

ANNUAL ROAD SAFETY REPORT 2017/18

This paper summarises Cheshire Fire and Rescue Service's (the Service's) targeted road safety activities across Cheshire West & Chester, Cheshire East and Halton & Warrington (the Service Area) during 2017/18. 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.

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

Summer Road Safety events (1st – 30th July)

Each 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.

Target 1 event per Whole-time/Day Crew/Nucleus team

Halton	Target 2	Actual 2
Warrington	Target 4	Actual 4
Cheshire West & Chester	Target 5	Actual 5
Cheshire East	Target 4	Actual 4

NOTE: 100% successful delivery

All Year Round - 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 Police. Engagement at each event is aligned to any of these targeted vulnerable road users; children, pedestrians, cyclists, young drivers and motorcycle riders.

Target 1 event per Whole-time/Day Crew/Nucleus team

Cheshire West & Chester:	Target 14	Actual 14
Cheshire East:	Target 9	Actual 9
Halton:	Target 8	Actual 8
Warrington:	Target 14	Actual 14

NOTE: 100% successful delivery

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 five years, supporting its aims in delivering advice on tyre safety issues to the motoring public and raising awareness about the dangers associated with defective or illegal tyres which cause more incidents of injury than mobile phone use.

The Service led again on this campaign, working in partnership with tyre companies - Associated Tyre Services (ATS) Euro master and Michel Dever (Protyre).

Cheshire Police and Local Authority road safety teams were invited to the 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 winter and advice was given about driving in adverse weather conditions and having tyres with a good tread depth and overall condition. The public were given ice scrappers, tread depth gauges and had screen wash added if required.



Recent event in Neston

Target 1 event per Whole-time/Day Crew/Nucleus team

Cheshire West & Chester:	Target 5	Actual 5
Cheshire East:	Target 4	Actual 4
Halton:	Target 2	Actual 2
Warrington:	Target 4	Actual 4

NOTE: 100% successful delivery. The Service (in partnership with Protyre) won a TyreSafe Outstanding Achievement Award and independently won the TyreSafe Emergency Services Award for their excellent preventative work during the winter months in highlighting the dangers of defective vehicles and tyres to motorists.

Brake Road Safety Week November 20th - 26th



This was the twelfth year the Service has promoted and supported the Brake Road Safety Week. This is the busiest period for us in terms of road safety output and this year events were aimed at supporting the Brake theme “Speed down”.

During Brake Road Safety Week all teams were required to take part in events along with partners, Prevention staff and volunteers. The crews visit a variety of venues including primary and secondary schools, colleges, shopping areas and places of work.

Staff engaged with over 2,500 people using the Brake leaflets. The Shared Service Communication’s team was influential during this busy week getting many local papers to write articles in support of the campaign.

Extract from Brake’s website detailing events in the country.

Cheshire Fire & Rescue Service ran events across the county from working with the children at local primary schools to engaging the wider community. They used their fire engines to attract attention so that they could engage people with road safety and talk to them about the different issues we face on the roads.



Target: 45 team led road safety events

Cheshire West & Chester:	Target 14	Actual 14
Cheshire East:	Target 9	Actual 9
Halton:	Target 8	Actual 8
Warrington:	Target 14	Actual 14

Note: 100% successful delivery

National Roads Partnership Summer/Winter Alcohol and Drugs Campaign



The Service aligns our activity in these periods to support 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 and again in December, police around the country increase their vigilance in detecting 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 alcohol and drug driving.

During these events crews visit local public houses and restaurants delivering beer mats, leaflets, posters and scratch-cards and talking to the designated drivers about the dangers of drink and drug driving and the morning-after effects. Also holding events using the Think Car to promote the "None for the Road" message.

Target: 8 events in total (June & December, 1 event per delivery period in each unitary area)

June events

Cheshire West & Chester:	Target 1	Actual 4
Cheshire East:	Target 1	Actual 2
Halton:	Target 1	Actual 2
Warrington:	Target 1	Actual 1

Note: Targets exceeded



December events

Cheshire West & Chester:	Target 1	Actual 4
Cheshire East:	Target 1	Actual 4
Halton:	Target 1	Actual 1
Warrington:	Target 1	Actual 5

Note: Targets exceeded



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



In April 2012, 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.

This year (2017/18) was the final year of the contract whereby the Service delivers structured Key Stage 2 (KS2) road safety interventions to all 130 primary schools, and also deliver a Key Stage 4 (KS4) road safety intervention to all 21 secondary schools in Cheshire East. The requirement is to deliver to 90% of schools which was achieved as per all previous years under contract.

At the time of writing this report the new contract with Cheshire East Council is in draft status, contains the agreed elements from both parties and this is soon to be signed-off officially. Both parties are extremely keen to continue with this arrangement. The new contract will be for six years with break options available from year three. Years four, five and six will be by way of annual rolling contract.

The costs will be fixed for the first three years and reviewed (inflationary costs only) at the end of this first period. Assuming the contract runs for six years (and we have no reason to believe it will not) based on current costs this will generate £432,000.

thinkdrivesurvive



Thinkdrivesurvive is our 'flagship' multi-award winning, multi-agency programme delivered from Sadler Road, Winsford, with optional 'outreach' delivery across the Service Area. We have now completed the 19th year of delivering Think Drive Survive across the Service Area. It was delivered 43 times during this period, across fire service premises, local fire stations, and externally at schools, colleges and business premises.

The road safety presentations are aimed primarily at young people 17 to 25 years of age, pre and post-test drivers, or those who will be passengers in cars. A new bespoke event was also held for police and fire service employee's teenagers and new drivers.

The Think Car, is a crashed vehicle in which a young person sadly died, and is used as part of the engagement. The vehicle has also had extensive work carried out to create a new cover that stays in position when towing and in use protecting the vehicle from the elements and provides a safer towing package. This was kindly funded by Highways England.

Virtual reality continues to be a cornerstone of the Thinkdrivessurvive intervention. Following our early adoption, multiple services now mirror the techniques we utilise in the delivery of road safety.

Target

35 Events

Actual

43 Events

NOTE: Target delivery exceeded



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 and engaging with them to discuss enhanced training opportunities.

Over the last year, the FireBike riders have visited 49 locations and events - speaking to approximately 500 riders.

The Service runs a Biker Down course (as do now 33 other fire and rescue services). These are delivered either at fire service premises, Safety Central or at venues provided by local motorcycle clubs.

The course is delivered by the FireBike team. 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.

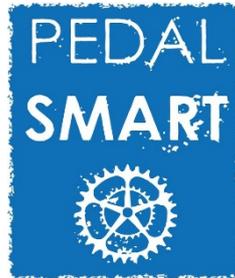
This year the FireBike team has raised £1,839.70 in donations for the North West Air ambulance from the sale of first-aid kits (donated by Slater and Gordon at no cost to the Service). The FireBike riders attended a session at Barton Airfield with the air-crew which gave them a greater understanding of the work they do and how the donations support them and the public they assist each year.

Target

12 Biker Down events

Actual

13 Biker Down events

NOTE: 100% target exceeded**Pedal Smart**

Looking forward - for 2018-19 the Service is launching Pedal Smart, the product of a two year collaboration between our Road Safety team and British Cycling.

This training session is aimed at cyclists and will use a similar delivery system that is proven to work for Biker Down. The free course aims to get cyclists thinking in a more informed way about their personal safety and, importantly, the safety of others.