

# School Travel Planning

## Case Study

### Road Safety Magic Shows

**Where:** More than 3,100 pupils a year across Aberdeenshire are given an opportunity to view the 'Road Safety as if by Magic' show which tours schools every November.

**Issues they face:** Road safety education at a young age is important to developing road safety awareness that they can take with them into adult life. Trying to reinforce these messages in a variety of ways is essential.

**What they did:** As part of a partnership project with Aberdeenshire Councils and Grampian Polices Road Safety Team, young children in schools throughout the north-east are learning practical road safety skills through the medium of magic. Scottish Champions of State Magic Alan Innes

and Allan Petrie, from Aberdeenshire Company Allan's Magic perform their magic routine, which focuses on the key message for younger children: **STOP, LOOK, LISTEN and THINK.**

Topics range from using road crossings and holding hands, to walking and cycling safely. Special guests Vern the Bird and Robbie the Dog speak and sing about their own specialties – Vern's is cycle safety while Robbie reminds children about the Green Cross Code, and highlights the importance of picking safe places to cross the road.

The Road Safety Magic Shows is one of the initiatives that Aberdeenshire Council has funded in seeking to educate North East school pupils on road safety awareness.

**Results:** Feedback from teachers on the show has been positive with 100% of staff recommending the show to other schools.

