

Report

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Report to:	Road Safety Forum
Date of Meeting:	24 November 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. Driving with Grace

The Safer Roads Foundation have developed a campaign entitled "Driving with Grace" in memory of Eleanor Grace McGrath from Essex, who sadly died due to the action of a young careless driver. Eleanor's parents and close friends have been involved in the production of a DVD which aims to put across the message that careless driving can have serious consequences which affect many lives.

The resource has been supplied to all Secondary Schools across the United Kingdom and the Road Safety Section have reserve copies which may be made available on request.

3.2. Year of the Seatbelt

A new road safety campaign aimed at encouraging all drivers and passengers to wear their seatbelts every time they get in any vehicle is being rolled out across Scotland.

The "Have you Clicked?" campaign is a joint initiative from the Scottish Government, Road Safety Scotland and the Association of Chief Police Officers Scotland (ACPOS).

The campaign was launched on 27 April 2010. The latest figures from ACPOS show that on average 10,354 people a year in Strathclyde are caught not wearing a seatbelt.

It is estimated that 1 in 3 people who are killed in vehicles in Scotland are not wearing seatbelts. Whilst seatbelt compliance rates are estimated to be 95%, about 14% of adults don't wear their seatbelts every time.

Materials displaying the "Have you Clicked?" branding have been supplied to our Fleet Manager in South Lanarkshire Council by the Road Safety Section for display on fleet vehicles. Posters have also been supplied to the Risk Management Team in Corporate Resources for display on notice boards.

It is hoped that this campaign will renew the focus on seatbelts and remind drivers and passengers how dangerous it is to travel without wearing one and encourage them to put on their seatbelt every time they travel.

3.3. In-Car Safety

As part of Child Safety Week 2010, 21-27 June 2010, South Lanarkshire Council's Road Safety Section held an in-car safety clinic at Morrisons Supermarket in Hamilton on 22 June 2010.

Over forty child restraints were checked throughout the day by members of the Road Safety Team, In-car safety professionals from Mothercare and Dynamic Advertising. This partnership approach to road safety provided an opportunity to advise parents, carers and grandparents on the importance of using the correct child restraints which would enable them to make informed decisions for future safety.

By committing time to this initiative we are able to provide information which can become habitual in peoples lives, consequently making them safer and instilling vital safety messages for future generations.

Participants of this initiative were issued with a copy of "The Scottish Good Egg Guide to In-Car Safety" and website www.protectchild.co.uk which contain current information on child car seats and legislation.

3.4. Junior Road Safety Officer Scheme

An information day was held on 2 September 2010 at Chatelherault Country Park for Junior Road Safety Officers (JRSOs) and their adult helpers. The event introduced the JRSOs to their role and helped provide them with the necessary skills required to carry out their duties. Each JRSO was provided with a pack, produced by Road Safety Scotland, containing an activity book, a pen and lapel badge. Additional information and resources were provided to support them in their role.

The Junior Road Safety Officer Scheme encourages road safety peer education and promotes partnership working with pupils, parents, teachers, Road Safety Officers and School Travel Plan Co-ordinators.

Junior Roads Safety Officers are appointed from Primary 6 or 7. Their main duties involve keeping a road safety notice board, organising competitions and speaking at assemblies. The involvement of an adult helper is key to the success of the scheme.

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

During the event at Chatelherault the JRSOs were introduced to officers from the Road Safety Section and had the opportunity to participate in the following road safety activities:- Traffic Trail, Notice Board Design, Road Safety Magic Show, Sustainable Energy, The Road Safety Game and Road Policing Demonstration.

Each JRSO was provided with a high visibility tabard to enable them to promote the “Be Safe, Be Seen” campaign within their respective schools. The tabards were supplied by Scottish and Southern Energy (SSE) Renewables.

3.5. 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 during the Autumn 2010 term. The plays were commissioned by Road Safety Scotland and performed by the Baldy Bane Theatre Company. The plays have curricular links to Health and Wellbeing, Listening, Talking, Drama, Literacy and Personal and Social Education.

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.

“The Nine Lives of Roddy Hogg” was performed at Trinity High School, Holy Cross High School, Carluke High School, Lesmahagow High School, John Ogilvie High School, St. Andrews and St. Brides High School, Calderglen High School and Stonelaw High School.

“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.

This play was performed at Holy Cross High School, Carluke High School, Lesmahagow High School, John Ogilvie High School, St. Andrews and St. Bride’s High School, Calderglen High School and Biggar High School.

3.6. Drink/Drive Campaign – Road Safety Scotland

Road Safety Scotland produced credit card sized football fixtures information card depicting the graphics for their most recent drink and drug driving campaign. The cards contained a clear and concise message to drivers, “Get caught drink or drug driving and we’ll take your licence. Get caught again and we can take away your car”. The campaign featured the website www.dontriskit.info providing information and advice on road safety for drivers.

The Road Safety Team distributed the z-cards to numerous sports centres throughout the four Council areas.

3.7. A Guide to Safer Horse Riding on the Road

Road Safety Scotland has produced an information booklet which aims to encourage a high level of safety awareness among horseriders. It provides advice and guidance on different manoeuvres which are vital in order to increase safety on the road. Information on high visibility clothing, the Highway Code, insurance, training and preparation for riding on the road is also covered.

The Road Safety Section has distributed copies of this resource to equestrian centres and Q and A offices within the council area.

3.8. Driving in Scotland Resources

Following the reprint of the “Driving in Scotland” booklet by Road Safety Scotland in 2010, the Road Safety Section has supplied Q and A offices, Fleet Services, Driving Standards Agency Test Centres, University West of Scotland, South Lanarkshire College, Post Offices and Citizens Advice Centres with the resource.

The booklet is aimed at drivers from overseas who are living in Scotland and explains what they need if they wish to drive in this country. The publication is available in French, Polish, Russian and Lithuanian.

Road Safety Scotland’s leaflet providing advice for visitors driving on single track and two way roads has been distributed to tourist Information venues by the Road Safety Section. The information is provided in four languages:- German, French, Spanish and Italian.

3.9. Crucial Crew

The “Crucial Crew” experiential learning event was held at James Hamilton Heritage Park, East Kilbride from 17 August – 17 September 2010 for all South Lanarkshire primary 7 pupils.

The road safety input focused on the range of controlled crossings available and their correct use. Pupils were encouraged to name, identify and explain the differences between the crossings: - zebra, pelican, puffin and toucan.

Pertinent points included the meaning of the flashing green man at pedestrian crossings and the correct action to take. The need for a “risk aware” approach when near or crossing roads, finding safer crossing places and the requirement for pupils to be responsible for their own road safety when travelling independently was also covered.

A supplementary pocket sized leaflet “Road Safety Step by Step” was issued to all participating pupils. This leaflet contains road safety advice and points pupils to the informative and interactive website www.a2bsafely.com, developed by Road Safety Scotland, where further advice and road safety training is available.

4. Employee Implications

4.1. None.

5. Financial Implications

- 5.1. Ref 3.4 – Room hire £281, catering £640, Road Safety Magic Show £400 – costs met from the Road Safety Revenue Budget.

Ref 3.4 – High Visibility Tabards £1150 – funded by SSE Renewables.

Ref 3.5 – Two additional performances of the S5/6 play were funded by SSE Renewables £150 and the Road Safety Revenue Budget £150.

6. Other Implications

- 6.1. There are no risks associated with this paper.
- 6.2. Sustainable travel is promoted through the Junior Road Safety Officer Scheme.

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)

5 November 2010

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 16 June 2010

List of Background Papers

None.

Contact for Further Information

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

Eleanor Gibson, Roads and Transportation Services

Ext: 3617 (Tel: 01698 453617)

E-mail: eleanor.gibson@southlanarkshire.gov.uk