



Appendix 2

Annual Report on Road Safety Intervention Activity

Annual Report

Road Safety Intervention Activity 2017-2018

Introduction

Through our Integrated Risk Management Plan 2017-2022 (IRMP), prevention and protection services and our structure for delivery were reviewed over the course of the last IRMP to ensure that we are delivering appropriate services in line with our changing operating environment. As a result we have changed our working practices with a strategic focus on the quality of the services that we deliver. These services are delivered around four key themes: helping people to start safe, live safe; age safe **and be safe on our roads** with a focus on working collaboratively with other organisations.

To ensure constant improvement in all parts of our prevention priority, the Service has dedicated thematic groups which review current practice and results.

Thematic Road Safety Group.

During 2017 the Thematic Road Safety Group became well established and chaired by Group Manager Crook, meeting every 2 months. GM Mal Dewhurst is currently holding chair whilst GM Tony Crook is seconded to HMI.

Terms of reference have been developed alongside a priority work programme which supports the Lancashire Road Safety Partnership 'Towards Zero' strategy as described below.

The Terms of Reference are very clear and the group comprises of both Service Delivery and Service Support staff. One of the ambitions is to improve communication between strategic and practitioner levels. Also to send clear messages out to areas with key road safety priorities.

Lancashire Road Safety Partnership (Formally LPfRS)

Lancashire Fire and Rescue continue to be a pro-active member of LRSP and have representatives at both Executive and operational group level. The partners are working very closely with each other and utilising the partnership strategy – 'Towards Zero' Lancashire: Road Safety Strategy for Lancashire, 2016 – 2026', in an attempt to reduce those killed or seriously injured on our roads in Lancashire.

In 2016, the Partnership agreed to develop two new posts i) A Road Safety Analyst – Andrew Wright hosted by Lancashire Constabulary and ii) A Road Safety Co-ordinator, Rhiannon Leeds – hosted by LFRS. The Road Safety Co-ordinator post will align all partnership action plans and priorities and ensure the partnerships road safety activities effectiveness. Action plans will be monitored and evaluated to ensure outcomes are examined with recommendations made and implemented. The Road Safety Analyst has recently produced some road safety reports that focus on the risks not only throughout Lancashire but actual risks within each district. The report is intended as a tool for better directing resources into reducing road traffic

collisions of all severities across all of Lancashire's fourteen council districts and unitary authorities, whilst combating the criminal use of the wider road network. The report also supports the delivery of the partnership road safety strategy; 'Towards Zero'; Lancashire, 2016-2026.

LFRS Road Safety Thematic Group Priorities 2016-2018 programme.

1. Develop new road safe primary school package for year 6 (re-development of child safe plus) – modernise, rename and provide easier access for delivery.
2. Develop and promote delivery of Wasted Lives for year 11/ 10.
3. Safe drive stay alive expansion/development.
4. Develop virtual library for road safe prevention.
5. Review the Biker Down trial and consider for expansion.
6. Support delivery of cycle safety education by LFRS.
7. Review area community road safety partnership groups in conjunction with the LRSP coordinator.

1. Road Sense. (Formally Road Safety education to Key Stage 2 (Year 6) Child safe Plus)

Road sense is the new name given to the road safety education programme that replaced Child Safe Plus from September 2017. Road sense has replaced the Child Safe Fire Safety sessions delivered to every primary school each year with the fire safety session being moved to year 7 in all secondary schools. A trial is currently being undertaken.

The programme focuses on three key road safety themes:-

- In Car Safety;
- Pedestrian Safety;
- Cycle Safety.

As with the Wasted Lives programme the evaluation is captured using a post-delivery questionnaire given to teachers in an attempt to influence behaviour and change attitudes. The package has been written to align with OFSTED inspections to evidence the positive impact an external organisation has on its pupils.

This initiative is an extension to our existing Child Safe programme so has little impact on schools in terms of additional time or scheduling. By the same token, it has low impact on LFRS resources yet ensures all children in Lancashire receive Road Safety education. This fits in with the LRSP delivery plan aged 0-100 years.

In September 2017 Road Sense delivery became mandatory and in the financial year 2017-2018 LFRS delivered Road Sense to 7148 pupils in year 6 classrooms throughout Lancashire, Blackpool and Blackburn with Darwen. This figure should increase in 2018-2019 due to Road sense replacing the fire safety session's currently delivered in all primary schools pan Lancashire.

2. 'Wasted Lives' Young Driver Road Safety Education Programme

LFRS heavily support the delivery of a road safety education programme titled Wasted Lives. The programme is aimed at young and pre-drivers and aims to influence behaviour and change attitudes either as a driver or a passenger, thereby reducing risk to this specific group and to other road users.

By actively engaging with this age group (15 – 25 year olds) Wasted Lives aims to maximise the opportunities for people to evaluate and reflect on their own attitudes and behaviour behind the wheel and as a passenger and promote real and lasting changes in how each participant behaves in a car.

Since the introduction of Wasted Lives in 2010, LFRS has delivered road safety education to over 100,000 young people throughout Lancashire, Blackpool and Blackburn with Darwen. For the period 2017–2018 LFRS has delivered the programme to 2,524 young people.

From this year we will focus our delivery of Wasted Lives to year 10/11 students as pre-drivers and those employed as apprentices. The 17-25 year olds will receive road safety education by attending a Safe Drive Stay Alive presentation. Although it was expected that the numbers would fall due to SDSA replacing the input offered to colleges, there is concern about consistency of recording sessions using the CFRMIS Q codes.

As Wasted Lives is the only recognised road safety education programme delivered to young people within this age group, it is considered that it has played a positive role in the reduction of those killed or seriously injured over the last 7 years.

Each Fire Station and Community Fire Safety Team has a Road Safety Reference Holder who is trained to deliver the programme. Typically, delivery takes place either within a secondary school setting (Year 10 / 11– Pre Driver) or to 17-25 year olds in other settings such as the workplace. The programme can be subject to evaluation through a pre and post questionnaire with a further follow up where possible three months after the programme is delivered. The results of the evaluation can then be utilised by Head Teachers as part of any OFSTED inspection demonstrating the positive influence LFRS have had on the young people, as an external organisation visiting the school.

Evaluation is taken across four key areas: 1) driver behaviour 2) speed 3) seatbelts 4) drink/drugs.

Evaluation feedback overall suggests that the input has positively changed both behaviour and attitudes in 85% of cases.

3. Safe Drive Stay Alive

Safe Drive Stay Alive is a road safety initiative where the audiences hear real life stories from the emergency services and families who have all been affected by road traffic collisions.

The speakers have all come forward to share their emotional experiences in a bid to reduce the number of young people killed or seriously injured on Lancashire's roads.

Safe Drive Stay Alive is emotional and encourages reflection.

The sessions aim to encourage students to improve their attitudes towards risk taking behaviour on the roads.

Ideally, delivery is carried out in a theatre setting where audiences are bused in from 6th form schools and 1st year students from Further Education Colleges. To date 20,470 students have seen this hard hitting educational programme. In 2017-2018 6,582 students attended from various sixth form schools and colleges around the county, this was a massive increase from the previous year.

Both Wasted Lives and SDSA are supported by the use of two crashed cars that are towed to venues, so that students can see first-hand the results of driving at speed under the influence of either alcohol or drugs. To date over 300,000 young people have received the education using the crashed cars.

4. Virtual Library

This is ongoing work not only at local level but national level through CFOA. The Road Safety Observatory is a national online one stop shop for all road safety professionals. It contains all the tools someone working within the road safety arena could need, from interventions and statistics to all current road safety information. Currently staff can access all Road Sense resources through the VL.

5. Biker Down

Biker Down is a course that is aimed at motorcyclists of all ages and experience. The free course offers people the chance to learn practical skills to help avoid being involved in a crash, as well as essential first-aid training and advice on what to do should they find themselves first on the scene of a crash where someone is injured.

If you were the first on the scene of a collision involving a biker, would you know what to do? Would you know who most at risk is, how to protect the area or whether you should remove the helmet of a downed rider? Actions taken in the first few moments after an incident can be crucial in minimising injuries and can make a real difference to the lives of those involved.

Cheshire Fire and Rescue Service delivered a Biker Down course for LFRS at Chorley Community Fire Station and the plan for this summer is to run 6 sessions across the county utilising a small cohort of staff who are bikers themselves. An MOU has been signed with Kent FRS who developed the product.

6. Cycle Safety

Currently Lancashire County Council deliver all cycle safety initiatives throughout the county and are mandated to do so. LCC staff and volunteers are trained to deliver Bikeability which is a government funded scheme delivered in primary schools

countrywide. Some LFRS staff have been trained to deliver a shorter version of the national course which is named “passport to safer cycling”. This programme is currently being refreshed and evaluated and LFRS staff will carry out awareness and education to all road users using resources available via Lancashire Road Safety Partnership utilising the Safe pass scheme.

7. Review of area Casualty Reduction Partnerships

This work is currently ongoing with LFRS taking the lead and chairing the Pennine and Eastern Casualty Reduction Partnership, which takes its lead from the Lancashire Road Safety Partnership. In 2017/2018 The Northern and Western Casualty Reduction Partnership was established. We are currently looking at setting up another group for Southern and Central. This will enable all road safety partners to come together, look at the risks on the roads in each area and more importantly put action plans together in an attempt to reduce those killed or seriously injured on Lancashire’s roads.

8. Senior Road Users Workshops

The Senior Road Users Workshops are a LRSP lead initiative. A trial took place at Fylde Rugby Club and Blackburn Rovers Football Club with both attracting 90 attendees each. The events gives delegates the opportunity to view a market place of exhibitors from local organisations and listen to presentations from Road Safety professionals. It is hoped a further 6 events will take place over the next 12 months.

9. Road Safety Week



Road Safety week last year was 30th October – 5th November. Both Crews and CFS staff were involved in various activities throughout the week. We borrowed a driving simulator from GMCFRS and along with youth workers from YPS took it out to hotspots where high numbers of ‘boy racers’ congregate. All stations also received ‘Speed Down’ hands which was a campaign to lower speeds outside schools. Staff joined forces with schools and other organisations to stand with pupils with the ‘hands’ to slow drivers down.