



'Driving Forward'

An integrated partnership agreement to promote Road Safety within Argyll and Bute





‘Driving Forward’ Vision

The DRIVESafe vision is to formulate and undertake a programme of work that aligns resources under existing and new initiatives, avoids duplication and provides, through a common approach, a stronger road safety message within Argyll and Bute.

This Partnership Agreement highlights the current activities of the various parties involved in promoting Road Safety throughout Argyll and Bute. These cover the full spectrum of road user and have been summarised under each category from early years through to existing drivers.

The programme will be monitored quarterly with progress reports submitted to the Argyll and Bute Community Safety Forum.

Argyll and Bute Council

The philosophy behind road safety promotion is that through continuous exposure to appropriate education, training and publicity an individual’s ability to cope with a traffic environment is developed. Argyll and Bute Council’s support for this continuous process demonstrates its commitment to quality of living for its citizens. The Council’s Road Safety Unit is responsible for the provision of formal Road Safety Education which is available in some form for all road users with additional resources for those groups seen to be at high risk. These resources are facilitated into educational establishments by the Council’s Road Safety Unit and training is provided for all staff.

The curricular based resources, Go Safe! – Ziggy’s Road Safety Mission (for Early Years), Streetsense2 (Primary), Your Call (for S1-S3) and Crash Magnets (for S4-S6), are the foundation for the road safety programme, providing learners with opportunities to participate in a planned, progressive, curriculum based programme as part of Health and Wellbeing (Person, Social and Health Education).

The Road Safety Service Delivery Programme within educational establishments is built on the use of these national resources and students will only gain the maximum benefit from the additional one-off presentations if they are participating in use of said resources.

Road Safety provision is enhanced by the Council’s active participation in the road safety movement at a national and regional level through Road Safety Scotland and the West of Scotland Road Safety Forum and by working with other Council Services.

Strathclyde Police

Our approach is a broad one, based upon the five pillars of Education, Enforcement, Engineering, Encouragement and Evaluation, but it also focuses on specific areas of national importance including children, young drivers, rural roads, drink/drug driving, seat belt compliance, the use of mobile telephones and the impact on our communities caused by speeding motorists.

Whilst the police have a clear responsibility in making Scotland a safer place for road users, a partnership approach is absolutely essential. Clearly, there is an opportunity for local Community Planning Partnerships, through the Single Outcome Agreements, to support collaborative approaches that deliver tangible outcomes in this area and help to reduce the number of road casualties each year.

“A steady reduction in the numbers of those killed and those seriously injured, with the ultimate vision of a future where no-one is killed on Scotland’s roads, and the injury rate is much reduced.”

Education:

Young drivers and motor cyclists, particularly young males, are statistically more likely to be involved in road collisions. We will contribute to the development of initiatives which are designed to give people in these vulnerable groups relevant advice, information and knowledge at an early stage in their driving careers, and helps them reduce the likelihood of their becoming casualties. Nearly three quarters of all road fatalities occur on rural roads. We will make education of those who use these roads a priority, reinforced by highly visible patrolling and engagement.

Children are a particularly vulnerable group of road users. We will ensure that the Curriculum for Excellence framework is complemented with road safety awareness.

Enforcement :

Taking firm action against road users who drive in a careless or dangerous manner, fail to use seat belts, drink – or take drugs – and drive, whose attention is distracted whilst driving or who do not maintain their vehicles, helps to make Scotland’s roads safer for everyone. Working with key partners where appropriate, we will maximise the impact of law enforcement through an intelligence-led approach, and contribute to the reduction of road casualties.

Engineering:

We will work with communities and partner agencies to ensure that road design and engineering optimises road safety wherever possible. We will also assess and evaluate emerging technologies, and seek to adopt those which either assist in targeting our enforcement efforts more efficiently, or which enable us to tackle particular problems in new and more effective ways.

Encouragement :

Road users and the broader public need to understand and support the underlying principles of road policing. We will make full use of the media to publicise our ongoing efforts to ensure road safety, and also to profile special initiatives.

We will also continue to support alternatives to prosecution where appropriate, recognising that this can engender greater public support for our activities.

Strathclyde Fire and Rescue

Since the Fire (Scotland) Act 2005 was enacted, Fire & Rescue Services have taken on more statutory duties, one of which is the requirement to attend special service incidents and in particular Road Traffic Collisions. Strathclyde Fire & Rescue has embraced the challenges presented by the change in legislation and proactively to work in partnership to reduction in the number of Road Traffic Collisions, associated fatalities and injuries in Argyll and Bute. This requires a combined strategy focusing on prevention, protection and responding.

Prevention – We will support partners by providing advice, educating road users, and engaging with vulnerable groups. This is primarily carried out through our ‘Cut it Out’ programme and our ‘Real time crash scenario’ events’.

Protection – Through our Integrated Risk management Plan, we will ensure that Strathclyde Fire and Rescue’s responses are measured, evaluated and targeted at areas of greatest risk to our communities through robust Road Traffic Collision research.

Responding – We will provide a highly trained, professional and well-equipped emergency response to Road Traffic Collisions in partnership with other emergency services.

NHS Highland

Service users: NHS promotes in- car safety by encouraging the use of car safety seats for babies and toddlers.

Service providers: NHS Highland has a Managing Health at Work ‘Reducing Work Related Driving Risk’ Policy which aims to

- Increase staff awareness of safety issues associated with work- related driving risks
- Ensure that work-related risk is assessed in a systematic and ongoing way, and that safe systems and methods of work are put in place to reduce the risk, as far as is reasonable practicable
- Ensure that appropriate training is available to staff in all areas, which equips them to recognise risk, and that practical advice on preventing and managing occupational road risk is provided
- Ensure that appropriate support is available to staff involved in work related driving incidents
- Encourage full reporting and recording of all incidents arising in the course of work-related driving
- Reduce the number of incidents and injuries to staff resulting from work-related driving

Road Safety Promotion at every Level

Early Level

Stage	Pre-school	Primary 1	Lead Agency
Curricular based resources	Go Safe! – Ziggy's Road Safety Mission		Argyll and Bute Council, Road Safety Unit
Extension work		Pedestrian Training	Argyll and Bute Council, Road Safety Unit

Road Safety Promotion at every Level
First and Second Level (Primary School)

Stage	First				Second			Lead Agency
	P1	P2	P3	P4	P5	P6	P7	
Curricular based resources	Streetsense 2 and Streetsense2.com							Argyll and Bute Council, Road Safety Unit
Curricular based resources						Scottish Cycle Training Scheme		Argyll and Bute Council, Road Safety Unit
Curricular based resources						JRSO		Argyll and Bute Council, Road Safety Unit
Additional experiential learning presentation					The Journey (Theatre in Education)			Argyll and Bute Council, Road Safety Unit

Road Safety Promotion at every Level
Third, Fourth and Senior Level (Secondary School)

Stage	Third and Fourth			Senior			Lead Agency
	S1	S2	S3	S4	S5	S6	
Curricular based resources	Your Call			Crash Magnets			Argyll and Bute Council, Road Safety Unit
	These resources are the foundation upon which other areas of the programme are built. In order for students to gain the maximum benefit from any additional one-off presentations, students should participate in a planned, progressive, curriculum based programme.						
Experiential learning presentation	The Nine Lives of Roddy Hogg (Theatre in Education)				Friends Disunited (Theatre in Education)		Argyll and Bute Council, Road Safety Unit
Curricular based presentation					Cut it Out!		Strathclyde Fire and Rescue
Curricular based presentation					Drive 4 Safety		Strathclyde Police

Road Safety Promotion at every Level

Existing Drivers

Stage	Younger Drivers	Drivers	Foreign Drivers	Motorcyclists	Driving for Work	Lead Agency
Financial contribution	Pass Plus contribution					Argyll and Bute Council Road Safety Unit
Community event		Real Time Crash Scenario				Strathclyde Fire and Rescue
Community event				Bikers Breakfast		Strathclyde Fire and Rescue
Information and advice			Driving in Scotland leaflet			Argyll and Bute Council Road Safety Unit
Information and advice		Car Seat Clinics				Argyll and Bute / Strathclyde Police/ NHS
Information and advice					Management of Occupational Road Risk	All partners – Charles Black, Black's of Dunoon, will act as an ambassadorial contact
Campaign				Around the Corner		Strathclyde Police
Information and Advice	Young Driver's Project					Strathclyde Police

Explanation of Initiatives

Go Safe! – Ziggy’s Road Safety Mission is a new and innovative approach that will be the **core resource** for young children from birth through to early level of the Curriculum for Excellence. The multi-media approach encompasses key aspirations of the *Early Years Framework* and *Curriculum for Excellence*. It aims to encourage and inspire experiential learning through partnerships between home and educational settings. It recognises the importance of early intervention in developing positive attitudes and behaviours for life; enabling children to become successful learners, confident individuals, effective contributors and responsible citizens.

Pedestrian Training – supervised roadside training is offered to younger pupils with an overall aim of instilling good habits at an early age with a view to reducing child pedestrian casualties. Children are taught skills that will improve their behaviour and hazard awareness and parent’s are often involved giving an opportunity for them to learn how they can reinforce training initiatives with their own children.

Streetsense2 and Streetsense2.com – this core resource is in all primary schools and is an important part of the national strategy for road safety education in Scotland. The aim of the strategy is to ensure that all children receive a minimum amount of road safety education at school covering specific topics at specific stages of their development. Streetsense2.com allows pupils to explore the resource more interactively. It underpins all the important messages in a game style which appeals to young people and engages them with the subject.

Scottish Cycle Training Scheme – is offered to all P6/7 pupils in Argyll and Bute. The Scheme is designed to give pupils the skills and knowledge they need to ride safely and sensibly on the road and thus help reduce the possibility of them being involved in a road accident. Cyclists learn basic control exercises, observation and signalling skills and a general awareness of traffic. Most schools in Argyll and Bute train on-road giving an opportunity for pupils to test their skills in a real road environment. Theory work is covered using the award winning ‘iCycle’ resource.

Junior Road Safety Officer Scheme – The aim of a JRSO scheme is to empower children to highlight road safety issues within their school. This can be done through raising awareness amongst other pupils, teachers and the wider school community while maintaining links with the Road Safety Unit. There is a dedicated website with games and competitions.

Theatre in Education – ‘The Journey’ is forum theatre, aimed at P6 pupils. There is audience participation throughout. Key road safety messages are walking and cycling to school, transition from primary to secondary school and peer pressure. There are also plays for S1 and S5/6 pupils covering important issues such as the transition from primary to secondary school and younger drivers.

Your Call – this is a new resource for 11-14 year olds, statistically the most at-risk age group, with flexible lesson plans that link to Health and Wellbeing, and a learning styles which is fundamental to the Curriculum for Excellence. This resource builds on work

covered in primary school and is more meaningful for this age group. The lesson content allows for a focus on active learning with discussion, debate and opportunities for personal reflection and less weighting on paper-based activities. The aim is to provide pupils with the opportunity to challenge their own behaviour and take responsibility for their safety and the safety of others.

Crash Magnets – is a road safety resource seeking to shape the opinions and attitudes of students in their mid-to-late teens to speeding, drink and drug driving and in-car safety. Crash Magnets targets young people before they pass their driving test to try and ensure their well-being on the road by encouraging them to make the right decisions for themselves and others.

Cut it Out! – Covers the main contributory factors in Road Traffic collisions such as speeding, drink/drug driving and seatbelt use. It aims to raise awareness and challenge attitudes in young people with regards to the dangers associated with our roads. The programme has been designed in conjunction with education, road safety departments, RoSPA, Strathclyde Police, West of Scotland Road Safety Forum, NHS and Scottish Ambulance Service and in such a way as to be delivered by specially trained fire service personnel in partnership with other emergency services. It is a curricular based, interactive, multi-media programme designed for S5 & S6 pupils.

The programme, which relies heavily upon the interaction between students and facilitators, requires students to ultimately take on different roles and 'investigate' the cause and problems associated with a Road Traffic Collision. They are also asked to look at how the incident could have been avoided and to report their findings back to their peers.

Drive 4 Safety – a young driver initiative is particularly relevant for students who are about to, or have just taken their driving test. Drive 4 Safety highlights the following: problems encountered by young and experienced drivers; aspects of the law in relation to drink/drug driving, speed, seatbelt wearing and road rage; an introduction to advanced driving by means of a theory based hazard perception input.

Pass Plus – Argyll and Bute Council offer a £75 grant to young driver residents that have undergone extra driver training in different conditions such as night time, motorway, town and driving on rural roads. Pass Plus builds on their skills and knowledge and helps with becoming a more confident driver.

Real Time Crash Scenario – Known as the 'staged real-time crash scenario', which involves all emergency services pulling together to save the lives of 2 young people, 1 of whom will be trapped in the car and the other who dies at the crash scene.

The aim is to make people stop and think hard about the consequences of speeding and lack of concentration in their driving and hopefully this will reduce the amount of collisions and fatalities on Argyll and Bute's roads. It is aimed at all drivers but in particular young drivers and those who are thinking about, or are learning to drive. The interactive approach has and continues to demonstrate a willingness by drivers to understand the dangers of road traffic collisions and how they may be avoided.

Bikers' Breakfast - To try and combat the high numbers of motorcycle fatalities on Argyll & Bute's roads Fire Fighters, Police Officers, Road Safety Officers and

Paramedics will join forces for a free breakfast drop in at Inveraray Fire Station. Motorcyclists are to be encouraged to stop off on their ride out and chat to the professionals available from all road safety services to discuss the latest safety protection clothing, they will receive first on the scene trauma training, maps of Argyll & Bute's collision hot spots will be issued along with several safety promotional items, presentations and leaflets.

It is hoped that the event will raise safety awareness for those riders that may have dropped their guard; motorcycle riders like most drivers generally have a supreme belief in their own abilities, which means that they sometimes have difficulty in accepting that they may well have a part to play in the bike's stability and collisions that occur far too frequently on Argyll and Bute's roads.

Driving in Scotland – information and advice is available in leaflet format for foreign drivers who are driving on our roads in the summer months – with particular emphasis on single track roads. These leaflets are available from tourist outlet throughout the area.

Car Seat Clinics – the Road Safety Unit, NHS and Strathclyde Police offer practical help and advice in the fitting and choosing a child car seat. Car Seat Clinics take place in the main towns in Argyll and Bute and at maternity clinics.

Management of Occupational Road Risk – a web-based toolkit for businesses to include road safety within their Health and Safety Policy. Charles Black, of Black's of Dunoon, will act as an ambassadorial contact sharing examples of good practice.

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