

## 10. Road Safety Action Plan

### 10.1 Primary School's Education, Training, Publicity – Action Plan

Target Group	Objective	Action	By whom	Timescale	Performance Indicator
Pre School play groups	Promotion of the Road Safety Activity Box for pre-school playgroups.	Inform all groups of box availability. Provide support and information to groups not requesting a visit.	Road Safety Officer & Trainers.	Annually	Annual review of boxes provided - and of feedback from groups and pupils.
Parents / Guardians of pre school children	Parental responsibility.	Letter to all Parents / Guardians re parental responsibility "Lesson for Life" leaflet and information on Fit Safe Sit Safe campaign.	Road Safety Officer / Road Safety Trainers Education Authority.	Annually	Letter and supporting information for each parent / guardian.
Junior Schools	Promote the implementation of School Travel Plans, to encourage sustainable travel.	Promote STP implementation to schools, parents and governors. Active encouragement and Officer support to schools.	Road Safety Officers, Education, Local Community.	Ongoing	Annual data collection (Kids Count) and analysis of modal shift. All schools to have an active plan by end 2010.
Primary School Pupils years 1 & 2	To provide "Child Pedestrian Training" resources and support for infant and primary schools.	Train CPT tutors, supply necessary materials and external support. Invite parent / guardian participation, inform parents of child's involvement.	Road Safety Officer and Road Safety Trainers.	Ongoing	Achieve five new schools per annum - plus continued support of existing schools.
Primary School Pupils year 5	Provide off-road 'Cycle Skills' training.	Provide pupils with hands on experience regarding basic cycle skills in the playground and literature regarding safe cycling.	Road Safety Officer and Road Safety Trainers.	April / May June annually.	5 new schools each year.
Primary School Pupils year 6	To ensure access to Cyclist Training support / courses for trainers and provision of centres.	Organise cycle training courses for instructors, hold annual meeting for certified instructors. Set up peripatetic training centres for pupils.	Road Safety Officers, Trainers and Certified Instructors.	March October annually.	An annual increase of 10% of trainees.
Primary School Pupils Year 1 - 6	Organise a rolling programme of Theatre in Education tours for all schools.	Liaison with TIE companies and schools and support visits with appropriate materials.	Road Safety Trainer / Theatre Groups.	As appropriate.	A minimum of 10 schools annually to receive road safety related shows.
Primary School Pupils 5 - 11	Promote Cyclist Helmet use.	Support of DfT campaigns - write to all schools provide information on low cost helmets schemes and safe cycling literature.	Road Safety Office	May - annually	Feedback from schools and parents.

Primary School Pupils 5 - 11	Promote conspicuity material and Be Safe Be Seen	Write to all schools with information for dissemination to pupils and parents raising awareness of clock change and importance of being seen.	Road Safety Officer / Road Safety Trainer.	October	All schools contacted and information provided.
Primary School Pupils 5 - 11	Promote 'Walk to School' campaign as part of sustainable travel / Travelwise.	Write to all schools and encourage participation in 'Walk to School Week' Provide information for school and parents. Introduce a week each term. Focus on SOA and CRSA data	Road Safety Officer / Road Safety Trainer Education Authority	May / October / March Annually	Increase number of schools involved year on year until all participate. Record number of pupils participating.
Primary School Pupils Year 6	Promote 'Moving On' for pupils transferring to secondary schools	Provide information and workbooks for all year 6 pupils.	Road Safety Officer / Road Safety Trainers Education Authority.	Annually in the summer term	Meet demand and respond to queries.

## 10.2 Secondary Schools' Education, Training, Publicity – Action Plan

Target Group	Objective	Action	By whom	Timescale	Performance Indicator
Secondary Schools	Introduce the concept and use of School Travel Plans.	Promote STP implementation to schools, parents and governors. Active encouragement and Officer support to schools.	RSOs and Trainers. LLL Officers and Teachers.	Ongoing	All schools to have an active travel plan by end 2010
11 - 16 years	Encourage sustainable travel - specifically cycling. Promotion of 'Pathfinder' cycle course.	Promote the secondary cycle scheme to specified schools in the City. Encourage cycling for the school journey.	Road Safety Officer & Cycle Instructors.	Summer & Autumn terms annually.	Sustain training in existing schools and encourage two new schools to participate p.a. until all schools are involved or have a similar programme operating.
17 - 18 years	Pre Driver Training / Education: through 'Ignition' BSM programme to include socially responsible behaviour - speed, drugs, drink.	All secondary schools invited to participate. Financial support to purchase pack. Free in service teacher training day to introduce programme. Dedicated Officer support. Provision of experienced Guest Speakers.	BSM, Road Safety Officer & Road Safety Trainers Police.	Ongoing	All secondary schools
11 - 17 years	Provide financial support to install secure storage for cycles in secondary schools. Promote school commuting by cycle.	Work with schools to promote and encourage more school journeys to be undertaken by cycle. Work linked to STPs and sustainable travel.	Road Safety Officer Education Authority Police Crime prevention.	Annually	Through provision of secure storage to double the number of pupils cycling for the next five years. One or two schools to be approached annually.

### 10.3 Adult Education Training Publicity – Action Plan

Target Group	Objective	Action	By whom	Timescale	Performance Indicator
Council Staff	To enhance the standard of safety and driving. To introduce a policy for all who drive on behalf of the Council.	Draft a Driver policy for City Council Employees. Introduce the concept and provision of risk assessment for all drivers.	Road Safety Officer	Introduced 2006	Policy agreed and implemented by Council.
Company Drivers	To Introduce 'At-work driving' programme to companies who employ drivers in the City.	Set up one or more day seminars to introduce At-work driving.	Joint initiative with Devon, Cornwall, Torbay, DCSCP	Ongoing	Number of companies investing in driver and company management risk programmes.
Drivers MC Riders	To reduce speed on residential and urban roads.	Joint publicity and enforcement campaign at selected sites throughout the City.	Road Safety Officer / Police / DCSCP.	Bi annually	Monitor and review percentile speed at sites selected for enforcement activity.
Drivers MC Riders	To encourage safer driving through advanced driver courses.	Liaison with motoring groups and promotional campaigns to raise awareness of risk on the road.	Road Safety Officer, IAM, RoSPA	Ongoing	Number of drivers taking advanced training / tests.
MC Riders	Joint initiatives to raise profile and encourage safer riding.	Local Authority, Police, HA and DCSCP regional events and displays.	Road Safety Officers, Police, DCSCP	Ongoing	Number of drivers taking advanced training / tests.  Reduction in number of casualties
Home Zones	Promote Home Zone implementation to enhance sustainable mobility, quality of life and social cohesion specifically for new build developments.	Co-ordinate activities of interested and vested bodies to promote the Home Zone implementation.	Road Safety Officer, Housing, Police, Planners, Local Community Engineers.	Ongoing	Number of new Home Zones
Drivers & Cyclists	Raise profile of cyclists as vulnerable road users and highlight using the roads safely with drivers.	Publicity campaigns aimed at drivers and cyclists promoting consideration and keeping to the Highway Code. Training initiatives to encourage safer cycling.	Road Safety Officers, cycle shops, local radio, cycle trainers.	Annually spring and autumn	Penetration of publicity campaign and review of casualty statistics.
All adult Road Users	Support of local initiatives related to national DfT campaigns.	Liaisons with appropriate bodies, groups, etc. to promote national campaigns with a local theme.	Road Safety Officer & others as appropriate.	Ongoing	Related to target group and campaign aims.
All adult Road Users Pedestrians	Encourage more walking.	Promote measures identified in the Walking Strategy and the PCC, NHS joint Walkabout initiative	Road Safety Officer, NHS & others as appropriate.	Ongoing	Data counts for walking.
Minibus Drivers (volunteer)	Provide one day minibus course for PCC employees and external groups	Organise courses for theory and practical assessment of drivers; maintain register of those who qualify.	Road Safety Officer / Trainers	Ongoing	Meet demand for training and assessment. Number on register.
All adult Road Users	To reduce the number and severity of speed related casualties.	To actively participate and support the activities of the Devon & Cornwall Safety Camera Partnership	Road Safety Officer.	Ongoing	Reduction in speed related activities.

## 11. Encouragement

11.1. A range of issues will be promoted under this heading empowering both companies and individuals to take responsibility for their own safety and the safety of others whilst using the public highway. Encouragement is integrated into the majority of road safety initiatives and is not promoted by the Authority as a stand-alone option. Table 11.1 indicates some of the areas where the City Council will seek the participation of those who are able to influence and progress sustainability and road safety.

**Table 11.1: Encouragement**

Under 5's	Primary School Age 5 - 11	Secondary School Age 11 - 17	Young Adults 17 - 25	Adults	Elderly
<ul style="list-style-type: none"> <li>Encourage parents to take responsibility for children's safety</li> <li>Involve groups working with under 5 year olds such as child minders, health visitors, or maternity units, to encourage awareness of safety issues</li> <li>Improved land use planning to reduce the need for longer trips, for example to nursery, playgrounds or shops</li> <li>Promote sustainable travel modes -walking, cycling, public transport</li> </ul>	<ul style="list-style-type: none"> <li>Parental responsibility</li> <li>Involvement in training projects</li> <li>Parents involved as school crossing patrollers</li> <li>Parents to walk or cycle with children to school rather than drive</li> <li>Land use planning - to permit easy access to schools, parks, etc</li> <li>Promote sustainable travel modes walking, cycling, public transport</li> </ul>	<ul style="list-style-type: none"> <li>Parental responsibility</li> <li>Involvement in training projects</li> <li>Parents involved as school crossing patrollers</li> <li>Parents to walk or cycle with children to school rather than drive</li> <li>Land use planning - schools, recreational facilities etc</li> <li>Promote sustainable travel modes walking, cycling, public transport</li> </ul>	<ul style="list-style-type: none"> <li>Employers to provide less powerful cars to young drivers (e.g. Through company car leasing schemes)</li> <li>Land use planning - employment, shops, recreational facilities</li> <li>Promote sustainable travel modes - walking, public transport</li> </ul>	<ul style="list-style-type: none"> <li>To encourage safe driving and to monitor driver collision records in vehicle fleets</li> <li>To minimise car journeys by locating premises near public transport. Assisting in purchase of travel cards/season tickets (eg interest free loans), encouraging cycling and walking, reducing the number of company cars</li> <li>To use rail transport for goods in preference to road where possible</li> <li>Land use planning - to permit access to employment, shops, recreational facilities, hospitals, health centres, by walking, cycling or public transport</li> </ul>	<ul style="list-style-type: none"> <li>Social workers to promote road safety awareness</li> <li>Use of public transport vehicles which are designed for easy access, including wheelchairs</li> <li>Land use planning - to permit easy access to shops, hospitals, recreational facilities by walking, cycling or public transport</li> <li>Contribute to 'Time of your Life' promote safer and healthy driving.</li> </ul>

## **12. Corporate and Partnership Activities**

- 12.1. Many of the activities of the City Council's Departments and associated bodies have a direct influence that contributes to road safety objectives.
- 12.2. Every opportunity is sought to foster new partnerships and to build on those already in place. Some of the partners not mentioned in previous sections of this document are noted below, although the list below is a snapshot of some joint activities.

### **Helping with Trading Standards**

- Enforcement of legislation relating to unroadworthy or misdescribed vehicles.
- Enforcement against vehicles that are overweight.
- Tyre pressure gauge checks.
- Checks for counterfeit vehicle components.
- Safety of goods checks.
- Education related to Trading Standards legislation – servicing of vehicles etc.
- Joint activity promoting use and fitting of child restraints. Intervention annually in support of national DfT campaigns, clinics to advise and check restraints throughout the City based at supporting superstores. Private garages also contribute qualified mechanics for the duration of the campaign.

### **Life Long Learning**

- 12.3. Joint initiatives related to School Travel Plan implementation. Collaboration on school travel initiatives – specifically sustainable transport and public transport issues. Awareness programmes are planned to inform parents and pupils of existing public transport provision related to school journeys and sustainable transport.
- 12.4. Promotion of the City's policy regarding, the operation, use and training of minibus drivers.

### **Planning**

- 12.5. Promotion of 'Home Zones' for new residential sites and regeneration developments.
- 12.6. Changes in land use and the road network will be assessed according to the sustainable transport hierarchy – Walking – cycling – public transport restricted mobility – car, with the priority for shift favouring the integrated approach.

### **Environmental Health**

- 12.7. Promotion of issues related to pollution reduction and improved quality of life will be integral to any intervention.

- 12.8. Safer Journeys to School initiatives will be subject to pre and post pollution data survey with resulting information disseminated to the community.
- 12.9. Monitoring of the local environment related to EU legislation with regard to vehicle emissions and pollution targets will play a significant role in supporting and promoting sustainable transport.

## **Social Services**

- 12.10. Dissemination and advice to the elderly particularly with regard to pedestrians and drivers.
- 12.11. Accessibility issues and Social deprivation, particularly related to child road casualties.

## **Local Authorities Road Safety Officers Association (LARSOA)**

- 12.12. Membership of the national and regional group enables participation and contribution to best practice and provides for co-ordination and promotion of local and regional education, training and publicity policy.

## **Devon Fire & Rescue Service**

- 12.13. The changing role of the Devon Fire & Rescue service sees the service attend three or more times as many road collisions in the City as they do fires. A growing partnership is developing with the service, particularly in the field of collision prevention. Joint educational and publicity programmes have been initiated and the service make a valuable contribution to the audit of schemes.

## **West Country Ambulance Service**

- 12.14. Collaboration on publicity and educational initiatives has been established with specific programmes targeted at particular road user groups. Regular contact is maintained to determine forthcoming joint activity and for the purposes of co-ordination.

## **Plymouth NHS Primary Care Trust (PCT)**

- 12.15. Joint initiatives continue to be promoted as both Authorities' have similar Government targets regarding road casualty reduction and health improvement objectives as outlined the Government White Papers 'Tomorrows Roads Safer for Everyone' and 'Choosing Health'.
- 12.16. Regular meetings are held jointly between the Authorities at both a strategic level through the City's 2020 Partnership, Healthy Plymouth and Plymouth Community Safety Partnership – and on an operational level delivering health and safety interventions through community initiatives. These forum monitor progress on existing joint programmes, highlight activities that contribute to overall objectives and provide opportunities for identifying potential future interventions.
- 12.17. Road Casualty reduction and prevention has obvious immediate outcomes for the Health Authority in terms of less resources required to treat associated

injuries and the reallocation of those resources to other areas of need. In addition there are also longer-term objectives that benefit from a joint approach, namely to reduce obesity year on year (particularly for children) and coronary heart disease reduction. These can be achieved to a considerable extent through more walking and cycling, objectives that are currently promoted by the Council to encourage more people to adopt sustainable forms of transport. School Travel Plans form a large part of the Council's effort to reduce the number of car journeys to school and persuade individuals to adopt a more sustainable alternative particularly walking and cycling. This approach is also promoted through the 'Healthy Schools' initiative encouraging greater physical activity in pupils and parents.

- 12.18. The PCT and City Council currently joint fund a 'Walkabout' Officer to encourage more people to walk as a means of taking regular exercise and improving health. The benefits are considerable and steady progress is being made to target those that would benefit most from the programme in terms of health and access.
- 12.19. Opportunities are also being explored with major employers to lead by example in supporting and promoting greener, healthier travels modes through the adoption of proactive sustainable policies and initiatives. The Plymouth NHS Hospitals Trust has already implemented a Work Place Travel Plan that has been noted nationally as an example of best practice, providing an excellent base from which to develop further and influence staff travel, both commuting and whilst at-work.
- 12.20. Clear benefits have already been realised through collaborative initiatives delivered through LTP1 and The Health of our Nation. We are intent on building on these partnership initiatives over the next five years particularly where joint or similar objectives can be delivered in an efficient and effective way.
- 12.21. The Standing Committee on Traffic and Road Safety (SCOTS) is an advisory body, which looks at the strategic needs of traffic and road safety in the area covered by Devon and Cornwall Constabulary. Its partners include:
- Cornwall County Council
  - Devon County Council
  - Devon & Cornwall Constabulary
  - Highways Agency
  - Plymouth City Council
  - Torbay Borough Council
- 12.22. The aim of SCOTS is to reduce the number and severity of road casualties and to improve traffic flow in Cornwall, Devon, Plymouth and Torbay through the following objectives.
- To co-ordinate policies regarding Casualty Reduction, Road Safety and Traffic Management.
  - To agree Memoranda of Understanding and Protocols as required, on common issues between Partners.
  - To consult and exchange information and best practice on priority themes for stakeholders.

- To ensure a co-ordinated response to the media regarding Casualty Reduction, Road Safety and Traffic Management issues.
- To compile, agree and present an annual report to Partner Chief Officers at an annual Summit meeting.
- SCOTS is managed through an annual summit meeting on Casualty Reduction, Road Safety and Traffic Management attended by Partner Chief Officers plus technical advisors that is:
  - Chaired by Partnership chair authority for a one-year term.
  - Reports statistics and outputs and makes recommendations for future actions.
  - Tasks Partnership for the following year.
  - Takes reports from and provides steer to Safety Camera Partnership and Casualty Reduction Groups.
  - Partnership Meetings are held three times a year in January, May, September, or as required.