

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP**TUESDAY MARCH 25th 2008****ITEM 10 - ROAD SAFETY EDUCATION TRAINING & PUBLICITY PROGRAMME
2007/08 PROGRESS REPORT****Introduction.**

1. The West of England Road Safety Partnership, Education, Training and Publicity (ETP) group is made up of the four local authority ETP road safety teams plus representatives from the police, fire and rescue service, Highways Agency, Driving Standards Agency, Primary Care Trust and Safecam. The group is charged with addressing a number of headline topics that are priority targets for casualty reductions for the partnership.

Those headlines continue to be;

- Motorcycle casualties in all areas
- Car Occupant casualties in all areas
- Pedestrian casualties in all areas but predominantly Bristol
- Child pedestrian casualties in all areas but predominantly Bristol
- Child cycle casualties in all areas but predominantly Bristol.

The following campaigns and projects have been put in place by the partnership.**2. Motorcycle casualties**

Motorcycle casualties continue to be a source of concern due to the numbers killed and seriously injured within the partnership area

- a) Keep Your Wheels. This was designed as a high profile web based project that targeted young riders fresh from the compulsory basic training (CBT). CBT centres in the area have supported the project by distributing Keep Your Wheels packs to the young riders. Riders sign up to the web site and then undertake various activities that can earn them credits and ultimately cash rewards (Halfords' vouchers in North Somerset). They lose credits for other outcomes from their riding. This will be run from year to year with revision as necessary. However as the data below indicates the results have been somewhat disappointing and the future of the scheme will be discussed by the ETP group.
- b) At the date of writing (February 27th 2008) the figures for the campaign are as follows:
 - 700 website hits.
 - Of those only 86 actually registered for the scheme.
 - Of those only 6 expressed an interest in further training.
 - Broken down into Authorities the 86 are spread as; Bristol 41, Bath & North East Somerset 18, South Gloucestershire 18 and North Somerset 9.

- c) In September 2007 the campaign was awarded 'Campaign of the Quarter July to September 2007' by the Local Authority Road Safety Officers Association (LARSOA). This would have been due to its innovation rather than its then untested effectiveness.
- d) A 'THINK' motorcycle has been leased by the partnership and is ridden on behalf of the partnership by the South Gloucestershire motorcycle officer providing a high 'on road' profile and appears at public events as requested. The aim of this machine is have a high profile presence on the road with the THINK message 'taken to the public'.
- e) Training days for riders of large cc motorcycles. These training days are delivered by a retired police advanced motorcycle instructor and consist of a morning of illustrated theory discussion followed by a three hour ride out where each of the three students take a turn to lead the pack and all benefit from two way radio communication at all times with the instructor. During 2007 between July and October 36 riders received the benefit of this instruction. There is already a waiting list for 2008.
- f) Bike Safe days have been hosted throughout the WoERSP area in partnership with the police. These are similar to the above training days but run by the police.
- g) 'SCOOTERZ' courses have been developed in South Gloucestershire and have been delivered to a number of schools. This is a classroom-based project designed to form better mindsets regarding riding scooters. Recently two sessions have been delivered in Bristol and it would be the aspiration of the ETP group to extend this throughout the partnership area. So far 70 young people have received the course.
- h) Rider Choice is a scheme that seeks to educate motorcyclists by moulding their mindset and approach to their riding. South Gloucestershire brought the idea back from Devon County Council and started working in partnership with Avon and Somerset Police to take the idea forward. Since the early days the other local authorities and Safecam have come to together to support and take the project forward. The local scheme is awaiting a role out as part of a National Scheme.

3. Car occupant casualties.

- a) SMART RISK is Theatre in Education at its most powerful with real casualties whose lives have been changed fundamentally having been involved in either fool-hardy accidents or vehicle collisions. It is delivered to a large proportion of the secondary school community. Those casualties talk candidly about their life and how they would have changed things with hindsight. During November 2007 6,200 pupils throughout the partnership area were able to view the presentation.
- b) Pass Plus is a project aimed at new driving licence holders and provides them with six additional sessions that cover variety topics but includes motorway and night driving. The partnership pays £75 towards the full cost of the six sessions that costs around £140 (varies from instructor to instructor). Some 600 have taken advantage of the scheme over the last year.

- c) The partnership has supported the work of Life Skills, Create Centre, Bristol which delivers safety training to children in Year 6. In 2007/08 9,217 children have attended from the WoERSP area.

4. Pedestrian Casualties

The partners deliver pedestrian training as individual authorities to address this issue.

- a) B&NES is currently reviewing its pedestrian training scheme in order to increase participation and engage more effectively with parents. Pedestrian training complements the promotion of walking to school through the adoption of School Travel Plans and 13 B&NES schools have received a government grant toward initiatives to promote walking to school.
- b) In South Gloucestershire such casualties are addressed by the creation of 'Feet First' a pedestrian training scheme for Year 1 children and during primary school road safety days (part of the targeted road safety programme) when one of the three workshops addresses pedestrian safety. The pedestrian safety theme is carried over into Year 7 with the provision of theatre in education with a play featuring pedestrian safety. The team achieved its target of six schools in the first year of actual operation following an earlier pilot.
- c) Bristol continues to promote child pedestrian training to all year 1 pupils at schools where a School Travel Plan has been developed. In addition to this a pilot scheme is being developed at one of the Extended Schools Partnerships in the City to work with a group of parents across all the schools in the partnership to then deliver pedestrian training to any of the partnership schools requesting it. Parents will receive a payment for their time and it is hoped that their skills will be recognised with accreditation to a qualification. This is in its earlier stages. It is hoped that pupil training will begin in early in 2008.
- d) Reception Walks: A road safety awareness talk and walk with parents of children just starting school is offered to parents of those children attending Bristol Travel Plan Schools. This will support the new DfT 'Copycat' Campaign which begins in October and uses the principle of the example you set your child is the one they will copy.
- e) A Bristol wide campaign 'Show you Care Park Elsewhere' has been developed and went live on October 1st. Schools have been encouraged to look at the wider area around their establishments to see if there are alternatives for parents to park and walk. Bristol have encouraged schools to think about a 5 minute zone around their schools and get the wider community involved by allowing parking at certain times of day – for instance a supermarket car park – hopefully this will ease congestion outside schools. We have gained support from our local Beat Managers who have agreed to follow up this month long campaign by using the beginning of November as a reminder period, and the latter part of the month as an enforcement period. Before studies have been carried out at a number of schools and counts will be undertaken during and after the campaign. It is intended that this

campaign is used by schools at their chosen times throughout the school year.

- f) North Somerset Council has developed child pedestrian training based on the pilot Kerbcraft Scheme that ran in seven schools in the district. The main themes of Kerbcraft have been retained – choosing a safe place to cross, crossing between parked vehicles and crossing at junctions but the training runs for a fewer number of sessions. Those schools that have identified child pedestrian training in their school travel plans and those that previously offered the training were initially offered the scheme. Schools are now required to recruit volunteers who are then trained by Road Safety to run the training for children in Years 1 and 2.
- g) North Somerset Council continues to offer the DfT Making Choices School, Pupil and Parent package to children in Year 6 in the term before they move to secondary school.
- h) North Somerset Council realises that pedestrian skills are important where activities like Walk to School and Walking Buses are pursued. Road Safety Officers continue to support Schools with Risk Assessments and training volunteers for Walking Buses. A total of 26 North Somerset Council schools received DfT funding to encourage walking to school.
- i) The Road Safety Teams also provide Education, Training and Publicity to schools where new cycling / pedestrian facilities are provided eg introduction of a Zebra or Puffin Crossing.

5. Child Cycle Casualties.

The partners deliver cycle training as individual authorities to address this issue.

- a) B&NES is currently delivering National Standard cycle training and will be seeking to achieve Bikeability status in the near future. Cycle training is currently delivered to over 1000 children per year and B&NES has received a grant from Cycling England to increase this number by at least 400.
- b) South Gloucestershire has been granted provisional Bikeability status and has received its accreditation visit and currently anticipates full status in the near future. The authority delivers cycle training to the Bikeability national standard. As a result all accredited instructors are either employed on a casual basis or are road safety officers, all of whom are accredited trainers. 1,500 children were trained across Levels 1, 2 & 3.
- c) Bristol is currently working towards full Bikeability status and last year trained 1,100.
- d) North Somerset Council continues to offer cycle training based on the 2000 RoSPA Guidelines which includes using trained volunteers to deliver the training. Around 50% of schools presently offer cycle training. Additionally a couple of schools buy in the training from accredited Bikeability Instructors.
- e) Adult Cyclists: In October 2006 surveys on cyclist conspicuity were carried out and found that 47% of cyclists on two of the main cycling commuter routes

into Bristol had no means of being seen. Analysis of the accident data showed that accidents involving cyclists were more likely to happen at the darker times of day – dusk going into night-time. A bus shelter campaign and positive press coverage resulted. Using this information and an opportunity provided by the DfT Road Safety Partnership Grant BCC has joined forces with a local cycling charity – Life Cycle – to develop its Bike Guru scheme. Adult cyclists are provided with a roadside/cycle-path bike check and information about safer cycling. In addition they are asked to complete a survey looking at their cycling habits, which will be followed up after 3 months to see if anything has changed. Cyclists are then provided with a set of lights and a high visibility waistcoat. Grant funding has been received to enable the project to reach 1000 adult cyclists. Evaluation of this project will be carried out in April with a view to extending it throughout the West of England are

Drink Driving Christmas and New Year Campaign.

A major success was achieved by high profile partnership campaign involving the four road safety teams and the Avon and Somerset Police Road Policing Unit. The campaign succeeded in bucking trend where the nationally it was found that drink drive fatalities and injuries were up together with arrests.

The West of England Road Safety Partnership campaign achieved a reduction in the number of arrests for positive breath tests and there were no fatalities or serious injuries related to drink driving over the festive period. (Provisional police statistics)

This success was achieved through a concerted radio advertising campaign, press releases and an increase in the level of police patrols by the Road Policing Unit. All of this was achieved by the provision of funding from the four authority teams, in the case of B&NES Council, it amounted to £25,000.

A sample of the activities carried out by the authorities as part of their normal ETP work.

- a) Working with partners the Bristol team have funded 4 Wheels Project courses for young people riding scooters. The courses will be directed to those attached to projects for those excluded from school and who are on the cusp of potential offending. An evaluation of this support will be carried out at the end of March 2008.
- b) South Gloucestershire has provided funding for two such courses.
- c) In support of the Youth Offending Team Bristol have part funded a new education tool which consists of a DVD and a three part education pack. The DVD scenario is around car crime and safe use of the road is brought out through discussion with individuals at appropriate contact with the Youth Offending Team, just thinking about offending, only just started to offend and those with a history of offending. An evaluation of this tool will be carried out. This pack can be used with scooter riders and drivers.
- d) South Gloucestershire have continued their SMIDSY campaign to highlight the responsibility of car drivers to pay due attention to motorcyclists. This has been delivered through street signing, website and cinema advertising.

- e) North Somerset Council Road Safety Team has developed the Road Safety set at Safety Zone, Weston-super-Mare which is visited by around 800 Keystage 1 children annually. Part of the Road Safety Set considers the need for children to use the correct child car seat for their size. Unfortunately not all children in this age-group continue to use a child car seat despite being only 5-7 years old and less than 135cm tall.
- f) 'For My Girlfriend' is a project initiated by South Gloucestershire for sixth formers to watch a simulated rescue extrication from a wrecked car. This is delivered in partnership with Avon Fire and Rescue Service.

WoE Partnership - Proposed Spending on ETP Initiatives 2008/09

	Bath and North East Somerset	Bristol City Council	North Somerset Council	South Gloucester	Total
Pass Plus	20000	20000	20000	20000	80000
Smart Risk	7500	7500	7500	7500	30000
Keep Your Wheels	1400	3800	2800	2100	10100
M/C Training	2100	5700	4200	3150	15150
Young Drivers/Riders	30767	150000	14014	46151	240932
Drink Drive campaigns	10500	28500	21000	15750	75750
Lifeskills	2100	5700	4200	3150	15150
Targeted Road Safety	60265	150014	64800	105702	380781
Local Safety Schemes	0	0	100000	0	100000
Total	134632	371214	238514	203503	947863

The total revenue funding comprises road safety revenue funding, £623,863, and Speed Choice £324,000