

Report

Report to:	Roads Safety Forum
Date of Meeting:	17 November 2020
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 content of the report be noted and future road safety education, training and publicity activity in South Lanarkshire is supported.

3. Background

3.1. Junior Road Safety Officer Scheme – All Together for Road Safety

3.1.1. 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.

3.1.2. 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.

3.1.3. 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 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.

3.1.4. 105 schools participated in the Junior Road Safety Officer Scheme during academic year 2019/2020 with a total of 246 JRSO's in place supported by 111 JRSO Coordinators.

3.1.5. A JRSO Open Day was held on 24 September 2019 at Chatelherault Country Park. The Council and external partners in road safety and sustainable travel provided indoor and outdoor activities and information for newly appointed JRSO's and their adult helpers. In attendance were Police Scotland, Strathclyde Fire and Rescue, Safety Camera Unit West, Fun and Fit Bike, Gist Logistics, Sustrans, Living Streets and an Environmental Health Officer.

- 3.1.6. Schools were contacted at the start of academic session 2020/2021 with an invite to participate within the JRSO scheme and to appoint new JRSO's. A JRSO Open Day had been scheduled for 1 September 2020, however, this had to be cancelled due to the Covid-19 pandemic.
- 3.1.7. 53 schools replied to the JRSO invitation with 51 being able to take part. Despite the pandemic we were still able to allocate resources to schools for the newly appointed Junior Road Safety Officers, including the JRSO Notebook, a badge, lanyard, pen, stickers and a selection of prizes. A 'Be Bright' poster and graphics have been designed by South Lanarkshire Council PR department and this was distributed to the JRSO's prior to the clocks changing at the end of October.
- 3.1.8 JRSO's can use the poster and graphics to organise and publicise a 'wear something bright/fluorescent or reflective' themed day to highlight the importance of being safe and being seen near the roads, especially at this time of year. Information and activity ideas will also be included for JRSO's to support their plans and ongoing support will be provided throughout the academic year.

3.2. Calendar Competition

- 3.2.1. 71 schools throughout South Lanarkshire took part in the 2019 competition. Teachers were asked to send in the best 5 entries in each year category from their school, resulting in 1903 entries to South Lanarkshire Council's Traffic and Transportation Section.
- 3.2.2. Primary 1 and 2 pupils' designs had to be based on 'a safe place to cross' for P3/4 the theme was 'travelling safely in the car', for P5/6 it was 'being a safe cyclist/pedestrian', for P7 it was 'parking safely near schools' and for secondary pupils it was 'peer pressure and road safety'.
- 3.2.3. 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.
- 3.2.4. The overall winner was Iqra Bashir of Fernhill School, Rutherglen for her clever design 'distracted'. This artwork features on the 2020 calendar which was distributed to schools, Council offices and partner organisations.
- 3.2.5. An invite to the 2020 competition was issued to all schools at the start of academic year 2020/2021 with an entry closing date extended to the 9 October 2020. All entries are currently being counted and considered until the top 5 have been reached in each category. The top 5 will be taken forward to the final judging, when the overall winner will be chosen. It is expected that winners will be announced at today's Forum having been judged online already.

3.3. Go Safe with Ziggy

- 3.3.1. 'Go Safe with Ziggy!' is Scotland's road safety learning resource for early level learning developed by Road Safety Scotland with all the materials available for all children, parents / carer and educators in Scotland online and offline.
- 3.3.2. This resource includes the provision of storybooks for home. Early Learning and Childcare centres and primary 1 classes are invited to order the little books for children to take home on an annual basis, plus order any additional books required throughout the year.

3.3.3 Teaching packs in a Big Book format set containing the Ziggy stories are available for Early Learning Childcare Centres and Primary 1 classes (with further copies available on request. This is also available for any community setting where parents/carers attend with their young children.

3.3.4. The 7 storybooks for home are detailed below and can be ordered in English or Gaelic for children within the establishment:-

- ◆ Ziggy and the Lollipop
 - crossing the road safely with a lollipop person
- ◆ Ziggy's Halloween Wish
 - looking for traffic and being seen at night
- ◆ Ziggy Visits Granny
 - a winter visit to the countryside looking at rural road safety
- ◆ Ziggy Goes Zab-A-Ding-A-Wee
 - it's springtime, time to play and cycle safely
- ◆ Ziggy's Sunny Holiday
 - road safety at summer holiday time
- ◆ Ziggy and Maggie Start School
 - road safety and the transition to primary school
- ◆ Ziggy's Sports Day
 - parental behaviour in the car and the impact it can have on children

3.3.5 For Primary 1 classes, an order form for the book 'Ziggy's Sports Day' was sent to schools at the end of February 2020.

3.3.6. An order form was issued to all Early Learning and Childcare Centres for the remaining six books for home during late August/September 2020. These complement any classwork and helps maintain the link between home and school while covering a range of road safety topics.

3.3.7 Supporting on-line learning activities can be found at:-
<https://roadsafety.scot/learning/early/go-safe-with-ziggy/>

3.4. Good Egg Digital Portal

3.4.1. Good Egg Safety has made its award-winning road safety publications available as digital 'flip books' in a move to increase the number of families and road users that can be reached with this vital information.

3.4.2. There are 6 Good Egg Guides:-

- ◆ child car seat safety
- ◆ new/young drivers
- ◆ parents of new drivers
- ◆ older road users
- ◆ cycling for families
- ◆ riders (powered two wheelers)

- 3.4.3. The digital flip books enable users to click a link and view any of the guides on their computer, tablet or smartphone, flipping page by page in a similar manner to a physical copy. This reduces the need for printed guides as these can now be accessed digitally instead, therefore, reducing overall costs in both purchasing and distribution. This potentially allows a far greater audience size beyond that of traditional leaflet provision.
- 3.4.4. A 2 year licence has been funded by South Lanarkshire's Community Safety Partnership to allow unrestricted access to the guides which is facilitated through a unique South Lanarkshire Council Good Egg Guide digital landing page. The link to this can be distributed via email, online or in person and the guides are updated in real time to reflect any important legislative changes or events as they happen.
- 3.4.5. Promotional flyers have been produced which can be provided at events, within mailings and to partner organisations. Links to the portal can be contained within various forms of communications either physical or digital. The Good Egg Digital Portal can be accessed from the website below:-
<http://southlanarkshire.goodeggsafety.com/>
- 3.4.6. All secondary schools were contacted and asked to promote the 'new/young driver' guide to relevant pupils within their establishment. In tandem, secondary school Parent Councils were contacted with a link to the 'parents of new drivers' provided in order for this to be supplied to the wider parent community. All early years, nursery and primary establishments were contacted with information on how to access the 'child in-car safety' resource and the 'older road users' guide was highlighted to Seniors Together. Further ways to promote these guides will continue to be sought.

3.5. Country Road Safety Campaign

- 3.5.1. A national social media campaign was launched by Road Safety Scotland and promoted locally across the Council's social media channels.
- 3.5.2. The Country Roads campaign aims to encourage drivers to slow down and prepare for the unexpected on country roads, in a bid to help reduce the number of fatalities. Initially launched in 2018 and ran again during February and March 2020, this has proven successful in engaging with the core audience - primarily male drivers aged 22-29 via social and digital media. This includes a thought-provoking, immersive film, which uses 360 degree technology to position the viewer as a driver in a car to highlight many of the unexpected hazards on country roads. National figures show that country roads account for approximately 60% of deaths on Scotland's roads.

3.6. Driver Fatigue Campaign – Scottish Government and Road Safety Scotland

- 3.6.1. In August 2020, the Scottish Government and Road Safety Scotland launched its Driver Fatigue Campaign, providing an information toolkit with a clear message for all drivers – Driving Tired kills.
- 3.6.2. Working with Scotland's emergency services, as well as a work place fatigue expert, a number of powerful films were made to highlight the devastating consequences of fatigue related collisions. 50 people each year are killed or seriously injured in Scotland due to fatigue being a contributory crash factor.

- 3.6.3. The advert features a striking close up of a tired driver's eye with the road ahead being reflected on it. After taking a long blink, the road reappears in the eye, however, the car drift towards the center of the road and the eye droops further and remains closed, resulting in a head on collision with another car. Advertising campaigns on television and radio as well as social media platforms has helped to raise awareness. This has been supported locally on the Council's social media channels.

3.7 Give Cycle Space – Cycling Scotland

- 3.7.1 Cycling Scotland have launched their national safety campaign, Give Cycle Space. The campaign aims to make people who drive dangerously or carelessly around people on bikes aware of the potential legal consequences of their actions. In July, television and social media platforms, radio and bus back adverts were used to show an advert demonstrating how it feels to be closely passes and increase awareness of the legal consequences for people driving too closely to a cyclist.
- 3.7.2 More than a third (36%) of people living in Scotland don't always leave 1.5 metres when overtaking a cyclist. Every week in Scotland, at least 3 people suffer serious, life changing injuries, usually from a collision with a vehicle. 64% of people don't know they could get 3 points on their licence for driving too close to someone cycling on Scotland's roads (a nine per cent improvement since last year).
- 3.7.3 The Give Cycle Space campaign was supported by Police Scotland and within the Council's social media channels.

3.8. In Town Slow Down Vulnerable Road Users – Scottish Government and Road Safety Scotland

- 3.8.1. Summer saw the launch of the vulnerable road users 'In Town Slow Down' campaign by the Scottish Government and Road Safety Scotland. The aims are to remind drivers to consider other road users, particularly pedestrians and cyclists and to adopt the safest road position, driving at an appropriate speed in built up areas.
- 3.8.2. You are 7 times more likely to kill a pedestrian if you hit them at 30mph rather than 20mph. The coronavirus pandemic has created an entirely new landscape on our roads with more pedestrians and cyclists in their local area with varying levels of experience. The Council has supported this locally via social media.

3.9. Augmented Reality Resources

- 3.9.1. 'ARILITY' is an augmented reality road safety resource which has been made available to members of Road Safety GB. Augmented reality is a software application that integrates digital visual content into the user's real-world environment. This tablet-based resource brings animated road scenes into the classroom, giving young children (aged 4 – 11) the opportunity to learn vital life skills in a safe a fun way.
- 3.9.2. There are 3 short AR experiences for ages 4-6 years ('cross or wait', 'ball rolling' and 'which door') and three for ages 7-11 years ('bus stoppers', 'can you see them' and 'bike or hike'). Each takes approximately five minutes to complete. Further information can be accessed from <https://arility.com/>
- 3.9.3. Supporting guidance documents and videos are available for supply directly to schools to encourage and enable them to download and use this resource.
- 3.9.4. Initial pilots conducted by Road Safety GB demonstrated that children and teachers alike really enjoy using this resource as it brings fascinating technology and vital safety education together into an enjoyable experience.

- 3.6.5. It is proposed that ARILITY will be piloted within a few South Lanarkshire schools to determine its ease of use as well as to identify any issues that are experienced prior to wider promotion. This was due to be arranged at the start of the new academic year but has been suspended until a more suitable time due to the impact of Covid-19. A full evaluation of the resource is being undertaken by Road Safety GB.
- 3.9.6. Road Safety West of Scotland have submitted a funding application to Transport Scotland for the development of an augmented reality resource. This road safety focussed resource would be for delivery within primary schools to cover core information such as the Green Cross Code and safer crossing places should grant funding be successful.

3.10. Cycle Friendly School Award

3.10.1. The Cycle Friendly School Award is a nationally recognised award scheme to celebrate and champion best practice in school cycling. Achieving a Cycle Friendly School Award is a great way of rewarding the school community for its commitment to cycling, and of bringing everyone together to develop cycling further.

3.10.2. Cycling Scotland assess schools for the award by considering how well the following criteria have been met:-

- ◆ Appoint a 'school cycling champion' who will coordinate activities and be the main point of contact during the awards process
- ◆ Provide cycle parking and changing facilities
- ◆ Create a school travel plan and identify safe cycling routes to school
- ◆ Deliver Bikeability Scotland cycle training
- ◆ Promote extra-curricular cycling to pupils and the wider school community
- ◆ Participate in promotional cycling activities, such as The Big Pedal, and other initiatives that promote cycling, such as the Eco-Schools award

3.10.3. When applying for the award, schools complete a self-assessment form against these criteria and are thereafter subject to a short assessment visit or phone assessment by Cycling Scotland. Following this assessment schools will be successful with the award application or be advised of actions to complete in order to achieve this.

3.10.4.23 South Lanarkshire schools have been awarded Cycle Friendly School status. This comprises of 4 secondary and 19 primary schools. Further Cycle Friendly School award information can be found here:

<https://www.cycling.scot/what-we-do/cycling-friendly>

3.11. Bikeability Scotland Cycle Training

3.11.1. All primary schools were invited to participate within Bikeability Scotland cycle training at the start of the 2019/2020 academic session and again at the start of the January 2020 term. Instructor training courses were made available to school staff, volunteers and any other interested parties in tandem with these invites.

3.11.2. Instructor training courses were delivered on 5 September 2019, 11 March and 12 March 2020 by Traffic and Transportation Officers. These practical courses involve candidates instructing, demonstrating and participating within a range of activities to UK National Standard for Cycle Training levels 1 and 2. Candidates are provided with the resources, knowledge and experience to deliver these programmes within the school setting.

3.11.3.36 candidates were successfully certified as Bikeability Scotland instructors on conclusion of these courses. This included an elected member, classroom teachers, school support staff and parent volunteers. South Lanarkshire Leisure and Culture staff also attended in order to support cycle training as part of a walking and cycling project they have programmed for Lanark. Work is also ongoing with Community Action Lanarkshire which has incorporated Bikeability training into their rural school active travel activity.

3.11.4. The majority of pupil training occurs during the months of March to June. The scheduled training during 2020 was unable to be started or completed due to school closures implemented in response to the Covid-19 pandemic. Following liaison with Education Resources it has been agreed that schools would not be contacted at the start of the 2020/2021 academic term. This will be kept under review.

3.11.5. Cycling Scotland are developing a new suite of Bikeability Scotland resources following an update to the UK National Standard for Cycle Training. It is anticipated that revised resources will be available for the start of 2021.

3.12. Bikebank

3.12.1. A small fleet of 24 bikes and helmets has been funded and procured by Cycling Scotland on behalf of South Lanarkshire Council. This was set up with the aim of supplying schools with a small quantity of bikes on a loan basis to address individual cases issue of pupil inclusion. It is not the aim of this 'Bikebank' to provide a fleet of bikes but rather to give opportunities to individual pupils where they may have been excluded due to issues such as not owning a bike or the bike has not been properly maintained.

3.12.2. The bikes are stored, insured and maintained by Healthy 'N' Happy Community Development Trust's Bike Town project and require to be booked in advance to ensure availability.

3.13. Gritter Naming Competition

3.13.1 Following the success of last year's school competition to name gritting vehicles, schools were contacted on 24 September 2020 to name another 8 vehicles within the gritting fleet. The closing date for the competition is 23 October 2020 with schools entering their best and most creative submissions.

4. Employee Implications

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

5. Financial Implications

5.1. Item 3.4 'Good Egg Digital Portal' was funded by South Lanarkshire Community Safety Partnership at a cost of £2,000. Item 3.12 'Bikebank' was funded by Cycling Scotland at a cost of £11,400. Other items associated with this report were funded by external partners or from the Council's Revenue Budget.

6. Climate Change, Sustainability and Environmental Implications

6.1 There are no significant implications in terms of climate change, sustainability and environmental implications associated with this report. It should be noted however that the active and sustainable travel schemes may have a positive impact on the environment by reducing reliance on private vehicles, supporting South Lanarkshire's Sustainable Development and Climate Change Strategy. Reduced motorised vehicle journeys will improve health and wellbeing whilst reducing reliance on fossil fuels and supports improvements in air quality through reduced vehicle emissions.

7. Other Implications

7.1. There are no significant risks associated with this report.

8. Equality Impact Assessment and Consultation Arrangements

8.1. 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.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

22 October 2020

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 8 August 2019

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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