

Recommendations			
		Director's Response to Council Report	Update
1	<p>Light controlled crossings (e.g. Pelican & Puffin crossings) can be used as an alternative to school crossing patrols, but it only makes financial sense to do so in limited circumstances. Therefore, the review board recommends that:</p> <ul style="list-style-type: none"> • Consideration is given to installing light controlled crossings where appropriate and sufficient funding is available. 	<p>Due to the nature of crossing movements associated with schools, which experience high peak flows at the start and end of the school day; light controlled crossings are better able to provide a safer crossing environment than a zebra crossing which relies on drivers associating the likely presence of pedestrians and interacting with them to offer the opportunity to cross the road. Stand-alone signal controlled crossings are however very expensive ranging between £50,000 and £75,000 depending on the location. It would therefore not be possible to provide this sort of facility at all locations. The recommendation is therefore appropriate and will be considered as part of our usual highway improvements process.</p>	<p>Light Controlled Crossings are considered, where appropriate, as part of the design process for any identified site within the Capital Programme for Transport Improvements.</p>
2	<p>The evidence from the review suggests schools will need support and guidance in order to be able to secure alternative ways of funding their school crossing patrol. The review board recommends that an enhanced information pack is developed for schools by the Council that will include:</p> <ol style="list-style-type: none"> a) An explanation of the process of securing a sponsor; b) Advice on developing a 	<p>The Road Safety Team already provides a Sponsorship Support Pack. The Scrutiny Board considered that this could be developed with the assistance of other teams/Departments with the necessary skills and experience. A revised pack will therefore be produced for future enquiries.</p>	<p>The Road Safety Team have been in contact with the External Funding Team of the Business Service Department who provided the following information:</p> <p>Sponsorship is an area that is still very new to the County Council (other than roundabouts). The Council did recruit a sponsorship specialist some years ago, they stayed a year and the post was not renewed. The major sponsorship area ESCC is focusing on is highways, as part of the Council's income generation project. Schools are not included in the remit so little we can</p>

	<p>sponsorship proposal, including support from the Council's Marketing & Communications department;</p> <p>c) Fund raising advice for school PTA's and other sources of information such as the PTA UK and the Council's external funding team.</p>		<p>offer at the moment on sponsorship for schools.</p> <p>We do provide support to help schools secure grant income. Unfortunately, school crossing patrols will not appeal to grant funders, as it is an on-going cost. A guide which includes PTA-UK's contact details, (as they provide sponsorship advice to schools), and information on 'Give as You Earn' and Gift Aid which are better suited to on-going costs is available on request.</p> <p>The guide also outlines the service our external funding team provides schools to identify and secure grants to fund other activities to help make a school budget go as far as possible. We've helped numerous schools secure grants for after school activities, playgrounds, school allotments and equipment. Our grant funding services, including the Children and Youth funding guide are also posted on our website.</p> <p>SCP's pack. Our external funding pages include information about sponsorship, with links to business directories throughout East Sussex. Embedding the link into the pack may prove useful as a starting place.</p> <p>The Road Safety Team will engage with the Graphic Design Unit to produce revised guidance to schools including the information and contact details provided by the External Funding Team.</p>
3	<p>Some schools do not have the time or expertise to secure sponsorship for their school crossing patrol. The review board recommends that:</p> <ul style="list-style-type: none"> • Officers evaluate the possibility of using of an external agency to secure sponsorship for school 	<p>The engagement of an external agency to secure sponsorship for School Crossing Patrols would be an expensive undertaking; with evidence presented to the Scrutiny Board that the likely fees to be charged would add at least 30% to the cost. This may well be beyond the financial ability of most potential</p>	<p>Evidence presented to the Review Board indicated that the likely fees required would make this option unattractive to many schools. The number of enquiries received by the Road Safety Team indicates little appetite for this option.</p>

	crossing patrols.	sponsors bearing in mind the exposure they receive and the local nature of this exposure. Whilst this is an untested source of identifying sponsors it is considered of limited benefit in the long term.	
4	<p>It is not certain whether commercial sponsorship will be a viable, long term alternative to existing funding methods. Therefore, the review board recommends that:</p> <ul style="list-style-type: none"> • For the time being the Council maintains core funding to ensure the provision of school crossing patrols where they meet the Council's policy criteria, and in circumstances where sponsorship or other approaches for provision are not currently possible. 	<p>Any move to a fully sponsored School Crossing Patrol service would need to look closely at the full realistic cost of providing it including management, supervision, insurance and redundancy costs being taken into account.</p> <p>For the present time a core level of funding will be maintained to ensure that those sites meeting the required criteria are provided, whilst consideration is given to the effectiveness of alternative funding in a holistic manner.</p>	Core funding to provide School Crossing Patrols at sites meeting the Policy Criteria is being maintained.
5	<p>Schools can engage volunteers as an alternative way of providing a school crossing patrol. However, for this to work effectively the school needs to have the appropriate management capacity and expertise. The review board recommends that:</p> <p>a) Officers develop a guide for schools to use who wish to involve volunteers to operate their school crossing patrol and;</p> <p>b) Officers evaluate the feasibility of commissioning volunteer management support from the voluntary sector to assist schools who wish to involve volunteers to operate their school crossing patrol.</p>	<p>At present the Road Safety Team support 8 School Crossing Patrol sites that are delivered by 34 trained volunteers. Whilst the value of volunteer sites is recognised by the authority they are difficult to manage due to the number of volunteers involved and their relatively high turnover.</p> <p>A consistent approach needs to be maintained to ensure our liabilities are managed properly. All volunteers need to be trained, supervisors and provided with the required uniform to ensure they operate within the guidelines and the relative legal requirements. This places a significant resource responsibility on the authority. The use of volunteers is therefore restricted to a limited number of sites.</p> <p>The use of volunteers should therefore be seen such that it does not place undue pressure on the limited resources available. The</p>	<p>Further evaluation of commissioning volunteer management support from the voluntary sector to assist schools who wish to involve volunteers to operate their school crossing patrol has been undertaken. Commissioning support for the voluntary sector is not normally geared to providing the type of volunteers who would be prepared to act as School Crossing Patrol Officers. Commissioning support is usually geared towards providing an understanding of the relationship between a volunteers' motivation and the needs of the organisation and developing this to the benefit of both parties.</p> <p>The majority of School Crossing Patrol volunteers have a personal connection to the school and would need to live locally to a crossing site to be of benefit. Recruitment of volunteers is therefore more appropriate through the school and their normal communications channels.</p>

		<p>information provided to schools as part of the Sponsorship Pack will be amended to include more detail that will enable the school to assess if this is a feasible approach. The use of a commissioning approach will be limited due to the need to train and insure all the volunteers and the logistics of sourcing volunteers from the local community.</p>	<p>The use of volunteers has an impact on the supervision support provided by the Road Safety Team. Ideally each Crossing Patrol Officer should have a supervision meeting each school term. The number of volunteers required to provide a consistently manned site places a significant impact on the team who are not able to meet the level of support we would like to give to volunteers at the present time.</p> <p>Further development of volunteer operated crossing patrol sites is therefore not seen as an efficient use of the limited resources. Whilst it is still an option we would support in the right circumstances, active promotion is not seen as the best way forward.</p>
6	<p>Academies have more flexibility around how they spend their budget and can pay for school crossing patrols if they wish, whereas maintained schools cannot. The review board recommends that:</p> <ul style="list-style-type: none"> • Officers consider updating policies to reflect the difference in how funding can be spent by academies and maintained schools. 	<p>Adopted Policy and National Guidelines make no distinction about the type of Primary School that should qualify for a School Crossing Patrol. The criteria requirements are based on the number of pedestrians wishing to cross a road and the traffic flow on that road; giving a measurement of the risk of a potential conflict.</p> <p>To differentiate between Schools funded through the County Council and one with its own funds could result in claims that the service is being provided on financial grounds with no recognition of the road safety risk that may be present. However, a number of Academy funded Schools already sponsor School Crossing Patrols as they see it as a benefit to their pupils and the local community. When a School converts to Academy status they are funded directly from central resources with a corresponding reduction in the funding received by the County Council. The requirement for Academy schools to fund their own School Crossing Patrols through a sponsorship agreement would better reflect the levels of funding</p>	<p>The concept of requiring schools that have Academy status to fund a School Crossing Patrol has been raised at the Southeast Road Safety GB School Crossing Patrol Managers Meeting. No regional authority had considered this approach and the consensus from the practitioners was that this type of approach would be difficult to defend politically as well as on road safety grounds.</p> <p>National Guidance has been issued to ensure a degree of compliance and consistency and to help defend the actions of a Local Authority if the provision of the service was brought under scrutiny.</p> <p>Following the Regional Meeting we have written to all schools that presently benefit from a School Crossing Patrol funded by the County. The letter is asking their view on an amendment to our approved policy that would require all schools that have Academy Status, or may seek Academy Status in the future, to provide funding to cover the cost of</p>

	<p>available.</p> <p>This approach would require a change to our adopted policy which would then be outside of the recommendations contained within National Guidance.</p> <p>We will raise this consideration at national level through representations to Road Safety Panels.</p>	<p>running a patrol or risk the closure of the site. Details of this consultation process will be given at the Committee Meeting.</p>
--	---	---