



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Nottinghamshire and City of Nottingham
Fire and Rescue Authority
Community Safety Committee

ROAD TRAFFIC COLLISION AWARENESS ACTIVITIES

Report of the Chief Fire Officer

Agenda Item No:

Date: 16 October 2009

Purpose of Report:

To update Members on the work of the Service in relation to road traffic collision awareness activities.

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1. BACKGROUND

- 1.1 The Fire and Rescue Services Act 2004 lays down a power for the Fire and Rescue Service to become involved with government and local road safety partnerships to bring significant knowledge and experience of rescuing and protecting people from harm – and to give additional impact to the work that is already being done to reduce road deaths and injuries. Particularly, the intention is to develop and deliver in partnership initiatives that promote individual and social responsibility in respect of road safety matters
- 1.2 Nottinghamshire Fire and Rescue Service (NFRS) is an active partner within the Nottinghamshire Strategic Road Safety Partnership (NRSP) which was formed in 2008 as part of the recommendations from the Audit Commission's report 'Changing Lanes' 2007. Membership currently includes Nottinghamshire County Council, Nottingham City Council, Nottinghamshire Police, Highways Agency, Health, together with NFRS, and it is anticipated to draw in other key players in casualty reduction and prevention as a logical development.
- 1.3 Work across the (NRSP) partnership helps to ensure an even more focussed and strategic approach to casualty reduction by using current and historical data to identify trends, patterns and events thereby reacting to emerging issues whilst at the same time planning for the medium and long term goal of reducing road casualties and meeting the 2010 targets and beyond. It builds upon and supports the good work already being done by the various agencies represented and has been successful in constructing new pathways towards better partnership working, sharing expertise and resources.

2. REPORT

- 2.1 There have been a number of co-ordinated activities across the partnership which will be reflected in the Joint Casualty Report 2008 due to be published in October 2009.
- 2.2 NFRS has produced for the first time a joint Road and Fire Service guide for schools and colleges, with presentations targeted at ages between 11 – 19 years. This guide 'Saving Student Ryan' has been circulated to educational establishments and provides information about the educational resources and partners available to deliver targeted and age appropriate interventions. This reduces replication of delivery and assists the schools in planning timely interventions.
- 2.3 Using skills across the partnership, NFRS has been able to review activities and identify where our skills as a Fire and Rescue Service can best contribute towards the delivery of road safety interventions.
- 2.4 The Service has been delivering, as part of the schools education programme, the 'Impact Roadshow' since 2005. It was originally intended as a two hour presentation using images, videos and verbal information. Over

the three year period 2005-2008, schools became unwilling to set aside two hour sessions in their timetables and as a result crews were often left unable to complete the presentation or try to make it fit within the 50 – 60 minute session they were allocated. The presentation was delivered by NFRS crews throughout Nottinghamshire to young people mostly in year 10. Visits recorded on the Community Fire Risk Management Information System (CFRMIS) database totalled 75 presentations during the three year period 2005 -2008 to group sizes ranging from 6 to 80 students at a time.

- 2.5 The original aim of the programme was to focus on offenders or to groups identified as potential TWOCers (taking without owners consent). Schools consist of young people from a diverse range of backgrounds and as a result, the presentation was not always suitable for dealing with some of the wider issues surrounding passenger safety, pedestrian safety and the distraction of peers within a car whilst driving from mobile phones and personal music players.
- 2.6 A review identified that the resource is ageing and does not address some of the emerging trends. 'Danger Zone' has been developed to replace the Impact Roadshow, providing an hour long presentation targeting year 10 which fits within the NRSP framework and contributes towards the Local Area Agreement.
- 2.7 Danger Zone provides the opportunity for students to hear from serving fire fighters who deal with real life road traffic collisions. The main messages contained in the presentation are:
 - The importance of wearing a seatbelt;
 - The ways they can influence their own safety while travelling as a passenger in a dangerously driven car;
 - To recognise the consequences of pedestrians and drivers being distracted by mobile phones and Ipods.
- 2.8 The presentation uses a variety of visual images, spoken words and physical objects. Although a lot of information is delivered at fast moving pace, there are specific points during the presentation where audience interaction is invited. Two display banners are provided for all stations, adding to the visual impact of the Danger Zone presentation, they are only intended for indoor use in classroom locations. Each Watch will have their own presentation pack resources.
- 2.9 Awareness training for all NFRS crews began in June 2009. This training is currently being undertaken by the Fire Prevention: Community Safety Education Team. Delivery of Danger Zone in schools began in the final weeks of the summer term and will commence at the start of September for the new academic year 2009 -2010 with records kept of visits on CFRMIS and training will continue for the remaining whole time and retained sections who have currently not seen the new presentation.
- 2.10 NFRS will measure the effectiveness of its own and partnership work, by sharing good practice, promoting success, and provide evidence of what

works and what doesn't. As part of the evaluation process, students are asked to complete an evaluation form of the session for which they receive a seat belt cover which has the slogan "you are entering the Danger Zone fasten your seatbelt". This has been designed as an aid to remind the young person of the key messages delivered as part of the programme.

- 2.11 In order to share the progress with wider NFRS personnel all the district advocates attend road traffic collision focus groups on a quarterly basis which are led by the Prevention: Community Education Team Manager. The focus groups provide an opportunity to communicate the work of the partnership show any new resources available to districts and provides an open forum where new ideas can be discussed and issues resolved. Within this group further areas for development include forming a standardised package for road traffic collision awareness days.

3. FINANCIAL IMPLICATIONS

Currently the financial element of the development and initial resourcing of the 'Danger Zone' programme has been met through the community safety budget; however consideration may need to be made in the future to support the work of the partnership.

4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS

There are no human resources or learning and development implications arising from this report.

5. EQUALITY IMPACT ASSESSMENT

An initial equality impact assessment has identified no specific aspects relating to a disproportionate effect in respect of the key equality strands.

6. CRIME AND DISORDER IMPLICATIONS

There are no crime and disorder implications arising from this report.

7. LEGAL IMPLICATIONS

There are no legal implications arising from this report.

8. RISK MANAGEMENT IMPLICATIONS

Using this forum will assist the Service in targeting those at risk and the Service will be better able to reduce the risk faced by certain groups within our communities

9. RECOMMENDATIONS

That Members note the contents of this report and continue to support the work of Nottinghamshire Fire and Rescue Service delivered through the partnership and continue to receive update reports.

10. BACKGROUND PAPERS FOR INSPECTION (OTHER THAN PUBLISHED DOCUMENTS)

None.

Frank Swann
CHIEF FIRE OFFICER