

MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	COMMUNITY SAFETY AND PROTECTION COMMITTEE		
DATE:	31 JULY 2014	REPORT NO:	CFO/083/14
PRESENTING OFFICER	CHIEF FIRE OFFICER DAN STEPHENS		
RESPONSIBLE OFFICER:	DCFO PHIL GARRIGAN	REPORT AUTHOR:	MYLES PLATT
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TITLE OF REPORT:	CFOA ROAD SAFETY WEEK 2014		

APPENDICES:	APPENDIX A: MFRS ROAD SAFETY STRATEGY
	APPENDIX B: ACTIVITY IMAGES AND SUMMARY

Purpose of Report

1. To inform Members on the background to and activity carried out by MFRA staff during the Chief Fire Officers Association (CFOA) Road Safety Week 9th June to 15th June 2014.

Recommendation

2. That Members;
 - a. Note, the contents of this report and the contribution this activity has to the reduction of those killed or seriously injured on the roads as a result of being in a road traffic collision.
 - b. Note that whilst those killed or seriously injured in road traffic collisions is reducing, the numbers of those pedestrians and cyclists killed or seriously injured in Merseyside has been rising for the last 3 years.

Introduction and Background

3. The National CFOA Road Safety Strategy's mission "*To work with a range of partners in order to be world leaders in delivering integrated road safety education resulting in safer roads throughout the UK*". Is supported by its vision to support a steady reduction in the number of those killed or seriously injured, with the ultimate vision of zero deaths and reduced injuries on the UK roads.
4. To achieve the mission and the vision the strategy contains 8 key priorities, in summary:
 - a) Build relationships with stakeholders and ensure the Fire and Rescue Service are seen as preferred partners.

- b) Establish National Road Safety Week.
 - c) Establish a UK wide standard approach to access of road safety data and intelligence.
 - d) To provide a comprehensive picture of national themed campaigns and events.
 - e) Collate a suite of resources and a toolkit to enhance service delivery.
 - f) Work with strategic and local partners to support road casualty reduction across the UK.
 - g) Provide a framework/approach which FRA's can utilise when seeking funding and commissioning.
 - h) Establish a complete set of Memoranda of Understanding and Data Sharing Protocols to support road safety outcomes.
5. The Authority supports the CFOA strategy through its own Road Safety Strategy 2011 -2014 which is currently under review for 2015, attached as **Appendix A**.
 6. The Authority is represented at a regional level at the North West Road Safety Group by members of its road safety team located at service headquarters, charged with delivering outcomes at a local level to support the CFOA National strategy.
 7. The Authority is represented at a local level with Local Authority and Merseyside Police, who have responsibility for road safety in each District, along with other road safety practitioners at a strategic (Merseyside Road Safety Partnership) and operational (Merseyside Road Safety Officers Group) level.
 8. As detailed in Appendix A, local road safety partnerships are attended by Station Managers in each District who have responsibility for Road Safety in their area.
 9. As detailed in paragraph 4 b) Merseyside has made a significant contribution and carried out activity in each District to support CFOA National Road Safety Week, a summary and breakdown of which is detailed below:

Liverpool District

10. Croxteth; Operational staff from Croxteth Community Fire Station held an event in Paradise Street Liverpool City Centre. The MFRA crash car was used to highlight the dangers of drink driving and also the consequences of speeding, using mobile phones and in car distractions. The event was also supported by

the Prince's Trust Team from Toxteth. Over 100 people were directly engaged with as a result of the event.

11. Belle Vale; Operational crews from Belle Vale Community Fire Station staged an extrication display at Morrison's car park. Operational and Prevention staff also directly engaged with shoppers promoting the road safety message 'safety for all'. A total of 250 shoppers were engaged with as a result of the event.

Wirral District

12. Upton; Operational and Prevention Road Safety personnel from Wirral were joined by Local Authority Road Safety practitioners and Merseyside Police in supporting CFOA Road Safety week. An extrication demonstration was undertaken by crews from Upton with the crash car demonstrator in attendance. Prevention staff and partners engaged with shoppers offering road safety advice covering the 'Safety for all on our roads' message. 250 shoppers benefited from direct engagement.
13. Bromborough; Crews from Bromborough Community Fire Station and Prevention staff took part in a successful event at Bromborough Asda. The crash car was used as an interactive tool to engage members of the public into thinking about road safety. Road safety leaflets were also distributed in the foyer of the store, MFRA, Merseyside Police and Local Authority staff directly engaged with the public promoting Road safety messages. More than 150 shoppers were directly engaged with as a result of the event.

Sefton District

14. Crosby and Bootle & Netherton; Operational crews from each station took part in a multi-agency 'Road Safety' market place held at Holy Family School, Thornton, to engage with their year 10 pupils. The event saw MFRA staff present their 'Suddenly from Nowhere' package to three groups. The crash car was also used to engage and raise road safety awareness. Police and Local Authority practitioners also supported the road safety message. The event culminated in an extrication display that saw two of the year 10 pupils used as casualties. 90 year 10 pupils were directly engaged with. Crews across Sefton have also attended three cycling events planned in conjunction with Sefton Local Authority Road Safety staff, to promote safe cycling.

Knowsley District

15. Huyton, Kirkby and Whiston; A Multi- agency event was held at Asda Huyton on Saturday 14th June. Operational crews worked alongside the North West Ambulance Service 'HART Team' and Merseyside Police to demonstrate the skills and team work needed to successfully perform 'Gold Standard' extrication. Members of MFRA 'Road Safety Team' were also in attendance with the demonstration crash car to promote the 'safety for all' message. Over 300 shoppers were directly engaged with during the event

St. Helens District

16. St. Helens, Newton-le-Willows and Eccleston; A weeklong series of events were held at Cowley International College in St Helens, culminating in a multi-agency event at Church Square St Helens. MFRA delivered Road Safety sessions to more than 150 students at Cowley. The Display in Church Square was supported by all road safety partners; MFRA Operational and Prevention staff, Local Authority road safety practitioners, North West Ambulance Service and Merseyside Police. Direct engagement with the public was supported by two multi-vehicle extrication scenarios during the daylong event. Several live casualties were used to add a sense of realism and urgency to the scenarios. Over 500 members of the public were directly engaged with by all partners promoting the 'Safety for all' message

Summary

17. All of the events held across Merseyside were well supported and delivered in partnership across the County, delivering the key message of 'Road Safety for All' through education and engagement.
18. The Authority Corporate Communications team worked with the local radio stations, press, social media and internal sites to promote the Road Safety messages. It is estimated that due to the media coverage the Road Safety messages engaged in excess of 250,000 residents across Merseyside.
19. Images and a summary of local activity can be found in **Appendix B**.

Equality and Diversity Implications

20. A full equality impact assessment has been completed for the Authority Road Safety Strategy 2011-14. This will be reviewed as the strategy is refreshed for 2015.
21. The road safety message is aimed at all members of the community to include vehicle use, cycling and pedestrians with a particular focus on those members of the community who are most vulnerable on Merseyside's roads.

Staff Implications

22. There are no additional staffing burdens associated with engagement and education with members of the community.

Legal Implications

23. Whilst there is no direct legal responsibility for the Authority to actively engage in road safety education and engagement, the Fire and Rescue Services Act 2004 provides a duty under section 8(1)(b) to protect people from serious harm,

to the extent that it considers it reasonable to do so, in the event of road traffic accidents in its area. This encompasses road safety education. In addition the Act under section 21 gives statutory effect to the Fire & Rescue Service National Framework. This Framework sets out the government's priorities for the Fire & Rescue service and explains what Fire & Rescue authorities are expected to do. It introduces the concept of Integrated Risk Management planning (IRMP) as a way of identifying existing and potential risk to our communities. The IRMP must set strategies for, amongst other things, reducing the number and severity of road traffic collisions.

Financial Implications & Value for Money

24. All activity relating to road safety education and engagement is met from existing budgets.

Risk Management, Health & Safety, and Environmental Implications

25. Road Safety education and engagement both for staff and members of the community makes a direct positive contribution to the reduction of risk on the roads of Merseyside and beyond.

Contribution to Our Mission: *Safer Stronger Communities – Safe Effective Firefighters*

26. Road Safety education and engagement directly contributes to outcomes contained within the IRMP and the number of RTC's attended by operational crews, thus making members of the community and firefighters safer .

BACKGROUND PAPERS

N/A

GLOSSARY OF TERMS

MFRA	Merseyside Fire and Rescue Authority
MFRS	Merseyside Fire and Rescue Service
CFOA	Chief Fire Officers Association
IRMP	Integrated Risk Management Plan
HART	Hazardous Area Response Team
RTC	Road traffic Collision
FRS	Fire and Rescue Service