

November 2023

Dear Families

We have recently been made aware that there has been an unfortunate increase in the number of road fatalities in our local area.

Lichfield District Council has launched a new 'Be bright and be seen' campaign to encourage pedestrians and cyclists to be bright and be seen so they are visible and stay safe. The campaign encourages people to wear reflective and visible clothing when they are out and about in the darker winter months.



More information about the campaign can be found here:

<https://www.staffordshire.gov.uk/Newsroom/Articles/2023/11-November/Be-bright-and-be-seen-campaign-in-the-spotlight-this-winter.aspx>

Here's some top tips to be bright and be seen:

✨ When it's dark outside, wear reflective clothing to be seen in car headlights.

🕒 Wear fluorescent or brightly coloured clothing when out and about, especially early in the morning and after 4pm.

👜 Improve your visibility with accessories - clip on reflectors, bands and stickers to your coat and bag.

🚦 Only cross at crossings and well-lit areas and always remember to use the Green Cross Code.

🚦 Remember it's the law to have clean and working headlights on your bike in the dark. White at the front, red at the back, as well as a rear reflector.

🛑 Stop and think about what you're wearing before you head out in the dark. Are you too dark to be seen?

Think smart, stay safe. Be bright, be seen. 🧠 ✨

The Community Safety Partnership are doing events around the district to encourage people to follow the above tips and discuss other forms of crime prevention, please find the details of these below:



Community Safety Events

Waitrose, Lichfield - 10-12noon 22nd November
Co-op, Swan Island, Burntwood - 10-12noon 28th November
Co-op, Chasetown, Burntwood - 2-4pm 4th December
Co-op, Streethay, Lichfield - 10-12noon 6th December
Morrisons, Burntwood - 2-4pm 6th December
Waitrose, Lichfield - 10-12noon 7th December
Tesco Extra, Lichfield - 10-12noon 12th December

Yours sincerely



Mr C Briggs
Primitas Safeguarding Lead Professional