

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP

WEDNESDAY 18th MARCH 2009 - AT 10:00 AM

ITEM 10 (iii) - PARTNERS REPORT : HIGHWAYS AGENCY

1. Motorway Service Areas

- 1.1 Service provider InterRoute and the Traffic Officer service joined forces to promote safety through a series of monthly campaigns. Copies of the 'Stay Safe, Keep Moving' DVD were handed out in May as part of the Summer Getaway campaign and a promotion of the 'Fit to Tow' DIP took place in June at Gordano motorway service area.
- 1.2 During Road safety week November 2008, a road worker safety education programme took place at Gordano and Leigh Delamere.

2. Events/Campaigns

- 2.1 The 'Little Monsters Baby and Toddler Shows' attract a large number of new and prospective parents. InterRoute/HA distributed 1000 copies of the 'Are you safely fitted?' DVD at events in Bath and Cheltenham.
- 2.2 The team have also been working with Bristol City Council to include the 'Are you safely fitted?' DVD as instructional material within the ante-natal courses which are run in the county.
- 2.3 A contribution was made to Avon and Somerset Police to fund two sets of playground equipment and high visibility tabards as used in a school safety project.
- 2.4 The Highways Agency hosted an event at Castle Combe skid pan in November to highlight the issues of winter driving. This was featured extensively on local TV and in the press.
- 2.5 A mail shot was carried out to independent driving schools in the Bristol area during November with copies of the 'Now that's what I call worst hits' DVD for young drivers.
- 2.6 A large number of DIP's "Great Roads Great Rides" targeting motorcyclists was distributed through contacts within South Gloucestershire County Council.
- 2.7 A large number of DIP's "Are you safely fitted" providing information on the use of child restraint systems was distributed through various child minder networks and children's play groups.

3. Road Safety Engineering

3.1 Safety Schemes Built in 2008/2009 within the area of the West of England Road Safety Partnership:

- M4 J19 Safety Improvement scheme (programmed for March 2009).

3.2 Safety Schemes Designed in 2008/2009 within the area of the West of England Road Safety Partnership:

- M4 J19 Safety Improvement scheme.

3.3 Safety Studies in 2008/2009 within the area of the West of England Road Safety Partnership:

- A36 Bath to Wiltshire Route Safety Study.
- Roundabout Signalisation Study (covering entire Area 2 network).
- Accidents at Sharply Curved Exits (covering entire network, measures proposed at M5 J18).