

Annual Report

Road Safety Intervention Activity 2021-2022

Introduction

Through our Integrated Risk Management Plan (IRMP) 2017-2022, Prevention and Protection services and our structure for delivery was reviewed. This was done 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 key themes: helping people to start safe, live safe; age safe, **be safe on our roads** and be safe in and around water, with a focus on working collaboratively with other organisations. As we move into the next financial year, the priorities of the thematic groups align to the Community Risk Management Plan (CRMP) 2022 – 2027 and the Prevention Strategy.

Road Safe Thematic Group

During 2021 - 2022 the Thematic Road Safety Group continued to meet every quarter, with an option of both in person and virtual meets. We have membership from all areas of the county and a mix of Community Safety and Operational Staff. CFA Member and Road Safety Champion Cllr Ron Woollam has close links with the group and is in regular communication with the Prevention Support Officer for Road Safety.

A yearly plan aligned to the terms of reference has been developed alongside a priority work programme which supports the Lancashire Road Safety Partnership 'Towards Zero' strategy as described below. One of the ambitions of the group 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 and evaluate effectiveness.

Unfortunately, as we moved into March 2020 the coronavirus pandemic hit and subsequently, we had to develop new ways of working to target our 'at risk' groups differently. Some of these working practices have now been adopted as business as usual, and offer a greater choice of delivery methods for the community we serve, improving our reach and efficacy.

Lancashire Road Safety Partnership (LRSP)

Lancashire Fire and Rescue Service (LFRS) continue to be a pro-active member of LRSP and have representatives at both Strategic 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.

The Partnership has 3 staff posts:

- i) Road Safety Analyst, hosted by Lancashire Constabulary.
- ii) Road Safety Coordinator, hosted by LFRS.
- iii) Road Safety Manager, hosted by Lancashire Constabulary.

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 (including Blackpool and Blackburn with Darwen), whilst combating the criminal use of the wider road network. A lot of this work 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. This multi-agency role helps to ensure the countywide response to national campaigns is coordinated.

The Road Safety Manager post was created in December 2021 to improve the link between the Executive Board and Operational Group. This role was also created to oversee and steer collaborative work between partners.

A peer review of the LRSP was commissioned in January 2022 and this was carried out by West Yorkshire Police. The overarching purpose of the review was to ensure that the partnership is efficient and effective in reducing the number of people killed or seriously injured on the road network in Lancashire and that the approaches of the partnership are in line with recognised best practice. Within this review, LFRS's contribution to education delivery was noted and the review cited;

'Lancashire Fire and Rescue Service has a well embedded schools' education programme and achieves significant levels of coverage in many areas which are developed to address specific learning objectives'

LFRS Road Safety Thematic Group Priorities 2021-2022

1. Road Sense – Roll out updated package and deliver to all primary schools in Lancashire;
2. Develop an assembly format, update the existing workshop session, and promote delivery of Wasted Lives for year 11/10;
3. Support Safe Drive Stay Alive events;
4. Reintroduce (following Covid) and promote delivery of Biker Down courses.

1. Road Sense

Road Sense is the name given to the road safety education programme 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 is 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. This gives an opportunity to draw on previous sessions pupils will have received in year 2 and explores the consequences of hoax calls and deliberate fires. The 1-hour session is now split into 20 minutes of Fire Safety then 40 minutes of Road Safety.

The package focuses on five key road safety themes which were selected to reflect Lancashire's issues with young people:-

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

Road Sense became a service-wide offer in 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 Community Fire Safety teams and 20 Operational crews. At the start of 2020 the new package was ready to go 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 towards the updated delivery, they felt it was more engaging and had improved the functionality of IT due to the introduction of an element of the website on which the packages could be based and be easily accessed. This inclusion of a digital platform assisted with the facilitation of virtual delivery via MS Teams throughout the pandemic and even now LFRS is able to offer both virtual and in-person delivery to meet the needs of each school.

The inclusion of a 'Road Sense Fact Sheet,' using the CFA Road Safety Champion budget has been a very welcome addition to the session with teachers commenting on the usefulness of information for pupils to take home for further discussion with their families. Evaluation of the package is currently showing 93% of teachers rating the delivery and effectiveness of the package as 'Outstanding' with the remaining 7% being 'Good.' No feedback has been received as 'Satisfactory,' or 'Inadequate.' Final delivery figures for 21/22 are 8,898 with most of the delivery being face-to-face. We will continue with this delivery to the end of the academic year.

During this academic year, LFRS has implemented an Education Tracker. This allows the monitoring of all delivery in schools, from the initial contact stage through to the submission of paperwork following the session taking place. To date the delivery figures are looking higher than ever before.

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

LFRS is now the only delivery partner for Wasted Lives following changes at Lancashire County Council. 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. Extensive evaluation has demonstrated how the package promotes 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 118,000 young people throughout Lancashire, Blackpool and Blackburn with Darwen. For the period 2021–2022 LFRS has delivered the programme to 3,053 young people, using Microsoft Teams and face-to-face delivery.

We will continue to focus our delivery of Wasted Lives to years 10 and 11 students as pre-drivers and those employed as apprentices. In November 2021, as part of National Road Safety Week, an assembly format was launched as this is a request we often receive from schools due to timetables being very tight. Prior to this launch a full refresh of the package was undertaken. Although students will get more group work and engagement in the classroom-based sessions we have to adapt to the constraints of school timetables to maximise numbers reached. The pandemic has given us the opportunity to develop different ways of working and we are now offering a MS Teams version of Wasted Lives and accompanying resource pack. Schools now have 3 delivery options and by being more flexible in what we can deliver and how, we have been able to reach more young people.

The Wasted Lives package also has the option of being complemented by a ‘crashed car,’ which is a vehicle from a real incident where, tragically, there has been a fatality. Alternatively, the car can be used as a standalone resource at a community event. The use of the cars had been placed on hold due to covid restrictions however as more events start to take place they are being utilised again. The vehicles are a really hard-hitting resource and have a lasting impact, on people of all ages. 2021/22 saw a review of the provision that we have and progression of some updates and improvements.

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 in an auditorium setting. This delivery is aimed at college aged students.

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. Throughout the session the young people hear from a Fire Fighter, Police Officer, Paramedic and a bereaved family member.

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.

During 2021/22 LFRS assisted LRSP to deliver to 1,584 students. These numbers are lower than previous years due to covid restrictions within colleges and partner organisations. The session requires large numbers of students to sit together within a theatre setting and many were hesitant about restarting the activity. We have also promoted the use of an online version that colleges can access to provide an alternative where a large group gathering was not possible.

4. Biker Down

Biker Down is a course that is aimed at motorcyclists and pillion riders 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 has signed a memorandum of understanding with Kent Fire and Rescue Service to allow us to use the logo and delivery material.

LFRS has worked with LRSP to ensure the delivery is complementary to 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. Biker Down is seen as the start of a motorcyclists 'learning journey.' Recently in a 6-month period motorcyclists accounted for 50% of Lancashire's fatalities and statistics showed you were 72 times more likely to die on a motorcycle than in a car on our roads.

Due to covid restrictions Biker Down sessions only re-started at the end of September 2021 running on reduced numbers with an additional risk assessment to keep both staff and attendees safe. Between September 21 and March 22 the team ran 13 courses with 169 attendees. The appetite for the courses has grown significantly over recent months with the Facebook page reaching 500 likes and the reach of posts sometimes exceeding 1500 people. With the introduction of a thorough Risk Assessment all attendees are still able to take part in the practical elements of the course, helmet removal and CPR. These are really important skills which may be needed should they be faced with a road traffic collision involving a motorcyclist.

With support from Cllr Ron Woollam, a portion of the CFA Road Safety Champion budget was utilised to provide all attendees with a First Aid kit that complements the skills they are taught and a bike puc (stand) which incorporates the safety message 'Dress for the slide, not the ride.'

The delivery model is flexible so courses can be hosted for individual motorcycle clubs or advertised using an online booking platform for members of the public to book on independently. The Biker Down team aim to run 12 courses per year but are currently far exceeding that aspiration due to such a high demand for courses.

Summary

This 12-month period has presented challenges for the delivery of Road Safety Education and our ability to engage with the communities of Lancashire. We have continued to adapt our offerings and, with increased use of technology and innovative ideas by members of the Road Safety Thematic Group, this has meant that we have delivered our education packages to over 13,000 people.

We continue to be an active member of the LRSP and, building on the review, look forward to being fully involved in a collaborative approach with an emphasis on the strengths that our brand as a Fire and Rescue Service can bring to the partnership as we work to deliver our collective ambition of a safer road system.

Focusing on our priorities for 2021/22, we have achieved some notable progress and successes from getting back into schools' post-pandemic to engage with pupils and deliver our improved Road Sense package to re-launching Wasted Lives and Biker Down. Our action plan for the forthcoming year builds on this and complements the CRMP and Prevention Strategy.