

ANNUAL ROAD SAFETY REPORT 2022-23

The 1988 Road Traffic Act places a statutory duty on the local authorities to deliver an appropriate road safety education service and for the provision of a safe local road network. Cheshire Fire and Rescue Service (the service) have a statutory duty to respond to and rescue people from road traffic collisions.

The Service recognises the importance and ability we have to support local authorities and primary partners to reduce the number of people who are killed and seriously injured on our roads. The Service proactively support prevention activity in this area and aim to reduce the exposure of firefighters to the traumatic scenes they often face at road traffic incidents.

This report summarises the targeted road safety activities of the Service across Cheshire West & Chester, Cheshire East, Halton and Warrington (the Service Area) during 2022/23. These are delivered in support of the multi-agency road safety plans of the local authorities and Cheshire Police and are designed to reduce road traffic collisions, deaths, and injuries.

Data Analysis

During 2022/23 a total of 390 road traffic collisions required the attendance of The Service. This was a 3.6% increase on the 2021/22 totals. 28% of these collisions (110) required The Service to perform an extrication of a casualty at the scene (an extrication is where the casualty is physically, medically or physically and medically trapped in a vehicle).

2022/23 collisions broken down into unitary areas is illustrated below

Unitary	Collisions	Percentage %
Cheshire East	160	41%
Cheshire West & Chester	132	34%
Warrington	66	17%
Halton	32	8%

Data Performance dashboard (Firecore)

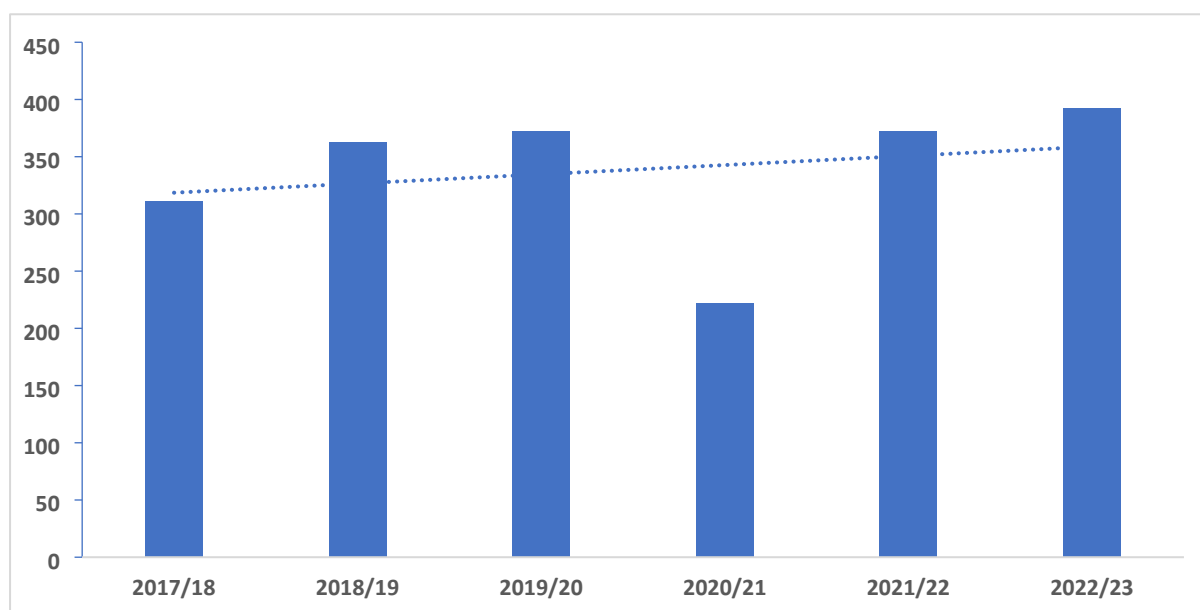
Over the previous four years 2019-22, data indicates that fatal incidents have reduced by 40% but serious injuries have increased by 14%.

This data (provided by Road Safety Support) shows that the four main road users risk groups in Cheshire are, car occupants 35%, motorcyclist 26%, cyclist 16% and pedestrians 15%. The four road user groups account of 92% of all Cheshire's reported KSI's (the majority of the remaining 8% is made up of commercial vehicles).

Killed & Serious Injury Data for Cheshire 2019-2022

Unitary Area	2019			2020			2021			2022		
	Killed	Seriously Injured	Total	Fatal	Seriously Injured	Total	Fatal	Serious	Total	Fatal	Serious	Total
CHESHIRE EAST	18	102	120	15	99	114	16	102	118	8	136	144
CHESHIRE WEST AND CHESTER	9	81	90	9	89	98	6	116	122	5	101	106
HALTON	3	31	34	1	21	22	1	17	18	3	28	31
WARRINGTON	5	50	55	5	47	52	4	54	58	5	43	48
Grand Total	35	264	299	30	253	283	27	289	316	21	308	329

Road Traffic Incidents attend by Cheshire Fire and Rescue Service 2017/18 – 2022/23



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

Service Delivery – Operational Crews

Summer road safety events (1st – 31st July)

Each station is tasked with arranging, managing, and delivering one in-person event using local knowledge and/or data to target vulnerable road users; cyclists, pedestrians, motorcyclists, and young drivers, with such events being run in conjunction with other agencies, partners, or departments where appropriate.

Stations were supported with bespoke information to enable them to utilise the Service's social media accounts to promote our key safety messages.

The target is one event per Whole-time/Day Crew/Nucleus station

Area	Target No. of events	Actual
Halton	2	2*
Warrington	4	4*
Cheshire West & Chester	4	4*
Cheshire East	4	4*

NOTE: *Targets achieved through social media activity and physical activity

All year round - additional road safety activity

This activity is designed to address local needs arising from use of data and intelligence received from local authorities, Cheshire Police or our internal Business Intelligence team. This activity is designed to target vulnerable road users and is bespoke to the local issues in that area..

The target is one event per Whole-time/Day Crewed/Nucleus team

Area	Target No. of events	Actual
Halton	7	8*
Warrington	12	14*
Cheshire West & Chester	12	14*
Cheshire East	8	9*

NOTE: *Targets achieved through social media activity and physical activity

TyreSafe winter driving events - October



The Service fully supports TyreSafe in its vision for safety on the roads and has worked in partnership with TyreSafe for over eleven years. The Service delivers advice on tyre safety issues to the motoring public and raises awareness about the dangers associated with defective or illegal tyres which cause more incidents of injury than mobile phone use.

The Service and local authority road safety teams have held winter driving events across the Service area at local shopping centres, supermarket car parks, garden centres and at station car wash events.

Drivers would be offered the opportunity to have their vehicles checked in readiness for winter, receiving information and physical checks as below:

- Driving in adverse weather conditions
- Tyre checks with information on tread depth and overall condition
- Given ice scrappers and tread depth gauges to self-test tyres
- Screen wash if required.

In addition to the direct engagement, this year teams have utilised their social media accounts with bespoke media messages.

These posts included videos demonstrating safe methods of checking vehicles in preparation for the deteriorating weather conditions and the effects this has on road conditions.

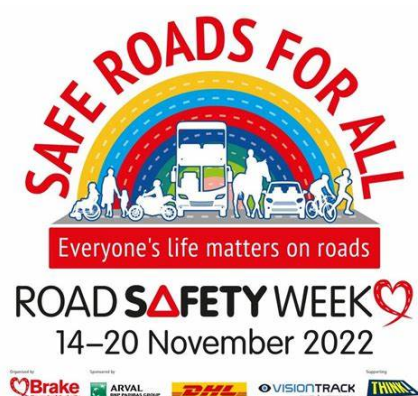


The target is one event per Whole-time/Day Crew/Nucleus station

Area	Target No. of events	Actual
Halton	2	2*
Warrington	4	4*
Cheshire West & Chester	4	4*
Cheshire East	3	4*

NOTE: *Targets achieved through social media activity and physical activity

Brake Road Safety Week November 14th - 20th



This was the 17th year the Service has promoted and supported Brake Road Safety Week. This is the busiest period for the Service in terms of road safety output. The message at the heart of this year's Road Safety Week was "Safer Roads For All".

This year's campaign was themed to pay tribute to the heroic work of road safety campaigners, professionals, individuals, and organisations across the country, providing a platform to speak up about how we can all play a part in making journeys safer for everyone.

The 2022 campaign raised awareness of key areas of road safety, including safe vehicles and speeds, [the recent update to the Highway Code](#), the new hierarchy of road users, and the importance of inclusivity to keep us all safe on the roads.

During the period, teams took part in events along with partners, prevention staff and volunteers. The teams visited a variety of venues including primary and secondary schools, colleges, shopping areas and workplaces.

Firefighters learnt during the Covid-19 pandemic that by utilising a combination of delivery methods they can reach and engage a broader range of communities. This has continued into this year's delivery activity with both face-to-face engagement and bespoke social media posts being used by the operational crews or by the Road Safety Team to enhance messaging.

The target is one event per Whole-time/Day Crew/Nucleus team

Area	Target No. of events	Actual
Halton	6	6*
Warrington	15	16*
Cheshire West & Chester	11	12*
Cheshire East	12	12*

NOTE: *Targets achieved through social media activity and physical activity



Today is the start of #RoadSafetyWeek across the UK! Millions are taking part in raising awareness and making Safe Roads for All! Here @Runcorn FS were going to be giving away 10 Free Road Safety Bundles !! More details on how to take part shortly 🤔 @brakecharity @CheshireFire



8:46 am · 14 Nov 2022



Blue watch have been out engaging with the public today regarding Brake Road Safety Week! We were checking tyres and giving general road safety advice! We also gave out cycle safety advice and some freebies! For more on the Brake road safety charity, visit orlo.uk/Jshz7



5:31 pm · 19 Nov 2022

National Roads Partnership Summer/Winter Alcohol and Drugs Campaign



NFCC
National Fire
Chiefs Council



As a Service we also align our campaign activity with the National Roads Partnership calendar which is supported by the National Police Chiefs' Council, the National Roads Policing Intelligence Forum and the National Fire Chiefs Council.

In June 2022 and again in December 2022, police around the country increase their vigilance to detect drivers who use alcohol/drugs and drive. During these months, teams consisting of operational fire-fighters, advocates, Road Safety Team members and volunteers, along with colleagues from Cheshire Police and each of the local authorities, go out into local communities to highlight the dangers of impaired driving.

During these periods we specifically promote the dangers of drink and drug driving and the morning-after effects. We also utilise the "Think Car" to promote the "None for the Road" message.

The target is one event in each period per Whole-time/Day Crew/Nucleus team

June events

Area	Target No. of events	Actual
Halton	2	2*
Warrington	4	4*
Cheshire West & Chester	4	4*
Cheshire East	4	4*

December events

Area	Target No. of events	Actual
Halton	2	2*
Warrington	4	4*
Cheshire West & Chester	5	5*
Cheshire East	4	4*

NOTE: *Targets achieved through social media activity and physical activity

Prevention Road safety Team

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



In April 2012, the Service was the first fire and rescue service to be commissioned as a provider of specified aspects of road safety within the local authority area of Cheshire East.

The current contract with Cheshire East Council was in its seventh year during 2022/23. The contract is for a term of six years with break options available after year three. The contract has been extended by an additional year, and a new 6-year contract is currently under discussion with Cheshire East Council which would run from Sept 2023 – Sept 2029.

Targets year on year are (i) 129 primary schools for the Key Stage 2 delivery and (ii) 21 secondary schools for Key Stage 4 delivery.

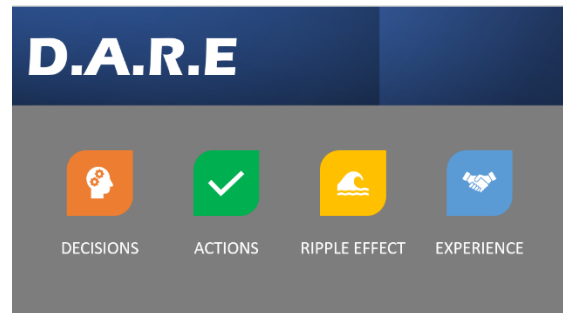
Delivery of the education packages to the schools are completed during a school academic year running from September to July each year and therefore don't align to the performance reporting year.

The Road Safety team started delivery in September 2022 with face-to-face engagement. At the time of the report being written the team have completed 82% of the KS2 visits, a further 15 primary schools are booked in for completion, and the remaining 6 are to be booked in and completed by July 31st 2023.

Of the KS4 visits 24% have been completed, a further 5 high schools are booked, and the remaining 11 are to be booked in and completed by July 31st 2023.



Road Craft building block to safety



D.A.R.E

thinkdrivesurvive

“Think Drive Survive” is our ‘flagship’ multi award-winning road safety intervention delivered across Cheshire in partnership with Cheshire Police and Highways England. The intervention has now been established for 23 years. As part of the Road Safety delivery plan, it would usually be delivered at least 26 times during the year across Service premises as well as externally at schools, colleges and business premises. All our Princes Trust teams receive this training.

This road safety intervention is aimed primarily at young people, 17 to 25 years of age, both pre and post-test drivers or those who will be passengers in cars with young drivers.

The Think Car is a crashed vehicle in which a young person sadly died, and which is used as part of the engagement. The Think Car has now been added to a Presentation in a 4D format to allow every participant to see and experience the car even if the car isn't there physically.

Additionally, we now have access to a THINK Bike and this will start to be utilised in the coming fiscal year to assist service delivery and the road safety team to target motorcyclists across Cheshire.

Virtual reality continues to be utilised as part of the “Think Drive Survive” intervention. Following our early adoption, multiple Services now mirror the techniques we utilise in the delivery of this road safety intervention.



The target is 26 events delivered by the Road Safety team

Target	Actual
26	17*

NOTE: Target not met due to member of Road Safety team returning to operational role (vacancy out for advert)

Fire-Bike / Biker Down



The Fire-Bikes are used to engage with motorcyclists and promote enhanced rider training aiming to reduce the number of motorcyclists killed and seriously injured on our roads. This road user group account for 26% of Cheshire's KSI'S and are the second highest road user group involved in collisions.

One of the functions of the Fire-Bikes is to have a consistent motorcycle presence on the well-known routes used by riders throughout the Service area and to engage with them to discuss enhanced training opportunities.

Over the last year, the Fire-Bike volunteers have relocated to Safety Central and re-embedded the Biker-Down courses and events into the calendar after Covid 19, having attended numerous motorcycle riders' clubs and station open days. They have also worked in partnership with Cheshire Police and completed ride outs with the motorbike traffic team attending well-known biker meeting venues where the Biker-Down course has been promoted. This has proven a great success in being able to generate bookings for the course.

The Service has delivered Biker Down courses as part of a NFCC national motorcyclist road safety campaign from the Sadler Road Training facility, Safety Central and at venues provided by local motorcycle clubs throughout 2022 and into 2023. In total the group delivered 15 additional events against the target set.

The target was 12 events delivered by the Biker Down team

Target	Actual
12	27

A continuous social media presence was maintained during the period, the image below is an example.



Operation “Close Pass”



This is the third year of this trial intervention in partnership with Cheshire Police.

This involves engagement predominantly with vehicle users and cyclists. A driver who passes a cyclist (plain clothes police officer) too closely will be guided to a staff engagement area. Enforcement action is completed where appropriate, but the key focus is on engaging with and educating all road users involved.

This year two types of events were trialled, focusing on educating drivers on the dangers of close passes. One type of event involved plain clothes police officers stopping drivers who carried out dangerous close passes on cyclists whilst the other focussed on public engagement, mainly in town centres, educating road users. These events took place across all unitary areas including Congleton, Chester, Winsford and Frodsham. The events were well received and proved to be a successful method of engaging with the public which gave us an effective platform to highlight key safety messages to make our roads safer for this vulnerable road user group.

Future planning has taken place utilising data from the British Horse Society rider's mobile app which allows riders to report dangerous close passes. The road safety team have used this data to identify 7 locations where we plan to run static engagements during the month of September 2023 – March 2024 to continue the evolution of this intervention.



Target	Actual
8	8



NFCC
National Fire
Chiefs Council

National Road Safety Group and Road Safety Leads Northwest

The Service's Road Safety Manager is an active member of regional and national road safety groups within the National Fire Chiefs Council (NFCC). Our Road Safety Manager is the lead officer in the continuation of the promoting of the "Fatal 5" campaign – this campaign originated in Cheshire, but the NFCC is now encouraging all fire and rescue services to adopt it.

The Service is also represented within the NFCC Powered Two-Wheeler group which provides the governance of the Biker Down intervention that Cheshire and many other Fire and Rescue Services now utilise.

All of these groups continue to work proactively to promote road safety primarily in the Northwest region but also nationally.