

## Case Study: 'Safer Routes for Schools' Project with Shropshire County Council

### Background

On behalf of Shropshire County Council (SCC), Enterprise has carried out highway maintenance works in Shropshire since April 1995.

We successfully re-tendered for the contract in 2002. The contract consists of:

- Routine maintenance
- General smaller scheme works
- Bridge maintenance
- Large scale schemes tendered for separately

Each of the area depots also specialises in works particular to Shropshire such as:

- Integrated transport, incorporating the 'safer routes for schools' initiative
- Specialist road sign manufacturing
- Bridge contract works
- Landscape works
- Property services

'Sustrans' is the sustainable transport charity that promotes the 'safer routes for schools' initiative. It aims to provide a safe route to school for every child in the UK and to encourage and enable children to both walk and cycle to school.

### Initial Situation

We, along with our partners on the highway maintenance contract, SCC and Mouchel, work together on this project and dedicate time, money and effort towards ensuring that such an important initiative is supported in Shropshire.

Morda road, Oswestry was identified as a focus for this project, as it is a busy road in the northern part of Shropshire County, which is home to the Morda Church of England School. The work took place over a six week time period from July to August 2005.

### Key Customer Requirement

All three partners worked closely together to deliver this phase of the 'safer routes for schools' project.

The aims for Morda road were to achieve:

- Safer school routes and crossings
- Traffic slowed around schools
- School involvement and taking ownership of the awareness campaign
- Increased alternative methods of transportation to schools

### Our Response

The main work based activities around Morda road included:

- Humped zebra crossing
- Footway widening
- Carriageway re-profiling
- Speed cushions
- Traffic signs
- Introduction of 20mph speed limit zone
- Red road humps

### Achievements

We involved the school children in designing the signs for the area concerned, which had the added benefit of the schools taking ownership of the works. The children came up with ideas such as the 'snail' signs to indicate that traffic must slow down. As the only specialist sign company, we were able to produce these bespoke signs, which were then placed at the gateway to the zone.

The project gained much positive publicity for Shropshire County Council through the successful partnership between SCC, Mouchel, Enterprise and the schools.

### Summary

The 'safer routes for schools' project is a means to addressing sustainable transport in a formal manner. As we are seeking constantly ways to support sustainable transport, this project actively encourages more school children and guardians to leave their cars at home. Through the engagement with the community and working closely with our partners, we successfully transformed Morda road into a safe, child friendly zone.



### Enterprise

Lancaster House  
Centurion Way  
Leyland  
Lancashire  
PR26 6TX

Tel: 01772 819 000  
www.enterprise.plc.uk