

**LAUNCH OF 'DRIVESafe in Argyll and Bute' - Road Safety Charter**

**1 BACKGROUND**

- 1.1 A working group, comprising members from the Community Planning Partnership and the private sector, have been engaged in the development of 'DRIVESafe in Argyll and Bute', an Employers Road Safety Charter. This joint initiative has been supported by the Partnership at all stages. Group members have been drawn from Argyll and Bute Council, Strathclyde Police, Strathclyde Fire Brigade, NHS Argyll and Clyde, Argyll and Bute LHCC and Blacks Transport (Dunoon) Ltd.
- 1.2 It is anticipated that active support for this Charter will become a significant addition to the existing measures, which are aimed at reducing road traffic casualties in line with HM Government targets by 2010.
- 1.3 This Progress Report builds on regular updates, which have been provided since early 2003 and in particular recent decisions taken by the Management Committee and the Partnership.
  - a) At its meeting on 8<sup>th</sup> October 2003, the Management Committee noted the contents of a tabled Report, which recommended the development of a three year 'DRIVESafe in Argyll and Bute' strategy along with the need to identify the necessary resources.
  - b) At its meeting on 14<sup>th</sup> November 2003, the Community Planning Partnership discussed and agreed the basis of a three year strategy and also accepted there was a need to identify the necessary resources to allow 'DRIVESafe in Argyll and Bute' to proceed.
  - c) At its meeting on 11<sup>th</sup> February 2004 the Management Committee agreed to support the campaign which has now been amended to reflect the flexibility of the Scottish Health at Work Award Scheme, i.e. employers will be able to proceed to different levels of campaign compliance at their own pace. It was also agreed to allocate £5000 from within existing budgets for 'DRIVESafe' publicity.
- 1.4 It is intended to launch the 'DRIVESafe in Argyll and Bute' campaign in Lochgilphead on Tuesday 13<sup>th</sup> April 2004 and the necessary planning has commenced. This event will provide a focus for media coverage.
- 1.5 At the launch employers from both the Public and Private Sectors will be asked to pledge their support to the campaign by agreeing to:
  - Identify a senior champion from within their organisation who will have responsibility for promoting the Charter
  - Include employee road safety within their Health and Safety policy and monitor casualty and crash data
  - Raise staff awareness by supporting a series of ongoing themes

**2 PROGRESS**

- 2.1 Logo design has been finalised and an 'Employers Pack' is currently being developed. This pack will contain samples of workplace posters, vehicle stickers, suggested record forms etc.
- 2.2 The Charter framework is shown below. It sets out the basic level of Employer commitment and will be further developed to a series of subsequent stages which employers will be encouraged to follow.

<b>Charter</b>	
<p><b>Framework:</b></p> <ul style="list-style-type: none"> <li>• Identify senior champion within the organisation to progress the Charter</li> <li>• Include Road Safety within Health &amp; Safety policy</li> <li>• Support first DRIVESafe theme of 'Belt Up and Shut Up' (encourage seat belt use and no mobile phone while driving)</li> </ul>	<p><b>Guidance notes:</b></p> <ul style="list-style-type: none"> <li>• Champion – must be in a position of decision making and able to influence the strategic policy of the organisation</li> <li>• H&amp;S policy – must reflect the risk assessments undertaken, with responsibilities for action allocated</li> <li>• Distribute free materials – display in staff areas/vehicles and/or provide to staff</li> </ul>

<ul style="list-style-type: none"> <li>• Monitor incidents and accidents (Check sheet to be provided)</li> <li>• Raise staff awareness through promoting and publicising a series of themed campaigns</li> <li>• Raise staff awareness of other road user needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring – simple recording sheet for incidents and accidents, which can be used to measure performance and inform policy. This sheet will allow for on-going evaluation of the Charter scheme by Argyll &amp; Bute Community Planning Partnership</li> <li>• Awareness raising – participate in regular campaigns</li> <li>• Other road users – highlight drivers' responsibilities to other road users including pedestrians, horse riders, cyclists, and motorcyclists</li> </ul>
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2.3 Successful promotion and uptake of 'DRIVESafe' can only be achieved if the campaign is adequately resourced. For Community Planning Partners, this resource will primarily be employee's time. Senior "champions" should be identified within CPP organisations to lead this work; it is recommended that within the local authority these would be the leaders of the evolving SHAW groups, and within the LHCC these would be locality managers. The time commitment for these individuals is likely to be around half a day per month.

Within the larger organisations there will be a need to identify an additional individual as the lead officer for 'DRIVESafe'. It is recommended that within the LHCC this would be the Public Health Practitioner; within NHS Argyll and Clyde it would be the Senior Health Promotion Officer, who has agreed to lead this work and introduce the Charter to small and medium enterprises in the private sector. A lead contact person would require to be identified within the local authority, and it is recommended that this be the Road Safety Officer. The time commitment for these link/support people is expected to be 2 days per month.

2.4 It is proposed that a Charter Policy Steering Group be formed, with representatives from key partners. This Group should have responsibility for co-ordinating the development and implementation of the Charter, including future publicity materials. It is recommended that this group is convened and chaired by the Road Safety Officer, and meet 4 times per year to review progress and develop the programme of implementation.

2.5 In addition to the time resource, which will require to be committed, there is a need for the Partnership to make a budgetary provision for the Charter. This will be required to cover the costs of promotional material, advertising and administration costs and it is anticipated that this will total £5000 in the first year. As shown in 1.3C above initial costs have been secured from within existing allocation but it will be necessary for the Partnership to reconsider future funding during 2004-05.

**3 MONITORING/EVALUATION**

3.1 The Steering Group will agree a system to monitor the impact of Charter actions. This is likely to take the form of a pre-printed sheet for employers to record casualty and crash data. This information will then be used to measure performance, influence future 'DRIVESafe' policy, and allow an ongoing evaluation of the scheme by CPP.

**4. RECOMMENDATIONS**

It is recommended that:

4.1 'DRIVESafe in Argyll and Bute' is formally launched on Tuesday 13<sup>th</sup> April 2004 and all Community Planning Partners demonstrate their commitment to reducing road casualties in Argyll and Bute by signing a Charter at the launch.

4.2 This event will be media focussed and will provide local newspapers with a photo opportunity centred around the Charter logo and vehicle drivers from private and public sector companies that have signed up to the Charter

4.3 DRIVESafe in Argyll and Bute' is allowed to develop along the lines of the SHAW Award Scheme.

- 4.4 Large organisations identify link/ support person to co-ordinate implementation of Charter within own structure. Time commitment is likely to be 2 days per month.
- 4.5 All Partners identify 'Champions' and are ready to sign up to Charter in Spring 2004. Champions' time commitment is likely to be half a day per month.
- 4.6 A Charter Policy Steering Group is formed to develop and implement the Charter. The group will meet four times per year and be chaired initially by Council's Road Safety Officer.
- 4.7 The Road Safety Officer makes effort to allocate time within his work plan for Charter implementation, as the most likely point of contact, Council's lead officer, and the convenor of the Charter Policy Steering Group. This time commitment may be as much as 4fourdays per month in the early stages.
- 4.8 All Partners identify small and medium enterprises within Argyll and Bute who can be approached by Senior Health Promotion Officer to encourage them to participate in 'DRIVESafe in Argyll and Bute'.
- 4.9 Community Planning Partners identify £5,000 annually between them to cover costs of PR, promotional material, marketing and admin costs.
- 4.10 The Communications Team within the Local Authority give professional support and guidance to the Charter Policy Steering Group in relation to development of publicity materials and marketing strategies.

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