

Respect

Empathy

Ambition

Cooperation

Health



Sandwell Metropolitan Borough Council

„Park Hill Primary School

Head Teacher: Mrs. C. L. Logan

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Tuesday 13th October 2026

Dear Families,

We know that some of you may have heard about a road traffic accident involving one of our children this morning. We would like to reassure you that, thankfully, the child is safe and well.

The incident occurred on Coronation Road at the start of the school day. It was dealt with quickly and appropriately by those present, including several of our parents. We would like to say thank you to everyone who offered support and assistance.

Please be assured that the relevant authorities attended the scene and have all the information they require.

Road Safety

At Park Hill, the safety of our children is always our highest priority. Given the busy location of our school and ongoing concerns regarding traffic around the school site, we have reviewed our procedures and will continue to work closely with Sandwell Local Authority to promote road safety. Children will continue to receive road safety messages in school.

We recognise that, as children get older, families may choose to give them increased independence when travelling to and from school. We respect and support parents in making decisions that are right for their child.

However, we would like to remind all families that any child travelling to school by bike or scooter should wear a helmet. We strongly expect children riding to and from school to do so safely and responsibly, including those who are travelling with parents or carers. If your child does not have a helmet, we ask that they do not ride their bicycle or scooter to school.

We would also encourage parents to take time to discuss road safety with their children, including the importance of staying alert, crossing roads safely and being mindful of traffic at all times.



We know you will join us in wishing the child and their family well: we are incredibly relieved that he is okay. Thank you, as always, for your continued support.

Kind regards,

Mrs C. Logan
Head Teacher

Mrs A. Boardman
Deputy Head Teacher