

CHESHIRE EAST COUNCIL

REPORT TO: Sustainable Communities Scrutiny Committee

Date of Meeting: 3rd November 2011

Report of: Head of Highways and Transport

Subject/Title: Road Safety Educational Delivery Arrangements

Portfolio Holder: Councillor Menlove

1.0 Report Summary

- 1.1 This report sets out the proposed future arrangements for delivering road safety within Cheshire East, whereby Cheshire Fire & Rescue Service (CFRS) will fulfil the role of commissioned service provider for specified aspects of road safety education over the next 4 years starting from April 2012 with an initial set up period running up to April.
- 1.2 The road safety educational support by Cheshire Fire & Rescue will compliment the wider road safety role of Cheshire East when delivering the three E's, Education, Enforcement and Engineering. (Appendix A)
- 1.3 Cheshire East will provide the Engineering elements with the Police providing Enforcement.

2.0 Recommendations

- 2.1 **Members of the Committee are asked to provide comment and support to the proposed Road Safety delivery arrangements prior to a formal agreement being set up between Cheshire East Council and Cheshire Fire and Rescue Service.**

3.0 Reasons for Recommendations

- 3.1 The Council and its partners are committed to improving Road Safety throughout the Borough; it has identified this within the recently published Cheshire East's Sustainable Community Strategy with priority actions and Corporate Plan with the goals of
 - Invest in 'child focussed' road safety initiatives – to reduce the number of child casualties.
 - Improve the safety and condition of our roads
 - Improve road safety through the three 'Es' of Education, Enforcement and Engineering, including road maintenance
 - Intelligence led combining maintenance and highway improvements to provide an outcome of total road enhancement

- 3.2 This arrangement and the production of a Road Safety Plan will contribute to fulfilling these priority actions and statutory duties for the Authority. It will contribute to improving the safety of the local community by delivering a programme of activities that is both risk based and intelligence led.

4.0 Wards Affected

- 4.1 This report affects all wards equally.

5.0 Local Ward Members

- 5.1 This report affects all ward members equally.

6.0 Policy Implications including - Climate change - Health

- 6.1 There are no human resources implications of the recommended option.

7.0 Financial Implications (Authorised by the Borough Treasurer)

- 7.1 This four year project is to be entirely funded via the agreement entered into between the Cheshire East Council (CEC) and Cheshire Fire & Rescue Service (CFRS).
- 7.2 Initial start up funding of £30k will be provided by CEC for the remainder of the financial year 2011/12 in advance of delivery commencing on 1st April 2012.
- 7.3 Cheshire East will make the provision of £60k for Year 1 and dependant on future budget settlements will continue this level for the period of the agreement.
- 7.4 Scoping discussions have already suggested the potential for this as a 4 year agreement commencing 1st April 2012. This will be clarified and agreed between CEC and CFRS and stated in the service level legal agreement between both parties.
- 7.5 The above (7.4) aspect is key to the recruitment process and the contracts of employment in respect of the 2 x Road Safety Advocates. Without a binding agreement on the part of CFRS and CEC contracts of employment can not be finalised and commitments to the LEA can not be stated.

8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 Cheshire East Council has the statutory duty and responsibility for the promotion of Road Safety as stated within the Road Traffic Regulation Act 1984 and the Road Traffic Act 1988.

- 8.2 Cheshire East will enter into formal discussions to draft a service level agreement with Cheshire Fire and Rescue Service to set the scope of services to be provided.

9.0 Risk Management

- 9.1 Management of this project will be completed by CFRS. This will include all associated risk assessments and equality impact assessments for all of the structured educational requirements relating to this 4 year project.
- 9.2 Failure to develop and agree a robust and legally binding agreement between CEC and CFRS leading to a weak understanding of objectives, scope, resources, timescales and accountabilities. This could cause partial or whole project failure resulting in financial and reputational loss to both organisations.

10.0 Background

- 10.1 It is CEC as the local authority who has the statutory responsibility for casualty reduction on the roads within its control and it is the local authority that is allocated funding to deliver a wide range of road safety activities contributing to casualty reduction.
- 10.2 The Government's Strategic Framework for Road Safety (May 2011) provides increasing freedom to act locally but also increases local accountability on delivery. There are no national casualty reduction targets but there are key indicators to 2030 against which all local authorities will be compared.
- 10.3 Cheshire East and Cheshire Fire and Rescue Service have a long successful working partnership both sub regionally through the Cheshire Safer Roads Partnership superseded by the Cheshire Road Safety Group and at a more local level through Safer Cheshire East Partnership (SCEP)
- 10.4 The working arrangement between CEC and CFRS will see the local authority allocate specified funds to CFRS to deliver mutually agreed road safety activity. This will contribute to fulfilment of the local authorities statutory requirements. In doing so, CFRS will contribute to but, will not assume, the statutory responsibilities of the local authority. Nor, in recognition of the complex nature of casualty reduction and the wide range of road safety interventions comprising Education, Enforcement and Engineering, will CFRS assume statutory responsibility for casualty reduction. This is, and will remain, the statutory responsibility of the local authority.
- 10.5 As has been stated, CFRS has no statutory responsibility for road safety, road traffic collision reduction or for reducing the numbers of associated deaths and injuries. Therefore, no statutory funding is allocated to CFRS for this purpose. However, in responding to road traffic collisions for which the Service does have statutory responsibility, in compliance with the Fire & Rescue Services Act, it recognises the significance of risk reduction in preventing road traffic collisions and associated deaths and injuries.
- 10.6 CFRS therefore wishes to become a commissioned service provider so that it may be appropriately funded and continue to work in collaboration in an effort to

reduce the numbers of killed and injured in road traffic collisions within the Cheshire East area.

- 10.7 This arrangement will contribute to Cheshire East's commitment to the continual improvement in road safety on our roads. It will contribute to improving the safety of the community by delivering a programme of activities that is both risk based and intelligence led. In contributing to improved road safety and in reducing road traffic collisions and injuries there will be associated benefits in the longer term as a result of reduced emergency incidents requiring Fire & Rescue Service attendance and the wider socioeconomic impact.
- 10.8 This arrangement is aligned to the following organisational objectives;
- Invest in 'child focussed' road safety initiatives – to reduce the number of child casualties.
 - Improve the safety and condition of our roads
 - Improve road safety through the three 'Es' of Education, Enforcement and Engineering, including road maintenance

Way Forward

- 10.9 That Cheshire Fire & Rescue Service (CFRS) carry out on behalf of Cheshire East Council (CEC) the action to deliver mutually agreed road safety educational activities.
- 10.10 In doing so CFRS will contribute to, but will not assume, the statutory responsibilities of the local authority.
- 11.11 CEC & CFRS will negotiate scope for future growth in road safety funding and activity annually subject to evaluation of effectiveness in meeting the stated objectives and the Service's capacity to do so within the resources available. This is to include the necessary financial on cost's of staff and equipment etc.
- 11.12 The agreement applies to the planning, implementation and evaluation of the following road safety engagement and education activity;
1. Continued risk based and intelligence led Driver Engagements Days (subject to the continuing participation of Cheshire Police).
 2. Continued Drive Survive young driver interventions targeting 17-25 yr olds within the CE area.
 3. The introduction of a structured KS4 educational 'Outreach Drive Survive' events delivered at all secondary educational establishments across the CE area. Assuming an upper estimate of 250 children per intervention this would equate to a forecasted target audience of 6250 KS4 pupils per annum commencing 1st April 2012.

4. The introduction of Road Safety Engagement and Education targeting KS2. This will include delivery of a structured KS2 road safety intervention to all 132 primary schools in the CE area. Assuming an upper estimate of 35 children per intervention this would equate to a forecasted target audience of 4,620 KS2 pupils per annum commencing 1st January 2012.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

Name:	Kevin Melling	Martin Dowle
Designation:	Cheshire East Council	Cheshire Fire & Rescue Service
Tel No:	01270 686336	01606 868700
Email:	kevin.melling@cheshireeast.gov.uk	martin.dowle@cheshirefire.gov.uk

ACTIVITY	DESCRIPTION	TARGET AUDIENCE	PROPOSED DELIVERY AGENTS
EDUCATION			
Key Stage 2 Programme	The introduction of Road Safety Engagement and Education targeting KS2. This will include delivery of a structured KS2 road safety intervention to all 132 primary schools in the CE area. Assuming an upper estimate of 35 children per intervention this would equate to a forecasted target audience of 4,620 KS2 pupils per annum commencing 1st January 2012. The programme aims to increase children's knowledge and understanding through practical experience and training and to prepare them to become independent road users	KS2 child pedestrians and pedal cyclists	Cheshire Fire and Rescue Service
Key Stage 4 Programme	The introduction of a structured KS4 educational 'Outreach Drive Survive' events delivered at all secondary educational establishments across the CE area. Assuming an upper estimate of 250 children per intervention this would equate to a forecasted target audience of 6250 KS4 pupils per annum commencing 1st April 2012.	KS4 students aged 14 – 16 before taking driving lessons and tests	Cheshire Fire and Rescue Service

Drive Survive	An award winning pre and young adult interactive driver awareness course, Drive survive exposes young adults to the common risks associated with young road users promoting safer attitudes. Delivery partners will work closely to include, where appropriate, supporting elements of other young road user schemes such as Bertie and the New Driver Awareness events that provide advice and information about managing and reducing risk whilst learning to drive and in the early years of being a qualified driver	Pre-drivers and young adult novice Drivers	Cheshire Fire and Rescue Service and CEC Highways
Driver Engagement Days	A Fire & Police Partnership identifying drivers on target routes committing fixed penalty offences and offer them the choice of receiving penalty or attending an immediate, short educational presentation. These would be spread over Cheshire East on a LAP basis working with local partnerships.	Vulnerable road users (pedestrians, cyclists and motorcyclists) Young adult road users, high-powered motorcyclists Road users at-risk of poor health	Cheshire Fire and Rescue Service, Cheshire Police and CEC Highways
Bikesafe	A national training scheme that engages with motorcyclists with a full licence to raise awareness of the causes and effects of road crashes involving motorcyclists, demonstrating safe riding skills and using tried and tested techniques to manage on-road risks	High-powered motorcyclists, in particular males between the ages of 36 and 45	Cheshire Police

Bikeability	The national cyclist training scheme, with potential for funding through the Local Sustainable Transport Fund to develop independent cycling skills in three stages addressing issues such as basic off-road bicycle handling, safety equipment, on-road manoeuvres and complex travel situations	Child cyclists – Key Stage 2 (Level 1, Level 2 and Level 3). Adult cyclists – Level 2 and Level 3	CEC, external trainers, Health and Wellbeing Forum
National Speed Awareness Training	A national course run in addition to the above course, the National Speed Awareness Course allows speeding motorists to choose to attend a training day (4 - 4.5hours) rather than receive an endorsement on their licence. Issues such as attitudes towards speed and inappropriate speed are addressed to improve driver behaviour. These courses are also delivered by local authorities under contract. <i>This scheme is reliant on the provision of a suitable enforcement programme and is linked to the National Driver Improvement Scheme</i>	High-risk and unlawful road users (young adult road users)	Cheshire Police
ENGINEERING			
Local Safety Schemes	Local safety improvement schemes at highway sites where a clear road casualty record is evident. The criteria for further investigation and highway improvement is either:	Evidence led high-risk road users (car occupants, motorcyclists)	CEC Highways

	<ul style="list-style-type: none"> • 2 killed or seriously injured casualties over a three year period • 7 road casualties of all severity over a three year period • Requests from Ward members of LAP's 	Vulnerable road users (pedestrians, cyclists, motorcyclists)	
Rail Incursion Schemes	Following guidance from the Department for Transport on the application of measures to manage risk where roads meet, cross or run close to railways, and in cooperation with Network Rail, Cheshire East Council will undertake activities that manage the risk of sites with a risk rating score of 90 or more	Road users' who meet, cross or run close to the railway as part of their journey	CEC Highways
Route studies	Continued support for the multi-disciplinary route study projects to reduce the number of KSIs to road users on roads evidenced as providing a disproportionate level of risk to road users; for example the four existing Red Routes within Cheshire East (A530 Middlewich to Nantwich, A50 Knutsford to Holmes Chapel, B5077 Butterson Lane, Crewe to Alsager, A530 Nantwich to A5015/A525)	Evidence led road users most at-risk of death or injury on the identified routes (young adult road users, high powered motorcyclists)	CEC Highways and CSRG
Highway Maintenance Improvements	Targeted intelligence led approach to highway maintenance using the Total Road Enhancement ethos	All road users	CEC Highways

ENFORCEMENT			
Road Skills Experience	<p>To identify vulnerable young drivers by targeted police patrols who will refer any offender to an education/training package</p> <p>A one-day theoretical and practical skills training to encourage a responsible, safe attitude to driving and enhance knowledge and techniques to manage road risks.</p> <p>This scheme is reliant on the provision of a suitable enforcement programme and is linked to the National Driver Improvement Scheme</p>	Young adult road users committing minor traffic offences and referred by Cheshire Police	Cheshire Police
National Driver Improvement Course	<p>This course can be offered to drivers who have committed an offence under section 3 of the Road Traffic Act 1988 to provide re-training which aims to rectify their driving failures. The course is both theoretical and practical demonstrating low-risk driving techniques using DfT approved driving instructors. The course is part of a national scheme and these are usually run by local authorities under contract on a regional or sub-regional basis.</p> <p>This scheme is reliant on the provision of a suitable enforcement programme</p>	High-risk and unlawful road users	Cheshire Police
Speed Indicator Devices (SIDS)	A community engagement and reassurance initiative to address local concerns about speeding traffic and educate drivers about speed limits. The	Road users committing minor traffic offences	Cheshire Police and CEC Highways

	Speed Indicator Device (SID) is an electronic device that displays the speed of an approaching vehicle to inform the driver. The device rewards those complying with the speed limit with a smiley face and reminds those not complying to slow down by displaying a sad face.		
Drink/Drug Drive Enforcement	Cheshire Police will carry out intelligence led targeted enforcement, to deter drivers from drink/drug driving by high profile, proactive enforcement of the appropriate legislation in respect of drink and drug driving	High-risk and unlawful road users	Cheshire Police
Community Speedwatch	Cheshire Police will promote and support Community Speedwatch across Cheshire East working in partnership with local communities, Parish Councils and Cheshire East Council to increase public awareness of inappropriate speed and to address community concerns.	High-risk and unlawful road users	Cheshire Police