

Scottish Government submission of 29 March 2022

PE1929/A – To run an advertising campaign to raise public awareness of the forthcoming pavement parking ban

The Scottish Ministers have previously expressed their commitment to running an advertising campaign to highlight the effects of inconsiderate parking (including pavement, dropped kerb and double parking). This commitment has not wavered and a campaign is planned for the months preceding the date on which local authorities can begin issuing Penalty Charge Notices for these new offences in 2023.

As such the Scottish Government Marketing department, in conjunction with Road Safety Scotland, is currently undertaking some primary research to inform the planned marketing campaign. It is envisaged that this campaign will run for six months with an intensified two month period of national advertising to take place on the run up to the launch in 2023. The necessary funding has been ear marked for this in order to raise awareness, not only of the prohibitions themselves, but the effects that inconsiderate parking has on a number of sectors of the population.