

2021/22	Road Safety Issue	Target Audience	Key messages	Activity / Event(s)	Campaign	Press Release / Publicity May include local press, and social media
Winter 2021	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> Tyres Weather related advice 			X Social Media & press releases
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> Attitudes to driving Influences on your driving/riding behaviour 			X
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Morning After 			X Social Media & press releases
Spring 2021	British Summer Time begins	All Road Users	<ul style="list-style-type: none"> Change in driving conditions (commute) 			X
	Post COVID	All Road Users	<ul style="list-style-type: none"> Appropriate reminders as traffic flow etc increases, returns to a 'new norm' 			X
	Cycle Safety	Adult Pedal Cyclists, Drivers	<ul style="list-style-type: none"> Road positioning Got your Back Campaign Cycle helmets 	X NRSP Partnership events and awareness raising	X NRSP Adult Cyclist campaign "Got your Back"	X
Summer 2021	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Euro 2021-Football Morning After 	X Mocktails & advice events		X
	Cycle Safety	Adult Pedal Cyclists	<ul style="list-style-type: none"> Road positioning 'Got your Back' Campaign Conspicuity Cycle helmets 	X NRSP Partnership events and awareness raising		X
		Teenage Pedal Cyclists	<ul style="list-style-type: none"> Riding on footway & road positioning Cycle helmets Meet & Greet sessions in school 	X Partnership events and awareness raising	X	X
		E-scooters & electric bikes	<ul style="list-style-type: none"> General safety (need to monitor use) 	X		X
	Pedestrian Safety	Pedestrians	<ul style="list-style-type: none"> Use of crossings, safe place to cross Distraction 	X NRSP Partnership events and awareness raising	X NRSP Older Pedestrians	X
	In Car Safety	Drivers & Passengers	<ul style="list-style-type: none"> Car Seat advice Seatbelt wearing 	X Car Seat Advice Events	X Promotion of seatbelt wearing	X
Autumn 2021	Back to School	All Road Users	<ul style="list-style-type: none"> Children on school journey Route planning 			X
	Eyesight	All Road Users	<ul style="list-style-type: none"> Eye Health Vision Checks Eyesight Week 	X Partnership events & Education sessions		X
	British Summer Time End	All Road Users	<ul style="list-style-type: none"> Change in driving conditions (commute) Use of lights (in working order) 			X
	Conspicuity	Pedestrians, Pedal Cyclists & Motorcyclists	<ul style="list-style-type: none"> Visibility of road users Reflective & Hi Vis clothing 	X RSE in schools		X
Winter 2022	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> Tyres Weather related advice 	X Partnership events		X
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> Attitudes to driving Influences on your driving/riding behaviour 	X Partnership events		X
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Morning After 	X Mocktails & advice events		X
All Year Round	Road Safety Education	Primary & Secondary Pupils, Colleges & Universities	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Occupational Road Risk with Businesses 'Drive On' workshop with Older Road Users Adult events 	X		X As above
	Awareness Raising	All Road Users	<ul style="list-style-type: none"> Messages appropriate to the audience attending 	X Public and Partnership events		X As above
	Partnership Events & Campaigns	All Road Users as appropriate	<ul style="list-style-type: none"> 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
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