

Report

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Report to:	Road Safety Forum
Date of Meeting:	3 February 2010
Report by:	Executive Director (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 road safety education, training and publicity initiatives in South Lanarkshire.

2. Recommendation(s)

2.1. The Forum is asked to note 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. Road Safety Within Curriculum for Excellence 2009/2010

All schools in South Lanarkshire have been supplied with the latest copy of Road Safety Scotland's "Road Safety within Curriculum for Excellence" document.

This publication provides guidance and information on road safety education and the seven principles of Curriculum for Excellence:- progression, depth, relevance, breadth, personalisation and choice, challenge and enjoyment, coherence. The curriculum provides the framework for all young people in Scotland to gain the knowledge and skills for learning, life and work. Details of the numerous Road Safety Scotland resources being promoted in South Lanarkshire are featured with clear links to the curriculum.

3.2. Corporate Calendar

The corporate calendar, which is distributed to every residence in South Lanarkshire, incorporated information on the Pass Plus initiative and driver and pedestrian distraction.

The calendar provides details on South Lanarkshire Council's subsidised Pass Plus Scheme which is aimed at newly qualified drivers. Information is given on what this initiative entails and guidance on how to apply.

The pedestrian and driver distraction page illustrates the need for full attention when using our roads. Statistical information is also incorporated into the graphics.

3.3. **Theatre in Education**

The road safety plays “The Nine Lives of Roddy Hogg” for S1 pupils and “Friends Disunited” for S5/6 pupils toured South Lanarkshire schools in Autumn 2009 term. The plays were commissioned by Road Safety Scotland and performed by the Baldy Bane Theatre Company.

Eight Secondary Schools received performances of the plays which have curricular links to Health and Wellbeing, Listening, Talking, Drama, Literacy and Personal and Social Education.

Theatre in Education proved to be an effective means of conveying information and exploring concepts with young road users on road safety issues.

3.4. **Road Safety Calendar Competition 2009**

Approximately 14,000 school pupils participated in the Road Safety Calendar Competition to design a calendar for 2010. Competition guidelines were issued to all schools in South Lanarkshire in August 2009 requesting them to submit their 5 best entries from each class by 2 October 2009. This resulted in 2,883 paintings being received from 107 schools.

Judging took place in October and winners were presented with prizes by Depute Provost Beith Forrest at an award ceremony in the Council Chambers on 4 December 2009.

The event was attended by the Chair and Members of the Road Safety Forum, Chair of Education Resources and representation from Strathclyde Fire and Rescue, Driving Standards Agency, Strathclyde Police, Airtricity, parents, teachers and Enterprises Resources staff.

The overall winner of the competition was Kirsten Brown of Our Lady of Lourdes Primary School, East Kilbride.

Kirsten’s artwork appeared on 10,000 wall calendars and 3,000 desk calendars which were distributed to schools, council offices, libraries and partners in road safety.

Airtricity have agreed to provide funding towards the cost of the Road Safety Calendar Competition in 2010.

3.5. **Urban Rodeo**

The road safety play entitled “Urban Rodeo” funded by Road Safety Scotland and enacted by the Baldy Bane Theatre Company, was performed at The Guild, St Mary’s Church, Biggar and St John’s Church, Friendly Hour, Hamilton in November 2009. The play is aimed at the 55+ age group and stresses the need to be vigilant in terms of road safety as road layouts, technology and circumstances are constantly changing. The play provides crucial messages on pedestrian safety, drinking and driving, the Highway Code, driver distraction and prescription drugs and driving.

The play was enjoyed by both audiences and positive feedback from the groups was expressed.

3.6. **Junior Road Safety Officer Scheme**

An information day was held on 4 September 2009 at Chatelherault Country Park for Junior Road Safety Officers (JRSOs) and their adult helpers.

The event introduced the JRSOs to their role and helped to provide them with the necessary skills required to carry out their duties. Each JRSO was provided with a pack containing an activity book, year planner, pen and a lapel badge. Additional information and resources were provided to support them in their role.

JRSO is an important role that is held by pupils from Primary 6 or 7 within most of the primary schools in South Lanarkshire. These pupils are either interviewed to take the position within their school or specially selected to hold the post for a period of one or two years.

Curricular links for this scheme are Health and Wellbeing, Literacy, Expressive Arts and Design, Drama, Physical Activity and Information Technology and Communications.

During the event at Chatelherault, the JRSOs were introduced to the Road Safety Team and had the opportunity to participate in the following road safety activities:- Road Safety Game, Traffic Trail, Sign the Route, Notice Board Design, Heavy Goods Vehicle initiative and Road Policing demonstration.

3.7. **South Lanarkshire View Advertising**

An advertisement was placed in the August 2009 edition of the South Lanarkshire View to alert drivers to look out for motorcyclists. The graphics for this campaign were procured from Gingernut creative and depicted a crashed motorcycle in a car wing mirror.

3.8. **Hero to Zero Campaign**

A re-launch of the West of Scotland Road Safety Forum's Hero to Zero campaign took place in October 2009.

The aim of this road safety campaign is to reduce the number of young drivers and passengers who are killed or seriously injured in road crashes across the West of Scotland. To appeal to this age group, the initiative used colloquial language introducing terms such as "Numpty", "Dunderheid" and "Eejit" to describe the kind of drivers who take crazy risks not only with their lives but also the lives of their passengers and other road users.

The initiative was promoted across the region using high profile radio and online advertising on Galaxy FM and West FM, competitions and posters/beer mats in pubs and clubs and school washroom stickers. New mediums such as Bluetooth promotional activity were used to increase interaction in venues with a high 17-25 year old concentration.

Further information on the consequence of reckless driving and advice for young drivers on all aspects of driving and also the effects of drink and drugs is available on the campaign website at www.dontletthishappentoyou.co.uk.

3.9. **Driving in Scotland**

The Road Safety Scotland publication "Driving in Scotland" was distributed to all Tourist Information Centres and Motorway Services in the South Lanarkshire area in June 2009. The booklet provides advice for visitors on driving single track and two-way roads in Scotland. The information is given in five different languages:- English, German, Spanish, French and Italian.

In Scotland every year there are a number of road traffic collisions caused by visitors straying to the wrong side of the road. A peel off "Drive on the Left" sticker is included with the publication which can be attached to the dashboard as a constant reminder to the driver.

3.10. **First Car Magazine**

"First Car Magazine" aimed at young drivers is currently being sent to all subsidised Pass Plus participants on completion of their training.

In addition to road safety advice the magazine provides information on purchasing your first car, motoring costs, insurance and maintenance.

3.11. **Highway Code Interactive CD-ROM**

Copies of the official Highway Code interactive CD-ROM have now been distributed to all Secondary School libraries to encourage young drivers to learn their Highway Code.

This resource provides a thorough understanding of road safety and best practice and includes many new and amended rules of the road in an interesting, engaging and educational format.

3.12. **Heavy Goods Vehicle Safety**

An information booklet has been produced by South Lanarkshire Council's Road Safety Team to educate our young pedestrians and cyclists on road safety in relation to heavy goods vehicles.

The publication advises on many issues concerning heavy goods vehicles such as: length, width, "blind spots", "side winds", stopping distances, adverse weather conditions, reversing and road positioning at junctions.

Junior Road Safety Officers attending the Information Session at Chatelherault Country Park on 4th September 2009 were introduced to this new resource. The publication is available from the Road Safety Section.

3.13. **Crucial Crew**

The Road Safety Team participated in this multi-partner safety event during August and September 2009, attended by primary 7 pupils across South Lanarkshire. Pupils focused on cycle safety, incorporating the following: bicycle safety checks, helmet wearing, appropriate clothing and how to correctly carry equipment. Additional issues such as distractions and route planning were also covered.

All pupils received a cycle safety magazine entitled "The Zone" to support and build upon their Crucial Crew experience.

3.14. **Children's Traffic Club in Scotland (CTCS)**

The Children's Traffic Club in Scotland is designed to help parents/ guardians teach road sense to young children aged three to five years old in a fun and structured way. Children are eligible to join the Club on their third birthday.

In addition to the packs issued to parent/guardian, the following resources are available for use within early years establishments:- Nursery and Playgroup Pack, Gym Card Pack and Parent Cards.

Early years establishments have been supplied with these resources in order to develop a focused and progressive approach to road safety for our 3 to 5years olds.

3.15. **Customer Services Week 2009**

Roads and Transportation Services participated in free public road shows between 5 -9 October 2009 to support National Customer Service Week. The road show visited Lanark, Hamilton, Rutherglen and East Kilbride with council employees presenting information relating to their services.

The Road Safety Team supported these events by displaying a range of promotional and educational materials relating to young drivers, speed awareness, sustainability and school entrance parking.

3.16. **Motorbike Website**

Road Safety Scotland has launched a new motorcycle micro-site "Don't Risk It" www.dontriskit.info/motorbike as a contribution towards increasing greater motorcycle safety. This website includes a wide range of informative and interesting content and a quiz to test bikers' knowledge.

"Biking Tips" contains advice and video footage of how to stay safe and improve skills and avoid the five most common motorbike crashes: - negotiating left hand bends, negotiating right hand bends, loss of control, positioning for double bends and overtaking. All site visitors have the opportunity to "ask the expert" and have their question and subsequent answer posted onto the website.

The site also featured a competition to win a four day advanced riding course, with answers contained within the "Biking Tips" section of the website. Promotional leaflets have been distributed to motorcycle supply shops within South Lanarkshire.

3.17. **"Your Call"**

The Road Safety Scotland resource aimed at S1-S3 pupils has been introduced to every secondary school in South Lanarkshire. It is designed to be delivered in Personal and Social Education within "Curriculum for Excellence".

A competition is planned for February and March 2010 at Biggar High School and Lanark Grammar to motivate and encourage teachers to promote the resource within their schools. Airtricity have agreed to fund this project.

4. **Employee Implications**

4.1. None.

5. Financial Implications

5.1.

- Road Safety Calendar Competition – 3,000 desk calendars £574; 10,000 wall calendars £761; large calendar £71; prize money £475; catering approx. £1200.
- Road Safety Calendar Competition - Strathclyde Fire and Rescue £250 income
- Junior Road Safety Officer Scheme – catering £566, venue hire £326.
- South Lanarkshire View Advertising – artwork £250
- Highway Code Interactive CD-ROM – 25 copies £125
- Heavy Goods Vehicle Safety – printing costs £290
- Crucial Crew – 4000 copies of “The Zone” magazine £1522

These items were funded by the Road Safety Revenue Budget.

6. Other Implications

6.1. None.

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 There was also no requirement to undertake any consultation in terms of the information contained in this report.

Colin McDowall

Executive Director (Enterprise Resources)

6 January 2010

Link(s) to Council Objectives and Values

- Improve Community safety
- Improve health and increase physical activity
- Improve lives of vulnerable children, young people and adults
- Sustainable Development
- People focused

Previous References

None

List of Background Papers

None

Contact for Further Information

If you would like further information please contact:-

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