



MENORAH FOUNDATION SCHOOL · EDGWARE, LONDON

Taking the parking scramble out of home time

Tight streets, a new parking zone and parents arriving an hour early for a space. One live queue replaced all of it, and nobody needs to park at pickup any more.



SCHOOL	PUPILS	PICKUP ZONE	USING SCHOOL PICKUP
Primary, ages 3–11	Around 370	Orange Hill Road	Since 2024

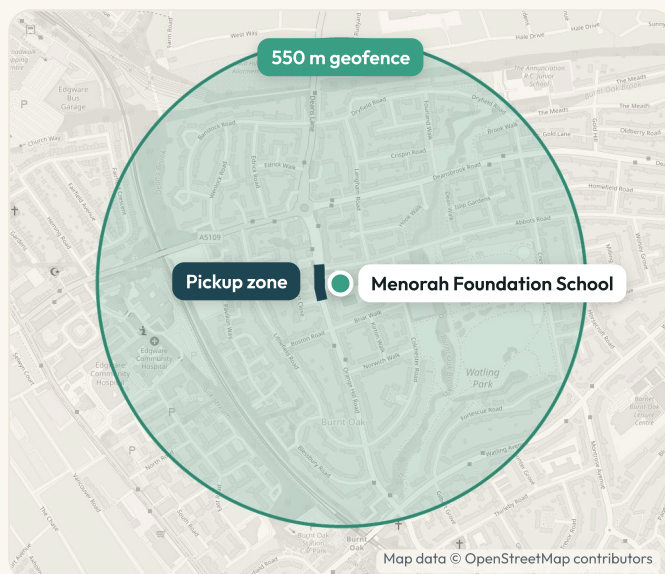
THE CHALLENGE

The school sits among residential streets in Burnt Oak, and parking at home time had always been a problem. Parents who could would drive in up to an hour before the end of the day to get a space, then wait in the car for the bell. Then they walked to the gate, found their child in the crowd and walked back. Cars spilled across neighbours' drives, and the complaints landed with the school.

Then Barnet Council brought in a controlled parking zone. What little legal parking there was all but disappeared, and traffic wardens issued tickets to parents with nowhere else to stop.

WHAT CHANGED

The school drew a 550-metre geofence around its site. From ten minutes before home time, parents join the queue from wherever they've stopped nearby. One member of staff runs the queue at the gate. When a parent reaches the front, they drive to the pickup zone on Orange Hill Road, their child comes out of the gate and hops in, and they drive off.



Parents join from anywhere inside the geofence, so they're only a minute or two away when called up to Orange Hill Road.

THE RESULTS

0

parking spaces needed at home time

~35 min

saved each day by parents who used to arrive early for a space

180+

families using the queue

~2 min

from being called to driving away

- ✓ **No more arriving early** to fight for a space
- ✓ **No parking, so no parking tickets** in the CPZ
- ✓ **Far fewer complaints** from neighbours for staff to field
- ✓ **Babies and toddlers stay in the car**, rain or shine
- ✓ **No crowd at the gate**, and no searching it for your child
- ✓ **Every collection recorded**: who, which child, when

"This has saved parents hours and hours of waiting around outside school. I can't imagine ever going back to our old pickup."

Danielle, parent

"School Pickup has really improved school-parent relations, and lets us clearly track which children are being collected by whom."

Alex, teacher

"With a newborn in the back, not having to get everyone out of the car in the rain makes every afternoon easier."

Ali, parent