



Appendix 2

Annual Report on Road Safety Intervention Activity

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Road Safety Intervention Activity 2020-2021

Introduction

Through our Integrated Risk Management Plan 2017-2022 (IRMP), prevention and protection services and our structure for delivery were reviewed 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 strategy, the Service has dedicated thematic groups which review current practice and results.

Road Safety Thematic Group

During 2020 - 2021 the Thematic Road Safety Group became well established. We have membership from all areas of the county and a good mix of both Community Safety and Operational personnel. CFA member Cllr Jane Hugo has also been part of the group.

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 representation from each of the 6 areas. One of the ambitions is to improve communication between strategic and practitioner levels and 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.

Unfortunately, as we moved into March 2020 the coronavirus pandemic hit, subsequently a number of our priorities were either put on hold or we have had to develop new ways of working in order to reach our 'at risk' groups.

Lancashire Road Safety Partnership (LRSP)

Lancashire Fire and Rescue Service (LFRS) continues to be a pro-active member of LRSP and have representatives at both Executive and Operational group level. The partners are working 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.

The Partnership has 2 staff posts:

- i) Road Safety Analyst – Andrew Wright hosted by Lancashire Constabulary
- ii) Road Safety Coordinator, Rhiannon Leeds hosted by 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 ensures resources are best directed 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. A lot of activity has focused on the installation and evaluation of Average Speed Cameras across the county.

The Road Safety Coordinator 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 2020-2021

Understandably the Covid pandemic has impacted on our ability to progress as previously planned; however, we have been keen to adapt our approach and deliver activity in new and innovative ways to enable the continuing promotion of road safety. Where we have developed new methods, these have been evaluated and used to influence future delivery so that we can maximise the benefits of alternative delivery methods.

The following provides a short summary of activity:

1. Promote delivery of Road Sense in every primary school and roll out an updated package - this was delivered virtually due to the pandemic.
2. Develop an assembly format and promote delivery of Wasted Lives for year 11/10 - again this was delivered virtually due to the pandemic.
3. Further delivery of Biker Down courses – the Biker Down team produced a series of videos for continuity of engagement with planning throughout the pandemic via the specifically created Prevention Recovery group to establish the courses back on station.
4. Promote and record the use of Crashed Cars – due to the restrictions enforced due to Covid on public gatherings these were paused but will be progressed via the Prevention Recovery group and re-introduced at the appropriate time.
5. Support Safe Drive Stay Alive events – due to the large audiences these events were paused during the pandemic and again will be re-introduced via the Prevention Recovery group for re-introduction at the appropriate time.
6. Roll out Tyre Safe at Fire Fighters Charity car washes – car washes were paused due to Covid and as they are re-introduced the Tyre Safe will be progressed.
7. Trial Driving for Better Business – once again paused due to Covid to be re-instated when appropriate.
8. Use road safety statistics to inform area-based road safety delivery and promote Casualty Reduction Partnerships – the data analyst from the LRSP was seconded into the Lancashire Resilience Forum and played a key role in supporting the county in tackling the Covid pandemic. On his return to the LRSP this will be progressed.
9. Support the National Fire Chiefs Council Road Safety Calendar – supported using digital means where appropriate.

10. Senior Road User Workshops – appreciating that likely participants are likely to form some of the most vulnerable to Covid, this has been paused and features in the Prevention Recovery group, to be re-established when appropriate and aligned to risk.

Road Sense

Road Sense is the name given to the road safety education programme that is delivered to Year 6 pupils. It has replaced the Child Safe Fire Safety session with a full fire safety session being moved to year 7 and offered to all secondary schools under the Teen Safe banner. However, following requests from schools and feedback from our own staff we have reintroduced a fire safety recap at the start, giving an opportunity to draw on previous sessions they will have received in year 2 and exploring the consequences of hoax calls and deliberate fires.

The package focuses on five key road safety themes which were selected to reflect our issues with young people.

- In Car Safety
- Pedestrian Safety
- Cycle Safety
- Be Safe Be Seen
- Bus Safety

Background

Prior to the outbreak of Covid, Road Sense was offered by LFRS to all Year 6 children across the county and had been since 2017. Following a full academic year of delivery an evaluation took place with schools and LFRS staff. The findings of this allowed us to completely revamp the package and a full consultation was carried out across all CFS teams and 20 Operational crews. At the start of 2020 the new package was ready to launch and a small number of staff received training to trial the updated version. Unfortunately, only 10 sessions were delivered before all school visits had to be halted due to the outbreak of Covid 19. On a positive note, the 10 schools that received the delivery were very pleased with the updated package. Feedback from staff was also favourable, they felt it was more engaging and had improved functionality of IT due to the introduction of Stone Create.

Covid Restrictions

When the Coronavirus pandemic hit in March 2020 all school visits were put on hold. Comparison of the numbers of pupils that had received the Road Sense input to previous years was made and, due to the figures not being significantly different, the decision was made to cease delivery for this academic year. Personnel that would have been involved in the development of digital sessions had also been redeployed to support the Covid response, specifically coordinating and carrying out visits to those identified by the government as vulnerable across the county and supporting our partners within the Lancashire Resilience Forum.

As the new academic year started in September 2020 further restrictions were imposed resulting in no physical visits to schools being possible. Following discussions with the Lancashire Resilience Forum Education Subgroup and the Lancashire Road Safety Partnership it was felt that it was important to still deliver to the 2020/2021 cohort of Year 6 students where possible, as data suggests children at this age are a high-risk group on our roads as they move towards high school and independent travel.

Changes to the Package

As the Road Sense package had just been moved on to the Stone Create platform (part of the LFRS website) it was ideal for digital delivery via MS Teams. No changes were required to the package itself, only changes to the delivery notes. This ensured the 5 break out activities were structured and fed back onto the presentation. Staff were trained to deliver virtually and use the chat function to keep the engagement of the students, with Road Sense delivery carried out by a central team of 6 staff.

Delivery

The package was delivered via MS Teams and utilised Eventbrite as the booking platform, with all administration and bookings managed by the Prevention Support Team. Several requests were received to deliver via Zoom, Showbie and Google School so we offered to run a test with these schools to give them confidence they could join as a guest via MS Teams. The delivery required at least 2 staff, sometimes 3 for the larger sessions. The first person was responsible for delivery then the second looked after the chat function and readmitted anyone throughout the session who had lost connection at their end. It was not possible to do both delivery and chat at the same time. Schools had the option of 12 sessions per week to choose from for 12 weeks so there was plenty of available slots. Sessions were capped at 5 schools to ensure sufficient engagement.

Promotion

A poster was developed and used to promote the Road Sense offer. Initially an email was sent to members of the Lancashire Resilience Forum Education Subgroup. A week later this was followed up by a Facebook post on the main LFRS page. All schools subsequently received an email to encourage them to book on. The Prevention Support Team re-contacted all the schools who hadn't booked onto a session after the February half term, with this coordinated promotion resulting in the delivery of 79 sessions to a total of 163 schools, with 5,832 pupils attending (virtually) and a further 3066 engagements with our Facebook post.

Evaluation

The feedback on the session through the chat has been really positive and we have had positive twitter posts (see below). We have also received emails of thanks stating how much the pupils had enjoyed the session and learnt from the activities. We noticed uptake in booking following a boost in social media posts or a follow up email being sent out.



Year 6 have had some important safety messages from Lancashire Fire and Rescue Service. Check smoke alarms. Stop Drop Roll. Make a fire plan. Be seen Be safe. Wear a seatbelt. Take off your headphones and put your phone away when you cross the road.



Survey Monkey

Following completion of the 3 months of delivery a Survey Monkey was sent out by the Prevention Support Team to all schools who took part. We received 40 responses and the feedback was as follows:

	Outstanding	Good	Satisfactory	Inadequate
Content was age appropriate for my students	16	23	0	0
Content matched what you expected	15	21	3	0
The session maintained the audience's attention	16	20	3	0
The length of the session was suitable for your class (1 hour approx.)	18	20	2	0
The delivery of the session by the staff	19	19	1	0

We also asked about Microsoft Teams and Eventbrite:

	Outstanding	Good	Satisfactory	Inadequate
Microsoft Teams was easy to access and attend the session	15	20	2	2
My students and I were easily able to navigate MS Teams and engage	15	16	5	3
Eventbrite was easy to use and navigate	14	23	1	0
Eventbrite allowed staff to easily book on a session	14	25	0	0
There was plenty of choice for session dates and times to choose from	18	18	4	0

Our final question asked, 'If you have experienced face to face delivery from us prior to the Covid pandemic how did this virtual delivery compare.'

Very Effective	15
Somewhat Effective	12
Somewhat Ineffective	2
Very Ineffective	0

It seems most teachers were happy with the virtual delivery although 2 did suggest they felt it was somewhat ineffective. We also allowed a free text section after this for further comments. We only received 9 responses in this. We had both positive and negative comments regarding MS Teams. For some we surmised it was most likely a Wi-Fi glitch at the school's end as we resolved our connection problems by delivering solely from the Team room at Chorley Fire Station. Largely the feeling was that face to face is more effective when engaging with young people, however this was a welcome virtual delivery to ensure the students had the opportunity to engage with LFRS and receive key Fire and Road Safe messages during Covid.

As part of the evaluation speaking to LFRS staff each member of the small team felt the project was a success. The fact we offered set sessions helped staff to be organised, the sessions were capped so the deliverer did not feel overwhelmed by the number of students. Each member of the team preferred to have a set 'role' for each session, having a minimum of 2 people, 3 on the larger sessions. It felt really positive to be able to maintain our engagement with schools during the pandemic.

'Wasted Lives' Young Driver Road Safety Education Programme

LFRS are now the only delivery partner for Wasted Lives 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 115,000 young people throughout Lancashire, Blackpool and Blackburn with Darwen. For the period 2020–2021 LFRS has delivered the programme to 219 young people, using Microsoft Teams.

We will continue to focus our delivery of Wasted Lives to year 10/11 students as pre-drivers and those employed as apprentices. In 2020 work started on developing an assembly format as this is a request we often receive from schools due to timetables being very tight in Yr10 and Yr 11. Although students will get more involvement in the classroom-based sessions we have to adapt to requests from the schools. The pandemic has given us the opportunity to develop different ways of working and we are now trialling a MS Teams version of Wasted Lives and accompanying resource pack with a small number of high schools.

The initial trial using Microsoft Teams was undertaken with Princes Trust groups which enabled us to maintain a link with the groups and get key road safety messages to the students.

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.

Fire Fighters Charity Car Wash - Incorporating Vehicle Safety

Both Lancashire and Cheshire Fire & Rescue Service have worked closely on a pilot with Highways England to expand the FF 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.

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

NFCC and will hopefully be adopted by other FRS 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. This trial continued in the March 2020 car washes and work is being undertaken with the Fire Fighters Charity to support the roll out nationally.

Although the outbreak of coronavirus stopped the car washes taking place, work has continued behind the scenes and it is hoped that the initiative will be launched nationally in September 2021.

Biker Down

Biker Down is a course that is aimed at motorcyclists and pillions of all ages and experience. The free 3-hour course offers members of the public a chance to learn practical skills which can be put into practice anywhere at any time. The three modules covered are:

- Incident Management
- First Aid
- The Science of Being Seen

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 have worked with 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.

Due to covid restrictions we have been unable to run sessions face to face. We have continued to receive requests for courses, so we have created some short clips for social media. These have proved to be successful. In the most recent week of action in total, we reached 28,041 people with 574 engagements on Twitter, and 17,093 people on Facebook with 734 engagements.

Casualty Reduction Partnerships

This work is currently ongoing with LFRS taking the lead and chairing all three Casualty Reduction Partnerships which take their steer from the Lancashire Road Safety Partnership. This has enabled 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. As it is a meeting practitioners attend it has forged strong links and allowed partners to work far more effectively together. Unfortunately, Covid has meant that these groups have not met in a while. When the timing due to the pandemic is appropriate these will be re-instated with support from the LRSP.

Senior Road Users Workshops

The Senior Road Users Workshops are a LRSP lead initiative, funded by the local authority which continues to be well attended by members of the public. The events give delegates the opportunity to view a marketplace 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. LFRS delivers the in car safety presentation which explores the importance of seat belt use and car seat safety for transporting children under 12. Due to the potential vulnerability of those attending these sessions these have been put on hold during Covid, to be restarted when the time is appropriate.