

Report

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Report to:	Roads Safety Forum
Date of Meeting:	20 May 2015
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 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 app – “KLANG: The Road Home”

3.1.1. A road safety app, developed by Road Safety Scotland, was launched on 5 February 2015 in Edinburgh.

3.1.2. The app entitled “KLANG: The Road Home” is aimed at children aged 8 – 11 years and is available to download, free of charge, from the Road Safety Scotland website www.roadsafetyscotland.org.uk and the members area of the Junior Road Safety Officer website.

3.1.3. The app uses gaming technology to get across road safety messages to this young and vulnerable age group. During the first week of its launch it was downloaded more than 17,000 times.

3.1.4. This initiative is an interactive way of engaging with this vulnerable age group, as 12% of children aged 8-11 years own a mobile device and over a third use it regularly.

3.1.5. The app was launched in South Lanarkshire on 13 March 2015 at Hareleeshill Primary School, Larkhall and will be introduced to all schools by Junior Road Safety Officers throughout 2015.

3.2. 'Better Late than Dead on Time'

3.2.1. 'Better Late than Dead on Time' is a road safety play which focuses on the impact of driver and pedestrian behaviour on family life.

3.2.2. The play was commissioned by Road Safety Scotland and was performed by the theatre company “Theatre and Learning” at four locations in South Lanarkshire during March 2015:-

Lifestyles Lanark
Larkhall Pensioners Club
Seniors Together, Hamilton
McCarthy and Stone, Lauder Court, Hamilton

3.2.3. Throughout the play, road safety issues are dealt with sensitively but presented in a realistic and humorous way to focus awareness and discussion with the audience.

3.3. Bikeability Scotland Cycle Training

3.3.1. Bikeability Scotland is the brand name for multi level Cycle Training in Scotland, designed to give the next generation the skills and confidence to ride their bikes safely on today’s roads. The three levels of Bikeability Scotland form part of the Scottish Government’s Cycle Action Plan for Scotland (CAPS) and align to the National Standard for Cycle Training developed on behalf of the Department for Transport.

3.3.2. The following Bikeability Scotland levels are coordinated and supported by the Council’s Traffic and Transportation Section.

- ♦ Bikeability Scotland Level 1:-
Teaching children the basic skills of riding a bike, such as balance, control and making turns. This is promoted to children in Primary 5 and takes place in the playground.
- ♦ Bikeability Scotland Level 2:-
Teaching children how to ride a bike safely on the road and navigate basic junctions. It is usually delivered to children in Primary 6 and is designed to be delivered on a quiet, risk assessed, road after basic skills have been taught off road.

3.3.3. To support the programmes, the certified “Cycle Training Assistant” course was offered to all primary schools who could nominate staff or community volunteers to attend and be trained to deliver these programmes. The courses were successfully delivered by Traffic and Transportation Officers approved by Cycling Scotland as certified training providers.

3.3.4. The courses held on the 16, 17 and 25 March 2015 were highly practical, with candidates demonstrating, teaching and participating within Level 1 and Level 2 activities. They also covered subjects such as risk assessment, bicycle safety checks and cycle helmets.

3.3.5. These courses have increased local capacity to deliver the Bikeability Scotland Level 1 and Level 2 programmes by competent and certified trainers, including the “on-road” element of Level 2.

3.3.6. Training results are summarised in the table below for the last three academic years:-

	No. of schools 2011-12	No. of schools 2012-13	No. of schools 2013-14	No. of pupils 2011-12	No. of pupils 2012-13	No. Of pupils 2013-14
Level 1	6	25	35	118	467	664
Level 2 Playground	55	27	26	1109	730	607
Level 2 “on-road”	12	22	39	212	465	934
Total No. of Pupils				1439*	1662*	2205*

**An element of duplication may be present where pupils have undertaken both levels during the same academic year.*

3.4. Road Safety West of Scotland, Road Safety Week 16 – 20 March 2015

3.4.1. The theme for Road Safety West of Scotland’s Road Safety Week 2015 was “safe use of crossings”.

3.4.2. The Road Safety Team worked in partnership with the Road Safety Officer of North Ayrshire Council to highlight the importance of road safety to young road users and their parents during this dedicated week.

3.4.3. The Road Safety Bus visited many locations across the West of Scotland. On 20 March, it visited St. Elizabeth’s Primary School Nursery in Hamilton where nursery children were given the opportunity to meet Ziggy, the road safety mascot, and hear about his road safety adventures.

3.4.4. During their visit to the Road Safety Bus the children took part in road safety activities using iPads with interactive road safety games. Storytelling, promotional items and the opportunity to enter a road safety competition to win a limited edition of the “Speeding Ted” bear were also featured.

4. Employee Implications

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

5. Financial Implications

5.1. There are no financial implications associated with this report.

6. Other Implications

6.1. There are no significant risks as assessments are carried out using criteria based upon national best practice.

6.2. There are no implications for sustainability in terms of the information contained within this report.

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. All the necessary consultation arrangements have taken place.

Colin McDowall
Executive Director (Community and Enterprise Resources)

1 May 2015

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

- Improve community safety
- Improve and maintain health and increase physical activity
- Protect vulnerable children, young people and adults
- Increase involvement in lifelong learning
- Develop a sustainable Council and communities
- People focused

Previous References

Roads Safety Forum 4 February 2015

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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