



Making Cheshire Safer

Annual Road Safety Report 2016-17



www.cheshirefire.gov.uk

This page is blank

ANNUAL ROAD SAFETY REPORT 2016/17

This paper summarises Cheshire Fire and Rescue Service's (the Service's) 2016/17 targeted road safety activities. These are delivered in support of the multi-agency road safety plans of the local authorities and Cheshire Constabulary and are designed to reduce road traffic collisions, deaths and injuries.

The following are the mainstream road safety activities that the Service delivers.

Summer Road Safety events (4th – 15th July)

Each fire station will manage and deliver one event in response to local knowledge and/or data to target vulnerable road users; cyclists, pedestrians, motorcyclists, and young drivers. To be run in conjunction with other agencies, partners or departments where appropriate.

1 event per WT/DC station

Runcorn	Target 2	Actual 2
Warrington	Target 3	Actual 3
Cheshire West and Chester	Target 4	Actual 4
Cheshire East	Target 5	Actual 5

Total 14

NOTE: 100% target achieved.

Tour of Britain (cycle race) 6th July



On the 6th July, the 3rd stage of the Tour of Britain race passed through Cheshire East. The planned route passed almost all of the fire stations within the unitary area. The crews on all of the 13 fire stations, WT, DC and On-Call, were keen to be involved and to engage with the waiting crowds. They placed their fire engines in prominent places and used LED heel clips, bike lights, bag tags and reflective arm bands to engage with adults and children alike. Thousands of people turned out to watch the race giving an ideal opportunity for the crews to talk to them about cycle safety.

The aerial appliance was used in Macclesfield. Heritage machines were used in Crewe and Knutsford Heath. The 'Flametamer' bike was ridden through the finish line in Tatton Park by the Tarporley crew and 'Smoothie' bikes were used in Congleton and Knutsford. The race started in Congleton and finished at Tatton Park passing through Knutsford twice. This gave Knutsford On-Call crew chance to be involved as well as the day crew. The crews were assisted by Cadets and volunteers.

This event was not in the road safety plans, however many of the stations used this as their Summer Safety event.

Summer Road Safety weeks 4th – 15th July

Each fire station will manage and deliver one event in response to local knowledge and/or data to target vulnerable road users; cyclists, pedestrians, motorcyclists, and young drivers. These events are to replace the CFOA Road Safety Week.



Stockton Heath crew assisted with the 'Walk with Heroes' event

Target - 1 event per WT/DC station (5 H&W, 4 CWAC, 5 CE) total 14

Actual - 14 events completed.

NOTE: 100% target achieved.

Motorway Engagement Days (MEDs)

Cheshire has 212 miles of motorway. Our main partner is Highways England (formerly Highways Agency). MEDs also involve partners from Cheshire Constabulary and each of the local authorities.












MEDs highlight Highways England's priorities regarding vehicle maintenance (breakdowns and fuel issues), close-following (two second rule), tyres and tiredness, and hard shoulder safety.

The Service uses the motorway services as venues to engage with drivers. Drivers are offered a discounted drinks vouchers, which encourages them to engage with our personnel who are delivering the above road safety messages.

M6 events will be delivered on a specific day during August to coincide with a multi-agency M6 Corridor event. Chester and Burtonwood will take place on another date during August.

This year the MED was held on 11th August and covered most of the M6 corridor. The overall event was called 'stop for T', the T's being made up from the key messages of TYRES, TOWING, TWO SECOND RULE AND TIREDNESS. All of which link to key priorities on the network. Other localised messages (road works, Smart motorways, mobile phones etc.) were used where local intelligence identified the need.

The service stations used are listed below:

1	Hilton Park Services	M6 - J10A-11	
2	Stafford Services Northbound	M6 - J14-15	
3	Stafford Services Southbound	M6 - J14-15	
4	Keele Services	M6 - J15-16	
5	Sandbach Services	M6 - J16-17	
6	Knutsford Services	M6 - J18-19	
7	Lymm Services	M6 - J20	
8	Charnock Richard Services	M6 - J27-28	
9	Lancaster (Forton) Services	M6 - J32-33	
10	Tebay Services Northbound	M6 - J38-39	
11	Tebay Services Southbound	M6 - J38-39	

Partner agencies including Police, Local Authority Road Safety Officers and tyre companies endorsed by Tyre Safe, joined local Fire and Rescue Services and Highways England at the various service stations. Leaflets, 'Selfie boards' and pull-ups were issued by Highways England to emphasise the key messages whilst the Fire and Rescue Services also used their own engagement tools including driving simulators and crashed cars on trailers to engage with drivers.



Fire fighters from Knutsford station on Knutsford Services M6 Northbound J19

Two further MEDs were held during August at Hapsford Service on M56 and Burtonwood Services on M62. Both events utilised the 'Stop for T' merchandise with the addition of coffee vouchers to encourage drivers to engage with the crews.

Target - 1 event per service area at: Burtonwood, Lymm, Chester, Knutsford, Sandbach.

Total 5

Actual -	Burtonwood	X 1
	Chester	X 1
	Knutsford	X 2 (presence on both North and South bound)
	Sandbach	X 2 (presence on both North and South bound)
	Lymm	X 1

Total 7

NOTE: Target exceeded.

Additional Road Safety Activity

This activity is designed to address local needs arising from data and intelligence received from either our local authorities or Cheshire Constabulary. Engagement at each event is aligned to any of these target groups: vulnerable road users, children, pedestrians, cyclists and motorcycle riders.

The target is to deliver a minimum of one event from each watch from our wholetime and day-crewed fire stations.

Cheshire West and Chester:	Target 12	Actual 12
Cheshire East:	Target 14	Actual 14
Halton:	Target 8	Actual 8
Warrington:	Target 8	Actual 8

NOTE: 100% target achieved.



CFOA TyreSafe Winter Driving Events

The Service supports TyreSafe in its vision for safety on the roads, and has worked in partnership with TyreSafe for over four years, supporting their aims in delivering advice on tyre safety issues to the motoring public raising awareness about the dangers associated with defective or illegal tyres.

The Service led on this campaign working in partnership with two tyre companies; Associated Tyre Services (ATS) – Euro master and Michel Dever (Pro-Tyres). Cheshire Constabulary and Local Authority road safety teams were invited to assist with the 18 winter driving events which were held across the Service Area at local shopping centres and supermarkets car parks, garden centres and in conjunction with station car wash events.

Drivers were offered the opportunity to have their vehicles checked in readiness for the winter and advice was given about driving in adverse weather conditions and having tyres with a good tread depth and overall condition.

The main objective of delivering this winter driving campaign to support TyreSafe was to engage with at least 50 drivers and their vehicles at each event. However, a total of 650 vehicles were checked and further 100 employees of Ansaldo, Birchwood received information on a one to one basis. In addition to the number of drivers who had their vehicles checked, approximately 1,200 people at each event were engaged with and given vital winter driving advice.



Knutsford crew on Booths car park

The target is to deliver a minimum of one event from each of our wholetime and day-crewed fire stations.

Cheshire West and Chester:	Target 4	Actual 6
Cheshire East:	Target 5	Actual 8
Halton:	Target 2	Actual 2
Warrington:	Target 3	Actual 3

NOTE: Target exceeded.

Target - 14 events.

Actual - 19 events were successfully delivered across the Service Area. This was due to the high demand by fire crews plus on-call crews, local authority staff and by the public.



Brake Road Safety Week

2016 was the eleventh occasion the Service has promoted and supported the Brake Road Safety Week and this year events were aimed at highlighting the Brake theme "The BRAKE Pledge" (SLOW, SOBER, SECURE, SILENT, SHARP, SUSTAINABLE)

During Brake Road Safety Week (21st – 27th November) all watches took part in various events along with Prevention staff and volunteers. The crews visit a variety of venues including schools and McDonalds.

Staff engaged with over 4,000 people using Brake literature and LED Bike lights, arm bands, heel clips and bag tags. The Service's Communications team was influential during this busy week getting many local papers to write articles in support of the campaign.



Target - 40 watch-led road safety events

Cheshire West and Chester:	12
Cheshire East:	13
Halton:	8
Warrington:	8

Note: 100% target achieved.





ACPO (Police) Summer/Winter Drink Drive Campaign

The Service supports the ACPO Drink Drive Campaign (Association of Chief Police Officers) which is delivered in conjunction with Cheshire Police and local Road Safety officers around the Service Area.

In June and again in December, Police around the country increase their vigilance in detecting drivers who drink and drive. During these months, teams consisting of operational firefighters, advocates, the Prevention road safety team and volunteers, colleagues from Cheshire Police and each of the local authorities, go out into local communities to highlight the dangers of drinking and driving.

During the winter events, the crews visited local public houses and restaurants delivering leaflets, posters and scratch cards and talking to the designated drivers about the dangers of drink driving and the morning after effects.

Wilmslow crew created a short film following the theme of the 'Mannequin Challenge' with colleagues from the Police and North West Ambulance Service to emphasise the dangers of drink driving. This film is now available to view on 'You Tube'.

Target - to deliver 8 events in total during June and December, 2 events to be delivered in each unitary area,

June

Cheshire West and Chester:	2 completed
Cheshire East:	5 completed (3 additional events completed)
Halton:	2 completed
Warrington:	2 completed

Note: Target exceeded.

December

Cheshire West and Chester:	2 completed
Cheshire East:	4 completed (2 additional events completed)
Halton:	2 completed
Warrington:	2 completed

Note: Target exceeded.



Commissioned Road Safety activity in Cheshire East (KS2 and KS4)

The Service was the first fire and rescue service to be a commissioned provider for specified aspects of road safety within the local authority area of Cheshire East Council in April 2012.

This was the fourth year of a now extended six year project whereby the Service delivers a structured KS2 road safety intervention to all 130 primary schools, and also delivers a KS4 road safety intervention to all 21 secondary schools in Cheshire East.

Evaluation continues to be completed using the Royal Society for the Prevention of Accidents (RoSPA): E-Valu-It toolkit over the whole six years of the project. Feedback from the teachers of both age groups (KS2 and 4) has been collated and is very positive.

The requirement is to deliver to 90% of schools. Initially, we tried to complete this during the fiscal year. However, it has now been decided to run this through the academic year. To date we have almost completed delivery to all the schools, but this will be allowed to carry over to the end of the school year in July where the 100% is expected to be achieved.



Think Drive Survive

Drive Survive is our 'flagship' multi-award winning, multi-agency programme delivered at fire service headquarters in Winsford, with optional 'outreach' delivery across the wider Service Area. The road safety presentations are aimed primarily at young people 17 – 25 years of age, pre and post drivers, or those who will be passengers in cars.

We have now completed the 18th year of delivering Think Drive Survive with 2,092 people attending during the period 1st April 2016 to 31st March 2017. It was delivered 35 times during this period, 12 on the Service's Cheshire Fire Service premises and 23 times externally at schools, colleges and business premises.

The Think Car is a crashed vehicle in which a young person sadly died and is used as part of the public engagement. It has also had extensive work completed to its chassis and transport trailer to ensure it will continue to be functional for several more years. Discussions and meetings with Thorn Cross Prison have begun in an attempt to persuade an offender to attend and speak to the delegates about why they are in prison - usually for committing Death by Dangerous Driving, and how their life has changed since being convicted. (This practice stopped previously due to financial and logistical pressures from the Prison Service).

Virtual reality has also been trialled this year, our tests have exceeded expectation and this is a key area that we will be adding to Think Drive Survive in the future. Discussions are ongoing for a multi-service approach for software and hardware to achieve this goal.

Target	Actual
35 Events	35 Events

NOTE: 100% target achieved.



Firebike

The Firebike is used to engage with motorcyclists and promote enhanced rider training aiming to reduce the number of motorcyclists killed and seriously injured on our roads.

One of the functions of the Firebike riders is to have a consistent motorcycle presence on the well-known routes used by riders throughout the Service Area, engaging with them to discuss enhanced training opportunities

Over the last year, the 5 volunteer Firebike riders have visited 15 locations and attended events to engage with other motorbike riders speaking to over 2,000 riders.

The Service runs a Biker Down course. The course is delivered by the Firebike team in close partnership with RoSPA Merseyside.

The course is delivered in 3 modules:

- Riding skills and the science of being seen.
- Approaching the crash scene and hazard perception.
- First aid including CPR and helmet removal.



Since April 1st 2016 to 31st March 2017 22 Biker down courses have been delivered, either at fire service headquarters in Winsford, or at local fire stations to accommodate local biker groups. A total 686 bikers have attended the Biker Down course since its start in April 2014.

Target -	Actual -
8 Biker Down events	22 Biker Down events
7 events per rider = 35	63 events

NOTE: Target exceeded.