

**AGENDA ITEM:**

<b>REPORT TO:</b> Meeting of the	<b>MERSEYSIDE FIRE &amp; RESCUE AUTHORITY COMMUNITY SAFETY AND PROTECTION COMMITTEE</b>
<b>DATE:</b>	<b>11<sup>TH</sup> JULY 2013</b>
<b>REPORT NO.</b>	<b>CFO/083/13</b>
<b>REPORTING OFFICER:</b>	<b>DEPUTY CHIEF FIRE OFFICER PHIL GARRIGAN</b>
<b>CONTACT OFFICER:</b>	<b>AREA MANAGER MYLES PLATT</b>
<b>OFFICERS CONSULTED:</b>	<b>WATCH MANAGER JOHN COUSINS ROAD SAFETY RTC REDUCTION COORDINATOR. STATION MANAGER FRANNY HILL</b>
<b>SUBJECT:</b>	<b>CFOA NATIONAL ROAD SAFETY AWARENESS WEEK</b>

**THERE ARE NO APPENDICES TO THIS REPORT**

Purpose of Report

1. To inform Members of the success of the CFOA National Road Safety Awareness Week.

Recommendation

2. That Members note the report and its contents.

Introduction & Background

3. The United Nations (UN) Decade of Action For Road Safety 2011-2020 selected the 6<sup>th</sup> of May to launch its Global Road Safety Week. MFRA is an established member of the Chief Fire Officers Association (CFOA) Road Safety Practitioners Group and so made a commitment to support the event. CFOA Practitioners Group has been set up to address Road Safety matters nationally. All Road Safety engagement tools used by all Fire and Rescue Services (FRS) are to be locally quality assured and then pooled in a national portal, where they can be used as 'best practise' across the UK.
4. 'Pedestrian Safety' and 'Distractions While Driving' were the two themes identified by the UN. National statistics indicate Merseyside as having the second highest pedestrian 'Killed or Seriously Injured' (KSI) per head of population in the UK, with 190 recorded incidents in 2011. The figure for 2012 has seen an increase to 211 incidents.

5. 2012/13 saw MFRA attend 472 'Road Traffic Collisions' (RTC). Of these there were a total of 325 injuries requiring MFRA to release/extricate 173 persons.
6. Through involvement in the Road Safety Strategy 2011 – 2014 MFRA will contribute to the reduction in road casualties. The objective of the CFOA National Road Safety Awareness week, alongside other UK Fire & Rescue Services on the 6<sup>th</sup> – 10<sup>th</sup> May 2013, was to educate drivers about not being distracted while driving and raise pedestrian awareness of safety when in the vicinity of roads. MFRA is fully committed to the Department for Transport (DfT) National Framework for the reduction of deaths and injuries on UK roads through the CFOA network.
7. Liverpool District engagement;

Kirkdale Community Fire Station provided an intervention targeted at one of the key target groups; 16-25 year old men from Basetech. Basetech is a community interest company that provides skills for disadvantaged youngsters. The session utilised the MFRA crash car simulator to facilitate an interactive investigation road show. A road safety presentation was also given to the young apprentice motor mechanics. The session was well received by the 20 young people that attended. Aintree Community Fire Station; Operational crews promoted child safety in the car. 'KiddieCare' at Aintree Retail Park partnered MFRA in engaging with approximately 117 customers.

8. Wirral District engagement;

Wallasey Community Fire Station; MFRA Operational and Prevention Safety staff from Wirral were joined by Local Authority Road Safety practitioners and Merseyside Police at Asda Liscard in supporting CFOA Road Safety week. An extrication demonstration was completed by crews from Wallasey Community Fire Station. Local schools witnessed the event and participated in a short session with the crash car demonstrator.

Prevention staff and partners engaged with shoppers offering road safety advice covering two specific themes;

- Young pedestrians
- Avoid distractions when driving

70 local residents benefited from direct engagement.

Bromborough Community Fire Station;  
Operational staff, prevention staff. Local Authority Road Safety practitioners and Merseyside Police staged two extrication demonstrations and engage with shopper at Asda Bromborough, to reinforce the safety message of 'pedestrian safety' and 'driving distractions'. Over 150 people were directly engaged with during the morning event.

9. Sefton District engagement:

Formby Community Fire Station; MFRA Prevention and Road Safety staff worked with partners; Merseyside Police, Institute of Advanced Motorists and Local Authority practitioners to support and deliver Road Safety advice, themed around cycle and pedestrian road safety.

The event took place between 10am and 4pm at Waitrose car park Formby. Operational crews from Formby Community Fire Station performed two extrication demonstrations (am – pm).

The event was the ideal location was ideal for engaging with older drivers. Two local schools were invited to witness the extrications, the children also benefited from safety advice regarding; cycling, seatbelts and pedestrian safety. 250+ people were directly engaged with during the day.

Southport; MFRA Road Safety staff participated in a Road Safety event at Southport's' ECO Centre alongside partners; IAM, Local Authority Road Safety practitioners, Arriva and local opticians.

Advice and Road Safety key messages were given to 52 older road users.

10. Knowsley District engagement;

Knowsley Operational and Prevention staff were joined by partners from the Police and Local Authority at the Arts Centre and Velodrome in Huyton who;

- Utilised the velodrome to promote safe cycling
- Created a Road Safety Partnership market place
- Showcased the Tour of Britain returning to Knowsley
- Involved the Chamber who are promoting cycling
- Supported Merseyside Police in promoting their RTC safety messages and demonstrating drink driving practical tests
- Supported the Local Authority to identify the target groups
- Utilised the smoothie bike promote safe cycling and also healthy eating

The overarching theme was cyclist and pedestrian Road Safety.

The demonstration crash car, quads and crews from Huyton Community Fire Station held a successful event and over 160 children benefited from our engagement.

11. St Helens District engagement;

MFRA operational and Prevention & Protection Road Safety staff were joined by Road Safety practitioners from St Helens Borough Council and Merseyside Police in supporting the road safety week. The event took place between 10am – 3pm at the car park of Tesco Superstore St Helens Linkway St Helens.

The event saw MFRA carry out 2 road traffic collision extrications by crews from St Helens and Eccleston Community Fire Stations while engaging with the public on themes around pedestrian safety.

MFRA and Merseyside Police Road Safety motorcycles were deployed to offer motorcycle and bike safety advice.

Road safety partners from St Helens Borough council were also on hand to offer expert pedestrian road safety advice. The demonstration crash car was also in attendance giving out important messages on the consequences of dangerous driving.

12. In total the events directly engaged with over 500+ school children and shoppers delivering key messages of 'pedestrian and cycle safety' and 'driving distractions.' MFRA Corporate Communications team worked with 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 and involved in excess of 250,000 residents across Merseyside.

#### Equality & Diversity Implications

13. A full Equality Impact Assessment has been undertaken on the MFRS Road Safety Strategy. Monitoring forms were completed as part of the questionnaire

#### Staff Implications

14. Staff from various Departments across MFRA were involved in the events.

#### Legal Implications

15. Road safety is very important and these types of events assist the Authority in meeting its duties under the Fire and Rescue Services Act 2004 Section 8 whereby the Authority must make provision for the rescue from Road Traffic Accidents. In doing so it must make arrangements to meet this duty.

#### Financial Implications & Value for Money

16. The delivery of the National Road Safety Awareness Week 2013 and all road safety awareness sessions are undertaken by MFRA staff. This resource provides additional value to our road safety partners across Merseyside.

#### Risk Management, Health & Safety, and Environmental Implications

17. The events ensure that the Authority takes Health & Safety seriously and may reduce the risk of RTC's through better public awareness.

Contribution to Our Mission – To Achieve; Safer Stronger Communities – Safe Effective Fire fighters”

18. The National Road Awareness Week contributes to making the roads of Merseyside safer by increasing awareness with the aim of reducing deaths and injuries and the number of Road Traffic Collisions.

**BACKGROUND PAPERS**

N/A

**\*Glossary of Terms**

Please list any acronyms used within this Report and appendices, including their meaning.

MFRS	-	Merseyside Fire and Rescue Service
MFRA	-	Merseyside Fire and rescue Authority
RTC	-	Road Traffic Collision
CFOA	-	Chief Fire Officers Association
UN	-	United Nations
KSI	-	Killed or Seriously Injured
DfT	-	Department for Transport
FRS	-	Fire and Rescue Service
IAM	-	Institute of Advanced Motorists.