

ANNUAL ROAD SAFETY REPORT 2019 / 20

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 2019 /20. These were 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 – 31st July)

Each station managed and delivered one event in response to local knowledge and/or data to target vulnerable road users; cyclists, pedestrians, motorcyclists, and young drivers. Being 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	8	8
Warrington	14	14
Cheshire West & Chester	14	14
Cheshire East	10	10

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 nine 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 has been informed that we have won the Emergency services award for Tyre Safety, this is a result of an educational intervention developed In January 2020 by the road safety team for our current apprentice co-hort. Apprentices were given background knowledge and supporting information on tyre and road safety and were then supported to develop a tyre safety initiative, from creating the objectives, method, risk assessments and promotion to evaluation.

The service and local authority road safety teams continued to hold winter driving events across the service area at local shopping centres, 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	3
Warrington	4	4
Cheshire West & Chester	5	5
Cheshire East	4	6

NOTE: Targets achieved

Brake Road Safety Week November 18th - 24th



This was the fourteenth 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 "Step up for Safe Streets" focusing on encouraging everyone to 'step up' and learn about, shout about and celebrate the design-led solutions that can enable everyone to get around in safe and healthy ways, every day. Brake continues to consult closely with the Service and a strong relationship continues.

During the period all teams were required to take 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 places of work. Staff engaged with over 2,000 people using the Brake leaflets and selfie boards.

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

Area	Target No. of events	Actual
Halton	8	8
Warrington	14	14
Cheshire West & Chester	14	14
Cheshire East	10	10

Note: Targets achieved

National Roads Partnership Summer/Winter Alcohol and Drugs Campaign



As a Service we align our activity 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	2
Cheshire West & Chester	1	1
Cheshire East	1	2

Note: Targets exceeded

December events

Area	Target No. of events	Actual
Halton	1	5
Warrington	1	4
Cheshire West & Chester	1	2
Cheshire East	1	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.

The original contract with Cheshire East had expired and a new contract is in place and is now in its third year. The contract is set for six years with break options available from after year three. Years four, five and six will be by way of annual rolling contract.

The costs are 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 based on current costs this will generate £432,000.

Last year (2019/20) The Service was unable to complete delivery to all schools due to school closures from Covid 19.

Targets year on year for the Key Stage 2 delivery are 131 primary schools, and for Key Stage 4 delivery there are 21 secondary schools.

We are now liaising with Cheshire East to identify solutions for delivery of year three of the current contract (aligned to school academic year not financial). A likely solution will be remote delivery via webcams and associated hardware.

thinkdrivesurvive

“thinkdrivesurvive” is our ‘flagship’ multi-award winning programme delivered across Cheshire in partnership with Cheshire Police and Highways England. We have now completed the 21st year of delivering the intervention across the Service area. It was

delivered 43 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.

The Think Car, is a crashed vehicle in which a young person sadly died, and continues to be used as part of the engagement.

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	43 Events (4 cancelled due to C19)

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 multiple events at Oulton Park racing circuit, motorcycle riders clubs and station open days. They have also been present at well known biker meeting venues with the Police to promote Biker Down and Bike Safe courses. We continue to support our Protection colleagues at their business impact events where due to size restrictions Fire appliances are often unable to park to aid engagement with the public.

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.

This year the FireBike team has raised £895 in donations for the North West Air ambulance from events held and attended.

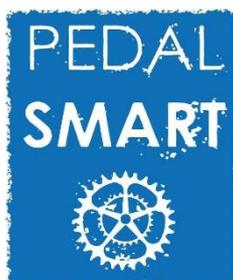
The two Firebikes are currently in use by CFRS volunteer riders to assist the Blood bike service in the much needed delivery of blood, breast milk and samples to support the NHS.

The target was 12 events delivered by the FireBike team

Target	Actual
12 Biker Down events	11 Biker Down events completed (1 cancelled due to C19)

NOTE: Target not met due to C19

Pedal Smart



The Service has launched Pedal Smart, this is a standalone intervention run by CFRS Volunteers and the Road Safety team.

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
6 events	3 events completed (4 cancelled due to C19)

NOTE: Target not met due to C19

School Pavement signs



Utilising a multi-agency approach to road safety the Service in partnership with Cheshire Police and Cheshire East Council continue to work closely together to reduce speeding and unsafe parking around schools particularly around drop off and pick up times. The use of the pavement signs still draw the attention of motorists and has been welcomed by the staff and parents at the schools.



NFCC
National Fire
Chiefs Council

National Road Safety Group and Road Safety Leads North West

SM Gray now attends and supports the national and regional groups within the NFCC for Road Safety. The regional groups consist of Cumbria, Merseyside, Manchester, Lancashire and the relevant delegate from Highways England.

The groups continue to work proactively to promote road safety in the North West region.

SM Gray is speaking on behalf of Cheshire Fire and Rescue Service and Cheshire Police at the upcoming NFCC Road Safety Webinar in November where a line-up of road safety professionals will be speaking on a range of current issues. SM Gray will be promoting our Services actions and reasons on why we adopted the Fatal 5 to combat a rise in serious road injuries. Lancashire Fire and Rescue Service have now also adopted the Fatal 5 and this approach is receiving further interest from other services.