

Report

4

Report to:	Road Safety Forum
Date of Meeting:	16 June 2010
Report by:	Executive Director (Enterprise Resources)

Subject:	Education, Training and Publicity Initiatives
----------	--

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 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. Bus Stop

“Bus Stop” is a road safety resource which has been developed by Aberdeenshire Council following the tragic death of two Aberdeenshire pupils alighting from school transport. The resource has been designed to highlight the potential risks and dangers caused by distraction when travelling.

Each Secondary School within the council area has been issued with this resource. Working in partnership with Education Resources, the resource has been promoted to all Secondary Schools and three of the Additional Support Needs Schools:- Kittoch, Sanderson and Ridgepark.

“Bus Stop” will be made available to Primary Schools, on request through the School Travel Plan Co-ordinators.

This road safety information pack has been funded by Talisman Energy (UK) Limited and consists of a DVD, posters and booklet containing learning activities designed to have a major impact on reducing the risk to our pupils.

3.2. Scottish Government’s Drink/Drive Campaign

The Scottish Government’s Drink/Drive Campaign was promoted in South Lanarkshire Council’s Almada Street Shop Window in December 2009 and January 2010.

This Campaign was launched by the Scottish Parliament on the 7 December 2009. The campaign aims to highlight to drivers the real life consequences of drink driving and how it has long-lasting effects, not only on the people directly involved but, on the communities in which we live.

The graphics designed for this initiative depicted the void in a driver's personal life and lifestyle due to drink driving. The advertising works as a pro-active deterrent to those who would otherwise be willing to take the risk of drinking and driving. Between 2006 and 2008, 148 people were injured on South Lanarkshire's roads in 106 accidents where the police considered alcohol to be a collision factor. The campaign consisted of posters, beer mats, online and radio advertising as well as numerous editorial platforms with the clear and concise message "Get caught drink driving and we'll take your licence. Get caught again and we can take your car."

3.3. **Managing Occupational Road Risk**

As part of the Managing Occupational Road Risk policy, information on road safety campaigns is promoted throughout South Lanarkshire by the Risk Management Team based in Corporate Resources. Noticeboards have been set up in various locations to alert drivers to the importance of road safety at work.

The Road Safety Section supplied the Team with the Department for Transport's drink/driving campaign posters carrying the important messages "Be a mate – be tonight's designated driver and have a soft drink." "Get caught drink driving and you'll be processed like any other criminal." The noticeboards were also used to promote the West of Scotland Road Safety Forum's campaign aimed at young drivers which promoted the website "dontletthishappentoyou.co.uk".

3.4. **"The Reporter" Advertising**

The Department for Transport THINK! Campaign featured in the November 2009 edition of "The Reporter" which is delivered to all residences throughout South Lanarkshire. The drug driving campaign uses graphic images of an eye with the concise message to drivers "Drug Driving. Your eyes will give you away." The advertisement advises drivers that the penalties for drug driving are the same as for drink driving; a fine, a ban and a criminal record.

The spring 2010 edition of The Reporter featured the Department for Transport's mobile phone campaign and reinforced the message that driver distraction can lead to serious consequences.

3.5. **Theatre in Education – "The Journey"**

A series of productions of the road safety play entitled "The Journey" was performed in 17 Primary Schools between January and May 2010. "The Journey" is aimed at Primary 6 pupils and is acted in forum theatre style.

Throughout the play, pupils are encouraged to participate and asked to make decisions on their safety and the safety of others. The children are involved through role play. Key road safety messages contained in the play are walking and cycling safely to school. Transition from Primary to Secondary School and peer pressure when crossing the road are included as key topics.

The theatre tour was performed by the Baldy Bane Theatre Company and funded by Road Safety Scotland.

3.6. **"Twenty's Plenty" Information Pack**

The West of Scotland Road Safety Forum have produced a "Twenty's Plenty" information pack which is now available from the Road Safety Section. The pack consists of a folder containing an overview of the campaign, posters and an information leaflet.

The aim of the resource is to drive home the message that "Twenty's Plenty" in residential areas and increase awareness of the danger of driving at inappropriate speed. It is part of a continuing programme of speed reduction measures throughout

the West of Scotland including the expansion of mandatory and advisory 20mph speed limits in residential zones and other selected high risk areas.

The pack will be made available to individuals or community groups who express a perceived danger of speeding within their residential areas and who would like to encourage safer and responsible driving in their community.

The information pack will be complemented by radio advertising by the West of Scotland Road Safety Forum throughout the twelve respective council areas.

3.7. Young Drivers Experience

45 young drivers across South Lanarkshire attended the “Young Drivers Experience” at the Police Training Centre, Jackton on 27th March 2010.

The event was hosted by Strathclyde Police supported by partners working together to promote road safety to young drivers within the council area.

The Road Safety Section were in attendance to promote the dangers of driver distraction such as mobile phones, loud music, changing CDs, drink, drugs and distractions caused by passengers.

The West of Scotland Road Safety Forum’s driving simulator was used to portray the importance of concentration whilst driving.

Partners working with the Road Safety Section at this event included:- NHS Lanarkshire, Institute of Advanced Motorists (IAM), Warburtons, Scottish Ambulance Service, Strathclyde Fire and Rescue, Royal Society for the Prevention of Accidents (ROSPA), South Lanarkshire Council Community Safety Partnership, Strathclyde Safety Camera Partnership, Driving Standards Agency, Strathclyde Police, Knockhill Driving Circuit and the Vehicle and Operator Services Agency (VOSA).

The day featured many interactive activities to raise awareness about a number of topics such as speeding, seatbelts and drink / drug driving. The event commenced with a short presentation from Police Officers followed by workshops.

The interactive event aimed to educate and highlight the danger of reckless driving and to stress to young drivers the responsibility they have to themselves, their passengers and other road users.

4. Employee Implications

4.1. None.

5. Financial Implications

5.1. None.

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

Colin McDowall
Executive Director (Enterprise Resources)

20 May 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
- People focused

Previous References

- Road Safety Forum 3 February 2010

List of Background Papers

None.

Contact for Further Information

If you would like further information please contact:-
Eleanor Gibson , Roads and Transportation Services
Ext 3617 (Tel: 01698 453617)
E-mail: eleanor.gibson@southlanarkshire.gov.uk