



Appendix 2

Annual Report on Road Safety Intervention Activity

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Road Safety Intervention Activity 2018-2019

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 2018 the Thematic Road Safety Group became well established and chaired by Group Manager Crook, meeting every 2 months. Acting GM Matt Hamer is currently the holding chairmanship.

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 with representation from each of the 6 areas. 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. We want to deliver focused activities, in areas identified as having issues.

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 delivering 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 2016, the Partnership agreed to develop two new posts:

- i) A Road Safety Analyst – hosted by Lancashire Constabulary
- ii) A Road Safety Co-ordinator – hosted by Lancashire Fire Rescue Service (LFRS).

The Road Safety Analyst produces road safety reports that focus on the risks not only throughout Lancashire but also on a district level. This data is a tool for better directing resources into reducing road traffic collisions of all severities across all of Lancashire's fourteen districts, whilst combating the criminal use of the wider road network.

The Road Safety Co-ordinator post aligns all partnership action plans and priorities and ensures the Partnership's road safety activity is effective. An ongoing action plan is monitored to ensure outcomes are reviewed with recommendations made and implemented.

LFRS Road Safety Thematic Group Priorities 2019-2020

1. Amend the Road Safe primary school package for year 6 (re-development of Road Sense) – modernise, add a section on fire safety and provide easier access for delivery;
2. Develop and promote delivery of Wasted Lives for year 11/ 10;
3. Further delivery of Biker Down courses;
4. Promote and record the use of Crashed Cars;
5. Support Safe Drive Stay Alive events;
6. Roll out Tyre Safe at Fire Fighters Charity car washes;
7. Trial Driving for Better Business (DFBB);
8. Use road safety statistics to inform area based road safety delivery;
9. Support the National Fire Chiefs Council Road Safety Calendar.

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

Road Sense is the 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 offered to all secondary schools under the Teen Safe banner.

The programme focuses on three key road safety themes which were selected to reflect our issues with young people:-

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

As with the Wasted Lives programme the evaluation is captured using post-delivery questionnaires 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 2018-2019 LFRS delivered Road Sense to 12,492 pupils in year 6 classrooms throughout Lancashire, Blackpool and Blackburn with Darwen.

Following a full academic year of delivery an evaluation took place considering feedback from 151 primary schools (all 350 were invited to take part) and both Operational and Community Safety staff from all areas. The general consensus was the package was a positive addition to Year 6 education however there were a number of recommendations from across the board:

- Update the video clips around cycling and in car safety;
- Introduce a quiz / interactive activity;
- Add a fire safety element at the start of the presentation to recap year 2 Child Safe.

These changes should be implemented by September 2019 with consultation from Operational and Community Safety staff before they go live.

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

LFRS heavily support the delivery of a road safety education programme titled Wasted Lives. We are now the only delivery partner following changes at Lancashire County Council. The programme is aimed at young and pre-drivers and hopes 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 2018–2019 LFRS has delivered the programme to 4,728 young people, a 2,200 increase on last year's figure.

Some changes have been made in 2019 to include more material around the dangers of mobile phone use in a vehicle to reflect the trend nationally of mobile phone use increasing by drivers.

We will continue to 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 (SDSA) 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.

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 9 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) 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 has 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. We continue to monitor this by dip sampling sessions.

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. In 2018-2019 6,481 students attended from various sixth form schools and colleges around the county.

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. During 2018-2019 the vehicles attended 88 schools / events which we hope will increase year on year.

4. Fire Fighters Charity Car Wash; Incorporating Vehicle Safety Checks

Both Lancashire and Cheshire Fire & Rescue Service have worked closely on a pilot with Highways England to expand the Fire Fighter Charity Car washes to include an optional Vehicle Safety Check. Drivers are offered a free tyre safety check, then advice around the safety / health of their tyres. It has proved to be a welcome addition with drivers returning with family members or friends to get their vehicles checked too. This has inadvertently led to an increase in donations for the FF Charity.

The pilot was so successful it got through to the final of the National Highways England Awards. The trial has assisted the development of a toolkit which is supported by the National Fire Chiefs Council and will hopefully be adopted by other Fire Rescue Services across the country. Although there is an option to work with Highways England and utilise the laser tyre scanners they purchased, it is easy to replicate using manual tread depth checkers for very little cost.

5. Biker Down

Biker Down is a course that is aimed at motorcyclists of all ages and experience. The free 3 hour 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. The initiative started in Kent and LFRS have signed a memorandum of understanding with Kent FRS to allow us to use the logo and delivery material.

LFRS has worked with North West Fire Control and LRSP to ensure the delivery is complementary of Bike Safe, which is a Police Led initiative. Anyone who attends Biker Down is encouraged to book onto Bike Safe which is seen as the next step in training as it involves a ride out with an Advanced Police Motorcyclist.

LFRS has successfully delivered 14 Biker Down Sessions since January 2019 with 210 people attending. The small delivery team have worked hard to promote the course and forge links with clubs and groups across the county. Plans are in place to expand the delivery and increase knowledge of the course throughout the biking fraternity. All feedback received has been very positive with all attendees saying they will recommend the course to their friends.

6. Safe Pass Mat

LRSP purchased 2 Safe Pass Mats, 1 of which is now stored at Chorley Fire Station. It is a visual aid for all road users around how to pass cyclists safely (allow 1.5 meters), and for educating cyclists to give themselves sufficient room (0.75 meters) away from the gutter to ensure a predictable riding line where they do not become unpredictable, moving in and out to pass grids for example. It has proved to be a

good engagement tool, being utilised at Road Safety events and Fire Station Open Days.

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 steer 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 led initiative. A trial took place at Fylde Rugby Club and Blackburn Rovers Football Club with both attracting 90 attendees each. Following the success of the trial a further 4 events took place in 2018-2019 attracting 400 attendees. The events give delegates the opportunity to view a market place of exhibitors from local organisations and listen to presentations from Road Safety professionals covering topics that affect the more senior road user:

- In car safety; car seats and seatbelts;
- Fitness to drive;
- Medication and its effect on driving;
- Smart motorways;
- The law;
- Pedestrian safety;
- Alternative modes of transport.

In light of a national trend in the increase in collisions involving the more senior road user it is a welcome addition to Road Safety delivery.

9. Road Safety Week

Road Safety week last year was 19th– 25th November. The week is promoted by BRAKE the Road Safety Charity. Each year they select a theme which organisations throughout the country can work together to promote. The theme last year was 'Bike Smart.' As it was an open theme for motor cycles and push bikes it allowed engagement with people of all ages. It is estimated that 100 riders are injured each day in preventable crashes so there is a lot of scope to educate all road users about this issue.

Both Crews and CFS staff were involved in various activities throughout the week. All Road Sense and Child Safe sessions that were delivered on the run up and during the week of action enabled staff to engage with Young People about cycling safety and hand out information sheets provided by BRAKE that were age

appropriate. They highlighted the importance of cycle helmets and being seen on the roads, also being a considerate road user.

A number of stations organised their own Road Safety Events and utilised the Safe Pass Mat and Crashed Cars, also working with partners such as BAE as they have around 6000 employees at their Samlesbury site.

There was an increase in delivery of Wasted Lives throughout the month of November, in partnership with local High Schools. Throughout the week high schools were also visited to advise those who travelled to school on push bikes to wear helmets, use lights / bright clothing and be a predictable cyclist. Some high schools also promoted these key safety messages to parents and implemented a 'Cycling' policy which ensured pupils used a helmet if they were riding to school.

All stations received 'Bike Smart' handlebars which were used on social media to increase awareness of the campaign throughout the week and spark conversation. Staff joined forces with schools and other organisations to stand with pupils with the 'handlebars' to promote the initiative.