

Report

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Report to:	Roads Safety Forum
Date of Meeting:	25 February 2016
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Education, Training and Publicity Initiatives
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ♦ advise the Forum of ongoing education, training and publicity initiatives in South Lanarkshire

2. Recommendation(s)

2.1. The Forum is asked to approve the following recommendation(s):-

- (1) that the contents of the report are noted and future road safety education, training and publicity activity in South Lanarkshire is supported.

3. Background

3.1. Theatre in Education

- 3.1.1. The road safety plays “The Nine Lives of Roddy Hogg” for S1 pupils and “Friends Disunited” for S5/6 pupils toured South Lanarkshire schools during the Autumn-Winter term. The plays were commissioned by Road Safety Scotland and performed by Theatre and Learning. The plays have curricular links to Health and Wellbeing, Expressive Arts and Literacy.
- 3.1.2. “The Nine Lives of Roddy Hogg” is a thought-provoking production involving four actors portraying eight characters in an up-beat performance that deals with transition from primary to secondary school. Relationships, friendships, peer pressure, bullying and sub-cultures influence a typical friendship group as they make their way on the road to and from school. The ending of the play leaves pupils with food for thought and personal reflection.
- 3.1.3. “Friends Disunited” involves a variety of characters enacting a witty and powerful drama about young people with promising futures. The influence a loutish youth culture has on a young man learning to drive leaves the audience with some sobering thoughts.

3.1.4. Schools which received performances of the S1 play are as follows:-

Calderside Academy, Blantyre
Biggar High School
Uddingston Grammar
Lesmahagow High School
Hamilton Grammar
Trinity High, Rutherglen
Stonelaw High School, Rutherglen
Duncanrig Secondary School, East Kilbride
Larkhall Academy
Carluke High School
St. John Ogilvie High School, Hamilton

Schools which received performances of the S5/6 play are as follows:-

Lesmahagow High School
Stonelaw High School, Rutherglen
Duncanrig Secondary School, East Kilbride
Larkhall Academy
Carluke High School
Trinity High School, Rutherglen

3.2. Country Roads Campaign 2015

- 3.2.1. The Scottish Government and Road Safety Scotland launched a new Country Roads campaign in October 2015 in order to help reduce the 56% of road fatalities that occur on rural routes. In Scotland last year 755 people were killed or seriously injured driving in the countryside. Three out of four victims were young men. In 2015, there were 23 people killed or seriously injured on country roads in South Lanarkshire. Four of these were under the age of 25 years.
- 3.2.2. The campaign is targeted at male drivers aged 22-29 years old. The campaign stresses that no matter how many times you drive a stretch of country road, it's no guarantee that something unexpected will not happen.
- 3.2.3. The campaign was promoted throughout Scotland and used various media including television, cinema, outdoor, radio, digital advertising, public relations and partnership working.
- 3.2.4. Posters and leaflets were distributed and displayed by the Traffic and Transportation Section working in partnership with Finance and Corporate Resources' Risk Management Team, Driving and Vehicle Standards Agency (DVSA), Police Scotland, Scottish Fire and Rescue, Petrol Stations, South Lanarkshire College and the University of the West of Scotland.

3.3. Winter Road Safety Campaign

- 3.3.1. South Lanarkshire Council launched its winter safety campaign in October 2015. Information on winter safety was supplied by means of the internet and emails to staff alerting them of the issues of driving in winter and encouraging them to prepare for the winter months ahead.

3.3.2. Q and A Offices throughout South Lanarkshire were issued with “Driving in Bad Weather” leaflets which were designed by Transport Scotland. The leaflet provides information on making journeys safer and less stressful. It explains what the coloured - coded warnings supplied by the Met Office mean and what actions should be followed. Information was also given on journey preparation and planning, adverse weather conditions and useful websites for travelling safely throughout the winter season.

3.3.3. Ice scrapers and foil blankets for distribution to members of the public were also supplied to Q and A Offices to encourage drivers to prepare their journeys and promote road safety.

3.4. Driving School of Sports News (DSSN) Booklets

3.4.1. A DSSN booklet has been designed by the Communications and Strategy Team to complement the film produced by Traffic and Transportation in partnership with Townhill, Newfield and St. Leonard’s Primary Schools which focuses on the school journey. (The film can be viewed at <http://ow.ly/MWkVX>).

3.4.2. The booklet features graphics from the film to advise parents and carers of road safety on the journey to school and emphasises the health benefits of walking to school, car pools and “Park and Stride.”

3.4.3. This publication will be promoted at schools, by the School Travel Plan Co-ordinators in Traffic and Transportation, where parking issues and congestion are raised as issues in the development of a School Travel Plan.

3.5. Road Safety Calendar Competition 2015

3.5.1. Approximately 14,000 school pupils participated in the Road Safety Calendar Competition to design a calendar for 2016. Competition guidelines were issued to all schools in South Lanarkshire in May 2015, requesting them to submit their 5 best entries from each class by 25th September 2015. This resulted in 3085 paintings being received from 105 schools. Judging took place on 7 October 2015.

3.5.2. The competition is divided into 5 topics for the different age groups of pupils. This year topics included: - “Wearing your seatbelt”, “The journey to school”, “Pedestrians and large vehicles”, “Safe cycling” and “Driver attitude and behavior.”

3.5.3. The overall winner of the competition was Laura Johnston of Duncanrig Secondary School, East Kilbride. Laura’s artwork features on 9,000 wall calendars and 6,000 desk calendars which were distributed to schools, council offices, libraries and partners in road safety in December 2015.

3.5.4. An awards ceremony was hosted at Council Headquarters on 4th December 2015. Prizewinners, parents, teachers, Local Members, Junior Road Safety Officers and partners in road safety all attended the event.

3.5.5. XPO Logistics provided funding and trophies for the Road Safety Calendar Competition. These were awarded to 16 prize winners at the awards ceremony.

3.5.6. The 16 winning entries of the competition were featured on the Council’s website and were displayed in Montrose House, Almada Street shop window during December 2015.

3.6. 2015 Festive Drink Drive Campaign

- 3.6.1. The Scottish Government and Road Safety Scotland launched their festive Drink Drive campaign on 4th December 2015.
- 3.6.2. The campaign was supported by public relations, social media, field marketing and partnerships to raise awareness of the fact that a driver gets stopped on average every two minutes by Police Scotland. The campaign continues to communicate that it is not acceptable to drink drive under any circumstances and also reminds drivers of the new lower limit that came into force in December 2014.
- 3.6.3. Posters supporting the campaign were placed on Council notice boards and posters were issued to petrol filling stations, Driving and Vehicle Standards Agency (DVSA), Fleet Services, Risk Management, Scottish Fire and Rescue and Police Scotland.
- 3.6.4. Further information on the campaign is available at:-
www.drinkdriving.dontriskit.info/drink-driving/

4. Employee Implications

- 4.1. There are no employee implications associated with this report.

5. Financial Implications

- 5.1. Driving School of Sports News (DSSN) booklets cost £320.88. This was funded by the Road Safety Revenue Budget.
- 5.2. Road Safety Calendar Competition cost £6571.41. £1500 funded by XPO Logistics and £5071.41 met from the Road Safety Revenue Budget.

6. Other Implications

- 6.1. There are no significant risks as assessments are carried out using criteria based upon national best practice.
- 6.2. There are no implications for sustainability in terms of the information contained within this report.

7. Equality Impact Assessment and Consultation Arrangements

- 7.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.
- 7.2. All the necessary consultation arrangements have taken place.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

29 January 2016

Link(s) to Council Objectives/Values

- Improve community safety
- Improve and maintain health and increase physical activity
- Protect vulnerable children, young people and adults
- Increase involvement in lifelong learning
- People focused
- Develop a sustainable Council and Communities

Previous References

Road Safety Forum 5 November 2015

List of Background Papers

None.

Contact for Further Information

If you would like inspect any of the background papers or want any further information, please contact: -

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