

Flashing speed signs are put in place outside 16 Staffordshire schools

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Flashing speed signs which warn motorists to slow down near schools have been installed at 16 locations across Staffordshire.

The electronic speed indication devices are part of a high profile campaign which aims to encourage drivers to reduce their speed to 20mph on the approach to schools.

The first wave of the Staffordshire County Council project will be launched when the children go back to class next week and will run until December.

Staffordshire County Councillor Mike Maryon, Cabinet member for Road Safety, said: "We are determined to keep up our excellent record of road safety in the county and this ambitious scheme reflects that aim.

"In an ideal world, I would like to roll this system out across the entire county in one go but we have more than 400 schools and are facing incredibly challenging financial times. We are carefully balancing and prioritising the resources that we have to get maximum results for our communities.

"Residents have told us that this issue is a top priority. We have listened to their views and have taken action. Motorists also have a responsibility to reduce their speed when driving past schools and these speed indication devices will serve as a reminder to them to do so."

In January, the equipment will be moved on to another 16 schools which will be announced later in the year.

The '20 is Plenty' signs will be in operation during school run times to protect pupils, but ensure that traffic flows are unaffected when children are in class, and during school holidays.

The scheme builds on the massive success and popularity of a trial project which took place at eight schools across the county during last autumn and winter.

The schools that will launch the scheme include:

- The Croft Primary School, Rugeley Road, Armitage
- Little Aston Primary School, Forge Lane, Little Aston
- Henry Prince First School, Ashbourne Road, Mayfield
- Oldfields Hall Middle School, Stone Road, Uttoxeter
- Wilnecote High School, Tinkers Green Road, Tamworth
- Glascote Heath Primary School, Silver Link Road, Tamworth
- St. Luke's Primary School, New Penkridge Road, Cannock
- Churchfields Primary School, Sandy Lane, Rugeley
- Corbett Primary School, Six Ashes Road, Bobbington
- Cheslyn Hay High and Cheslyn Hay Primary, Saredon Road, Cheslyn Hay
- St Peter's Primary School, Church Lane, Hixon

- Leasowes Primary School, Porlock Avenue, Baswich
- Hutchinson Memorial First School, Uttoxeter Road, Checkley
- St Michael's First School, Rudyard, Leek
- Ravensmead County Primary School, Old Road, Bignall End
- Madeley High School, Newcastle Road, Madeley

Staffordshire is already number one in the UK for child road safety. It's a position achieved through innovative road safety action, including the Walking Bus and Safer Routes to School programmes and a host of education and training projects.

The 20mph zone initiative is a continuation of a winning formula.

It is hoped that the safety boosting initiative will increase the number of children walking and cycling to school.

This will improve health and wellbeing, save parents' money on petrol and ease congestion around schools.