

# Report

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Report to:	<b>Road Safety Forum</b>
Date of Meeting:	<b>7 December 2011</b>
Report by:	<b>Executive Director (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 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. ROSPA Advanced Drivers and Riders (ROADAR)

3.1.1. ROADAR's aim is to reduce road accidents by encouraging an interest in road safety by improving driving standards, knowledge and skill. ROADAR's East Kilbride Group requested a presentation on road safety education, training and publicity provision within South Lanarkshire.

3.1.2. A presentation was given to the group by Council staff on 13 July 2011. The presentation included information on in-car safety, pedestrian, cyclist and driver safety. Topics covered road safety within Curriculum for Excellence and the importance of partnership working. Delegates were also asked to participate in the driver fatigue campaign which was recently launched in South Lanarkshire. The Heavy Goods Vehicle (HGV) – A Road Users Guide DVD was also shown to the group.

3.1.3. Positive feedback was received from the delegates who expressed an interest in many of the road safety campaigns in particular Pass Plus for newly qualified drivers and the HGV initiative.

### 3.2. In-Car Safety

3.2.1. The Council worked in partnership with Mothercare and Sainsburys in East Kilbride to support the Scottish Good Egg In-Car Child Safety Campaign by offering a car seat safety check clinic on 6 July 2011. The aim of the campaign is to increase in-car child safety and reduce the number of child casualties from road traffic collisions.

- 3.2.2. Recent campaigns across Scotland have highlighted that many child car safety seats are incorrectly fitted and too many children are not restrained at all. The Council and partners worked together to check thirty-nine child seats throughout the day at Sainsburys Car Park, Kingsgate, East Kilbride.
- 3.2.3. Participants of this campaign were introduced to the Scottish Good Egg Guide to In-Car Child Safety and the website [www.protectchild.co.uk](http://www.protectchild.co.uk). The guide and website aims to highlight the importance of correctly fitted child restraints and give guidance on how to find the best seat for your child's height, weight and size.
- 3.2.4. The clinic revealed that 77% of car seats were correctly fitted and 23% were incorrectly fitted and required adjustment.
- 3.2.5. To further promote the "In-Car Child Safety" website, an advertisement on in-car safety was placed in the September 2011 edition of the South Lanarkshire view.
- 3.2.6. The website contains information on how to choose a car seat and provides vital facts on the legislation pertaining to in-car safety. A retailer's guide, car clinics throughout Scotland and a parent's charter are also included to help and encourage parents and carers to transport their children as safely as possible.
- 3.3. **Road Safety Calendar Competition 2011**
  - 3.3.1. Approximately 13,000 school pupils participated in the Road Safety Calendar Competition to design a calendar for 2012. Competition guidelines were issued to all schools in South Lanarkshire in May 2011 requesting them to submit their 5 best entries from each class by 30 September 2011. This resulted in 3,308 paintings being received from 112 schools. Judging took place on 19 October 2011 and an award ceremony is arranged for 2 December 2011.
  - 3.3.2. The overall winner of the competition was Alice Wallace of West Coats Primary School. Alice's artwork features on 10,000 wall calendars and 3,000 desk calendars which will be distributed to schools, council offices, libraries and partners in road safety in December 2011.
  - 3.3.3. Norbert Dentressangle and Argos provided funding towards the cost of the Road Safety Calendar Competition 2011 and representatives from these companies were involved in the judging and the presentation of awards.
- 3.4. **Scottish Road Safety Alliance (SCORSA) Event**
  - 3.4.1. South Lanarkshire-based firms were invited to attend a SCORSA seminar at Chatelherault Country Park on 15 September 2011 in order to help them play a part in making Scotland's roads safer.
  - 3.4.2. The "Driving Risks at Work" seminar was hosted by the Royal Society for the Prevention of Accidents (RoSPA) and sponsored by the Scottish Centre for Healthy Working Lives.
  - 3.4.3. The event was aimed particularly at small and medium-sized firms and explored various issues involved in driving for work. Condition of vehicles, driver tiredness, drink driving, accident reporting and the business benefits of managing occupational risk were topics covered at the event. There were opportunities to put questions to the speakers and share best practice with other organisations.

- 3.4.4. The speakers included representatives from ROSPA, VOSA, Scottish Centre for Healthy Working Lives, TTC Group, Strathclyde Safety Camera Partnership, South Lanarkshire Council, Strathclyde Police, Argos and Norbert Dentressangle.
- 3.4.5. Practical demonstrations and interactive sessions, featuring a seatbelt sledge, an HGV, the Fire and Rescue Service's crash vehicle and the Driving Standard Agency's hazard perception test were also demonstrated at the event.
- 3.4.6. SCORSA introduced delegates to the new Driving Risks at Work toolkit. This initiative was funded by Transport Scotland and is available through the Scottish Occupational Road Safety Alliance website [www.scorsa.org.uk](http://www.scorsa.org.uk). The toolkit includes film clips to help identify and manage occupational road risk, a film for employees, presentation slides, online supporting materials and situation cards to stimulate discussion with drivers.

### 3.5. **Junior Road Safety Officer Scheme**

- 3.5.1. The Junior Road Safety Officer (JRSO) is an important role that is held by pupils from Primary 6 or 7 within most of the primary schools in South Lanarkshire Council. 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. The involvement of an adult helper is key to the success of the scheme.
- 3.5.2. The main JRSO duties involve keeping a road safety notice board, organising competitions and speaking at assemblies.
- 3.5.3. The JRSO website [www.jrso.com](http://www.jrso.com) provides further support for JRSOs and schools giving stakeholders access to appropriate information and a platform for information exchange.
- 3.5.4. The scheme links into a "Curriculum for Excellence" under Health and Wellbeing, Literacy, Expressive Arts and Design, Drama, Physical Activity and Information Technology and Communications. It encourages road safety peer education and promotes partnership working with pupils, parents, teachers, Council staff and Travel Plan Co-ordinators.
- 3.5.5. An information day was held on 1 September 2011 at Chatelherault Country Park for all Junior Road Safety Officers and their adult helpers. The event provided an opportunity to participate in the following road safety activities:-  
  
Traffic Trail, Road Safety Game, "Sign the Route", Notice Board Design, Heavy Goods Vehicle Initiative, "Safer, Fitter, Greener", Road Safety Play, Road Policing Demonstration and numerous road safety campaigns.
- 3.5.6. 119 schools are participating in the JRSO scheme during 2011/2012.

### 3.6. **Managing Occupational Road Risk**

- 3.6.1. As part of South Lanarkshire Council's commitment to raising road safety as a priority to its employees, Roads and Transportation Service officers are working in partnership with Corporate Resources Risk Management Officers.
- 3.6.2. Road Safety Notice Boards have been set up at 17 of the Council's depots. The notice boards are used to display current information and topical campaigns to aid in helping employees to adopt a positive attitude to road safety within the workplace.

3.6.3. The Government THINK! Campaign has been used to alert drivers to the importance of safe driving covering many topics such as mobile phones, drink driving, driver fatigue and driving at appropriate speeds to suit the road conditions.

### 3.7. **Seniors Together – Road Safety Presentation on Heavy Goods Vehicles (HGVs)**

3.7.1. The DVD highlighting the road safety issues in relation to HGVs was shown at the South Lanarkshire Older Peoples Assembly on 9 September 2011.

3.7.2. The main aim of the film is to highlight the risks to pedestrians and other road users from HGV vehicles.

3.7.3. In the DVD, produced by South Lanarkshire Council, the driver of an HGV vehicle speaks about the challenges with regard to the width and length of the vehicle, side winds, stopping distances, weather conditions, reversing sounds, manoeuvres, “blind spots” and tail lifts.

3.7.4. It gives a “drivers eye view” of life behind the wheel of an HGV, giving a sense of the visibility problems the driver can encounter due to the design of the vehicles.

3.7.5. The DVD is a collaborative effort between South Lanarkshire Council, Strathclyde Police, Norbert Dentressangle and Argos.

3.7.6. The film can be viewed at South Lanarkshire Council’s Youtube Channel on the council website at [www.southlanarkshire.gov.uk](http://www.southlanarkshire.gov.uk)

### 3.8. **Theatre in Education**

3.8.1 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 2011 term. The plays were commissioned by Road Safety Scotland and performed by the Baldy Bane Theatre Company. An additional performance of the play was performed at Biggar High School and was funded by Scottish and Southern Energy (SSE). The plays have curricular links to Health and Wellbeing, Listening, Talking, Drama, Literacy and Personal and Social Education.

3.8.2 “The Nine Lives of Roddy Hogg” is a thought-provoking production involving four actors portraying eight characters in an up-beat play that deals with transition, bullying and new friendships in a secondary school setting. Relationships, peer pressure and popular 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.

3.8.3 “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.

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

### 3.9. **“The Reporter” advertising**

3.9.1 An advertisement was placed in the South Lanarkshire Reporter to alert drivers to the consequences of drinking and driving. Permission was granted by the Department for Transport THINK! campaign to use the images for the advertising.

3.9.2 The graphics depicted bottles of alcohol with messages on the labelling quoting:- 12 Month Driving Ban, Your Job, £5000 Fine and Criminal Record. The heading for the article posed the question “How much will your next round cost you?”

#### **4. Employee Implications**

4.1. None

#### **5. Financial Implications**

- 5.1. Ref. 3.3. –
- catering approximately £1,300
  - calendars approximately £1,300
  - life size calendar approximately £50
  - These costs were met from the Road Safety Revenue Budget 2011/2012
  - £1,000 funding received from Argos / Norbert Dentressangle
- Ref 3.5 -
- Event cost approximately £2,000 met from Road Safety Revenue Budget 2011/2012
  - £875 funding received from SSE Renewables
- Ref 3.8
- Additional performance of play cost £150 – funded by SSE Renewables
- Ref 3.9
- Advertising cost approximately £1,500 – met from the Road Safety Revenue Budget 2011-2012

#### **6. Other Implications**

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

#### **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 no requirement to undertake any consultation in terms of the information contained in this report.

**Colin McDowall**  
**Executive Director (Enterprise Resources)**

14 November 2011

**Link(s) to Council Objectives/Improvement Themes/Values**

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

**Previous References**

Road Safety Forum 29 June 2011

**List of Background Papers**

None

**Contact for Further Information**

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

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