



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

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

ROAD CASUALTY REDUCTION

Report of the Chief Fire Officer

Agenda Item No:

Date: 16 April 2010

Purpose of Report:

To further report to Members on the progress towards meeting the national casualty reduction targets of 2010, and to provide additional statistical information on the impact of the work of the Nottinghamshire Road Safety Partnership.

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1. BACKGROUND

1.1 In 2000 the government set all local authorities the following casualty reduction targets to be met by 2010 following recommendations made by the Audit Commission:

- 50% reduction in child KSIs from the baseline of 195 to 98 in 2010
- 40% reduction in all KSIs from the baseline of 1149 to 689 in 2010
- 10% reduction of slight injury accidents

These targets are based on the 1994 -1998 average.

1.2 The Nottinghamshire Road Safety Partnership (NRSP) has through the collaborative working between partners exceeded both the national and local stretched targets for casualty reduction.

1.3 The Community Safety Committee received a report, Road Traffic Collision Awareness Activities, on 16 October 2009. As a consequence of this report the Committee asked for further quantitative detail which highlights and illustrates effectiveness of the NRSP. The detail below seeks to meet that request. (The original report is attached at Appendix A for ease of reference).

1.4 This work is aligned to the objectives outlined within the Nottinghamshire Fire and Rescue Service Plan 2010-2013, which states we will work with the Nottinghamshire Road Safety Partnership to reduce road deaths and injuries on our roads, and was presented to Members in February 2010.

2. REPORT

2.1 Last year, in the first NRSP Joint Casualty Report, the partnership reported the lowest number of fatalities since records began together with a significant reduction in the numbers of those killed and seriously injured (KSI) on the roads across the County and City.

2.2 The NRSP Joint Casualty Report 2008, published in October 2009, is the second joint report to be produced and shows that Nottinghamshire has already achieved the targets set in 2000. The number of people killed and injured has continued to fall across all road-user groups. The number of people killed or seriously injured on the roads across the County and City in 2008 is now 45% lower than the 1994 – 98 average. This compares well with the national picture where KSIs have reduced by 40% in the same period. Child KSI casualties have fallen by 18.5% since 2007 and have now reduced by 73% compared to the 1994 – 98 average. This compares favourably with the national picture of a 59% fall in child KSI.

2.3 The results show the continuing shared commitment to casualty reduction by the partnership in driving the delivery of a comprehensive range of road

safety activities that are having a real impact on saving lives every day. 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.

- 2.4 Whilst the Service's 2008 performance means we are on track to achieve our targets, it does not mean that the road safety problem is cracked. Firstly it is misleading to read too much into a single year's statistics and secondly across the board the accidents and casualties on the county's and city's roads are still too high. However, the Authority's commitment to road safety is recognised and the suite of interventions in place will, the Service believes, see continued improvement in performance within this area.
- 2.5 The Service's key priority must be to sustain these reductions in 2010 and beyond whilst making greater inroads into the most challenging road-user groups, for example those involving young adults and motorcyclists of all types.

3. FINANCIAL IMPLICATIONS

All interventions used currently are being met from within existing and allocated budgets. Should further resources be required to support future improvements, these issues will be dealt with via appropriate systems and procedures.

4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS

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

5. EQUALITY IMPACT ASSESSMENT

There are no specific aspects relating to a disproportionate effect in respect of the key equality strands.

6. CRIME AND DISORDER IMPLICATIONS

A clear issue the partnership addresses through its work is that of drink driving. It is recognised that this is a key aspect to its work and therefore has a direct impact on the crime and disorder agenda.

7. LEGAL IMPLICATIONS

The Fire and Rescue Services Act 2004 lays down a power for the FRS 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.

8. RISK MANAGEMENT IMPLICATIONS

- 8.1 Using this forum will assist us in targeting those at risk. The Service will therefore be better able to introduce measures thus mitigating risk faced by specific groups within our communities.
- 8.2 This is a key issue for the Service. For it not to play its part in road traffic collision reduction could adversely impact upon the Service and incur unwanted scrutiny.

9. RECOMMENDATIONS

That Members continue to support the work of Nottinghamshire Fire and Rescue Service delivered through the partnership, and continue to receive periodic update reports.

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

None.

Frank Swann
CHIEF FIRE OFFICER



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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
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