

CHESHIRE FIRE AUTHORITY

ITEM: 8

MEETING OF : **PERFORMANCE & OVERVIEW COMMITTEE**
DATE : **25 SEPTEMBER 2013**
REPORT OF : **EVAN MORRIS**
AUTHOR : **MARTIN DOWLE**

SUBJECT : **ANNUAL ROAD SAFETY REPORT 2012/13**

Summary

- 1 This paper presents a summary of Cheshire Fire & Rescue Service's (CFRS's) targeted road safety activity in Cheshire East, Cheshire West & Chester, Halton and Warrington. CFRS activity supports the multi-agency road safety plans which are in place in each of the four local authority areas. The Service works with Cheshire Constabulary and each local authority to reduce road traffic collisions and associated killed and seriously injured figures.

Recommended That:

- [1] the report be received, and
- [2] performance to date be noted

Background

- 2 CFRS delivers targeted road safety activity across the four local authority areas in partnership with the four local authority highways departments and Cheshire Constabulary.
- 3 CFRS supports the three multi-agency road safety plans which are in place in all four local authority areas across Cheshire West & Chester, Cheshire East, and Halton & Warrington (Northern)¹. There is a contract in place to deliver a road safety programme for Cheshire East.
- 4 These plans contribute to the local authorities' fulfilment of their statutory duties under the Road Traffic Act 1988 (Each local authority must prepare and carry out a programme of measures designed to promote road safety and make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies).
- 5 CFRS road safety plans promote road safety through education and interaction using CFRS staff as it is accepted that Advocates and

¹ Halton & Warrington contribute to the same Multi Agency Road safety plan.

Firefighters are ideally placed to deliver the road safety message. Our staff have experience of delivering fire and road safety messages to the public, are respected and valued by all ages and sections of society and present credible 'role models' that today's youth can aspire to. Firefighters are therefore ideally placed to deliver road safety messages alongside partners.

- 6 This report provides an overview of exactly what CFRS contributes in relation to road safety educational work. Appendix 1 provides details as to the interventions delivered. Appendix 2 is a report specific to the commissioned road safety activity carried out in Cheshire East.

Financial Implications

- 7 CFRS will receive £270,000 over the four year period of the agreement with Cheshire East Council. This comprises four annual payments of £60,000 for delivery of the commissioned road safety education to KS 2 and KS 4 students, and included an initial payment of £30,000 to set up the programme. All other road safety education is delivered within the base budget, salary provision for community safety and service delivery staff.

Legal Implications

- 8 A legal agreement has been written and signed with regard to the commissioned road safety activity we now deliver on behalf of Cheshire East Council.

Equality & Diversity Implications

- 9 All road safety interventions and campaigns fully comply with EIA standards with documentation against every programme delivered.

Environmental Implications

- 10 None

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BACKGROUND PAPERS:

SMT Paper April 2012. Cheshire Fire & Rescue Service 2010/11 Delivery of Driver Engagement Days across the Four Unitary Areas

Appendix 1

Road Safety Report 2012/13

Introduction

This report gives an overview of what CFRS contributes to our four unitary authority areas in relation to road safety educational work delivered in partnership, alone, or as part of a multi-agency approach.

Road collisions have a serious detrimental impact on the economy of the United Kingdom (UK). The emergency and health costs along with the lost economic output are significant. The economic welfare costs are estimated at around £16 billion a year, whilst insurance pay outs for motoring claims alone are now over £12 billion a year. The impacts of collisions and accidents on congestion, reliability and resilience of the road network are also a major economic cost.

However, the argument is broader than just the economic impact as clearly the lives of families are destroyed by losing a loved one or are changed forever for having to care for an individual with life changing injuries.

CFRS has a vision of a Cheshire where there are no deaths, injuries or damage from fires and other emergencies; clearly doing all we can to prevent any persons being killed or injured on our roads is part of this vision.

The Service rescues seven times as many people from Road Traffic Collisions (RTCs) as it does from fires and as such is wholly committed to the road safety agenda, regionally and nationally.

Cheshire Fire Authority is the publicly accountable body responsible for ensuring local communities are protected by an effective fire and rescue service. To help it do so, while facing up to significant reductions in its budget, the Authority has developed a four-year strategy – *Planning for a Safer Cheshire* – setting out the approach and the direction it intends to take.

The introduction of the Fire and Rescue Services Act and the subsequent legislation within the devolved administrations made intervention and response a statutory duty. With this duty comes an (inferred) responsibility to actively engage with road safety organisations and the public in an effort to reduce the number of casualties on the roads in the UK.

In addition to our statutory duty, we have seen through the Fire and Rescue National Framework a requirement for individual fire and rescue services to produce a Integrated Risk Management Plan (IRMP).

The IRMP should identify societal risk and make a meaningful contribution to reduce deaths and injuries from fire and other causes such as road traffic collisions. CFOA recognise that FRS's should ensure they extract data,

evidence and future risk profiling information from many existing sources such as local transport plans and Government transport sites.

The following headline elements are the mainstream road safety activities which CFRS deliver.

1. Driver Engagement Days (DEDs)

DEDs were delivered in partnership throughout the year 2012/13.

The Police observed traffic flow and stopped vehicles at their discretion. The Police stopped, checked and dealt with motorists for the following reasons:

- Speed
- Drivers using mobile phones
- Seatbelt offences
- Vehicle condition and safety check
- Child Safety: Safety Seats (Good Egg Guide)

During 2012/13 DEDs were delivered strategically, through risk-based and intelligence-led data in partnership between the two blue light services, linking both the CFRS Integrated Risk Management Plan (IRMP) and Cheshire Constabulary's Policing Plan 2012-2015.

The aims and objectives of each DED were to promote a safer driving culture, stop offending motorists and engage and educate members of the public for traffic offences as opposed to issuing fines and/or points being placed on their driving licences. This also increases public confidence as Police have a visible presence on the highway.

From the 1st May 2013 offences involving speed and use of mobile phones are reported by the Police using the '*Traffic Offence Referral*' form. This provides offenders the option of choosing to attend a National Driver Offender Retraining Scheme course (NDORS) as opposed to a fine, penalty points or attending Court.

Targets for 2012/13 DED delivery:

Cheshire West & Chester:	Target 27	Actual 23
Cheshire East:	Target 39	Actual 36
Halton:	Target 12	Actual 11
Warrington:	Target 20	Actual 11 ²

2. Motorway Engagement Days (MEDs)

² The reasons for the shortfall in all areas, was due to the police staffing commitments arising from the Queen's Diamond Jubilee and the Olympic Games.

CFRS has 212 miles of motorway running through the county and our main partner in this area of business is the Highways Agency (HA).

MEDs also involve partners from Cheshire Constabulary and each of the local authorities.

CFRS engages to raise road safety awareness by highlighting the dangers relating to the HA priorities of; maintenance of vehicles (breakdowns and fuel issues), close following (two second rule), tyre conditions and tiredness.

During these events CFRS targets a minimum of 100 one-to-one engagements; delivering the above road safety messages and completing the evaluation forms.

Targets for 2012/13 MED delivery: 24 events with 100, one- to-one engagements

Cheshire West & Chester:	Target 8	Actual 6 ³
Cheshire East:	Target 8	Actual 8
Warrington:	Target 8	Actual 8
Halton:	N/a	N/a

(no motorway services within the Halton area)

3. Additional road safety activity

This activity is designed to address local needs arising from data and intelligence received from either our local authorities or Cheshire Constabulary.

Engagement at each event targets a minimum of 50 people aligned to any of these target groups: vulnerable road users, children, pedestrians and cyclists.

The target is to deliver a minimum of one event from each of our wholtime and day-crewed fire stations, delivering a minimum of 50 engagements per event aligned to any of the target groups.

Cheshire West & Chester:	Target 12	Actual 9 ⁴
Cheshire East:	Target 14	Actual 8 ⁴
Halton:	Target 8	Actual 9

³ The reasons for the shortfall, was again due to the police staffing commitments due to the Queen's Diamond Jubilee and the Olympic Games.

⁴ The reasons for the shortfall, was due to the local station watches having limited time to programme road safety activity. This only occurred in CE & CWAC areas.

Warrington:

Target 8

Actual 8

4. CFOA National Road Safety Day

As part of the Chief Fire Officers' Association (CFOA) Road Safety Day on July 6th, CFRS held 14 events throughout Cheshire, Halton and Warrington. Seven of these events were held on service stations on the three motorways that cover the area: Hapsford (M56), Lymm (J20 M6/M56), Knutsford north and southbound (J19 M6), Sandbach north and southbound (J17 M6) and Burtonwood (M62). In addition to these events, fire crews held events at other key venues within each of the four local authority areas.

To enhance the road safety message of, 'only a fool breaks the two second rule' partner agencies assisted the fire crews in engaging with 1,442 members of the public on a one-to-one basis at each location. Crews used leaflets depicting the 'two second rule' message and various promotional items (air fresheners and tyre pressure gauges) to engage in conversation with drivers.

Members of the public were invited to complete a simple questionnaire allowing them to express their opinions on the use of the 'two second rule'. During the day fire crews across Cheshire engaged with more than 1,400 people with 1,110 choosing to complete the forms.

Target: 14 events delivered by each of the wholetime & day crewed fire stations - 100% success

5. CFOA TyreSafe Winter Driving Event

In support of CFOA's backing of the Tyresafe Winter Driving Campaign, CFRS held 14 events across Cheshire East, Cheshire West and Chester, Halton and Warrington. All were held at major supermarket car parks or other key venues within the Service's four local authority areas.

To enhance the road safety message of 'being prepared for winter', CFRS invited local company '*Tyres on the Drive.com*' and local authority road safety officers to assist our operational fire crews, alongside Community Safety Advocates.

This resulted in our staff engaging with over 1,000 motorists over the 14 events on a one-to-one basis whilst checking vehicles. Crews also used our new winter driving leaflet to give advice and information to members of the public.

Motorists were handed the specially designed winter driving leaflet and given advice with regard to tread depth, tyre pressure and explaining the need to check water and oil levels on a regular basis.

The fire crews responded positively in engaging with the public, using their individual experiences relating to tyres and road traffic collisions. Their

professionalism in delivering these crucial safety messages really engaged the motorists and during each event fire crews checked lights, including fog lights and indicators.

A total of 282 vehicles were checked during the month-long campaign, with a further 840 motorists receiving advice and information. Some motorists explained they thought that the information and advice given was timely and relevant.

Target: 14 events delivered by each of the wholetime & day crewed fire stations: 100% success

Cheshire West & Chester:	Target 4	Actual 4
Cheshire East:	Target 4	Actual 4
Halton:	Target 3	Actual 3
Warrington:	Target 3	Actual 3

6. Brake Road Safety Week

2012 is the seventh occasion CFRS has promoted and supported the Brake Road Safety Week and this year events were aimed at highlighting the 'Brake' theme 'Slower speed – Happy people'.

Brake Road Safety Week (19th – 25th November) 42 watches took part in 43 events along with Community Safety staff and volunteers to promote this charity event. This is the highest activity the Service has undertaken over the seven years we have taken part.

Throughout the week staff engaged with over 4,000 people using Brake road safety literature and ice scrapers as a long term reminder of the themed intervention: "Slow Down whilst driving in and around schools and residential areas".

The Service Communications Department were influential during this busy week, getting many local papers to write articles in support of the campaign.

Target: 42 watch-led road safety events: 100% success

Cheshire West & Chester:	12
Cheshire East:	15 (extra event delivered in CE)
Halton:	8
Warrington:	8

7. ACPO (Police) Winter Drink Drive Campaign

This year's Winter Drink Drive Campaign was run to support the Association of Chief Police Officers (ACPO) Drink Drive Campaign in conjunction with Cheshire Police and local Road Safety Officers.

Prior to the launch of this month long campaign the THINK! car was shown on the BBC Breakfast Show and on the BBC midday news, proving to be very useful as many people came to speak with ourselves during the month long campaign which showed the power of the vehicle was as an engagement tool.

A total number of 5,000 credit card sized cards were distributed on a one-to-one basis along with thousands of leaflets depicting the THINK! car.

Over the course of the month teams consisting of operational Firefighters, community safety staff, volunteers and colleagues from Cheshire Police and each of the local authorities spoke to approximately 6,000 people on a one-to-one basis. A further estimated 12,000 people saw the THINK! car, read the story boards or just saw the extent of the impact this vehicle took on that fatal evening.

“The impact we achieved over the month shows, with the number of attendees, cards and leaflets handed out on an individual one to one basis, linked with our unique educational work, that Cheshire Fire & Rescue Service are at the forefront of saving lives and I thank all the staff who took part in this most important event”

Bill Livesley: Cheshire East Councillor and Fire Authority Member & champion for road safety for Cheshire Fire and Rescue Service

Target: each whole-time and day-crewed fire station to deliver a road safety event: 100% successful

Cheshire West & Chester:	Target 5	Actual 5
Cheshire East:	Target 2	Actual 2
Halton:	Target 4	Actual 4
Warrington:	Target 3	Actual 3

8. Commissioned Road Safety Activity in Cheshire East

CFRS became the commissioned service provider for specified aspects of road safety within the local authority area of Cheshire East Council in April 2012.

CFRS deliver a structured KS2 road safety intervention to all 130 primary schools in the CE area. Using an upper estimate of 35 children per visit, this equates to a forecasted target audience of 4,620 KS2 pupils per annum.

CFRS also deliver a structured KS4 road safety intervention to all 21 secondary schools in the CE area. Using an upper estimate of 250 children per intervention, this equates to a forecasted target audience of 6250 KS4 pupils per annum.

The requirement for the first year of this four year project was to deliver to 90% of schools. At the end of the first year our performance output was as follows:

CFRS delivered to all 130 KS2 schools giving a 100% success.
CFRS delivered to 18 out of 21 KS4 schools, an 86% success.

Overall, the delivery of the project was 98% successful.

Evaluation of this activity will continue to be completed using the Royal Society for the Prevention of Accidents (RoSPA): E-Valu-It toolkit over the whole four years of the project. Feedback from the teachers from schools from both age groups (KS2 and 4) has been collated and is very positive. Appendix 2 provides further detail.

9. Drive Survive

Drive Survive is a 'flagship' multi-award winning, multi-agency programme delivered primarily from CFRS HQ with optional 'outreach' delivery across all areas of Cheshire.

Drive Survive has been running for 13 years in Cheshire and has seen almost 18,000 young people attend the course. Drive Survive changes the attitudes and behaviours of young people as drivers, passengers and road users.

There are a number of full evaluation packages which have been conducted over the years which can be made available upon request.

Drive Survive is a short, intensive and stimulating event where young road users are exposed to and asked to discuss the risks associated with being a driver, rider, passenger or pedestrian.

The course is presented by operational members of Cheshire's emergency services.

Objectives of the Course are as follows:

- Drive Survive intends to play a significant part in reducing the amount of death and injury on our roads and promote safer, more responsible attitudes towards road use by young people.
- To raise awareness of the risks present whilst using the roads in various situations and to promote responsible behaviour in vehicles.
- To highlight what behaviours can affect themselves and others and the consequences of those behaviours.

- To give students the confidence to behave appropriately when pressured to do otherwise, and to challenge others when behaving inappropriately.
- To promote further training or instruction in an effort to help improve skills and knowledge.

During 2012/13 Drive Survive delivered 28 courses with 18 internal courses and a further 10 external courses. 1,369 students attended.

10. FireBike

The FireBike is used to engage with motorcyclists and promote enhanced rider training aiming to reduce the number of motorcyclist killed & seriously injured on our roads.

The main function of the Firebike riders is to have a consistent motorcycle presence on the well known routes used by riders throughout Cheshire, engaging with them to discuss enhanced training opportunities.

Volunteers ride the motorcycle; all have been trained to the Institute of Advanced Motorcyclists (IAM) gold standard.

Rider Engagement Days (RED) consist of the Firebike rider taking it to known convergence areas and other events to engage with motorcyclists to ascertain their riding experience and knowledge.

Volunteer Firebike riders:

- Engage with riders with the intention of signposting them to enhanced riding courses.
- Discuss with riders what training they have completed and to what standard
- Explain the different training courses available and how to enrol on them.
- Firebike riders can also explain to riders about how the enhanced training has made them more confident and safer riders, and to share their rider skills
- Distribute information leaflets detailing enhanced riding courses
- Explain the importance of correct protective clothing

Firebike riders use time on RED's to ride in areas used by bikers to show a high profile presence, on the marked Firebike, encouraging other riders to travel to the same speed and standard.

Riders attend organised motorcycle events including Oulton Park and events held at major motorcycle dealers.

Each rider has a target to attend a minimum 7 ride outs or events per year making a total of 49 times the bike will be out during the biker season of April to September.

During 2012/13 the Firebike was used 19 times. This relatively low outcome was due to only being three riders being available and poor weather preventing safe use of the bike.

APPENDIX 2

Cheshire East Schools Road Safety Programme An evaluation summary for Year 1 (2012/13)

Introduction

Cheshire Fire and Rescue Service is keen to demonstrate the positive difference its prevention activities make, not least those we are commissioned by our partners to deliver. As such we put in place a number of mechanisms to evaluate the impact of key road safety messages on children and young people during 2012/13, the first year of a four-year contract with Cheshire East Council to provide road safety education to Key Stage 2 and Key Stage 4 pupils.

This paper summarises the results of the evaluation and makes outline recommendations for the refinement of the education programme moving forward.

Methodology

We have measured the success of the programme in three ways:

- **outputs** – close monitoring of the number of visits to ensure we engaged as many primary and secondary schools as possible
- **outcomes** – using the Royal Society for the Prevention of Accidents (RoSPA) E-Valu-It process to track pupils' attitudes to the main road hazards before and after our visits
- **additional feedback** – recording comments and suggestions from teachers.

Although this combined information gives us a good indication of the effectiveness of the programme, conclusions about its impact on the number of people killed and injured on Cheshire East's roads should not be drawn. This would be a longer-term, more in-depth exercise, which could be considered at the end of the contract period when a clearer link between the programme and emerging trends might be possible to establish. It would require a more comprehensive evaluation by Cheshire East Council integrating all of their combined road safety activities with a broader and long term road traffic collision trend analysis.

Outputs

We are required to visit all primary and secondary schools on an annual basis and worked hard to achieve this target in 2012/13 by setting aside dedicated time to book visits. It is fair to say that primary schools were

much easier to engage and secure time with than secondary schools, as reflected in the figures below.

	Number of schools	Number visited	% performance
Primary schools	130	130	100%
Secondary schools	21	18	86%
TOTAL	151	148	98%

Outcomes

Pupils were asked about their attitudes to the hazards covered in the hour-long presentations.

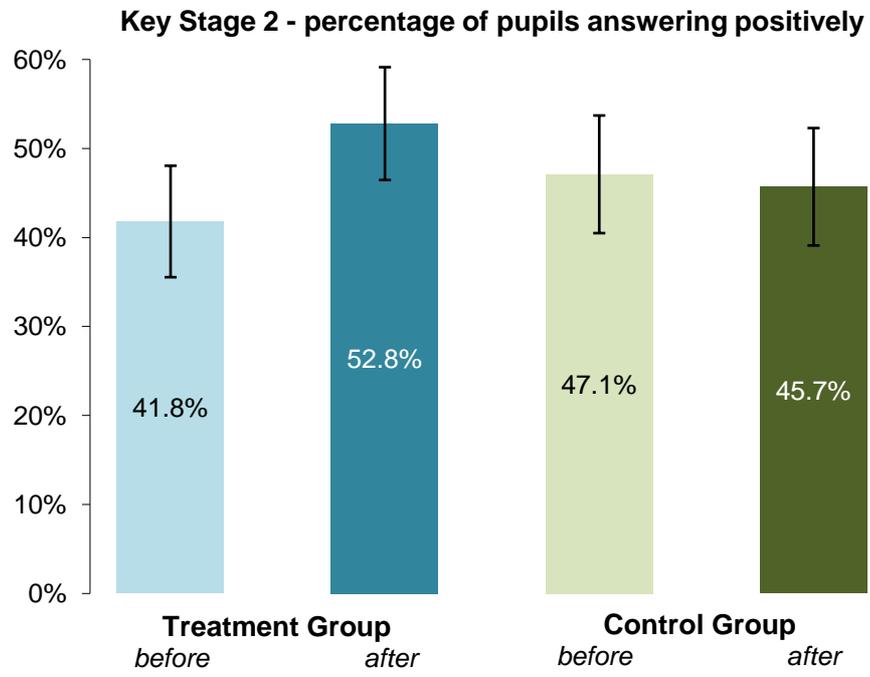
Key Stage 2	Key Stage 4
Use of safe crossing places	Driven by someone over the alcohol limit
Stop, look and listen before crossing	Driven by someone who has taken drugs
Following the safest routes to school	Wearing a seatbelt
Wearing brightly coloured clothes	Encouraging others to wear a seatbelt
Wearing a seatbelt	Not paying attention when crossing the road
Sitting on a booster seat	Wearing a helmet when cycling
Not distracting the driver	
Wearing a helmet when cycling	

A **treatment group** of schools, who consented to take part in the evaluation, received their questionnaires a week before their visit and pupils were instructed to complete them independently. The same questions were asked again a calendar month after the visit.

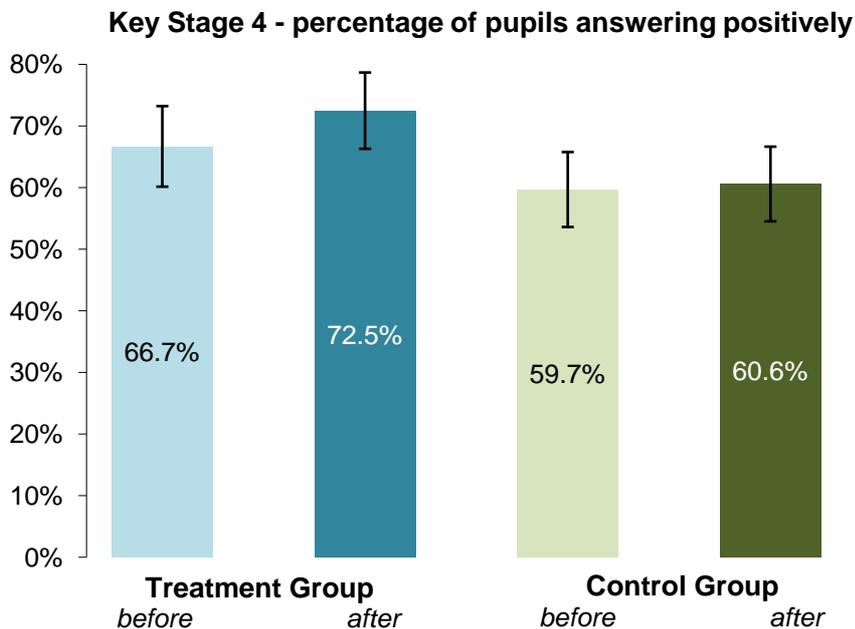
A **control group** of consenting schools received their 'before' and 'after' questionnaires at exactly the same times as the treatment group. However, they were not visited during the five-week interim period – their pupils received the presentations later in the year.

To make the test as fair as possible, the groups comprised equal numbers of primary and secondary schools in rural locations, small towns and more urban areas to reflect differing road hazards. We also took care to ensure the comparison counted only responses from pupils able to complete both the 'before' and 'after' questionnaires. This meant we just managed to achieve our target sample size of around 100 pupils from each key stage in each group.

The following graph shows the percentage of treatment and control pupils at Key Stage 2 who answered questions as we would want them to. **There was an 11% improvement in positive answers in the treatment group following our visit, compared to a 1.4% reduction in the control group during the same period.** The vertical black lines show potential margin of error.



This graph illustrates the percentage of pupils in the Key Stage 4 treatment and control groups who answered positively. **There was a 5.8% improvement in positive answers in the treatment group following our visit, compared to a 0.9% increase in the control group during the same period of time.**



Additional feedback

We devised a simple feedback form to enable teachers to share their views on the content, delivery and duration of our presentations. A total of 34 responses were received from 32 primary schools and 11 responses were received from six secondary schools.

Although a small number made constructive suggestions about making the sessions even more interactive, 100% of the responses received were overwhelmingly positive.

Here is a selection of comments made by **Key Stage 2** teachers:

“The students understood the key ideas, which were well explained and supported by effective resources.”

“Children drawing their route to school really got them thinking about the dangers that they face.”

“Very good, wonderfully interactive delivery. Dealt with pupils’ questions very well.”

“Nice use of questioning and positive encouragement. It was lovely to see some of my quieter children answering questions and pointing dangers out on the map.”

“Good visual aids which were age appropriate – the change in activities kept them interested.”

“Very appropriate, very engaging, very organised and the Powerpoint was bright, colourful and appealing.”

“Good use of questioning allowing children time to think about road safety rather than being told.”

“Speaker was very confident in his delivery and held the attention of the children extremely well.”

“Very appropriate content which has really made children think about their safety and choices made.”

Here is a selection of comments made by **Key Stage 4** teachers:



Conclusion

In the first year of our four-year contract to deliver road safety education to children and young people in Cheshire East, we visited 98% of schools in the borough and presented to an estimated pupil population of around 10,000.

We measured attitudes to the main road hazards in a sample of 200 pupils before and after our visits. There was an 11% improvement in positive answers at Key Stage 2 and a 5.8% improvement at Key Stage 4. This provides an encouraging benchmark against which to monitor progress over the next three years.

Our work to ensure the presentations were age-appropriate and engaging was rewarded with positive feedback from teachers who observed the delivery.

Recommendations

- Review presentations to ensure they continue to address current causes of road deaths and injuries and adjust evaluation questions accordingly.
- Earlier, senior-level contact with the three secondary schools who could not be engaged.
- Share this report in the best practice section of the [E-Valu-It website](#)
- If possible, increase the evaluation sample size in each group to nearer to 300 to further reduce margin of error.
- Consider teacher comments about interactivity where practicable.