

MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	COMMUNITY SAFETY AND PROTECTION COMMITTEE		
DATE:	16 APRIL 2015	REPORT NO:	CFO/029/15
PRESENTING OFFICER	DCFO GARRIGAN		
RESPONSIBLE OFFICER:	GM OAKFORD	REPORT AUTHOR:	WM COUSINS
OFFICERS CONSULTED:	SM HILL, WM COUSINS		
TITLE OF REPORT:	ROAD SAFETY REPORT 2014/2015		

APPENDICES:	
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Purpose of Report

1. To inform Members of performance in relation to road safety engagement/education during 2014/15.

Recommendation

2. That Members note the content of the report and the contribution made by the Road Safety Team and Operational crews to improve road safety across Merseyside.

Introduction and Background

3. Merseyside Fire & Rescue Authority (MFRA) has carried out 233 Road Safety engagements in 2014 in which we have interacted with 24,904 15-23 year olds. The intervention tools MFRA have utilised are "Suddenly from Nowhere" (SFN), "Drive to Arrive" (D2A), the 'Crash Car' and extrication displays. This report contains District and pan Merseyside data.
4. The Road Traffic Collision Reduction Team (RTCRT) was created in 2013. Its remit was to align MFRA with the Chief Fire Officers Association's (CFOA) Road Safety strategy in targeting 15 to 23 year old potential / new drivers and passengers who are at risk on the roads. The Team supports the facilitation of two interventions; Suddenly from Nowhere (SFN) and Drive to Arrive (D2A).
5. The RTCRT worked in collaboration with Local Authority Road Safety Practitioners to produce a Road Safety intervention to target school years 10 to 13. The intervention, 'Suddenly from Nowhere' (SFN), is a 45 minute presentation that examines distractions and acceptable behaviour in vehicles.

6. D2A was produced by MFRA and is being delivered by experienced School Liaison Officers (SLO) predominately in St Helens. D2A is also delivered as part of the Youth Offending Programme by a member of the RTCRT.
7. To support these presentations one of two high impact visual tools are used. The 'Crash Car' is a post impact display vehicle, which is used to highlight the reality of a road traffic collision. This intervention is mounted on a trailer and as such can be transported to most locations.
8. Extrication displays are also used to re-enact in real time how crews extricate casualties from crashed vehicles. Often members of the audience will act as the casualty and experience what it is like to be cut out of a vehicle.
9. During 2014 crews from all Districts delivered 233 interventions to a total of 24,904 mainly 15-23 year olds. This in turn dedicated 440.32 hours to the delivery of Road Safety education.

Number of Engagements per District

District	Suddenly from Nowhere	Crash Car	Drive to Arrive	Extrication display
Knowsley	15	3	2	4
Liverpool	37	12	19	3
Sefton	29	7	1	3
St Helens	1	7	47	4
Wirral	35	3	4	0
Overall	117	32	73	14

Time Invested and Number of People Engaged With

District	Road Safety Engagement (hrs.)	Number of Persons engaged with
Knowsley	53.33	5,201
Liverpool	109.42	3,238
Sefton	63.33	1,712
St Helens	127.16	11,971
Wirral	87.08	2,782
Overall	440.32	24,904

10. The updated 2013–16 RTC Strategy 2015 will include a new road safety intervention being created to replace the current package, which is becoming dated. Avenues of financial support to pay for the production of the intervention are being explored via CFOA North West Road Safety Group and the Merseyside Road Safety Partnership.

Equality and Diversity Implications

11. Road Safety engagements are supported by an Equality Impact Assessment.
12. The Road Safety engagements are aimed at all members of the community to include vehicle use, cyclists and pedestrians with a particular focus on those members of the community that are most vulnerable on Merseyside's roads.

Staff Implications

13. To support the central delivery team Officers have utilised an existing Advocate (1/2 post) to recruit a delivery team member on a fixed term 12 month contract.

Legal Implications

14. The Fire and Rescue Services Act 2004 provides a duty under section 8(1) (b) to protect people from serious harm and accidents in its area. This encompasses road safety education.

Financial Implications & Value for Money

15. All activity relating to Road Safety education and engagement is funded from existing budgets.

Risk Management, Health & Safety, and Environmental Implications

16. Road Safety education and engagement 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*

17. Road Safety education and engagement directly contributes to outcomes contained within the Integrated Risk Management Plan (IRMP) and the number of road traffic collisions attended by operational crews, thus making members of the community and our firefighters safer.

BACKGROUND PAPERS

18. N/A
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GLOSSARY OF TERMS

2.	MFRA	Merseyside Fire & Rescue Authority
	CFOA	Chief Fire Officer Association
	RTCRT	Road Traffic Collision Reduction Team
	SFN	Suddenly from Nowhere
	D2A	Drive to Arrive
	SLO	School Liaison Officer
	IRMP	Integrated Risk Management Plan