

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 Beaver 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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