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Dear Headteacher/Principal

8 February 2016

As you may be aware, since 2013 Nottinghamshire County Council has invested in a programme of road safety improvements around county schools, with 20mph speed zones introduced and enforceable keep clear markings. This programme of safety improvements is largely complete.

Parking on school keep clear markings can seriously jeopardise road safety for children and is the source of a large number of complaints as well as demand for parking enforcement. In June 2015, the County Council agreed to extend the safety improvement programme by purchasing a vehicle equipped with camera enforcement technology.

Traditional parking enforcement using officers on foot to address school parking issues can be inefficient because of the distances involved, as well as ineffective as parents can leave before the officer can take any action. Camera enforcement using a vehicle allows officers to visit several sites every day and can capture parking contraventions using Automatic Number Plate Recognition technology.

The car will begin operations after the February 2016 half term break. The primary purpose of using a car-based enforcement system is not to raise revenue but to address the problem of dangerous and inconsiderate parking near schools. As the attached poster shows, it is clearly liveried as an enforcement vehicle and it will be highly visible when it is deployed. During the school day, it will also be used to enforce parking at bus stops which can significantly impede access to public transport for those with mobility difficulties.

A publicity campaign will begin on 8 February 2016 with an aim to maximise the impact of the new car and hopefully improve parking behaviour. Once the car is operational, it will visit all schools that have enforceable keep clear markings on a fair and consistent basis. We will also log all requests for priority enforcement and will ensure that these are attended to as soon as possible. Realistically though, it will not be possible for the car to attend at very short notice. If you feel that your school would like to be considered for priority enforcement then please email the details to parking.enforcement@nottscc.gov.uk with 'School enforcement' in the subject line.

We would very much welcome the assistance and support of schools and academies with helping to promote the camera car, as we believe that public awareness is as important as actual enforcement in encouraging better parking practice.

We have enclosed a promotional poster for you to display on your community notice boards and will also be including further information for parent letters or school newsletters on our school portal: www.nottinghamshire.gov.uk/schoolsportal. I would be very grateful if you are able to include suitable information within your parents' newsletters or social media pages to help us with raising public awareness of the importance of school keep clear markings and the presence of the enforcement vehicle. If you require any further information, please use the email address above.

Yours sincerely

A handwritten signature in black ink, appearing to read "Gareth Johnson".

Gareth Johnson
Enforcement Manager
Nottinghamshire County Council