

BE BRIGHT BE SEEN ACTIVITIES - R10

Being visible is one of the most important ways children can stay safe when travelling. Whether they walk, wheel, scoot, cycle, or travel with their families, being easily seen by other road users helps everyone share the road more safely and confidently.

While bright and reflective clothing is often associated with darker winter mornings and evenings, visibility is important all year round. Poor weather, rain, fog, low sunlight, shadows, parked vehicles, and busy traffic can all make it harder for drivers and other road users to spot children, even during daylight hours. Helping pupils understand how and why they can make themselves more visible encourages safer travel habits whenever and wherever they travel.

By taking part in these activities, pupils will gain valuable road safety knowledge and develop the confidence to make informed choices about their journeys



THE BASICS BE BRIGHT BE SEEN ACTIVITIES

Timing: Often held during autumn and winter when shorter days and darker conditions can affect visibility.

Link with Other Campaigns: Run alongside other events such as Walktober or a Cycle to School Week.

Parent/Carer Engagement: Encourage families to make visibility part of everyday journeys.

Pupil Participation: Involve pupils throughout the event, from planning to participation.

R10 Be Bright Be Seen Activities



MAIN TRAVEL INITIATIVES

Register: for HCC Road Safety Team's Your Time to Shine to receive resources.

Be Bright Be Seen Day/Your Time To Shine: Pupils and staff to wear bright visible clothing for the day.

Cycle to School Week: Focus one of the days on Be Bright Be Seen for all active travellers.

Walktober: Hold a Be Bright Be Seen Day near the end of the month to encourage safe, visible active travel.

R10 Be Bright Be Seen Activities
C8 Cycle to School Week
W7 Walk to School Month



PROMOTIONAL ACTIVITIES

Be Bright Selfie

Challenge: Families could submit photos showing their Be Bright journeys (follow school photo policies)

Active Travel Shop: Pupils can sell reflective items before the day.

Promotion is key: Use the following to promote in advance

- Newsletter
- Noticeboards
- Assembly
- Social Media
- Travel To School on the schools Website

PR22 - PR30 Other Promotion Initiative - Selfie Challenge
PR27 Active Travel Shop
PR1, PR7, PR9, PR10 and PR13 are in the list



SUPPORTING ACTIVITIES

Visibility Investigation:

Discuss the activity with staff in advance to allow time for planning and delivery. Consider whether it could link to existing curriculum topics, such as Science, PSHE or Design and Technology (DT). Provide resources or a simple lesson plan so that all classes can take part, helping pupils explore how being visible can make journeys safer when walking, wheeling, cycling or scooting.

S3 Other Staff Consultation



RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:

October: Walktober and Cycle to School Week

November: HCC's Your Time To Shine and Brake Road Safety Week

Useful websites:

HCC's Road Safety Resources

HCCs Termly Calendar and Planner

HCC Newsletter Sign Up

W7 Walk to School Month
C8 Cycle to School Week
R10 Be Bright Be Seen Activities
R9 Road Safety Week



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