



Gold 2025-26 Connecting Schools Grant Case Study

Supporting safe, active travel through road safety signs package –
Wembley Downs Primary School

What they did

- Installed durable Your Move road safety signs around priority school locations, including kiss-and-drive areas, crossings, bike racks and pedestrian routes.
- Worked with staff and student leaders to identify high-traffic areas and reinforce safe travel behaviours.

What was achieved

- Improved visibility of safe walking and riding routes around the school.
- Supported safer drop-off and pick-ups, with clearer cues for parking, speed and pedestrian safety.
- Strengthened school-wide awareness of active travel and road safety.

Why it worked

- Simple, consistent signage provided daily visual reminders for students, families and staff.
- Student and staff input helped place signs where they would have the greatest impact.
- The signs complemented classroom road safety learning and reinforced safe behaviours in real settings.

Advice for other schools

- Start with high-traffic areas where signs can clearly guide safer movement.
- Involve students and staff when choosing locations to build ownership and relevance.
- Use signs alongside road safety and active travel messages for a consistent school-wide approach.

“The signs made an immediate difference. Families could clearly see where to park and how to move safely around the school.

“Students loved being part of the project. They now remind each other about safe walking and riding.

“Traffic flow at drop off is noticeably smoother and safer.” — George Tolev, Your Move Champion



Background

Many schools experience unsafe traffic conditions during busy drop off and pick up periods. Families often lack clear visual cues to guide safe walking, riding and parking behaviours.

The Your Move Program provides practical tools that help schools promote safe, active travel. The Road Safety Signs Package is one of the most effective early interventions for improving safety and awareness around school grounds.

Project description

The school accessed the Your Move Road Safety Signs Package, which includes durable, easy to install signage designed to reinforce safe travel behaviours.

Key steps

- Identifying priority locations such as kiss and drive, crossings, bike racks and pedestrian routes.
- Working with staff and student leaders to map out high traffic areas.
- Installing signs to clearly communicate safe speeds, parking rules and active travel routes.
- Using the signs to complement classroom learning about road safety.

Outcomes

- Increased visibility of safe walking and riding routes.
- Reduction in unsafe parking and congestion around the school.
- Improved awareness among families about safe speeds and drop off etiquette.
- Stronger school wide culture supporting active travel.
- Daily visual reminders that reinforced safe behaviours.

Key takeaways

- Simple, low-cost signage can shift behaviour quickly.
- Visual cues support safer, more confident active travel.
- The package helps schools deliver consistent safety messaging.
- A practical first step for schools beginning their Your Move journey.

Read the story about this project:

- [Your Move | Supporting safe, active travel through our Road safety signs package](#)

Students using the road safety signs

