

# Report

Report to:	<b>Roads Safety Forum</b>
Date of Meeting:	<b>8 August 2019</b>
Report by:	<b>Executive Director (Community and Enterprise Resources)</b>

Subject:	<b>Education, Training and Publicity Initiatives</b>
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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 – Primary Schools

3.1.1. "The Journey" is a play aimed at Primary 6 and Primary 7 pupils with links to Curriculum for Excellence. This is one of a series of plays for schools which are part of the Theatre in Education Programme of Road Safety Scotland. Baldy Bane Theatre Company is commissioned by Road Safety Scotland. South Lanarkshire Council receives an allocation of a number of performances on an annual basis.

3.1.2. "The Journey" is an engaging play in a forum theatre style which deals with issues related to peer pressure, friendship and situations that can lead to unsafe behaviours near the road. Aims of the play are to raise awareness of the coming dangers to which this age group will be exposed to during the next few years, helping them realise why those dangers are particularly relevant to their age group and to enable them to analyse, discuss and change decision and outcomes.

3.1.3. 14 Primary Schools received a performance of The Journey for Primary 6 and 7 between February and April 2019. These schools were:-

- ◆ St. Blane's Primary, Blantyre
- ◆ David Livingstone Memorial Primary, Blantyre
- ◆ Heathery Knowe Primary, East Kilbride
- ◆ St. Louise Primary, East Kilbride
- ◆ Biggar Primary, Biggar
- ◆ Crawforddyke Primary, Carluke
- ◆ Bankhead Primary, Rutherglen
- ◆ Spittal Primary, Rutherglen

- ◆ Chatelherault Primary, Hamilton
- ◆ Long Calderwood Primary, East Kilbride
- ◆ Newfield Primary, Stonehouse
- ◆ Stonehouse Primary, Stonehouse
- ◆ Milton Primary, Lesmahagow
- ◆ Woodpark Primary, Lesmahagow

### **3.2. Better Late Than Dead on Time**

- 3.2.1. Better Late Than Dead on Time is a road safety play which looks at the impact of driver and pedestrian behaviour on one family.
- 3.2.2. The play was commissioned by Road Safety Scotland and was performed by Baldy Bane Theatre Company at the Phoenix Ladies Group in East Kilbride and the Hamilton Police Scotland Volunteer Group on 25 February 2019.
- 3.2.3. Throughout the play, road safety issues are dealt with sensitively but presented in a realistic and humorous way to focus awareness and discussion with the audience.

### **3.3. Junior Road Safety Officer Scheme – All Together for Road Safety**

- 3.3.1. The Junior Road Safety Officer Scheme is offered to all Primary, Private and ASN schools with one or two Primary 6 or Primary 7 pupils undertaking the role.
- 3.3.2. All the resources required are posted to schools as they register and regular updates and information is sent out to schools. JROS's receive a personal organiser, including a badge, notebook and a pen as well as some prizes for the year ahead.
- 3.3.3. Junior Road Safety Officers have an important job with the aim to encourage peer learning and promote partnership working. Junior Road Safety Officers are asked to promote road safety in their nursery and/or school through having a notice board and updating this to reflect the different seasons, running competitions and talking at assemblies which links to various aspects of the Curriculum for Excellence.
- 3.3.4. 118 schools participated in the Junior Road Safety Officer Scheme during academic year 2018/2019. This was a minor increase on the previous year which had 115 schools participating.
- 3.3.5. An invitation to participate within the 2019/2020 academic year has been issued to schools as well as an invitation to attend a JRSO Open Day at Chatelherault Country Park on 24 September 2019. The Council and external partners in road safety and sustainable travel will provide activities and information for newly appointed JRSOs to ensure an enjoyable and worthwhile experience for all.

### **3.4. Road Safety Magic Show**

- 3.4.1. Two Road Safety Magic Shows were provided to Kirklandpark and Wester Overton Primary Schools during March 2019.
- 3.4.2. Pupils within primary 1, 2 and 3 received a performance which covered key messages including how to cross the road safely, wearing bright clothing, using pedestrian crossings, dangers of using mobile devices and the words 'stop, look, listen, think'. Special features in the show included Robbie the Dog, a talking picture and many other magical activities all linked to key road safety messages and practical roadside skills.
- 3.4.3. These shows were financed by Road Safety West of Scotland.

### **3.5. Good Egg – In Car Safety Clinics**

- 3.5.1. Parents and carers were offered the chance to get their child's car seat checked by a Good Egg Safety expert.
- 3.5.2. This a national initiative by Road Safety Scotland and leading car seat safety experts, Good Egg Safety, to raise awareness of the dangers to children travelling in a car seat which doesn't fit them properly or is incorrectly fitted. Last year, 57% of child car seats that were checked across Scotland were found to be incorrectly fitted or incompatible to the child / vehicle. Errors on seats are easily made, however, many of these tend to be easy to fix.
- 3.5.3. The South Lanarkshire area received two Good Egg Safety Events which were held at Sainsbury's in Hamilton on 26 June and 3 July 2019. The events were promoted through various social media channels.
- 3.5.4. This year's campaign has seen the addition of enforcement days whereby Police Scotland, in conjunction with a child car seat expert, will be stopping vehicles for child car seat checks. One enforcement day will be conducted within South Lanarkshire.
- 3.5.5. Good Egg In Car Safety Guides have been redrafted and contain clearer information on regulations, advice on rear facing seats and updated imagery. These guides are available as printed copies.
- 3.5.6. The Good Egg In Car Safety Guide, in addition to the Good Egg New Driver Guide, is available on the South Lanarkshire Council digital platform which has been funded by the Arnold Clark Group for Scotland. This can be accessed from [www.southlanarkshire.goodeggsafety.com](http://www.southlanarkshire.goodeggsafety.com)

### **3.6. 'Little People' Signs – Inconsiderate Parking**

- 3.6.1. Six signs designed to help address the problem of unsafe or inconsiderate parking around school entrances are available for use around schools.
- 3.6.2. The 'child shaped' signs, produced by Signs2Schools, feature the message 'don't park here' or 'think before you park', with three of each being available.
- 3.6.3. The signs are double sided making them visible to traffic from both directions and include a base to keep them in place.
- 3.6.4. These signs have been utilised at various schools as part of School Travel Plan initiatives or to address concerns relating to parked vehicles.

### **3.7. Go Safe with Ziggy**

- 3.7.1. Go Safe with Ziggy targets three key age groups: 0-3, pre-school, and the transition into primary and aims to help equip children with the skills, knowledge and attitudes that will help keep them stay safe now and in later life.
- 3.7.2. The materials have been developed alongside the Scottish Government's policy on early intervention and Curriculum for Excellence framework which encourages hands-on, multimedia experiences as well as tasks at home, nursery and school.

- 3.7.3. This resource aspires to encourage and inspire young children (and the adults around them) to go on their own road safety journey through real experiences alongside Ziggy and playing, talking, and reading together. To support this, all nurseries and primary schools were invited to take part in 'Ziggy's Big Day Out' by making their class familiar with the basics of road safety and then going out for a walk to cover vital road safety skills with their classes, taking some notes and pictures along the way.
- 3.7.4. Each class participating within this 'Day Out' receives a free 'My Journey with Ziggy' pack which includes a Ziggy soft toy in a bright reflective drawstring bag and a journey diary. This is then taken home for a short duration by individual pupils with the journey diary being completed before returning the toy and diary back to the class, therefore engaging parents with the resource.
- 3.7.5. A range of books, activities and interactive games form the Go Safe with Ziggy suite of resource. Further details can be found by visiting the following website [www.roadsafety.scot/learning/go-safe-with-ziggy](http://www.roadsafety.scot/learning/go-safe-with-ziggy)

### **3.8. Calendar Competition**

- 3.8.1. Approximately 15,000 children from 105 schools throughout South Lanarkshire took part in the 2018 competition. Teachers were asked to send in the best five entries in each year category from their school, resulting in 3196 entries to South Lanarkshire Council's Traffic and Transportation Section.
- 3.8.2. Primary 1 and 2 pupils' designs were based on 'stop, look, listen' for P3/4 the theme was 'scooting or cycling to school', for P5/6 it was 'failing to look properly before crossing the street', for P7 it was 'a safe and sustainable school journey' and for secondary pupils it was 'careless, reckless and speeding drivers'.
- 3.8.3. The winners of each individual section were also rewarded for their designs and highly commended certificates issued to pupils whose artwork or road safety messaging stood out.
- 3.8.4. The overall winner was Aneesa Mohammed of Lesmahagow High School for her innovative design 'do you want to take lives by speeding whilst you drive'. This design features on the 2019 calendar which was distributed to schools, council offices and partner organisations.
- 3.8.5. An invitation to the 2019 competition has been issued to all schools with an entry closing date of 20 September 2019.

### **3.9. Gritter Naming Competition**

- 3.9.1. A gritter naming competition will be opened to schools at the start of academic term 2019/2020. Each of the Council's 24 gritters will be uniquely named by winners. Positive messaging relating to safe driving will be issued as a result of this activity during the winter period.

### **3.10. Pedestrian Distraction/Mobile Phone Campaign**

- 3.10.1. A campaign to address pedestrian distractions and the road safety implications resulting from smartphone/ mobile phone technology will be considered through Road Safety West of Scotland. Currently at discussion stage, it is anticipated that future campaigns will be agreed towards the end of the year.

### **3.11. Road Safety Star - Certificate and Stickers**

- 3.11.1. A road safety award certificate and sticker has been produced by the Graphic Design Section. These will be used to recognise and reward pupils as 'road safety stars' for their ideas, input and action in promoting, demonstrating or developing road safety within their establishment. These can be used by teachers, Junior Road Safety Officers or during School Travel Plan development activities when pupils are consulted on matters related to road safety and travel to school.

### **3.12 National Road Safety Campaigns**

- 3.12.1. Three national social media campaigns launched by Road Safety Scotland have been promoted on the Council's social media channels: festive drink drive, drive smart and drive on the left.

- 3.12.2. The 2018 drink drive campaign ran during December 2018 and January 2019 to raise awareness of the consequences of drink driving during the festive season. The message communicated was clear - 'don't drink and drive, the best approach is none'. This supported Police Scotland's enforcement campaign in December 2018.

- 3.12.3. The #DriveSmart campaign, aimed at young male drivers aged between 20 to 29, was launched in May 2019 to encourage this audience to adopt safe driving habits in a bid to help reduce the number of fatalities on our roads. Campaign research highlights that this target audience changes their driving behaviour when they are carrying 'precious cargo' like their gran in the car. This campaign therefore centres on young male drivers listening to advice from 'gran' – larger than life relatable characters who unexpectedly appear while their grandsons are driving. Social media activity was complemented by a highly targeted advertising campaign on TV and catch up TV, cinema, digital and digital audio platforms such as Spotify.

- 3.12.4. The Drive on the Left campaign was launched by Police Scotland and Road Safety Scotland in June 2019 to remind drivers to drive on the left when visiting Scotland. This social media campaign is supported by Arnold Clark Car and Van Rental, Avis Budget Group, Enterprise, Europcar and Hertz who will be distributing campaign information and resources to tourists when they collect hire cars.

## **4. Employee Implications**

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

## **5. Financial Implications**

- 5.1. Items associated with this report are funded by external partners or from the Council's Revenue Budget.

## **6. Other Implications**

- 6.1. There are no significant risks associated with this report, nor any environmental implications.

- 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)**

5 July 2019

**Link(s) to Council Values/Ambitions/Objectives**

- ◆ Make communities safer, stronger and sustainable
- ◆ Protect vulnerable children, young people and adults
- ◆ Support our communities by tackling disadvantage and deprivation and supporting aspiration
- ◆ Get it right for children and young people
- ◆ Focused on people and their needs

**Previous References**

Roads Safety Forum 10 October 2018

**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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