- increased education and awareness;
- better community engagement;
- support for schools and school leaders; and
- wider behaviour change programmes for road users.

2.10.3 Ongoing and improved programmes and processes for monitoring and robust evaluation will also be required to ensure that measurable improvements and safer environments are delivered for children and residents around schools.

2.10.4 Members are of the opinion that the timing of this Review and its recommendations represent an opportunity for Rotherham to capitalise on the current national and regional support and appetite for widespread improvements to school road safety and the promotion of Active Travel initiatives.

3. Options considered and recommended proposal

3.1 Option A: Do nothing. (Not recommended)

The option of not accepting any of the proposed recommendations is not recommended as this would arguably not lead to any improvement in the road safety situation around schools. Members feel that this option would not be in the best interests of Rotherham residents, especially children, and would not contribute to achieving the commitments identified in the Council Plan.

3.2 Option B: Support the recommendations outlined in this report. (Preferred Option)

Members are of the opinion that by supporting and implementing the recommendations suggested within this report, demonstrable and sustained improvements can be made in school road safety across the borough for Rotherham residents. Members acknowledge that a long-term, sustainable solution will require a coordinated, multi-agency approach across a number of directorates and services across the Council, together with external partners and agencies. However, Members feel that there is a distinct opportunity at the present time, to realise meaningful and lasting improvements by committing to the delivery of the identified recommendations. Supporting these recommendations would also contribute to achieving the Council Plan commitments referred to above.

4. Consultation on proposal

4.1 In its review, the working group considered evidence from Council Officers and representatives from key external partners. Those who participated are outlined in paragraph 2.2.2. Feedback from a small number of schools across the borough was requested, but only a limited response received.

4.2 In their role as elected representatives of Rotherham residents, Members also paid regard to the expressed views and lived experience of their constituents in conducting this Review.

5. Timetable and Accountability for Implementing this Decision

5.1 The accountability for implementing recommendations arising from this report will sit with Cabinet and relevant Officers.

5.2 The Overview and Scrutiny Procedure Rules require Cabinet to consider and respond to recommendations from Overview and Scrutiny Management Board and the Select Commissions in no more than two months from the date that Cabinet receives this report.

6. Financial and Procurement Advice and Implications

6.1 No financial implications arise directly from this report. Cabinet's response to the Review will need to take into account any financial implications arising from implementation of the scrutiny recommendations.

7. Legal Advice and Implications

7.1 There are no legal implications directly arising from this report.

8. Human Resources Advice and Implications

8.1 There are no human resources implications directly arising from this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 Implications for Children, Young People, and Vulnerable Adults are set out in the main body of the report. As set out in 2.1.4 above, the proposed recommendations support the Council Plan objective that "*Children and Young People Achieve".*

10. Equalities and Human Rights Advice and Implications

10.1 Furthering equalities and human rights are scrutiny objectives. Members have paid due regard to equalities and human rights in the development of these recommendations, which are designed to support the Council Plan and improve the delivery of council services for residents.

11. Implications for CO2 Emissions and Climate Change

11.1 There are no climate or emissions implications directly associated with this report. However, support and encouragement of Active Travel initiatives and reducing car use for journeys to school will contribute to the Council's Net Zero targets.

12. Implications for Partners

12.1 Implications for partners, such as SYMCA and SY Police, are set out in the main section of the report outlining the Commission's findings. Members have had regard to the fact that a number of the recommendations involve increased partnership and multi-agency working with outside bodies and

acknowledge that there may be logistical implications associated with this. Cabinet will need to consider the implications for partners in its response to the recommendations from scrutiny.

13. Risks and Mitigation

13.1 Members have regard to the risks and mitigation factors associated with the services under scrutiny and have made recommendations accordingly.

14. Accountable Officers

Emma Hill, Head of Democratic Services and Statutory Scrutiny Officer

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	**Date**
Chief Executive	John Edwards	27/10/26
Executive Director of Corporate Services (S.151 Officer)	Judith Badger	19/10/26
Service Director of Legal Services (Monitoring Officer)	Phil Horsfield	20/10/26

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