

ANNUAL ROAD SAFETY REPORT 2018 - 19

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

Summer Road Safety events (1st – 31st 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. They will be run in conjunction with other agencies, partners or departments where appropriate.

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	5	5
Cheshire East	4	4

NOTE: Targets Achieved

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.

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

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

NOTE: Targets achieved

TyreSafe Winter Driving Events



The Service fully supports TyreSafe in its vision for safety on the roads, and has worked in partnership with TyreSafe for over eight 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, in partnership with Lancashire Fire and Rescue Service and Highways England won the Emergency Services award for carrying out checks on people's vehicles and tyres at numerous charity car washes the Service hosts for the Firefighters Charity every year.

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

Drivers were offered the opportunity to have their vehicles checked in readiness for winter:

- Advice was given about driving in adverse weather conditions
- Having tyres with a good tread depth and overall condition
- Given ice scrappers and tread depth gauges
- Screen wash added if required.

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	5	5
Cheshire East	4	4

NOTE: Targets achieved

Brake Road Safety Week November 20th - 27th



This was the thirteenth 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 and the theme of “Bike Smart” was the message at the heart of this year’s Road Safety Week, focusing on the safety of those on two wheels. Brake consulted with the Service to assist in the generation of the key messages for the period.

During Brake Road Safety Week all teams were required to take part in events along with partners, Prevention staff and volunteers. The crews visited a variety of venues including primary and secondary schools, colleges, shopping areas and places of work. Staff engaged with over 2,250 people using the Brake leaflets.

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

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

Note: Targets achieved

National Roads Partnership Summer/Winter Alcohol and Drugs Campaign



NFCC
National Fire
Chiefs Council



As a Service we align our activity in during these campaigns 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 the events crews visited 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 utilising the "Think Car" to promote the "None for the Road" message.

The target is eight events across June & December, one event per delivery period in each unitary area

June events

Area	Target No. of events	Actual
Halton	1	1
Warrington	1	1
Cheshire West & Chester	1	1
Cheshire East	1	1

Note: Targets achieved

December events

Area	Target No. of events	Actual
Halton	1	3
Warrington	1	4
Cheshire West & Chester	1	1
Cheshire East	1	2

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 commissioned to support a local authority to fulfil its statutory duty. This is done under a legal paid contract.

The original contract with Cheshire East had expired and a new contract is now in place. The contract is set 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 for 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.

Last year (2018/19) The Service met its requirement as set by Cheshire East for the delivery of 70 sessions. This figure was lower than normal completion rates due to the delayed sign off on the contract. The figure was set pro rata for the remaining periods of opportunity to complete the sessions.

Targets for the next five years for the Key Stage 2 (KS2) delivery is 130 primary schools, and for Key Stage 4 (KS4) delivery is 21 secondary schools.

The logo for "thinkdrivesurvive" is displayed on a yellow rectangular background. The word "think" is in white, "drive" is in black, and "survive" is in red. All words are in a bold, lowercase, sans-serif font.

“thinkdrivesurvive” is our ‘flagship’ multi-award winning programme delivered across Cheshire in partnership with Cheshire Police. We have now completed the 20th year of delivering the intervention across the Service Area. It was delivered 37 times during the year, across fire service premises, externally at schools, colleges and business premises. All of our Princes Trust teams complete this intervention.

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

Highways England have now joined the intervention, supporting with a Highways officer delivering key messages relating to the Statutory Road Network. This is of huge benefit for drivers to receive key input on smart motorways and general motorway safety.

The Think Car, is a damaged vehicle in which a young person sadly died. By kind permission of the parents it continues to be used as part of the engagement about road safety.

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.

The target is 35 events delivered by the Road Safety team

Target	Actual
35 Events	37 Events

NOTE: Target 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. They are the smallest vulnerable road user group yet with the highest frequency of incident.

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 attended 27 events including five at Oulton Park racing circuit, motorcycle riders clubs and station open days and Service Impact events. They have also attended well known biker meeting venues with the Police to promote Biker Down and Bike Safe courses.

The Service runs the Biker Down course (alongside 35 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 and 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 £2079 in donations for the North West Air ambulance from first-aid kits (donated by Slater and Gordon at no cost to the

Service).

Across multiple events the Service has trained and supported Lancashire and Merseyside Fire and Rescue services so that they now also deliver the intervention in their respective services.

The target was 12 events delivered by the FireBike team

Target	Actual
12 Biker Down events	17 Biker Down events

NOTE: Target exceeded

Pedal Smart



The Service has launched 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 we use a similar delivery system 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.

The target was one event delivered by the Pedal Smart Volunteers and Road Safety Team

Target	Actual
1 events	1 events

NOTE: Targets achieved

School Pavement signs



Utilising a multi-agency approach to road safety the Service in partnership with Cheshire Police and Cheshire East Council have worked closely together to reduce speeding and unsafe parking around schools particularly around drop off and pick up times. The use of the new pavements signs has drawn the attention of motorists and has been welcomed by the staff and parents at the schools. The Road safety team are attempting to implement this intervention with the other relevant Local Authority's.



NFCC
National Fire
Chiefs Council

Road Safety Leads North West

SM Gray is the current Vice Chair of this active group which includes the fire services of Cumbria, Merseyside, Manchester, Lancashire and the relevant delegate from Highways England.

The Group continues to work proactively to promote road safety in the North West region. The Tyre Safe award came directly from the partnership working within this group.