

Pavement Parking Stakeholder Toolkit



Safer
Scotland
Scottish
Government

What is the Pavement Parking campaign?

The Transport (Scotland) Act 2019 makes it illegal to park on the pavement in Scotland, as well as parking at dropped kerbs and double parking. From 11 December 2023, local authorities will have procedures to follow to allow them to enforce this law. Ignoring this means you could be fined up to £100.¹

Many people face daily difficulties with pavement parking. It is dangerous and frustrating, especially for those with impairments or limited mobility and with mental health challenges.

Pavement parking has serious consequences and can force people to take unnecessary risks. For example:

- People using wheelchairs without access to dropped kerbs can fall over or be forced onto the road, risking their safety.
- Families with children and buggies can be forced onto the road, increasing their risk of getting hurt.

The Pavement Parking campaign aims to inform the public of the changes ahead of the enforcement coming into effect and ensure our pavements and roads are safer and more accessible to all. The national campaign is live from 20 November 2023 and runs on radio, digital and outdoor channels, supported with a PR and social media campaign.

¹(reduced to £50 if paid within 14 days).

Key messages



We'll be communicating key message during the campaign including:

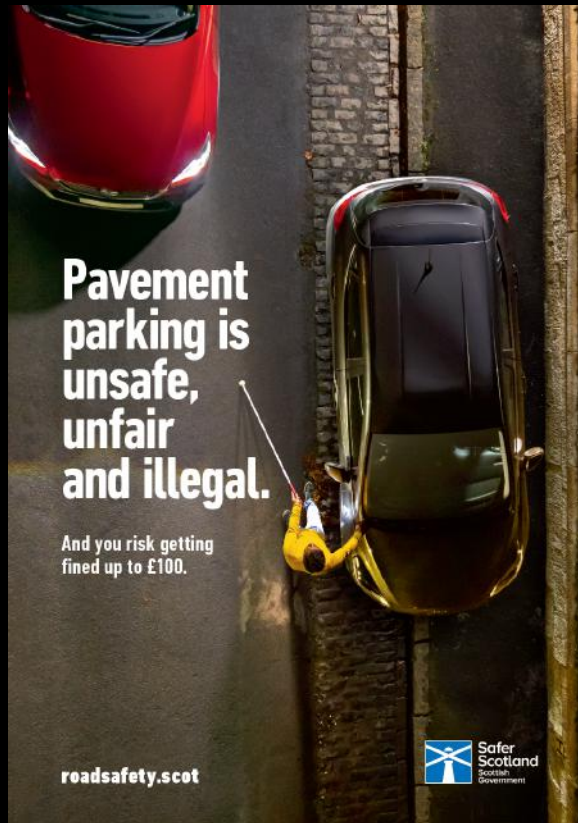
- Pavement Parking is unsafe, unfair and illegal and you risk getting fined up to £100.¹
- Many people face daily difficulties with pavement parking. It is dangerous and frustrating, especially for those with impairments or limited mobility and with mental health challenges.
- Pavement parking has serious consequences and can force people to take unnecessary risks. For example:
 - People using wheelchairs without access to dropped kerbs can fall over or be forced onto the road, risking their safety.
 - Families with children and buggies can be forced onto the road, increasing their risk of getting hurt.
- Even if you think you have left enough space, only parked two wheels on the pavement or you won't be parked for long, pavement parking can have harmful consequences to people who use the pavement.
- Avoid parking on the pavement and avoid a fine.²
- For more information go to roadsafety.scot

¹(reduced to £50 if paid within 14 days).

²There are exemptions. In some cases, it may be necessary to park on the pavement, for example if you are a medical professional.

Campaign visuals

The following campaign visuals will run on digital and outdoor channels:



How you can get involved

There are lots of ways you can get involved with the campaign. We appreciate your help in spreading this important message.

Partnerships

We will be approaching several partners to help spread the message. If you would like to be involved, please contact SGmarketing@gov.scot

PR

Sharing real stories and experiences help bring our campaign messages to life in the media and on social media. If your day-to-day life is impacted by pavement parking and you would like to help support this campaign as a spokesperson or case study, we would love to hear from you. Please contact the PR team on roadsafety@smarts.agency



News release

Pavement parking ban
Campaign launches ahead of enforcement.

A public information campaign is getting underway to make people aware that they could soon be fined for parking on the pavement.

The Transport (Scotland) Act 2019 bans pavement parking, double parking and parking at dropped kerbs, with certain exemptions designated by local authorities – for example to ensure safe access for emergency vehicles.

From 11 December 2023, local authorities can begin enforcing the law. This means drivers could be fined £100 for these parking behaviours; reduced to £50 if paid within 14 days.

The new campaign includes radio, outdoor and social media advertising, highlighting the dangers pavement parking poses to pavement users, forcing them to take unnecessary risks by moving around the car and onto the road.

Minister for Transport Fiona Hyslop said:

“The message here is clear: pavement parking is unsafe, unfair and illegal, and you could be fined up to £100 for it.

“Local authorities can begin to issue fines from 11 December, so this campaign is really important to make sure everyone in Scotland is aware that enforcement is coming.

“We’re highlighting the danger that illegal pavement parking poses to pavement users, and in particular those with mobility issues or visual impairments, or parents pushing prams and buggies.

“Scotland is the first of the four nations to make pavement parking illegal nationwide. This change in legislation is a step towards developing communities that are better able to support active travel, building on the work that is already underway to reduce emissions and helping us meet our world-leading climate change targets.”

Mike Harrison has been a wheelchair user following a cycling accident 17 years ago. He said:

“Vehicles on the pavement can be just a nuisance and they can be a severe obstacle. It increases my journey time, I’m often in danger of scratching my hands on a wall, or vegetation sticking out makes it difficult to get past.

“Once you’re on the road, of course, you’re more vulnerable, especially if the traffic is coming up behind me.

“The new enforcement will make it clear to people what is required and will make journeys safer and more convenient.”

Michael Tornow is blind and has a guide dog, Pebbles. He also has a hearing impairment and uses hearing aids. He said:

“Pavement parking makes me frustrated. It’s just very tiring trying to navigate around parked cars. And not just for me, but for others – people in wheelchairs, people pushing buggies. It’s just not very considerate.

“As somebody who is completely blind, that’s meant stepping out into the road. That’s obviously quite dangerous, sometimes not being able to hear because of traffic noise.

“I also have to try and work out myself, without being able to see, where I can then step back onto the pavement.

“I hope the new enforcement will make people understand that pavement parking is both unsafe and unfair. Without cars on the pavement it will be easier and safer for me to get around.”

Background

A suite of secondary legislation is required to bring this legislation into force, the last of which was laid in Parliament on 2nd October. If approved by Parliament local authorities will be given the procedures to follow to issue Penalty Charge Notices to enforce the parking prohibitions from 11 December.

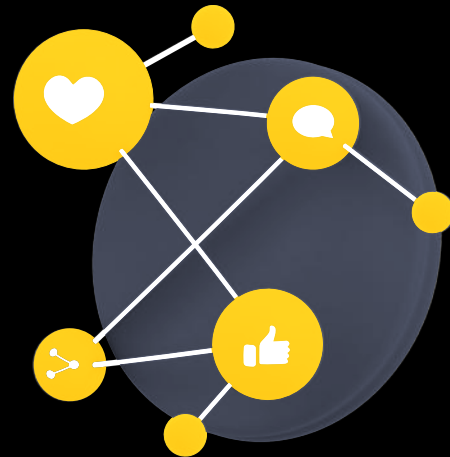
Transport Scotland undertook a public consultation earlier this year which demonstrated that the public are overwhelmingly in support of these regulations to improve accessibility on our roads and pavements.

More information can be found at roadsafety.scot

Social media

We would appreciate your support in sharing our assets and messages on your social media channels. You can share our posts directly from the Road Safety Scotland X (formerly known as Twitter) and Facebook pages, and you can download assets from the campaign assets page on the Road Safety Scotland website.

- Our Facebook page is here: facebook.com/roadsafetyscotland
- Our X (formerly known as Twitter) handle is: @RoadSafetyScot
- Here is a link to the website: bit.ly/pavementparking2023
- [Click here to download campaign assets](#)



Example social media posts



Pavement parking can be dangerous, especially for those with visual impairments.

roadsafety.scot



Pavement parking can force people with guide dogs onto the road, putting their safety at risk.

Pavement parking is illegal, and you could be fined £100 for it.

To find out more, including about exemptions, visit roadsafety.scot



Pavement parking can force people to take unnecessary risks.

roadsafety.scot



Parking on pavements, parking on dropped kerbs, and double parking are all illegal and dangerous for many pavement users, including people who use wheelchairs, people with guide dogs and families with buggies.

To find out more, including about exemptions, visit roadsafety.scot



Many people face daily difficulties due to illegal pavement parking.

To find out more, go to roadsafety.scot



Not parking on the pavement ensures our roads and pavements are safer and more accessible for everyone.

To find out more, including about exemptions, visit roadsafety.scot



Pavement parking can force families with children and buggies onto the road.

roadsafety.scot



Pavement parking is unsafe, unfair and illegal and you could be fined £100 for it.

To find out more, including about exemptions, visit roadsafety.scot

Contact

We're looking forward to working with you on this campaign.

If you want to get involved or have any questions, suggestions or comments, please get in touch with the Road Safety marketing team at roadsafety@smarts.agency

