

CABINET MEMBER FOR REGENERATION AND ENVIRONMENT

**Venue: Town Hall,
Moorgate Street,
Rotherham. S60 2TH**

Date: Monday, 7th March, 2011

Time: 10.30 a.m.

A G E N D A

1. To determine if the following matters are likely to be considered under the categories suggested, in accordance with Part 1 of Schedule 12A (as amended March 2006) to the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of the Local Development Framework Members' Steering Group held on 18th February, 2011 (Pages 1 - 3)
4. Monksbridge Gateway Improvement Works - Land Adjoining Heritage Court, Outgang Lane, Laughton Common. (report attached) (Pages 4 - 9)
Andy Newton, Project Officer, to report.
 - to consider proposals for environmental improvement works to the above site.
5. Rotherham Road, Laughton Common - Proposed Road Safety Scheme (Pages 10 - 15)
Tom Finnegan-Smith, Transportation Unit Manager, to report.
 - to report the results of consultations carried out on a proposed road safety scheme along Rotherham Road, Laughton Common which forms part of the Section 278 agreement with Persimmon Homes for the adjacent development.
6. Road Safety Education, Training and Publicity - update (Pages 16 - 20)
Stuart Savage, Senior Engineer, to report.
 - to inform the Cabinet Member of the work undertaken by the Road Safety ETP staff between May 2010 and January 2011.
7. EXCLUSION OF THE PRESS AND PUBLIC
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relating to the financial or business affairs of any particular individual (including the Council)):-
8. YORConsult and YORCivils framework - approval to bid (Pages 21 - 23)
Brian Barratt, to report.

- to inform the Cabinet Member of the procurement of the YORConsult and YORCivils framework.
- to request approval for the relevant services within Environment and Development Services to bid for places in the frameworks.

Date of Next Meeting
Monday, 21st March, 2011

Members:

Councillor Smith, Cabinet Member for Regeneration and Environment
Councillor Walker, Senior Adviser
(Councillor Pickering, Chair, Planning Board;
Councillor Dodson, Vice-Chair, Planning Board
Councillor Whysall, Chair, Regeneration Scrutiny Panel
Councillor Swift, Vice-Chair, Regeneration Scrutiny Panel)

ROTHERHAM LOCAL DEVELOPMENT FRAMEWORK STEERING GROUP
Friday, 18th February, 2011

Present:- Councillor Smith (in the Chair); The Mayor (Councillor McNeely), Councillors Dodson, Doyle, Jack, R. S. Russell, Whelbourn, Whysall and Wyatt.

together with:-

Ken MacDonald
 Bronwen Peace
 Ryan Shepherd

Solicitor
 Planning Manager
 Senior Planner

1. INTRODUCTIONS/APOLOGIES

The Chairman welcomed those present to the meeting.

Apologies for absence were received from the following members of the Steering Group and officers:-

Councillor J. Austen	Chair, Democratic Scrutiny Panel – member of Steering Group
Councillor D. Pickering	Chair, Planning Board
Councillor A. Russell	Chair, Children and Young People's Scrutiny Panel
Councillor S. Walker	Senior Adviser, Regeneration & Environment

2. MINUTES OF THE PREVIOUS MEETING HELD ON 10TH DECEMBER, 2010

Consideration was given to the minutes of the previous meeting held on 10th December, 2010.

Resolved:- That, with the addition of The Mayor (Councillor McNeely) in attendance, the minutes of the previous meeting be approved as a correct record.

3. MATTERS ARISING

The following issues, from the previous minutes, were raised:-

Houses in Multiple Occupation

The issue of the requested briefing note for all Members and the three local MPs was to be followed up as a matter of priority.

Strategic Housing Land Availability Assessment (SHLAA)

Ken MacDonald, Solicitor, reported that the position regarding the status of the Regional Strategy (RS) had once again been challenged, by way of a second judicial review hearing, on 17th January, 2011 (Cala Homes case). The outcome of this challenge was that the Government's clear intention to bring forward legislation to withdraw the RS as soon as possible (Localism Bill) was a material consideration in the determination of planning applications (as set out

in the Secretary of State's letter dated 10th November, 2010].

It follows that if regard was to be had to the development plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan [which includes RS], unless material considerations indicate otherwise.

The weight to be given to such policies must however, be tempered by the fact that the Government intended to withdraw RS as soon as practicable.

4. SETTLEMENT AND GROWTH STRATEGY FOR ROTHERHAM BOROUGH

Consideration was given to a report, presented by the Planning Manager and the Senior Planning Officer, proposing a Settlement and Growth Strategy that would form the bedrock of the Core Strategy. This would assist in the selection of sites for future development as work progressed on preparing the Sites and Policies Development Plan Document (DPD).

The following key issues had been considered in preparing the settlement and growth strategy for the Borough:-

- to clearly establish the settlement hierarchy for the borough and to identify the principal settlements for growth in the future.
- to determine how a settlement identified for growth will change in the future
- to spatially identify potential development sites including broad allocations (Urban Extensions) to meet the needs of the Borough.
- to set an appropriate local housing target

It was explained that the proposed settlement and growth strategy for the Borough was at the heart of the Core Strategy. The Core Strategy would be presented to Members later in 2011. The proposed settlement hierarchy reflected the status of the centres / settlement groupings as they were and also their potential future role. It also reflected the availability of existing facilities and services and assessed whether growth could potentially be supported in the settlement in the future.

The Settlement and Growth Strategy would be the over arching policy to guide future development.

It was noted that table 1 only dealt with the main settlement groupings and, therefore, the 'proportionate size of settlement' column did not include existing population in 'other villages'. The full details were in the '% of total dwellings' column of the table in Appendix 1 of the report submitted which showed that the population of 'other villages' accounted for 5%. It was also noted that the figures had been rounded the nearest whole percentage.

Resolved:- [1] That the proposed Settlement and Growth Strategy for the Borough be supported, for inclusion within the final draft of the Core Strategy for consultation purposes during summer 2011.

[2] That a local target for Rotherham of 850 homes per annum be supported for consultation as part of the final draft Core Strategy.

5. ANY OTHER BUSINESS

There was no other business to report.

6. DATE, TIME AND VENUE OF NEXT MEETING

Resolved:- That the next meeting of the Local Development Framework Members' Steering Group be held on Friday, 18th March, 2011 at 10.00 a.m. – Town Hall, Moorgate Street, Rotherham.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member, Regeneration & Environment
2.	Date:	7 March 2011
3.	Title:	Monksbridge Gateway Improvement Works – Land Adjoining Heritage Court, Outgang Lane, Laughton Common, Dinnington Ward
4.	Programme Area:	Environment and Development Service

5. Summary

To report on proposals for environmental improvement works to the above site, as indicated on the attached plan.

6. Recommendations

Cabinet Member approves the proposed works and notes the funding arrangements.

AGENDA ITEM 4

7. Proposals and Details

The Laughton Common/Monksbridge Road highway corridor was identified as a potential Gateway Improvement scheme within the wider Gateway Improvement Plan (approved 22 June 2005) and was included in the 2010/11 Regional Housing Programme.

The Cabinet Member will be aware of 'Gateway' style street name signs and street lighting already installed throughout this corridor two years ago; a further phase of works, comprising landscaping improvements throughout the area, together with selective street lighting and footway improvements was approved by the Cabinet Member on 13th December 2010 (Item 85 refers).

This proposal relates to a third phase of works, comprising a disused works compound associated with the nearby Persimmon Homes/Westbury Homes residential development; prominently situated, adjacent to the Heritage Court retail and residential development and highly visible from the B6060 Outgang Lane, a key approach to Dinnington Town Centre.

The site is currently owned by Persimmon Homes; however, by virtue of Condition 22 attached to Planning Permissions RB2004/0428, RB2005/0054 and RB2005/1170 relating to the nearby residential development, the site is identified for "community use". These conditions also require that Persimmon landscape and maintain this and other Public Open Space sites within the larger residential development.

The current proposal (see attached plan for details) is to restore this site as a Community Greenspace through the introduction of grass, wildflowers, trees, a foot path link, bins and interpretative signs explaining the historic, social and environmental background to the area. Works will also entail the removal of an unsightly fence and hedgerow that currently obscure the frontage of the site; and their replacement with a shrub border and decorative railing. A short section of foot path within the public highway, which fronts the site in question, will also be improved.

Persimmon are currently in the process of transferring ownership of the site to Thurcroft Parish Council, who have indicated that they would be willing to maintain the site. However, owing to the administrative deadline attached to the Gateways Programme (all works must be completed by June 2011) this transfer may not be completed by that date.

This being the case, landscaping proposals contain a one year maintenance programme, which includes the replacement of any dead or dying plant specimens. If legal transfer occurs before the expiry of this maintenance period, Thurcroft Parish Council will assume responsibility for maintenance; if not Persimmon Homes will continue to maintain the site in accordance with the above-mentioned planning conditions.

The Gateway project team within RIDO have ensured that extensive consultation has been carried out with the local community, including residents within the

AGENDA ITEM 4

immediate vicinity of the site, the 'Friends of Laughton Common', New Laughton Tenants and Residents Association and Thurcroft Parish Council. Local Ward Members have been involved with the project via the Dinnington Area Development Framework Steering Group. Support for the proposal is widespread.

Subject to Member approval, works will be carried out during the period April to June 2011.

8. Finance

These works will be funded from the Regional Housing Board programme, with Monksbridge Gateway having been allocated a budget of £180,000.

Total estimated costs:

Temporary Fencing	£ 1,000.00
Excavate Existing Ground	£ 5,315.00*
Remove Existing Hedgerow	£ 450.00
Supply Sub-soil	£ 904.00*
Supply Top-soil	£ 5,268.00*
Tree Pits	£ 172.00
Plant Shrubs	£ 1,890.00
Plant Trees	£ 780.00
Cultivation and Seeding	£ 2,255.00*
Wildflower Seeding	£ 1,897.53
Bulbs	£ 250.00
Aftercare	£ 2,987.44
New/improved Foot Path	£ 29,671.33
Foot Path Design Fees	£ 2,373.31
Foot Path Supervision Fees	£ 2,076.99
Foot Path Contingencies	£ 3,000.00
Decorative Fencing	£ 11,500.00
Benches	£ 4,500.00
Interpretative Signs	£ 2,000.00
Bins	£ 2,000.00

Overall Costs **£ 80,290.60**

* However, because Persimmons are required to landscape the site by virtue of the planning conditions described above, they have undertaken to fund site preparation and basic landscaping works (it should be noted that landscaping works are enhanced to a level beyond that which Persimmon might reasonably have been expected to provide) and, consequently, Persimmon will carry out works to a value of £13,742.00.

In addition the cost of the benches (£4,500) can be met from the under-spend on a nearby public arts project.

AGENDA ITEM 4

Against this, further landscaping charges have been accrued in designing the above and other nearby potential works; more are anticipated in overseeing these works. These costs are estimated at £11,988.18.

This brings the total estimated cost for these works to £74,036.78.

The previous phase of works was estimated at £92,828.94 and it can be seen therefore that the current proposal would bring overall spend to £166,865.72 a figure which can be accommodated within the budget limit.

Estimated costs include for any defects of the hard works for one year following completion of the works. Thereafter, those works within the public highway will be transferred into the ongoing Streetpride maintenance programme; those within the confines of the Heritage Court site will be maintained by either Persimmon Homes or Thurcroft Parish Council.

Consequently, the proposed improvements will not add to the existing Streetpride maintenance budget.

9. Risks and Uncertainties

The risks & uncertainties are expected to be only those which would normally be associated with small scale construction and landscaping works.

10. Policy and Performance Agenda Implications

The scheme contributes to the 'Rotherham Proud' agenda by enhancing the main 'Gateway' routes into the Borough with high quality public realm works. It will also contribute to 'Rotherham Safe' in that the public highway will be free of defects. The scheme contributes to the Community and Corporate Plans by:

Supporting the Housing Market Renewal Programme.

Improving and promoting the image of Rotherham and addressing negative views both within and outside the borough, through the environmental improvement of Gateway Corridors which form many peoples first impression of the borough, as well as a backdrop to the lives of many of its residents.

Providing sustainable neighbourhoods of quality, choice, etc, by contributing to an improved environment within many residential districts.

11. Background Papers and Consultation

Public consultation has been carried out by the Project Officer and the designs have been approved by the Dinnington ADF Steering Group, which includes the local Ward Members.

Further background papers include:

AGENDA ITEM 4

The Gateway Improvement Plan (Approved 22nd June 2005, Cabinet Item 37)

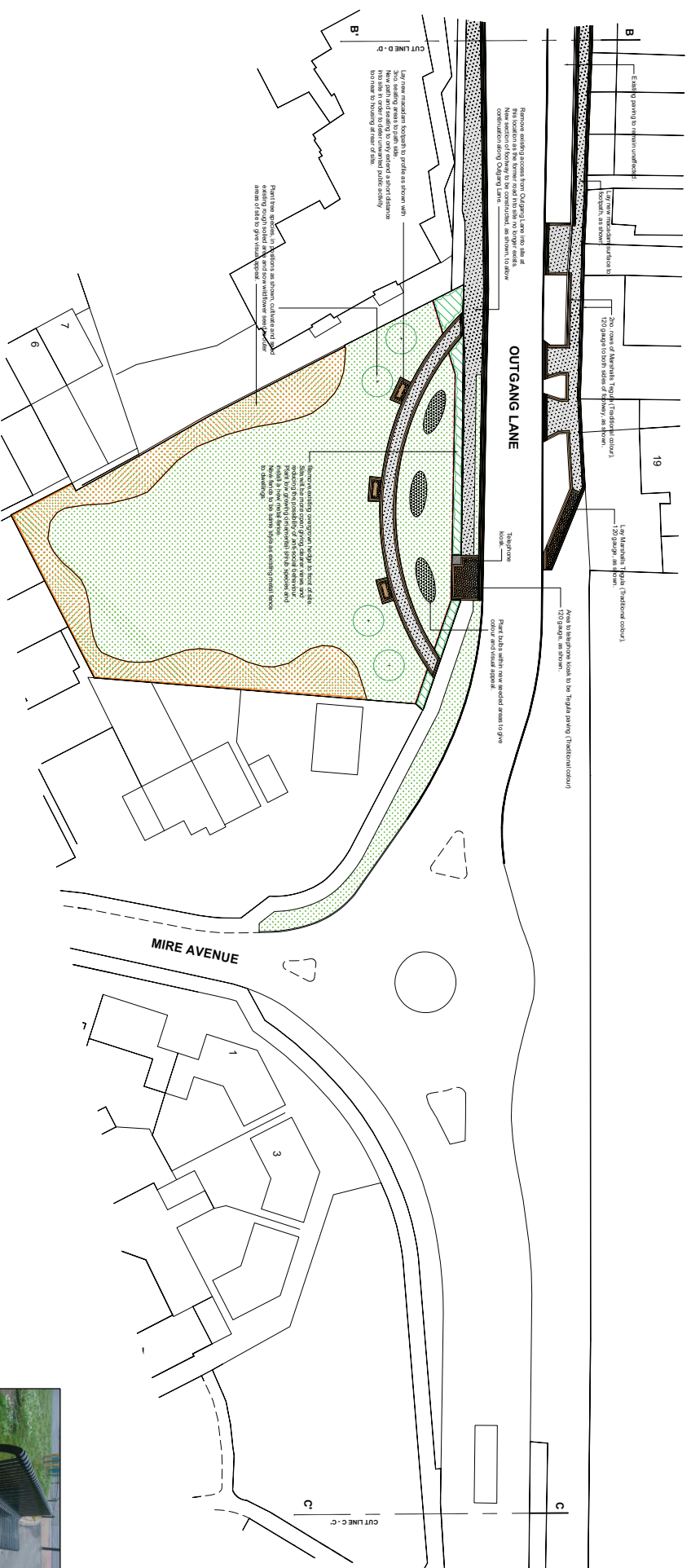
Monksbridge Gateway Landscaping Improvements (approved by Cabinet Member for Environment and Regeneration, 13th December 2010, Item 85 refers).

Housing Market Renewal Area Masterplan (Dinnington)

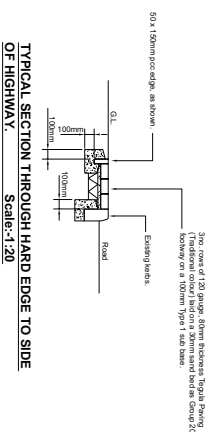
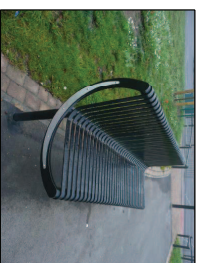
The local community have been engaged on this and other related environmental improvement projects via the ADF Steering Group, Community Planning Officer and by direct mail shot of local residents.

Discussions have been ongoing with representatives of Streetpride to confirm their capacity to deliver these works during 2010/11.

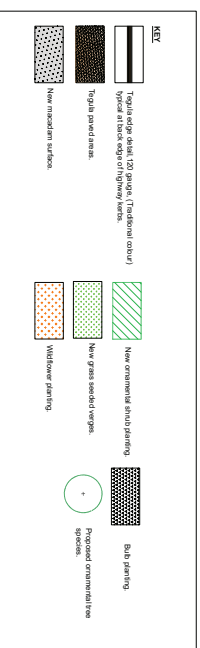
Contact Name: Andrew Newton, Project Officer, Development Team. Telephone ext 3849. Email andy.newton@rotherham.gov.uk



GATEWAY STYLE SEAT



TYPICAL SECTION THROUGH HARD EDGE TO SIDE OF HIGHWAY. **Scale:-1:20**



<div>Rotherham Metropolitan Borough Council Environment & Development Services <small>Strategic Director</small> <small>Red Barn Way, The Hub 117N, M1791</small></div> <div>Rotherham Metropolitan Borough Council Environment & Development Services Bailey House, Rawmarsh Road, Rotherham S60 1TD</div>	Client:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Regeneration and Environment
2.	Date:	7 March 2011
3.	Title:	Rotherham Road, Laughton Common – Proposed road safety scheme
4.	Programme Area:	Environment and Development Services

5. Summary

To report the results of consultations carried out on a proposed road safety scheme along Rotherham Road, Laughton Common which forms part of the Section 278 agreement with Persimmon Homes for the adjacent development.

6. Recommendations

Cabinet Member resolves that:-

- i) Objections to the proposed road safety scheme be not acceded to and that they be informed of the decision;**
- ii) Support for the scheme be reiterated and approval be granted for the works to be implemented.**

7. Proposals and Details

As part of the section 278 works associated with the Persimmon Homes development at Laughton Common, there is a requirement on the developer to introduce traffic calming measures along a section of Rotherham Road. These traffic calming measures will be introduced in the form of two raised junction tables (road humps), one at the junction with Baker Street and the other at the junction with Paddington Close. In addition, it is also proposed to construct a mini-roundabout at the junction with Ascot Drive. The cost of these works will be funded by Persimmon Homes. A plan of the proposed scheme is attached as Appendix A.

During October 2010 consultations were carried out with approximately 270 residents of Laughton Common, by way of a letter, plan and reply form. In addition, statutory consultations were also carried out with the Emergency Services, Passenger Transport Executive, Parish Council and Local Ward Members

From the consultation with residents a total of 61 responses were received accounting for 23% of the letters delivered, of which 64% of residents were in agreement with the scheme. With regard to those residents who did not agree with the scheme a variety of reasons were given (a sample copy of these responses are attached as Appendix B) but generally relate to claims that road humps cause damage to vehicles, that the money could be better spent elsewhere or this scheme is not needed.

In terms of vertical traffic calming features (road humps) causing damage to vehicles, evidence from the Transport Research Laboratory (TRL Report TRL614) suggests that this isn't the case if they are driven / ridden at an appropriate speed.

With regard to funding, the cost of the scheme is being met by Persimmon Homes as part of the Section 278 agreement for the development which is specific to this location and could not be used elsewhere.

Regarding consultations with the Emergency Services, Passenger Transport Executive, Parish Council and Local Ward Members no objections were received.

8. Finance

The estimated cost of these works is £50,000, which will be funded entirely by Persimmon Homes as part of the Section 278 agreement.

9. Risks and Uncertainties

The estimated cost is dependent upon the need to divert Statutory Undertakers' apparatus; this is expected to be minimal. However, should the cost of the scheme exceed the estimate the developer will fund the full cost of the scheme.

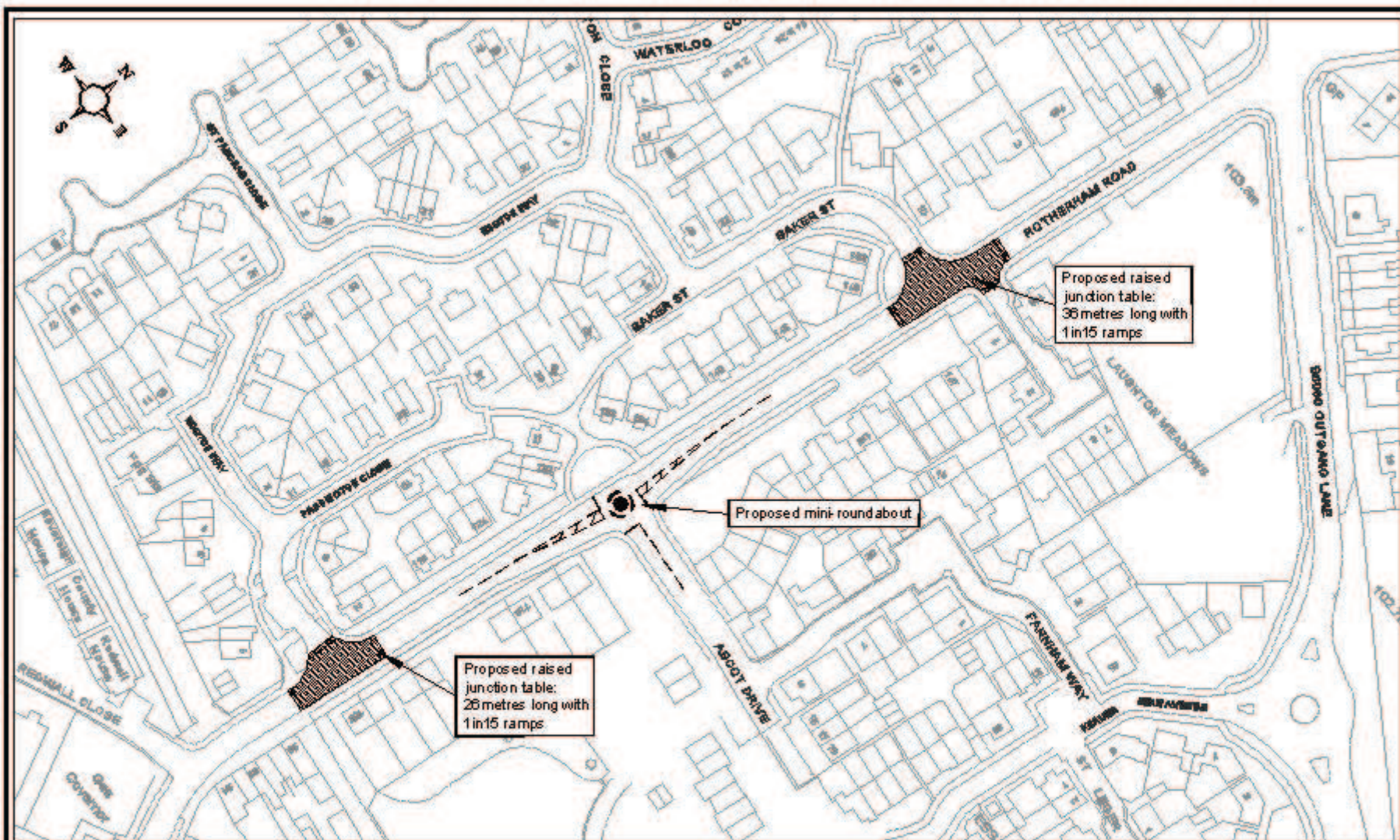
10. Policy and Performance Agenda Implications

The scheme is in line with objectives set out in the South Yorkshire Local Transport Plan, and the associated Road Safety and Casualty Reduction Strategy, for improving road safety and managing traffic. In addition, the proposal is in line with the Councils' main themes of Alive, Safe and Achieving; and also accords with the Equalities Policy.

11. Background Papers and Consultation

Reference: South Yorkshire Local Transport Plan 2, 2006 to 2011.

Contact Name : *Andrew Lee, Assistant Engineer, Ext. 54489,*
andrew.lee@rotherham.gov.uk



Rotherham Metropolitan Borough Council
Environment & Development Services
Bakery House, Rotherham Road,
Rotherham S60 1 1D

Client:

Rev: Description:

Rotherham Road, Laughton Common -
Proposed traffic calming scheme

Drawn: A.L.	Check: S.I.S.	Scale: 1:1000
Date: Sept 2010		

REPLY FORM

ROTHERHAM ROAD, LAUGHTON COMMON
Proposed junction road humps and mini-roundabout

Do you agree with the proposal to construct junction road humps at Rotherham Road / Paddington Close & Rotherham Road / Baker Street, together with a mini-roundabout at the junction of Rotherham Road / Ascot Drive, as indicated on the attached plan?

YES

NO

Name:

Address:

FINSBURY CLOSE
 LAUGHTON S25

If you do not agree with any of the proposals please indicate your reasons below:

They are far to long, cause damage to your cars, and I feel this is unnecessary, the money should be spent putting a roundabout at Teclwick Crossroads.

Please return to:

Transportation Unit
 Planning and Regeneration Service
 Rotherham Metropolitan Borough Council
 Bailey House
 Rawmarsh Road
 ROTHERHAM S60 1TD

E-mail: transportation@rotherham.gov.ukREPLY FORM

ROTHERHAM ROAD, LAUGHTON COMMON
Proposed junction road humps and mini-roundabout

Do you agree with the proposal to construct junction road humps at Rotherham Road / Paddington Close & Rotherham Road / Baker Street, together with a mini-roundabout at the junction of Rotherham Road / Ascot Drive, as indicated on the attached plan?

~~YES~~

NO

Name:

Address:

ST PANCRAS CLOSE

If you do not agree with any of the proposals please indicate your reasons below:

A waste of tax payers money. Both junctions have existed fine for the last 5 years +. There is no need for a mini roundabout when a 'T' junction will be fine. There must be better things to spend our council tax on? Like the condition of the road surface locally?

Please return to:

Transportation Unit
 Planning and Regeneration Service
 Rotherham Metropolitan Borough Council
 Bailey House
 Rawmarsh Road
 ROTHERHAM S60 1TD

E-mail: transportation@rotherham.gov.uk

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YES

NO

Name:

Address: Euston Way
S25

If you do not agree with any of the proposals please indicate your reasons below:

Road humps cause unnecessary repairs to be carried out on your car, regardless of whether you drive carefully and at the correct speed.

Please return to:
Transportation Unit
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ROTHERHAM S60 1TD

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NO

Name:

Address: ROTHERHAM ROAD, DINNINGTON, S25

If you do not agree with any of the proposals please indicate your reasons below:

LARGE VEHICLES GOING OVER SPEED BUMPS WILL MAKE A LARGE AMOUNT OF NOISE.

WE ONLY HAVE 1 PARKING SPACE AT THE REAR OF OUR PROPERTY ^(FOR OUR OWN VEHICLE) AS DO A LOT OF HOUSES ON THIS ESTATE, AND OUR VISITORS HAVE NO OPTION BUT TO PARK ON ROTHERHAM ROAD IN FRONT OF OUR PROPERTY. LIKEWISE OTHER NEIGHBOURS DO THE SAME. INSTEAD OF PUTTING IN BUMPS AND A MINI ROUNDABOUT WHY NOT INSTALL SPEED SIGNS THAT FLASH UP UNTIL YOU SLOW DOWN (BOTH WAYS), BECAUSE PEOPLE WHO SPEED WILL STILL SPEED

Please return to:
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THANKYOU FOR LISTENING.

ROTHERHAM ROAD, LAUGHTON COMMON
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YES

NO

Name:

Address:

ST PANCRAS CLOSE,
 DUNNINGTON
 SHEFFIELD, S25

If you do not agree with any of the proposals please indicate your reasons below:

- ① VERY UNSIGHTLY
- ② WASTING COUNCIL TAX MONEY IN TERMS OF FUTURE CUTS - STOP WASTING OUR MONEY!
- ③ DAMAGE TO WHEELS, AND SUSPENSION
- ④ SPEED LIMIT NEEDS TO BE CHANGED TO 20 MPH, NOT SPEED BUMPS IN THE ROAD.
- ⑤ NOT COST EFFECTIVE - LOW TRAFFIC FLOW?
- ⑥ COST OF THE SCHEME - HOW MUCH?
- ⑦ IT'S EASY TO SPEND OTHER PEOPLE'S MONEY.

Please return to:

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ROTHERHAM ROAD, LAUGHTON COMMON
Proposed junction road humps and mini-roundabout

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YES

NO

Name:

Address:

FINSDUNY CLOSE
 S25

If you do not agree with any of the proposals please indicate your reasons below:

I THINK YOU SHOULD BE SPENDING THE MONEY ON MAKING THE ROAD SAFER BETTER I.E. ROAD FROM BAKER STREET LANE TO TOWNICK CROSSROADS PLUS ABSOLUTELY ATROCIOUS. PLUS PLenty NONE EVEN WORSE

Please return to:

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 Planning and Regeneration Service
 Rotherham Metropolitan Borough Council
 Bailey House
 Rawmarsh Road
 ROTHERHAM S60 1TD

E-mail: transportation@rotherham.gov.uk

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Regeneration and Environment
2.	Date:	7 March 2011
3.	Title:	Road Safety E.T.P. update – All Wards
4.	Directorate:	Environment & Development Services

5. Summary

To inform the Cabinet Member of the work undertaken by the Road Safety ETP staff between May 2010 and January 2011

6. Recommendations

That the Cabinet Member notes the contents of the report and refers to Regeneration Scrutiny Panel for information.

7. Proposals and Details

We are continuing to establish strong links with other agencies and partners in order to coordinate and extend road safety education throughout the Borough.

Education

Schools

We have provided:

- Talks and demonstrations of crossing roads using miniature equipment for infant children and playgroup children at Harthill, High Greave, Maltby St Mary's, Laughton J&I, Rawmarsh St Joseph's, Coleridge, Anston Hillcrest, Sitwell, Whiston Worrygoose, Brampton Cortonwood schools. The Arnold Centre, Rockingham Childrens' Centre and Ravenfield, Anston Hillcrest, Granby House, Rother Valley College, Grange Kindergarten, Mommas, Wath Toddletime playgroups and Greasbrough rising 5s, .
- Road safety assemblies at Anston Greenlands on playing safely outside, Anston Brook and Brampton Ellis Infants, on general crossing procedures, and Dinnington St Joseph's, Thrybergh St Gerard's, Dalton Foljambe, Aston Lodge, Thurcroft Junior, Thrybergh Fullerton and Anston Greenlands on crossing safely and being seen.
- A special assembly for pupils at Listerdale primary on how to cross safely using a puffin crossing, following the upgrading of their local crossing from a pelican to a puffin.
- A talk on cycling safely for pupils at Wath Victoria School.
- Assistance with topic work, including an interactive talk on crossing roads safely, a traffic counting exercise and follow up work with infant children at Whiston Worrygoose School.
- "Starting school" leaflets for parents of children starting school in September.
- Posters and sticker for all primary schools to identify whether or not they have had accident free months.
- A scenario at the Crucial Crew event held at the Magna Centre for approximately 3000 year 6 school children. The interactive scenario involved crossing safely using a puffin crossing and highlighted the distance needed for a vehicle to stop in an emergency. A similar scenario was also provided for several groups of special needs students.
- Road safety input into a safety day held at the Willows and the Abbey special schools.
- An interactive talk for children attending the Bethesda Church after school club.
- Help and advice for all new Junior Road Safety Officers in schools. To date 50 schools have elected to take part in the initiative and others are likely to become involved in the New Year. Prizes for competitions organised by the children are regularly provided by the road safety section.
- Materials to assist with topic work at Thurcroft Junior and Brampton Cortonwood Schools.

- “Choices”, an interactive play for all the year7 students at Dinnington Comp.
- “Jackie’s story” a true story of the life changing injuries suffered by a young woman through the actions of a drink driver for students at Dearne Valley College, RCAT and Winterhill School(COPE group).
- Road safety information and assistance at the freshers fairs at RCAT, and Rother Valley Colleges.
- Road safety input at the safety day held at Thomas Rotherham College.
- A scenario, as part of the “Prison me, no way” package run by the Prison Service and SY Police at Winterhill School.
- “Who’s to blame”, a multi agency package covering the consequences of an accident, culminating in a court room scenario. This was provided for the students at Maltby Academy.
- Input at the “on four wheels” project for four groups of students attending the Treeton Centre.
- Assemblies primarily for year 7 students, at Oakwood, St Bernard’s Wales and Wath based on safe crossing procedures and the dangers associated with using mobile phones, mp3 players and other devices when crossing roads.
- A two hour road safety talk for students at Thrybergh Comp and a group of Youth Offenders.
- An interactive talk about issues relating to motorcycling for young people attending the Maltby Lynx Centre.
- A talk on driver and passenger safety for a group of young people at Maltby Leisure Centre.
- “Sporting Chance”, a production sponsored by the South Yorkshire Safer Roads Partnership and aimed at year 8 students. The production covers distractions and shows the consequences of using a mobile phone whilst crossing a road. It was provided for 4 Comps.
- “Too much punch for Judy”, a production based on the true story of a young woman driver who killed her sister through drinking and driving, for year 10 to13 students in 9 schools/colleges.
- “Dummy Run” a play aimed at year 7 students and covering issues faced by young people when crossing roads. Sponsored by the South Yorkshire Safer Roads Partnership, the play was provided at 4 Comps.
- A scenario based on crossing safely using a puffin crossing and the assessment of vehicle stopping distances at the crucial crew event for approximately 100 adults aged 50+.
- Talks on carrying children safely in cars for parents at, Thorpe Hesley Childrens Centre and Thrybergh Rainbow Centre.
- A powerpoint presentation highlighting some of the work undertaken by the road safety staff, for members of the Wentworth South Area Assembly.

Training

We have provided:

- Pedestrian training for two large groups of parents and children at High Greave Infant School.
- Information and pedestrian training for parents and children attending Rawmarsh and Aughton Childrens' Centres.
- Pedestrian training for year 4 pupils at Dinnington Primary and Dinnington St Josephs schools.
- Walking bus training for staff at Broom Valley Primary School.

Publicity

We have provided:

- Assistance with the production and distribution of S.Y campaign materials aimed at young drivers, drink drivers, motorcyclists and pedestrians.
- Banners to schools bearing various messages discouraging parents from parking on school keep clear markings.

Partnership working

We:

- Continue to meet regularly with Road Safety Officers from all authorities within the Yorkshire and Humber region to promote ETP on a regional basis
- Continue to work with the other 3 South Yorkshire Authorities and the emergency services to promote road safety on a local basis.
- Continue to administer and assist with the provision of "Drive for Life" presentations for young people at various locations in Rotherham. The scheme is South Yorkshire based and sponsored by the South Yorkshire Safer Roads Partnership until 31 March 2011. Future sponsorship will be decided following the results of evaluation conducted by "Brainbox", an independent research company.
- Have worked in conjunction with Doncaster MBC to update and relaunch an advertising campaign aimed at 11-13 year old pedestrians primarily along the A633 and A630 routes.
- Provided assistance at the "Riding for Life" initiative aimed at motorcyclists and launched in Doncaster.
- Assisted SY police with a safety event at Woodall services.
- Provided a scenario aimed at young drivers, at the "Welcome to our world" event, co-ordinated by the Fire and Rescue service and the Health Authority and held at Beever Hill fire training centre. Students from around S Yorkshire attended and were shown what happens to casualties following a road traffic collision.
- Assisted at the "Bikesafe" motorcycling event organised by SY Police and held at the Motorpoint Arena, Sheffield with the support of the South Yorkshire Safer Roads Partnership.
- Worked with SY Police, PCSO's and children from Swinton Fitzwilliam, Wentworth, Brampton Ellis Junior schools and Swinton and Wath Comps on a project to educate drivers about driving slowly near schools. The smiley SID speed indicator was used to show drivers the speed at which they were travelling and those who broke the limit were stopped and requested to slow down by the children.

- Support the “Learn safe drive safe” South Yorkshire training initiative that enables driving instructors to promote road safety to pupils during lessons.
- Provided child car seat information displays and leaflets for special safety days held at the local Mothercare store in Parkgate.
- Provided displays and advice on carrying children safely in the car at special anti natal safety sessions organised by Health authority staff and held at Wath Victoria Centre, Cortonwood Centre, Kimberworth Childrens’ Centre, Wath Clinic, Brookfield Centre and Dinnington Centre.

Future events

- Materials in support of a project aimed at elderly pedestrians on the A631 corridor have been devised. It is intended to launch the materials in March 2011.
- Road safety presentations on safer riding and driving techniques for students learning trades at RCAT.
- Further Drive for Life presentations in Schools and Colleges.

8. Finance

The revenue budget funds staff and an allocation of approximately £27,000 for resources to support ongoing work. Due to recent cuts the allocation has been reduced to £17,000.

9. Risks and Uncertainties

There is a risk that any further budget reductions could affect the type and amount of work carried out which in turn could affect our ability to contribute towards the achievement of casualty reduction targets. Sandra Crofts, Road Safety Officer has taken voluntary severance/early retirement and this will also impact on delivery.

10. Policy and Performance Agenda Implications

The proposals are in line with the Council’s themes of Alive, Safe and Achieving and the objectives set out in the South Yorkshire Local Transport Plan, for improving road safety, accessibility and social inclusion.

11. Background Papers and Consultation

Local Transport Plan
South Yorkshire Road Safety and Casualty Reduction Strategy

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Document is Restricted