

NEWCASTLE CITY COUNCIL

School Streets Made Safer with Keep Clear Zones

In partnership with Newcastle City Council, Intelliscope is tackling illegal parking, congestion, and poor air quality outside schools to create safer environments for children, families, and staff.

Congestion and illegal parking in Keep Clear zones had long posed risks around Newcastle's schools. The council needed a sustainable solution to protect access and improve air quality in busy areas.

Intelliscope deployed Roadflow Attended, an enforcement system that reduces offending, encourages safer driving, and strengthens road safety. By combining targeted enforcement with the council's

commitment to community wellbeing, the initiative delivers safer school journeys and a cleaner environment.

CHALLENGES

- Illegal parking in Keep Clear zones blocking safe school access.
- Limited enforcement resources with patrols spread thin.
- Heavy traffic reducing pedestrian safety and air quality.



RESULTS



Reduced offending

Identifies vehicles in real time.



Improved traffic flow

Fewer illegally parked cars around school entrances.



Improved air quality

Less vehicle idling and congestion.



Ongoing and fixed enforcement

Visual deterrent with consistent monitoring and accountability.



Positive behaviour change

Better driver compliance over time.



“Using technology from Intelliscope, we can implement ongoing fixed enforcement where there are persistent parking issues, which will result in a change to driver behaviour and improved safety for school children.”

- Russell Nelson, Newcastle City Council

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