

Report

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Report to:	Roads Safety Forum
Date of Meeting:	29 June 2011
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. Exploring Speed through Active Learning

The road safety resource “Exploring Speed Through Active Learning” was developed by leading Scottish Educational consultant, Lynda Keith. The resource pack was funded by Strathclyde Safety Camera Partnership in association with Road Safety West of Scotland. Copies have been distributed to all primary schools in South Lanarkshire. The pack is linked to Curriculum for Excellence and, through active learning approaches, it provides opportunities for children to engage in the topic of Speeding.

3.2. Theatre in Education – The Journey

“The Journey” is one of a series of plays for schools which make up the Theatre in Education programme of Road Safety Scotland. The Baldy Bane Theatre Company is commissioned by Road Safety Scotland to perform this play in primary schools throughout Scotland. This year, 13 schools received a performance of the play in South Lanarkshire. “The Journey” is aimed at Primary 6 pupils and is forum theatre. The audience participation throughout the play encourages children to make certain decisions about road safety and also carry out role-play. Key road safety messages in this play are walking and cycling safely to school, transition from Primary to Secondary School and peer pressure when crossing the road.

3.3. “The Reporter” advertising

3.3.1 To reinforce the messages of the Park Smart campaign, an advertisement was placed in the February 2011 edition of “The Reporter”.

- 3.3.2 The Park Smart campaign highlights that stopping on the road inappropriately outside schools is selfish, irresponsible and dangerous for children. It encourages drivers to think about where they are parking and consider pedestrians and other road users.
- 3.3.3 The Park Smart campaign was introduced by Road Safety West of Scotland to address the problems created by irresponsible parking outside schools.
- 3.3.4 The campaign consists of posters, leaflets and weatherproof banners for display outside school premises. It is supported by radio advertising, specifically scheduled for broadcasting at the beginning of school terms. We also have the co-operation and assistance of Community Police Officers in the Hamilton area with possible roll out to other areas.
- 3.3.5 Schools who have received Park Smart visits from the School Travel Plan Co-ordinators this term include:- Glenlee, Heathery Knowe, Kirklandpark, Law, St.Louise's and St. Vincent's Primary.
- 3.4. **Decade Of Action For Road Safety 2011-2020**
- 3.4.1 Every day, around the world, 3,500 people are killed in road crashes. The Decade of Action for Road Safety 2011-2020 has been introduced to encourage governments, police, health practitioners and all road users to improve road safety.
- 3.4.2 The United Nations General Assembly has set the goal for the decade "to stabilise and then reduce the forecast level of road traffic fatalities around the world" by 2020. It is hoped that millions of deaths could potentially be prevented as a result. The Decade of Action for Road Safety was officially launched on 11 May 2011. To contribute to this "Time for Action", South Lanarkshire Council launched a DVD on Heavy Goods Vehicle (HGV) Safety in partnership with Strathclyde Police, Norbert Dentressangle and Argos. This initiative is a practical method of increasing our awareness of road safety in relation to HGVs. Through this initiative, we learn first hand from the driver many features with regard to the width and length of the vehicle, side winds, stopping distances, weather conditions, reversing audible warnings, manoeuvres, blind spots and tail lifts.
- 3.4.3 The DVD is now available to view on South Lanarkshire Council's website and features on Road Safety West of Scotland and Road Safety GB websites.
- 3.4.4 A presentation of this resource has been given to Strathclyde Freight Quality Partnership Steering Group and Road Safety West of Scotland Officers Group. The DVD featured at an open day at Strathclyde Fire and Rescue Headquarters in Motherwell on 7 May 2011. ROSPA Advanced Drivers and Riders, has requested a presentation to include this new resource to their members on 13 July 2011. Seniors Together will be introduced to the resource on 9 September 2011 and the Scottish Occupational Road Safety Alliance SCORSA have included it as an agenda item at its seminar aimed at small businesses in September 2011 in South Lanarkshire.
- 3.4.5 It is hoped that the information provided will equip road users with the knowledge and skills to enable them to make safer decisions on journeys as pedestrians, cyclists or drivers in the future.

3.5. Driver Fatigue Campaign

- 3.5.1 A "Driver Fatigue" information leaflet has been designed in-house to alert the driver to the fact that driver sleepiness is estimated to account for one fifth of accidents on major roads.
- 3.5.2 Sleepiness reduces reaction time, alertness, concentration and decision -making. Tired drivers are much more likely to have an accident and the crash is likely to be severe because a drowsy or sleeping driver does not usually brake or swerve before the impact.
- 3.5.3 The campaign aims to provide helpful advice on how to plan your journey and to avoid sleepiness. It is due to be launched at Bothwell Motorway Services on 1 July 2011. An evaluation of the campaign's effectiveness will be measured by the compilation of questionnaires completed by participants in the campaign. Each participant will be supplied with a travel mug depicting the "Don't drive tired" message.

3.6. Be Safe – Bus Safe

- 3.6.1 At the request of the Council's Fleet Manager, we are promoting safe bus travel for schoolchildren in the Lanark area.
- 3.6.2 Primary schools have been introduced to the "Be Safe – Bus Safe" resource which encourages positive behaviour whilst travelling by bus. The booklet includes advice on safe journey planning and useful tips on road safety relating to getting on and off the bus.

4. Employee Implications

- 4.1. None

5. Financial Implications

- 5.1. Ref.3.1 £12,000 cost for resource – funded by Strathclyde Safety Camera Partnership for the West of Scotland Road Safety Forum.
Promotional items to support this resource cost £486.44:-
 - £83 funded by the West of Scotland Road Safety Forum
 - £347.46 funded from Scottish Southern Energy (SSE) Renewables and
 - £55.98 funded by Road Safety Revenue Budget (2011-12).
- 5.2. Ref. 3.3 Advertising costs £1536 met from Road Safety Revenue Budget (2010-2011).
- 5.3. Ref. 3.4 DVDs cost £1.75 each – (quantity to be determined).
- 5.4. Ref. 3.5 Printing of leaflets £165 met from Road Safety Revenue Budget.
250 Travel mugs, £599 met from the Road Safety Revenue Budget (2010-2011).

6. Other Implications

- 6.1. There are no risks associated with this paper.

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 Ref. 3.4 and 3.5 - consultation with participants of these campaigns by means of questionnaires will be completed to ascertain the effectiveness of these road safety educational programmes.

Colin McDowall
Executive Director (Enterprise Resources)

7 June 2011

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

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

Previous References

- Road Safety Forum 16 February 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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