REPORT TO: Community Safety Forum

MEETING DATE: 13 November 2008

BY: Executive Director of Environment

SUBJECT: Road Safety Working Group - Update

1 PURPOSE


2 RECOMMENDATIONS

2.1 To note the content of the report.

2.2 To note the recommendation in item 3.7 below to investigate the provision of a budget to fund a new post – Child Pedestrian Training Coordinator.

3 BACKGROUND

3.1 2008 Casualty Statistics (unvalidated)

3rd Quarter 161 accidents - 5th lowest since 1981
195 casualties - 2nd lowest
14 KSI casualties - lowest (2 fatal casualties)

3.2 Scotland’s Main Transport Trends in 2007

• new vehicles registered rose by 3% to 251,000 - total number increased by 2% to 2.65 million - highest number ever recorded
• 282 killed - 10% less than 2006. 2,598 seriously injured in road accidents - down 12%. 16,056 casualties - 7% less than 2006
• 53% pupils walked, 21% bus, 22% car, 1% cycle, 3% other
• 75% pupils walked, 4% bus, 14% car, 7% cycle (East Lothian October 2007 Walk to School Week)

3.3 National & Local Campaigns

2MOROs Drivers (Brunton Theatre) 2, 3 & 4 Sept 2008
Walk to School Week 2 (See Appendix A) Mon 6 – Fri 10 Oct 2008
Road Safety Scotland Annual Conference Wed 29 – Thurs 30 Oct 2008
European Road Safety Day Mon 13 October 2008
Road Safety Week Mon 10 – Sun 16 November 2008
ACPOS Winter Safety Fri 24 Oct – Mon 27 Oct 2008
ACPOS Festive Safety Mon 8 Dec – Sun 4 Jan 2009
RoSPA Road Safety Congress Mon 23 – 25 Feb 2009
3.4 **Young Drivers Challenge – Saturday 17 May 2008**

Report Sandy Allan L&B Road Safety Coordinator – See Appendix B

3.5 **2MROs Driver**

2MROs Driver S6 road safety event took place at the Brunton Theatre 2, 3 & 4 September. Another successful event. The participating agencies all expressed satisfaction at the level of pupil interaction; the size of the groups and how worthwhile it had been in targeting this vulnerable group of prospective drivers. Feedback returns - See Appendix C. CSF funding for the transport to and from this event ends in 2009 (Bids for Financial Support 2007/08 - Community Safety Forum 15/02/07).

3.6 **School Travel Coordinator & School Travel Plans**

Iain Reid currently working with Ross High School and John Pinkhard (Vipre Consultants on behalf of the Energy Saving Trust). Work is also continuing at Knox Academy and North Berwick High. Also secured a small amount of Sustrans funding

- for an outdoor physical activity event
- a cycle promotion initiative with the secondary schools
- £8,000 for replacement cycle storage at Kings Meadow Primary identified through their STP

3.7 **Child Pedestrian Training**

National Project report was published recently - (a summary is attached - Appendix D). The Road Safety Working Group recommends that East Lothian Council should investigate the provision of a budget to fund a new post – Child Pedestrian Training Coordinator.

3.8 **Lothian & Borders Safety Camera Partnership**

Vehicle speeds and current casualty data for 5 East Lothian locations have recently been resurveyed. The data has been collated and the case for mobile enforcement at these “exceptional” locations will be investigated with the Partnership. The locations under consideration are:

A198 / B1345 Dirleton Toll Junction
A198 Fishergate Road Junction, Cockenzie
A1 / A199 Dolphingstone Interchange, Tranent
B1345 Fenton Barns
B1377 Drem to Ballencrieff

3.9 **Road Safety Plan**

The update of the East Lothian Road Safety Plan 2008 – 2010 has been postponed until the forthcoming Scottish Road Safety Strategy “Beyond 2010” is published.
4 POLICY IMPLICATIONS

4.1 The Road Safety Working Group aims to assist in achieving the 2010 national casualty targets and also contributes towards Providing a Safer Environment - a key priority for East Lothian Council.

5 RESOURCE IMPLICATIONS

5.1 Financial – None
5.2 Personnel - None
5.3 Other – None

6 BACKGROUND PAPERS

6.1 Road Safety Working Group 10 April 2008 Update - Item 09 Community Safety Forum 28/05/08


<table>
<thead>
<tr>
<th>AUTHOR’S NAME</th>
<th>Brian Cooper</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESIGNATION</td>
<td>Senior Transportation Manager</td>
</tr>
<tr>
<td>CONTACT INFO</td>
<td>Colin Baird Ext. 7739</td>
</tr>
<tr>
<td>DATE</td>
<td>30 October 2008</td>
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</table>
Appendix A

Walk to School Week Update
Community Safety Forum – November 2008

The Community Safety Forum has funded the educational / promotional material for this national initiative in East Lothian, since 2002. It is underpinned by other national road safety programmes such as, Safer Routes to Schools, Cycling Walking Safer Streets, School Travel Plans and is co-ordinated by the ELC School Travel Co-ordinator. The target group is Nursery and Primary pupils and their parents/carers and it provides complimentary educational material designed to encourage a modal shift from cars to more sustainable forms of transport.

During two weeks in May and October in the school calendar year, it emphasises the benefits of walking and cycling and aims to reduce car use particularly on the ‘school run’ and has clear benefits for the community:-

- Road Safety
- Health
- The Environment
- Education

A survey is conducted during each of the weeks. The results below were reported to the CSF in May 2008:

In May 2008 the results (compared to October 2007) were:

- Increase in cycling from 7% to 14%
- Decrease in walking from 75% to 73%
- Decrease in car use from 14% to 10%
- School transport accounted for 3%

October 2008 (interim figures as not all schools have submitted their results)

- Decrease in cycling to 11%
- Decrease in walking to 71%
- Increase in car use to 14%
- School transport accounting for 4%

The increase in car use may be down to seasonal and weather conditions
YOUNG DRIVER CHALLENGE 2008

On Saturday 17 May 2008, Lothian and Borders Police Road Safety Unit ran the 4th annual “Young Driver Challenge.” This event was open to all young drivers between 17 and 25, mainly residing in the East and Midlothian areas. The venue was Jewel & Esk Valley College, Dalkeith. The format was;

1. Driver Information Fair where the participants could access advice and knowledge from a number of agencies, all with an interest in reducing road casualties.

2. Practical, challenging manoeuvrability courses where young drivers could test their skills to win a day out at Knockhill Racing Circuit.

3. Assessed drives with IAM and RoSPA observers, where the best ‘young driver’ from each group won a Skid Control Session at Knockhill Racing Circuit.

4. Demonstration drives by officers from Lothian and Borders Police, Road’s Policing Branch.

Approximately 80 young drivers attended. Inputs were given on the potential dangers of driving. This message was emphasised through practical inputs and interaction by practitioners from all three emergency services and a doctor from Accident & Emergency Department, NRIE. The consequences of being involved in a serious collision, from a victim’s perspective, were presented by George Henry, Transport Scotland.

A number of static exhibitions by VOSA, BTS, Fire and Rescue, Community Safety Drug Awareness, Road Safety and Institute of Advanced Motorists all gave the opportunity for further interaction on a one to one basis.

Particularly popular were the IAM and ROSPA assessment drives, Police Demo Drives with Police Instructors, manoeuvrability challenge and “ball in the cup” manoeuvre ability challenge. The Fire and Rescue Service also focused the ‘prevent’ message through a simulated extraction of a volunteer attendee.

Feedback from all those involved praised the event, providing the opportunity to talk directly with this particularly hard to reach group, a great number who have left formal education. The one to one interaction throughout the day received favourable comments.

The numbers attending were not wholly from the East and Mid Lothian areas. It is acknowledged that advertising was well supported financially by the Councils but our actual mediums chosen may be worth reviewing for 2009.

The formal presentation area allocated within the College may support 100 attendees but would struggle beyond this number. To assist in future development, independent review may be a worthwhile exercise.

Sandy Allan
Road Safety Coordinator
Lothian & Borders Police
Supervising Teacher Feedback Summary – 7 returned

Please rate the following between 1 (poor) and 6 (excellent)

<table>
<thead>
<tr>
<th></th>
<th>Ave. Score</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Administration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Clarity of event &amp; travel information</td>
<td>6</td>
<td>Excellent organisation</td>
</tr>
<tr>
<td>2 Notice given</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3 Venue</td>
<td>6</td>
<td>Brilliant</td>
</tr>
<tr>
<td><strong>Trainers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Were the trainers knowledgeable?</td>
<td>5.8</td>
<td>Very knowledgeable</td>
</tr>
<tr>
<td>2 How well was the message presented?</td>
<td>5.6</td>
<td>• Excellently</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• It was a pity the video did not work.</td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Event format</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>2 Event content</td>
<td>5.6</td>
<td>Shame the final speaker couldn’t make it – this was a real impact last year</td>
</tr>
<tr>
<td>3 Quality of supporting information</td>
<td>5.2</td>
<td>It would be great to get even more ‘stalls’ in the main hall providing information</td>
</tr>
<tr>
<td>4 Overall enjoyment of the event</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>5 How well were your expectations met 1 (not met) - 6 (fully met)</td>
<td>5.5</td>
<td>Have a young person speak about their experiences (I think this had been planned)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• It was a great shame that the young person in a wheelchair was not able to present. This apparently had a dramatic effect last year</td>
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<td></td>
<td></td>
<td>• I would provide the youngsters with a biscuit or a piece of fruit</td>
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<td></td>
<td></td>
<td>• More supervision of students in the theatre, especially on entering the theatre</td>
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<tr>
<td>6 If there was one thing you could improve about the event, what would it be?</td>
<td></td>
<td>• I thought the time available was used to the best end result</td>
</tr>
</tbody>
</table>
### Any other comments?
- An excellent event for young people
- Excellent feedback from students
- Pupils enjoyed the information being presented
- I think you go a long way to helping our youngsters understand the need to be careful on the road.
- Venue was super

### Participating Organisations

<table>
<thead>
<tr>
<th>No.</th>
<th>Organisation</th>
<th>Ave. Score</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Baldy Bane Theatre Company</td>
<td>6</td>
<td>- Very enjoyable and to the point</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Excellent rapport with pupils. Well done.</td>
</tr>
<tr>
<td>2</td>
<td>L &amp; B Police Drugs Officer</td>
<td>5.4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>VOSA (Vehicle Inspectorate)</td>
<td>4.5</td>
<td></td>
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<tr>
<td>4</td>
<td>L &amp; B Police Road Policing</td>
<td>4.8</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>L &amp; B Police Road Safety Bar</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>L &amp; B Police Recruitment</td>
<td>5</td>
<td></td>
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<tr>
<td>7</td>
<td>Safety Camera Partnership</td>
<td>5</td>
<td></td>
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<tr>
<td>8</td>
<td>Driving Standards Agency</td>
<td>4.8</td>
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<tr>
<td>9</td>
<td>Happy Hour School of Driving</td>
<td>5</td>
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<tr>
<td>10</td>
<td>Blood Transfusion Service</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>L &amp; B Fire &amp; Rescue Service</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Scottish Ambulance Service (Wednesday only)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Young Marmalade</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>L &amp; B Fire (crashed car)</td>
<td>5.5</td>
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Thank you for completing this form and helping us to improve the event we provide.
EVALUATION OF THE NATIONAL NETWORK OF CHILD PEDESTRIAN TRAINING PILOT PROJECTS IN SCOTLAND

The report examines the field trial of the ‘Kerbcraft’ programme in 12 Scottish authorities and pays particular attention to the processes of delivery and implementation. The aims:-

- identify the most effective ways of establishing and sustaining practical child pedestrian training schemes at local level
- establish the impact of the Child Pedestrian Training Pilot Projects on the safety of children
- determine the impact of the projects on schools, communities and volunteers.
- determine the cost effectiveness of Kerbcraft in terms of local authority spending and children’s behaviour change
- identify the most effective schemes and explore those aspects that determine their success and also reasons why any schemes failed to meet their objectives.
- investigate the setting up, management and maintenance of the schemes: exploring both reasons for success and failure at the National level (MVA management) and the local level (individual schemes, feedback from children, schools and volunteers).
- identify factors that contribute to the sustainability of schemes, in particular retention and continued recruitment of volunteers and local sources of funding.

Authorities were invited to tender for funding with competition criteria based on measures of local community deprivation, child pedestrian casualty rates and potential support available from local schools. Areas of higher social deprivation were targeted since it is in these areas that the risk of child pedestrian injury is highest.

The programme is designed to enhance three pedestrian skills in 5-7 year old children through practical training in the road environment.

- **recognising safe versus dangerous crossing places**
- **crossing safely at parked cars**
- **crossing safely near junctions.**

Children worked in small groups supported by an adult volunteer trainer who provided prompts and clues to encourage the child’s decision-making.

Training on each skill is delivered over 4-6 sessions by trained volunteers. A scheme coordinator based in the local authority was responsible for recruitment, training and management of the volunteers. The volunteers (usually parents) took the training with small groups of children in the streets surrounding the school.

**Key outcomes from the overall evaluation study**

The overall evaluation met all of the study aims and objectives through a number of different research methods. There were **six** study objectives, detailed as follows:
The impact on behaviour: the study shows strong statistical evidence of the positive impact of training in all three Kerbcraft skills.

- Safe Places - levels of construction of ‘safe’ routes
  - 17% to 28% immediately after training (Post test 1)
  - further increase to 44% two to four months later (Post test 2)
  - statistically significant increase for trained children

- Parked Cars - trained children showed a significant increase in the key actions
  - checking the parked cars for occupants
  - signs of activity
  - clearly stopped (rather than paused) to look right and left for traffic at the sightline

- Junctions - trained children had a significant advantage.
  - moving away from obstructions.

The impact on schools, communities and volunteers: Schools were supportive toward road safety training when it actively reinforced current educational and curricular links. The programme was found to fit in with schools’ ethos and to improve relationships between the schools and parents. In the head teachers’ survey

- 43% considered that the programme had actively improved the relationship between parents and school and no school reported a detrimental effect.

In relation to volunteers, the programme provided opportunities

- to develop social contacts and benefits of meeting new people
- to take advantage of educational and employment opportunities
- to encourage greater participation in local schools
- to feel valued by the school and improve relations with schools

Cost effectiveness: The budgets and the number of children trained for each local authority were compared and costs per child were calculated. These were below £100 per child in all 7 local authorities schemes sampled. Costs lay in the range £28 - £99 per child. The cost in six of the local authorities was below £40.

Success and failure of schemes: Key ingredients

- **Skills and ability of the co-ordinator:** a person able to develop a good relationship with schools, parents and volunteers, who could motivate others and had a flexible approach to work.
- **Supply of volunteers:** with the most effective recruitment strategy being the use of a letter from the school/coordinator, followed up by personal invitation. Where parental interest/availability was low, recruitment was extended into the wider community. These community volunteers included community/street wardens, school crossing patrollers, police, churches and social clubs and students on childcare courses.
- **Cooperation of schools**
- **Innovation and creativity in the delivery of the training**

Setting up, management and maintenance of schemes: Early teething problems in Tranche 1 were addressed as the project evolved and RSOs and co-ordinators were more positive with the support they obtained in Tranches 2 and 3. This was facilitated by improvements throughout the project lifespan in the communication and feedback
processes between co-ordinators, network managers and the evaluation team. Training and support of co-ordinators was also an important factor. In some areas, co-ordinators added “value” to Kerbcraft training. These features included: providing children with skills for walking safely in rural areas, timetabling extra sessions to introduce new or unusual environments such as Home Zones and the inclusion of refresher sessions for skills 12 months after children completed their initial Kerbcraft training programme.

**Sustainability of schemes:** Securing funding to continue pedestrian safety training beyond the timescale of the national pilot has presented a challenge to schools and local/unitary authorities. A wide range of funding sources was accessed to sustain schemes. Both schools and authorities recognised the positive impact of the scheme and most are keen to continue with it.

A survey conducted between six and nine months after pilot funding ceased showed that of the 39 authorities, 69% were still undertaking some form of practical roadside training and a further 21% were planning to do so. However, few had continued with the full number of recommended sessions.

**CONCLUSION**

Child Pedestrian Training Co-ordinators found the programme operable in a range of challenging environments and generally well received by the schools, volunteers and children involved. The key ingredients for the successful implementation of the programme

- the quality of the co-ordinator
- the supply of volunteers
- the co-operation of schools

The Scottish curriculum also encourages schools to undertake health education initiatives which promote partnership between schools and the local community and Kerbcraft has provided an opportunity for many schools in Scotland’s most deprived areas to develop better community partnerships.

The overall study has made a contribution to two approaches related to tackling inequalities.

In relation to strengthening individuals, the study has demonstrated an increase in children’s pedestrian skills and has enhanced the range of volunteers’ skills in working with children and working more closely with schools.

In relation to strengthening communities, the study has shown that it has been possible to recruit and retain a large number of community volunteers and strengthen their links with local schools and local authorities.

Feedback from Scottish schemes and participating schools suggests a strong desire to sustain Kerbcraft in Scotland in the future.