



Safe Steps for Schools™
& Colourful Crossings



Safe Steps for Schools™ Safer Roads. Safer Kids.

Safe Steps for Schools was born from one of our own employees here at THB, after witnessing the lack of care given by parents crossing the road with their children at their child's primary school.

With over 15,000 road accidents involving pedestrians under the age of 16 recorded last year, it is imperative that schools are continually adapting and improving road safety outside of their schools. It is no surprise that the number of accidents peak between the hours of 8-9am and 3-4pm in conjunction with school opening and closing times, and these figures are increasing year on year. Government campaigns to build awareness and help improve the behaviour of children when crossing the road are commonplace. Yet it begs the question - what more could be done to raise such awareness?

Historically, school road-safety campaigns rolled-out across the UK have achieved varied levels of success. It would be fair to say that now is the time to take a different approach to those taken previously. Campaigns commonly

tend to use various media platforms (i.e. broadcast advertising, billboards, radio and social media).

All of these carry a continued, substantial financial cost and involve extensive planning with limited, tangible results to go by.

The initiative, however, goes further than to simply promote the use of the appropriate road crossing, closest to the school. It is a visual programme that also aims to re-educate school-children's parents. One recurring issue highlighted by primary schools across greater London (as part of a regional research campaign conducted by THB), was the poor example set to children by their adult chaperone when crossing the road. Common behaviours included parents leading their children in between parked cars, not using the crossing provided and in some cases waving at cars to slow them down. Behaviours that all come with a risk attached.

Learning doesn't end in the classroom. It is our duty as parents, guardians and adults to teach the children of today to be safe on the streets.



Our Clients



"The Safe Steps for School footprints design will be a fantastic tool to promote and educate children on crossing the road safely. I'm delighted Croydon is the first place to trial this new programme and hope the eye-catching design encourages both parents and children to cross at a safe place, reducing the risk of road accidents."

Councillor Stuart King

Cabinet Member for Transport and Environment

"Abbey Road eat your heart out"

Malcolm Smith

Brixton BID
Director

"The children are absolutely wowed by it , they're loving it (the crossing) and they're staying within the crossing boundaries because they want to walk on it and follow the paw prints"

Ms Fairhurst

Headteacher of Crescent School

"We discussed it with TfL and Lambeths Transport Department and they were very keen for it to happen. They liked that it actually highlighted the crossings rather than being a blank piece of road. They were very positive about it increasing safety and alerting cars & buses to slow down"

Phil Dolman

Designer

Safe Steps for Schools™

Safer Roads. Safer Kids.

THB introduces Safe Steps for Schools™; a visual road-safety programme which comprises road crossings and walkways to revolutionise Child Road Safety throughout the UK. .

Our Safe Steps for Schools crossings use environmentally friendly, skid-resistant and cost-effective Preformed markings to produce a striking, brightly coloured road crossing. This, combined with footprints guiding the children to and from the school, incentivises school children to use the appropriate road crossing in a fun and visual way.

On February 1st 2018 in partnership with Croydon Council, we successfully launched the Safe Steps for School programme, laying our first crossing at Crescent Primary School in Croydon. The crossing has been extremely well-received by school-children and parents alike.



Colourful Crossings

As part of The London Design Festival, artists Camille Walala and Eley Kishimoto designed colourful pedestrian crossings in a bid to reimagine the everyday experience of crossing a road. Brixton crossings were placed outside the Dogstar at the junction of Atlantic, Railton and Coldharbour funded by Brixton BID. The Southwark street pedestrian crossing was commissioned by Better Bankside and Transport for London.

As well as being cultural hotspots, the areas also have a high volume of cars, cyclists and pedestrians; often making them precarious places to navigate.

After installing the crossings, feedback from everyday locals was extremely positive; not only transforming the area but in-turn helped to increase driver-awareness when approaching the crossings. The same improvement will apply to the Safe Steps for Schools™ crossings that replicate a similar design



3D Bespoke Markings

We can help you to design, create and implement any manner of customised preformed marking. Common subjects include: Company logos, Parking bays & symbols, speed roundels and road signs.

THB offers a wide range of preformed markings that can be applied to all manner of surfaces. The lifespan of this material can amount to over 10 times that of traditional paint. As a result, it is a cost effective alternative to other solutions and can provide a more professional finish.

Preformed and bespoke markings can be used on any surface and are particularly common on Playgrounds/Sport courts, as schools often want personalised markings to transform an area whilst making it interactive and educational. Many company's and businesses use preformed personalised markings to help advertise their product or services. Having a tag line or logo provides a long-term solution to corporate advertising and brand promotion. We also incorporate 3D footprints and paw prints on the pavement of our Safe Steps for Schools crossings.



Frequently Asked Questions

Is there anything special about the material used and the laying process?

The materials we use comprise of long-lasting, environmentally friendly thermoplastics.

Using preformed thermoplastic materials, the application process involves administering a specialised primer and then laying premade thermoplastic pieces together (like a jigsaw) on top of the prepared surface. The preformed material is then bonded to the surface through heat application.

The materials provide premium high UV resistant colours with a lifespan ten times longer than traditional paints and is complemented by an anti-slip coating. The materials are specialised for this project as the components are non-toxic, containing no lead or chromates to ensure the safety of children. The use of preformed thermoplastic enables intricate, complex designs to be created and is a material much easier to lay as opposed to other materials that require hand application.

How long does it take to complete a crossing installation?

The application time is dependent on other affecting factors such as surface condition, weather conditions and size of the crossing.

Though typically, the whole process of an average sized Safe Steps for School™ road crossing can be installed in just a few hours.

Are preformed markings safe to use on the highways?

The product we use has been scrim tested to the standard of high friction surface* and in compliance with all accrediting bodies and authorities

How long will the crossing last?

This is dependant on a number of factors such as the condition of the surface and how

heavily trafficked the road is. We offer a 12 month guarantee on all crossings, however we have crossings that are over 2 years old and have needed no maintenance whatsoever. The manufacturer is confident of a 2-5 year lifespan.

Is maintenance possible and is it expensive?

Yes, the crossings are very easy and inexpensive to cleanse and maintain.

What if we wanted to remove the crossing in the future? Can this be done without damaging the surface?

We can completely remove the crossing without damaging the surface if need be.

**report available on request.*

Available Colours

RAL Colours

There can be differences between the RAL code and the actual DecoMark® colour, so the RAL colour codes are to be seen as guidelines.





THB

For more information, including installation video and updates on Safe Steps for Schools please visit us at

www.safestepsforschools.co.uk

 www.thbuk.co.uk  info@thbuk.co.uk  0800 0146 420

