

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP

WEDNESDAY 18th MARCH 2009 - AT 10:00 AM

ITEM 13 - Education Training and Publicity Report

1. Introduction

1.1 The Data Report presented to the West of England Road Safety Partnership in March 2008 identified the following priority groups for casualty reduction – Motorcyclists, car occupants, pedestrians, child pedestrians and child cyclists. These priorities, supported by the conclusions of the UCL Report in October 2007, were endorsed by the Partnership. The four Unitary authorities all have programmes of training for child cyclists and pedestrians. This report focuses on joint projects coordinated and financed by the Education, Training and Publicity (ETP) Group and delivered over the last 12 months.

1.2 The ETP Group comprises Road Safety Officers from the four Unitaries together with representatives from the police, Avon Fire and Rescue, PCT, Driving Standards Agency, Highways Agency and Safecam.

2. Motorcyclists

2.1 The UCL/SRA Report identified moped riders and young drivers as key target groups. A Moped Riders/Young Drivers sub group was set up to initiate projects in these areas.

Keep Your Wheels

2.2 This website offers young motorcyclists the opportunity to achieve a financial or other reward for regular maintenance of their vehicle, improving their knowledge, buying the correct safety gear and remaining free of points on their licence, police cautions or convictions, etc.

2.3 Despite embodying social marketing principles, monitoring of the project has shown that the numbers registering (90 over the past year) have been lower than expected and have not targeted the appropriate age group. Extensive market research has been carried out and a new strategy for promoting the project, as well as changes to the website, are expected to make the project far more effective. A review of progress will be carried out before any future funding is agreed.

Wheels Project

2.4 This project is well established and is aimed at young people who are at risk of offending or have already done so. They are referred by schools, youth organisations or Youth Offending Teams. The project includes a mopeds module which aims to improve trainees' basic skills as well as increasing their road safety awareness and behaviour. The project has now been expanded to include presentations to schools and youth groups to promote greater understanding of motorcycle safety. 73 young people have been referred to the more intensive courses.

2.5 The project has applied for funding from the DfT Road Safety Partnership Grant.

Project Kick Start

- 2.6 This initiative from the police targets young motorcyclists who have been stopped for violations such as unroadworthy or unlicensed vehicle. Where appropriate, they are offered the option of an educational input as well as a go-karting session. The project also works with schools and colleges to offer educational sessions, including bike checks, for those students using scooters and mopeds to travel to school.

“Think” Bike

- 2.7 A “THINK” motorcycle has been leased and funded by the Partnership to attend relevant events and attract the interest of motorcyclists so that information and advice can be given. The motorcycle is ridden by a South Gloucestershire Road Safety Officer on behalf of the Partnership and has a presence across the West of England area.

Bikesafe

- 2.8 All four unitary authorities have provided a venue and support for police to deliver a training initiative aimed at motorcyclists with larger powered machines. This involves classroom sessions and an assessed ride.

46 riders attended these sessions and a further 100 riders received training on a Ride to Arrive course and 120 were assessed at the Haynes Motor Museum event.

3. Drivers

Drink Drive

- 3.1 Two campaigns have been carried out in partnership with the police – in summer months and over the Christmas period. The campaigns involved extensive media campaigns as well as additional enforcement. The previous drink drive campaign achieved a “Kudos Award” and is being looked at by the Home Office as an example of good practice.

Just over 200 drink drivers were arrested during the Xmas campaign.

Speed Campaign

- 3.2 The West of England Partnership joined forces with the Somerset Road Safety Partnership for an awareness campaign involving TV advertising and billboards, bus backs and other media to highlight the consequences of illegal and inappropriate speed.

GWR Radio advertising

- 3.3 Advertising on the themes of tailgating and the hazards of right turns at junctions was carried extensively on GWR radio. These themes were chosen as they were the most frequently identified causes of collisions apart from speeding and drink driving which were the subject of separate campaigns. The campaign branding – “No Excuses” is likely to be used as the basis of future campaigns in order to create a common identity.

Pass Plus

- 3.4 A subsidy of £75 is offered to those who take advantage of this additional training for newly qualified drivers. 433 drivers took Pass Plus and applied for the subsidy between April and October 2008. Applicants are asked to complete a survey on application and 6 months later so that the impact of the training can be monitored.

Roadskills

- 3.5 This presentation from Avon Fire & Rescue service has been shown to students at schools and colleges across the region. It highlights a number of risk factors for young drivers and includes first hand accounts from services, such as police and paramedics, who attend the scene of a collision.

Social Marketing and Young Drivers

- 3.6 This project is aimed at young drivers in areas of social disadvantage who are highly over represented in the casualty statistics. While many projects have been aimed at this group, there is little evidence of success. The Social Marketing Centre at the University of the West of England have been engaged to research this group in order to achieve a better understanding of the social factors which make this group so difficult to engage with. An initial report has been produced and is available on the West of England Partnership website.
- 3.7 An application has been made to DfT for a Road Safety Partnership Grant to further develop this work in order to better understand the social and psychological factors at work and test some potential interventions.

4. Child Pedestrians and Cyclists

Smartrisk

- 4.1 This is a “theatre in education” style presentation where young people who have suffered permanent disability through recklessness relate their experiences and prompt the audience to think about what is an acceptable risk for them. The concept of the “stupid line” is used to get the students to think about how to evaluate risk. The principles apply to them as pedestrians, cyclists, scooter riders and drivers. The presentation is offered to all year groups within a secondary school and this year was presented to 15 schools. 10, 750 students attended the show this year.

Lifeskills

4.2 The Partnership gave financial support to the Lifeskills Centre which offers a practical and active learning experience in relation to all aspects of safety education, including road safety. The experience is relevant to Year 6 children as pedestrians, cyclists and car occupants. Lifeskills can also accommodate older age groups, people with learning difficulties and any other groups who might benefit. Over 9,900 children have attended the centre this year.

5. Evaluation

5.1 Whilst casualty data can help to identify target groups and areas, it is harder to find clear evidence for the effectiveness of initiatives based on methods of education, training or publicity. The review of evidence referred to in para 4.5 indicates that some of the methods traditionally employed, such as shock tactics, are ineffective at changing the behaviour of particular groups.

5.2 A focus for the future will be to base activities on evidence of what works, to better understand the motivations and attitudes which contribute to road crashes and to evaluate our interventions as far as possible in terms of how effective they are at changing behaviour.

6. Programme 2009/10

6.1 There will be substantial continuity between the 08/09 and 09/10 programmes as most of these initiatives will take time to prove their effectiveness. The allocation between target groups will be as follows:

	B&NES	Bristol	North Somerset	S. Glos	Total
Pass Plus	£12,000	£12,000	£12,000	£12,000	£48,000
Smart Risk	£5,000	£5,000	£5,000	£5,000	£20,000
Keep Your Wheels	£1,500	£22,000	£1,000	£500	£25,000
Motorcycle Training	£2,100	£5,700	£1,000	£3,800	£12,600
Publicity Campaigns	£23,500	£65,100	£7,057	£30,000	£125,657
Lifeskills	£5,000	£5,000	£5,000	£5,000	£20,000
Young Drivers/Riders	£30,000	£136,550	£30,000	£46,000	£242,550
Targeted Road Safety	£44,200	£90,585	£53,550	£83,560	£271,895
Local Safety Schemes			£107,042		£107,042
Total	£123,300	£341,935	£221,649	£185,860	£872,744

Table 1 – ETP Funding Allocations