

Housebuilder supports Road Safety Week

This week is Road Safety Week organised by road safety charity Brake, and housebuilder CALA has teamed up with Roslin Primary School to get the message across.



P2 kids Keir Russell, Calum Barnes, Orla Mccafferty, Ruby Paxton

They have donated a Be Safe Be Seen pack to the pupils, which includes information booklets, 30 high vis vests and clip on reflective badges for children who are going on school outings as well as using on the journeys to and from school.



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Philip Hogg, Sales and Marketing director for CALA Homes East, said: “As part of our work with local communities, we were really keen to partner with Roslin Primary to raise awareness of road safety amongst pupils.

“According to the Department of Transport, more than 23,000 pedestrians were injured on UK roads last year; and tragically of those, a quarter were children aged under 15.

“We have new homes located close to Roslin Primary School – so it makes perfect sense for us to do what we can to help pupils stay safe and seen as they walk to and from school during the winter months.

“We hope that the reflective badges and vests will reinforce the importance of children being visible to motorists and the need for drivers to watch their speed, particularly in residential areas and around schools.”

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