



Cheshire
Fire & Rescue Service

Annual Road Safety Report 2021



ANNUAL ROAD SAFETY REPORT 2020 / 21

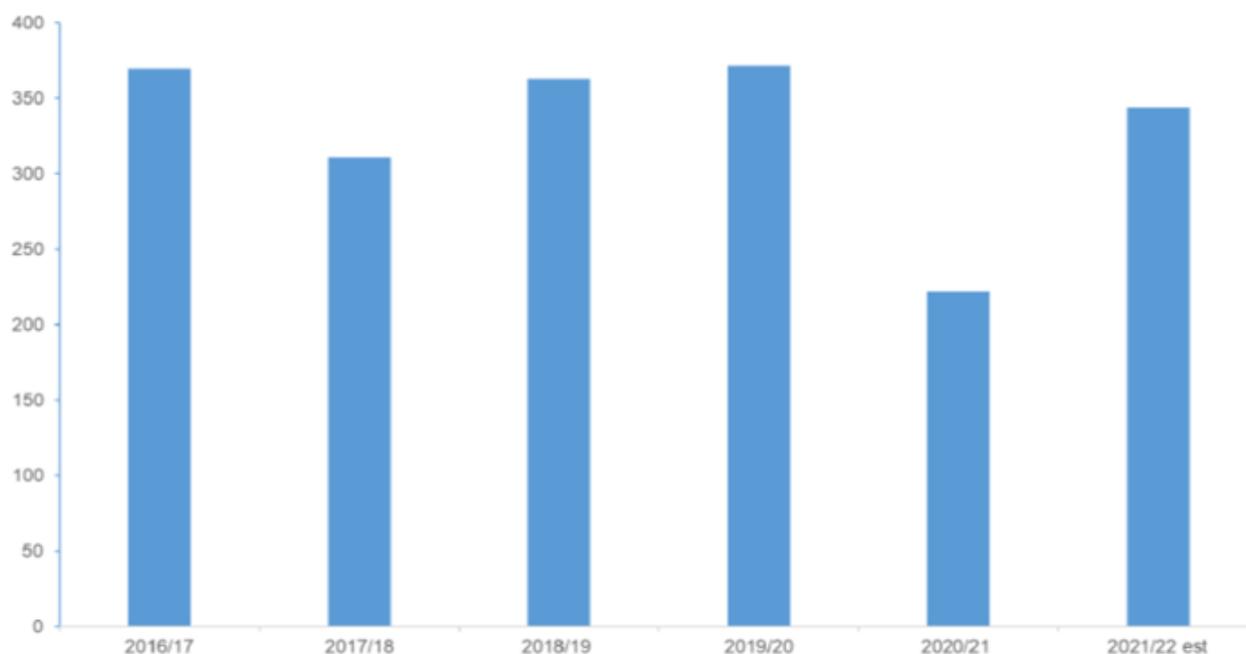
The 1988 Road Traffic Act places a statutory duty on the local authorities to deliver an appropriate road safety education service and for the provision of a safe local road network. As a Fire Service we have a statutory duty to respond to and rescue people from road traffic collisions.

Cheshire Fire and Rescue Service recognise 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 and we proactively support prevention activity in this area. This activity also aims to reduce the exposure of our teams the traumatic scenes they often face at road traffic incidents.

During 2020 (calendar year) a total of 174 Road Traffic Collisions required the attendance of Cheshire Fire and Rescue Service. 48.3% of these incidents required the Service to perform an extrication of a casualty at the scene.

Unitary Area	2017			2018			2019			2020		
	Killed	Seriously Injured	Total									
Cheshire East	14	162	176	27	143	170	18	103	121	14	100	114
CWAC	6	105	111	13	128	141	10	81	91	9	84	93
Halton	1	27	28	2	28	30	3	28	31	1	25	26
Warrington	1	66	67	4	77	81	5	53	58	5	47	52
Total	22	360	382	46	376	422	36	265	301	29	256	285

Road Traffic incidents attend by Cheshire Fire and Rescue Service 2016-2021



Due to the Covid-19 pandemic, direct engagement for Road Safety was paused during 2020/21, and predominantly was replaced with virtual delivery and social media messaging. All of the Service's interventions were restarted in September 2021.

This report now summarises the targeted road safety activities of Cheshire Fire and Rescue Service (the Service) across Cheshire West & Chester, Cheshire East, Halton and Warrington (the Service Area) during 2020/21. 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 – 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.

Owing to the Covid-19 pandemic, in-person events ceased. 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	5	5*
Cheshire East	4	4*

NOTE: *Targets achieved through social media activity only

All year round - additional road safety activity

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

Again, due to the pandemic, social media messaging was utilised, often during the station virtual open days with extrication demonstrations linking to key road safety information and advice.

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

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

NOTE: *Targets achieved through social media activity only

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 ten 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 and local authority road safety teams normally hold 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 scrapers and tread depth gauges to self test tyres
- Screen wash if required.

This year teams utilised their social media accounts again with bespoke media messages across the Service social media accounts. These included videos demonstrating safe methods of checking vehicles in preparation for the deteriorating weather conditions in this season.



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 through social media activity only

Brake Road Safety Week November 16th - 22th

**NO NEED
TO SPEED**

ROAD SAFETY WEEK
16-22 November 2020

Register
now!

This was the fifteenth 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 "No Need to Speed". In the UK every four minutes someone is injured on our roads with speed playing a part in every crash. Speed has been a key issue on our roads this year due to reductions in traffic density because of the lockdowns and people working from home.

During the period, all teams would normally be required to take part in events along with partners, Prevention staff and volunteers. The teams would visit a variety of venues including primary and secondary schools, colleges, shopping areas and places of work.

Again due to the Covid-19 pandemic, this activity was completed virtually with bespoke media outputs created by the Road Safety team for use on social media.

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	9	8**

Note: *Targets partly achieved through social media activity

**** Cheshire Police requested that following our attendance at a serious road traffic collision that the Macclesfield team were to refrain from social media posts on road safety topics for a period whilst investigations continued.**



National Roads Partnership Summer/Winter Alcohol and Drugs Campaign



NFCC
National Fire
Chiefs Council



As a Service we align our activity during these campaigns with the National Roads Partnership's 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 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 the periods we 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.

Due to Covid-19 these campaigns became social media outputs. The June period of activity was moved to July to coincide with the release of lockdown restrictions for public houses and to address the expectation that there could be an increase in accidents due to impaired driving.

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

June/July 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

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

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 Council.

The current contract with Cheshire East was in its third year during 2020/21. The contract is for a term of six years with break options available after year three. Year three of the current contract is now complete: years four, five and six will be by way of annual rolling contract.

The fees 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 the full term, this will generate £432,000 for the Service based on the current fees.

Targets year on year are (i) 131 primary schools for the Key Stage 2 delivery and (ii) 21 secondary schools for Key Stage 4 delivery.

Due to Covid-19, we identified the risk that some young people may not get the opportunity to receive the education packages due to Covid-19. This was raised with Cheshire East council and it agreed that the Service's Road Safety team would film and record refreshed KS2 and KS4 presentations and package them with lesson plans and presenter notes. The packages were then distributed to the schools enabling teachers to use the pre-recorded presentations to ensure pupils received the education required to improve their safety on our roads. Feedback on the session was requested and was positive with teachers showing overwhelming support and thanks that we were able to create and deliver a virtual package that ensured the young people received the input. This has been agreed only as a temporary measure, face to face direct engagement will resume as the pandemic restrictions are lifted.

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 22 years. It would usually be delivered at least 33 times during the year across fire service premises as well as externally at schools, colleges and business premises. All of our Princes Trust teams receive this training.

This road safety intervention 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 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.

Virtual reality continues to be a cornerstone 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.

Covid-19 saw Think Drive Survive paused for the duration of the delivery year.

The target is 33 events delivered by the Road Safety team

Target	Actual
33 Events	0 Events (due to C19 restrictions)

NOTE: Target not achieved

FireBike



The FireBikes 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. They are the smallest vulnerable road user group but have the highest frequency of incident.

One of the functions of the FireBikes 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 FireBike riders would normally have attended multiple events at Oulton Park racing circuit, motorcycle riders clubs and station open days. They would have also been present at well known biker meeting venues with the Police to promote Biker Down and Bike Safe courses.

The Service would run the Biker Down courses (alongside 35 other fire and rescue services). These are usually delivered either at fire service premises, Safety Central or at venues provided by local motorcycle clubs.

Covid-19 restricted the running of Biker Down courses but the team remained active during the period.

During the pandemic, our two Firebikes with our CFRS volunteer riders have assisted the Blood Bike service in the much needed delivery of blood, breast milk and samples to support the NHS. They have completed over 230 deliveries during this year's activity.

It was recognised nationally by the National Police Chiefs Council that, during the pandemic, there was an increase in speed-related accidents occurring on our roads (due primarily to roads being less populated).

This resulted in a national Operation #Slowdownsavelives being established. Cheshire Police motorcycles and the Service's Firebikes were utilised during May for two weeks. Cheshire Police would pull in vehicles that were speeding and Fire bike riders would then engage with the individuals and attempt to change their knowledge, attitude and behavior in relation to safe speeds and promote our Bikerdown and Cheshire Police's Bikesafe courses for the following year. Cheshire Police also took enforcement action if an individual's conduct was sufficiently serious.

The target was 12 events delivered by the FireBike team

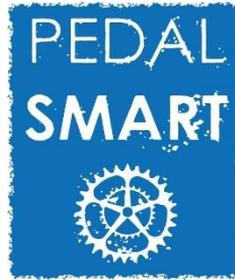
Target	Actual
12 Biker Down events	0 Biker Down events completed (due to C19 restrictions)*

NOTE: Target not met due to C19

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



Pedal Smart



Pedal Smart is a standalone intervention run by CFRS Volunteers and the Road Safety team.

This training session is aimed at cyclists and utilises 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 three events delivered by the Pedal Smart Volunteers and Road Safety Team

Target	Actual
3 events	0 events completed (due to C19 restrictions)

NOTE: Target not met due to C19

Close Pass



This is a new trial intervention in partnership with Cheshire Police.

This involves engagement predominantly with vehicle users and cyclists. A driver who passes the cyclist (an undercover 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.

Initial events took place in Congleton and Crewe in November where they 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.

A calendar of events for the following year has now been created to continue this intervention.



NFCC
National Fire
Chiefs Council

National Road Safety Group and Road Safety Leads North West

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 developing and promoting the "Fatal 5" campaign – this campaign originated in Cheshire but the NFCC is now encouraging all fire and rescue services to roll it out nationally.

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 North West region but also nationally.