



REPORT OF SERVICE DIRECTOR, HIGHWAYS ROAD SAFETY CAMPAIGN

Purpose of the Report

1. To provide an overview of Highway Safety.
2. To inform Members of the Pedestrian Safety Campaign and to seek approval for the continued roll out of the programme across the County.

Information and Advice

3. The Road Safety team are leading a programme of education and advertising campaigns designed to reduce the number of casualties on our roads. Our activities are targeted at different age and road user groups according to need, determined by a number of means including detailed data analysis and research of the local accidents.
4. Our education and training begins with child pedestrian training, where children starting school, accompanied by a parent/carer, can participate in off and on-road training. Education throughout the primary phase is changing in relation to the way in which we deliver it. We are now encouraging schools to take on more responsibility for delivering road safety education activities, by recruiting Junior Road Safety Officers (JRSO) in Years 5/6 to lead the school's involvement. We continue to deliver education activities to primary schools according to need and availability.
5. Over recent years we have been able to develop a programme of education activities for secondary schools, where casualties are higher. These mostly tackle issues around attitudes, behaviour and peer pressure, which affect teenagers' choices relating to road use. In addition there is a programme for pre and new drivers, who feature significantly in casualty statistics.
6. Our National Standard 'Bikeability' training is offered to year 5/6 children in all primary schools across the county. Effective training can help to develop safer road user behaviour and respect for other road users in advance of driving or motorcycling. The Nottinghamshire scheme is organised through the road safety team where we have around 30 casual Road Safety Trainers, delivering Bikeability across the county. The training involves an 'off road' lesson (Level 1) covering basic skills and an 'on road' course (Level 2) over 6 hours, which teaches road positioning, turning, signalling and traffic awareness.

7. We also provide support for children, accompanied as necessary by parents, on school journeys through the School Crossing Patrol Service and Safer Routes to School schemes.
8. The main function of the School Crossing Patrol service is to assist primary school aged children (5-11 years olds) cross the roads safely on school journeys. The service aims to improve road safety and encourage more pupils to walk to/from school. There are currently 142 School Crossing Patrol sites, approximately 80% of which are staffed
9. We have also extended our activities to include employees in businesses across the county and continue to work with the Corporate Communications team to find effective ways of promoting road safety messages. A programme of road safety campaigns and publicity has been developed for this year and the programme for next year is being formulated. (Appendix1)

'Ditch the Distraction' Pedestrian/Cycling Safety Campaign

10. Although primarily targeted at pedestrians this campaign will also support raising road safety awareness of students cycling.
11. To coincide with the start of the new school term, as part of the road safety publicity programme, a campaign has already launched in local secondary schools and colleges. This involves the use of digital media, including face-book and twitter, outdoor signs which will be located near to the campus entry points, and posters for inside school. Pavement art is also being used which is a new innovative method of advertising that has not been used by the authority before. This takes the form of a 1 metre squared vinyl that can be strategically located at the busiest exit points of the school. This will serve as a timely reminder to students to 'Ditch the Distraction' of mobile phones and i-pods as they use the footways and cross the road.
11. The vinyl has a slip rating so should not prove to be a hazard to pedestrians. As this is a new type of installation its wear and tear will be monitored. It is anticipated that the installation will last for up to 3 months but it can be removed from site earlier should it be necessary.
12. In addition to the advertising campaign, targeted road safety education in the secondary schools and colleges across the County will be delivered by the Road Safety Team.
13. The effectiveness of the campaign and road safety education delivered will be fully evaluated and its impact assessed.

Other Options Considered

14. Road safety activities are targeted at different age and road user groups according to need and different options considered for each activity. For example in the Ditch the Distraction campaign a number of designs and slogans were message tested with the target age group to establish the most effective tagline and image and to confirm their understanding of the message.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Implications for Service Users

16. Road safety campaigns are designed to have a positive effect on behaviour and aim to reduce the number of road casualties. Road safety education delivered in the schools should improve road users' knowledge.

Financial Implications

17. Road Safety Education is funded from the Transport and Highways revenue budget. The cost of the Ditch the Distraction campaign is expected to be in the region of £6,600.

Equality Implications

18. None.

RECOMMENDATION/S

1. That Members are informed and able to support road safety initiatives, particularly where they are involved with their local schools and community.
2. To approve the continued roll out of this scheme across the County.

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Service Director, Highways

For any enquiries about this report please contact:

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Constitutional Comments

23. Committee have power to decide the recommendation.

Financial Comments

24. The financial implications are as stated in paragraph 17.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Appendix 1 RS Framework 2012-13

Electoral Division(s) and Member(s) Affected

All