

Appendix 4 - 2022/23 Road safety education, training and publicity programme

2022/23	Road Safety Issue	Target Audience	Key messages	Activity / Event(s)	Campaign	Press Release / Publicity May include local press, and social media
Winter 2022	Winter driving	Drivers, Riders	Tyres Weather related advice			X Social media & press releases
	Drink / Drugs	Drivers, Riders & Pedestrians	Designated driver Morning after			X
Spring 2022	British Summer Time begins	All Road Users	Change in driving conditions (commute)			X
	Drivers	Young Drivers	Additional support & training Influences on your driving/riding behaviour	X Pre-driver training events		X
	Cycle safety	Adult Pedal Cyclists, Drivers	Road positioning #RoadSharingisCaring Campaign Cycle helmets	X NRSP Partnership events and awareness raising	X NRSP adult cyclist campaign #RoadSharingisCaring"	X
Summer 2022	Drink / Drugs	Drivers, Riders & Pedestrians	Designated driver Morning after	X		X
	Cycle safety	Adult Pedal Cyclists	Road positioning #RoadSharingisCaring Campaign Cycle helmets	X NRSP Partnership events and awareness raising		X
		Teenage Pedal Cyclists	Riding on footway & road positioning Cycle helmets Meet & Greet sessions in school	X Partnership events and awareness raising	X	X
		E-scooters & electric bikes	General safety (monitor stats and any legislation)	X		X
	Pedestrian safety	Pedestrians	Use of crossings, safe place to cross Walking on rural roads Distraction	X NRSP Partnership events and awareness raising	X NRSP older pedestrians	X
	In-car safety	Drivers & Passengers	Car seat advice Seatbelt wearing	X Car seat advice events	X Promotion of seatbelt wearing	X
Autumn 2022	Back to school	All Road Users	Children on school journey Route planning			X
	British Summer Time end	All Road Users	Change in driving conditions (commute) Use of lights (in working order)			X
	Conspicuity	Pedestrians, Pedal Cyclists & Motorcyclists	Visibility of road users Reflective & Hi Vis clothing	X RSE in schools		X
Winter 2022	Winter driving	Drivers, Riders	Tyres Weather related advice	X Partnership events		X
	Driver/ Rider behaviour	Drivers & Riders	Attitudes to driving Influences on your driving/riding behaviour	X Partnership events		X
	Drink / Drugs	Drivers, Riders & Pedestrians	Designated driver 2022 Football World Cup Morning after	X Mocktails & advice events partnership events	X	X
All year	Road safety education	Primary & Secondary Pupils, Colleges & Universities	The resource package has been developed for each year group that can be delivered in person or remotely online Road accident data used to target message appropriately for each age group Particular emphasis on Secondary age group	X Freshers fayres and partnership events in schools or remotely delivered		X An occasional press release may be considered for special circumstances or events that promote the 'service' and NCC
		Adults of All ages including businesses & Older Drivers	Occupational road risk with businesses 'Drive On' workshop with older road users Adult events	X		X As above
	Awareness raising	All Road Users	Messages appropriate to the audience attending	X Public and partnership events		X As above
	Partnership events & campaigns	All Road Users as appropriate	Specific to target group e.g. young drivers Any activity will be 'data led' Key partners include 'NRSP' – Nottinghamshire Road Safety Partnership	X Partnership events Supporting Police	X Road side campaigns & targeted Police enforcement operations	X

## Training

	2021-22	Activity	Training Module	Target Age Group
All year	Pedal cycle training (Bikeability) including school holidays	Bikeability core activities and training	Level 1	Years 3 -6
			Level 2	Primary
			Level 3	Primary & Secondary
		Bikeability Plus modules	Balance bikes	KS1
			Learn to ride	KS1 & 2
			Bikeability fix	All Ages
			Family	Level 2 and above
			Adult	All levels
		Partnership events	Fix track & road	11-14 yr olds
	School holidays: Easter, summer and half-terms	Pre-driver events	All day event	15-17 year olds (prior to learning to drive)