

Report

Report to:	Roads Safety Forum
Date of Meeting:	30 November 2021
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 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 be noted and future road safety education, training and publicity activity in South Lanarkshire supported.

3. Background

3.1. Junior Road Safety Officer Scheme (JRSO)

- 3.1.1. All primary, private and additional support needs (ASN) schools are invited to appoint one or two pupils in either primary 6 or primary 7 to be a Junior Road Safety Officers (JRSO) within their school.
- 3.1.2. An invite to register was issued to schools at the end of academic term 2020/2021 for the new academic year. Initial resources in the form of a JRSO A5 personal organiser, lanyard and a selection of prizes are sent to schools as they register. Throughout the year, seasonal road safety information, activities and campaign information are sent to assist the JRSO with their plans.
- 3.1.3. The important role of the JRSO involves partnership working, promotion of road safety, peer learning and engaging with the school community through their notice board, running competitions and talking at assemblies.
- 3.1.4. The Junior Road Safety Officer Scheme is one of the many road safety initiatives promoted within the Road Safety publication 'Road Safety within Curriculum for Excellence'. This booklet provides information on road safety resources and provided the relevant links to support Curriculum for Excellence in all schools for all levels.
- 3.1.5. 99 schools have registered to take part in the scheme during academic year 2021/2022 with a total of 227 JRSOs in place supported by 101 JRSO Coordinators. A few schools have included more pupils and formed JRSO committees or have larger groups undertaking the role as part of a leadership group.

3.1.6. During academic year 2020/2021, 53 schools were able to take part in the Junior Road Safety Officer Scheme and were supported with resources to promote road safety within their establishments which included the below mailings. These will also be repeated during this academic year to assist JRSO's with their duties:-

- ◆ October 2020 – 'Be Safe Be Seen'. This included 'Be Bright' posters and graphics which was distributed to the JRSO's prior to the clocks changing at the end of October. A PowerPoint presentation was also e-mailed to JRSO Co-ordinators to support any school plans for a 'wear something bright/a fluorescent or reflective' themed day. This was highlighted the importance of being safe and being seen near the roads, especially at that time of year.
- ◆ March 2021 - 'Step into Spring'. This focused on the Green Cross Code, types of pedestrian crossings and promotion of the Sustrans 'Big Pedal' event.
- ◆ June 2021 – 'Here Comes Summer'. This 'speed awareness' mailing was an opportunity focus on 20mph speed limits and Twenty's Plenty areas within South Lanarkshire. JRSO's received speed awareness posters and a 'Speeding Ted' activity sheet.

3.2. Calendar Competition

3.2.1. All schools are invited on an annual basis to participate within the road safety calendar competition. Competition guidelines featuring topics for each of the five age group categories and competition details were sent to all schools with teachers asked to send in the best five entries within each year group category from their school.

3.2.2. The competition topics were: - Primary 1 and 2 'In car safety', Primary 3 and 4 'Safe place to cross and play, Primary 5 and 6 'Distractions', Primary 7 'Safe and sustainable school travel' and S1 to S6 'Learning to drive'.

3.2.3. The closing date for submissions was Friday 24 September 2021 and just under 3,000 entries from 99 schools were received by South Lanarkshire Council's Traffic and Transportation Section.

3.2.4. The top 5 entries in each category have been finalised and judging to determine the overall winner and group winners is currently underway via an electronic survey. It is expected that winners will be announced at today's Forum.

3.2.5. Guidelines for the 2022 competition will be issued to all schools during May 2022.

3.3. Pedestrian Distraction Campaign - #Don't walk distracted!

3.3.1. The pedestrian distraction campaign was devised to raise awareness within communities about the dangers and hazards that can be experienced by pedestrians, for example being distracted by a phone or music.

3.3.2. This included a 6 week social media focus, with one social media post a week being issued. This incorporated five supporting graphics and an overall animation featuring all the campaign messaging which included:-

- ◆ Don't 'like', look!. It's too easy to forget road safety when our mind or attention is on something else like our phone. Roads need your full attention. Find a safe place to cross, stop, look and listen before crossing.
- ◆ Leave the phone when crossing the road'. Increase your safety as a pedestrian by not using your mobile phone whilst walking, especially when near or crossing

roads. Studies have indicated that messaging and handheld mobile phones are linked to accidents and near misses.

- ◆ Unplug! Don't tune out to your surroundings. Hit the pause button or take off your earphones whilst crossing the road and only listen to music/audio through headphones once you are in a safe location away from traffic.
- ◆ Be smarter than your smartphone. Smartphones offer music, internet, mapping, apps and calls on the go. These can be a dangerous distraction when used at the wrong time as they can take attention away from being a safe pedestrian.
- ◆ On foot? – be aware of hazards on route! Most people would not use their mobile phone and drive but they do not consider the consequences when using their phone and walking. Roads needs your full attention.

3.3.3. To support the online activity, A3 Correx signs were designed which can be affixed to existing street furniture in selected town locations in conjunction with ground stencilling. A3 posters and leaflets also support the campaign. This campaign was launched within Larkhall town centre and can be utilised in locations where this is considered to be an issue.

3.3.4. Further information on pedestrian distraction can be found on the Council's website: <http://www.southlanarkshire.gov.uk/DistractionsForPedestrians>

3.4. Driver Distraction Campaign – #Don't drive distracted!

3.4.1. A focus on drivers to encourage them to concentrate all their attention on their driving and not towards any other in car distractions has led to the creation of the driver distraction campaign. This complements the previous pedestrian distraction messaging.

3.4.2. With 5 themes to cover a variety of distractions within the car, the campaign includes five social media images, an animation, posters and a leaflet.

3.4.3. The 5 social media themes are:-

- ◆ Don't look for likes, keep your eyes on the road. Using your hand held phone to message, search a map or to access social media at the traffic lights is not only dangerous, but also illegal. Keep all road users in your sight and give them space!
- ◆ Using the satnav and tech on the go is a definite no! Set your satnav or music playlists before you drive off. If you need to, stop the vehicle in a safe place to make any alterations that can distract.
- ◆ Hands free or not, talking on a phone should be forgot! When driving, hands free or not, leave the phone alone. Using a hands-free phone does not significantly reduce the risks. If you have to take a call, find a safe place and pull over.
- ◆ Pay attention to the road, catch up later on the chat! Within the car, don't let distractions from others slow your reactions or divert your attention from the road. Be a safe passenger and respect the driver.
- ◆ Eating or doing your hair? You may never get there!. Clear out any clutter in the car and keep your hands, mind and focus on the task of driving safely. Give the road your full attention to help towards accident prevention.

3.4.4. Further information on driver distraction can be found on the Council's website:- <http://www.southlanarkshire.gov.uk/DistractionsForDrivers>

3.5. Bikeability Scotland Cycle Training

- 3.5.1. All primary schools were invited to participate within Bikeability Scotland cycle training at the start of the 2021/2022 academic session. Instructor training courses were made available to school staff, volunteers and any other interested parties in tandem with these invites.
- 3.5.2. 4 instructor training courses were delivered by Traffic and Transportation Officers. These practical courses involve candidates instructing, demonstrating and participating within a range of activities to UK National Standard for Cycle Training levels 1 and 2. Candidates are provided with the resources, knowledge and experience to deliver these programmes within the school setting.
- 3.5.3. 20 candidates were successfully certified as Bikeability Scotland instructors on conclusion of these courses. This included classroom teachers, school support staff and parent volunteers.
- 3.5.4. Bike Town, part of the Healthy and Happy Community Development Trust, are undertaking pupil Bikeability training within a selected number of schools as funded through Bikeability Scotland's Bikeability Support Plus Fund. This will be supported by at least one adult within the school community. This aims to increase training uptake by schools and to facilitate self-led delivery in future years.
- 3.5.5. The majority of pupil training occurs during the months of March to June. A Bikeability update will be reported on conclusion of the 2021/2022 academic year.

3.6. Scottish Government and Road Safety Scotland 'Drive like Gran's in the car' campaign

- 3.6.1. This is an ongoing campaign run jointly by The Scottish Government and Road Safety Scotland, focused on young male drivers aged between 20 and 29 encouraging them to adopt safer driving habits. Campaign messaging is shared within South Lanarkshire Council's social media.
- 3.6.2. The campaign targets themes of driving on country roads, excessive speed, distractions, drink and drug-driving and vulnerable road users with the now familiar Gran characters using the #DriveSmart hashtag.
- 3.6.3. The campaign is backed by Lorraine Robertson, the mother of a young driver who died in a high-speed collision in 2018. Lorraine has spoken out about the devastating crash which claimed the life of her 20-year-old son Kyle, in the hope it will make other young drivers re-evaluate their driving behaviour. Campaign assets can be accessed from the [Road Safety Scotland](#) website.

4. **Employee Implications**

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

5. **Financial Implications**

- 5.1. Item 3.5.4 is funded by Cycling Scotland at an estimated cost of £5,960. Other items associated with this report were funded by external partners or from the Council's Revenue Budget.

6. **Climate Change, Sustainability and Environmental Implications**

- 6.1. There are no significant implications in terms of climate change, sustainability and environmental implications associated with this report. It should be noted, however, that

the active and sustainable travel schemes may have a positive impact on the environment by reducing reliance on private vehicles, supporting South Lanarkshire's Sustainable Development and Climate Change Strategy. Reduced motorised vehicle journeys will improve health and wellbeing whilst reducing reliance on fossil fuels and supports improvements in air quality through reduced vehicle emissions.

7. Other Implications

7.1. There are no significant risks associated with this report.

8. Equality Impact Assessment and Consultation Arrangements

8.1. 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.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

8 November 2021

Link(s) to Council Objectives/Ambitions/Values

- ◆ Making communities safer, stronger and sustainable
- ◆ Protect vulnerable children, young people and adults
- ◆ Support our communities by tackling disadvantage and deprivation and supporting aspiration
- ◆ Get it right for children and young people
- ◆ Focused on people and their needs

Previous References

- ◆ Roads Safety Forum 17 November 2020

List of Background Papers

- ◆ None

Contact for Further Information

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

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