

# SAFER AND STRONGER COMMUNITIES SCRUTINY COMMITTEE 18 JUNE 2012

## AN UPDATE ON ROAD SAFETY

Report by the Chief Fire Officer

### 1. Background

Oxfordshire County Council (OCC) as the Local Authority has a statutory responsibility under section 39 of the Road Traffic Act 1988 for Road Safety Engineering, Education, Training and Publicity (ETP) which are discharged through both the Environment and Economy and Social and Community Services Directorates.

In addition, Section 8 of 'The Fire and Rescue Services Act 2004' places a statutory duty on Oxfordshire Fire & Rescue Service (OFRS) to respond to and rescue people from Road Traffic Collisions (RTC).

Over the last 10 years, significant progress has been made to reduce the number of people killed or seriously injured on our roads. Collectively, we recognise that more needs to be done through co-ordinated support, integration and partnerships. No agency can be solely responsible for reducing the number and impact of Road Traffic Collisions; consequently, the focus for OFRS, on behalf of the OCC, is to integrate our approach by working with other agencies involved in road safety, and to provide a strategic commitment to this issue at national, regional and local levels. (Appendix 1)

We accept that due to human fallibility, incidents will happen and emergencies will naturally still occur. We recognise that *'prevention is better than cure'* and to support us we now have the advantage of having experienced and professional Road Safety Officers to work with Fire Service Staff in a clearly defined framework.

Fire-fighters are trained to the highest standards with the latest equipment available to enable us to deal with the extrication of people from vehicles. We will continue to prepare our Emergency Response personnel for all potential RTC rescue scenarios, respond as quickly as possible to carry out rescues, make the scene safe and keep the road network flowing which will aid and support the growth of the economy within Oxfordshire. Recent multi-purpose vehicle provision at Didcot and planned for Banbury support this approach. Further actions are being undertaken with automatic defibrillators being provided on all fire engines and enhanced trauma care training provided for selected staff.

Injuries and deaths from RTCs are a global public health concern. Across the world, an estimated 1.2 million people are killed in RTCs each year, and up to 50 million

people are injured.<sup>1</sup> The UN General Assembly proclaimed the UN Decade of Action for Road Safety 2011-2020 with the goal of 'stabilising and then reducing' global road traffic fatalities by 2020. This is primarily aimed at developing countries where the road death and injury rates are very high and it is worthy of note that the UK has and maintains a very good record for road safety.

The Department for Transport (DfT) statistics show that, in 2010, there were 208,648 casualties on the roads of Great Britain, with 22,660 being seriously injured<sup>2</sup> and 1,850 people killed (5 people every day). Each fatal road collision costs the UK £1.8m and each serious injury costs an estimated £180,000<sup>3</sup>. Reducing the number of road casualties by 50% would save the UK £5 billion pounds each year.

RTCs do not affect everyone in the same way and particular groups of people are disproportionately affected. For example RTCs represent the leading cause of death for young adults aged 15-24<sup>4</sup> in the UK, and they account for over a quarter of all deaths in the 15-19 age groups. Drivers under 25 years of age are 7 times more likely to be involved in a collision, especially during their first 2 years of driving.

## **2. DfT – Strategic Framework for Road Safety 2011.**

The Government Department for Transport (DfT) published a new national strategic framework for Road Safety in May 2011. The framework document identifies current issues and challenges and provides the government's vision on Road Safety education and enforcement.

There has been a large reduction in road deaths in recent years in the UK and in particular an unprecedented and very welcome reduction of 25% between 2007 and 2009.

The range of key themes within the framework include activities which are not directly within the County Council areas of responsibilities such as promoting tougher enforcement. Other areas which are clearly priorities for Road Safety education in Oxfordshire include:

- Better education and training for children and for learner and inexperienced drivers.
- More local and community decision making by decentralisation and providing local information to citizens to enable them to challenge priorities.

## **3. The local picture in Oxfordshire**

The nationally recognised target groups are also reflected in our priorities for Oxfordshire which are outlined below:-

- a) Car occupants

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<sup>1</sup> World Health Organisation: 'World report on road traffic injury prevention'. Geneva: World Health Organisation 2004.

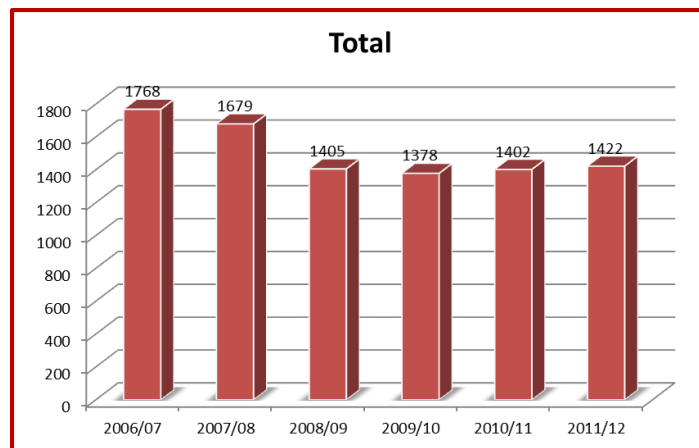
<sup>2</sup> KSI - Killed and Seriously injured are DfT definitions of injury.

<sup>3</sup> DfT National statistics

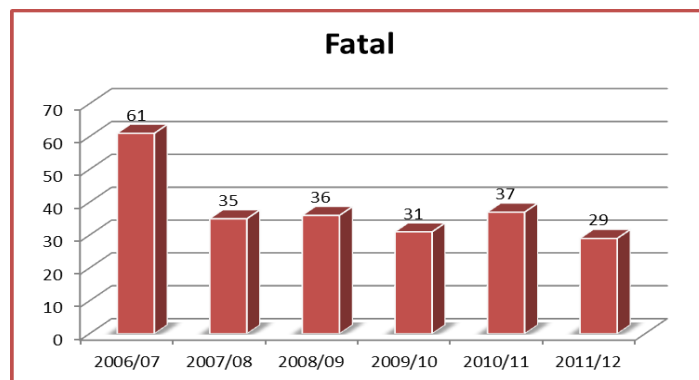
<sup>4</sup> Office for National Statistics, register of Deaths, 2007

- b) Male drivers (17-24)
- c) Motorcyclists
- d) Drinking and drugs
- e) Pedestrians (Children – Footsteps)
- f) Cyclists (children)
- g) Speeding.

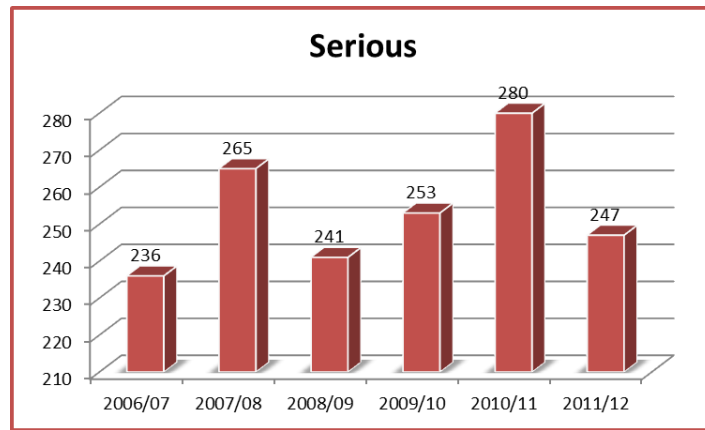
In 2011/12 there were 1422 Road Traffic Collisions recorded on Oxfordshire roads and it is worth noting that OFRS only attended 362 of these. Comparing this number with the much smaller number of significant property fires attended by ORFS, which is 153, clearly demonstrates the importance of OFRS involvement in reducing the risk to our communities by Road Safety education, training and publicity.



The total number of road traffic collisions in Oxfordshire  
(Thames Valley Police data)



The number of fatal road traffic collision in Oxfordshire  
(Thames Valley Police data)



*The number of serious road traffic collision in Oxfordshire  
(Thames Valley Police data)*

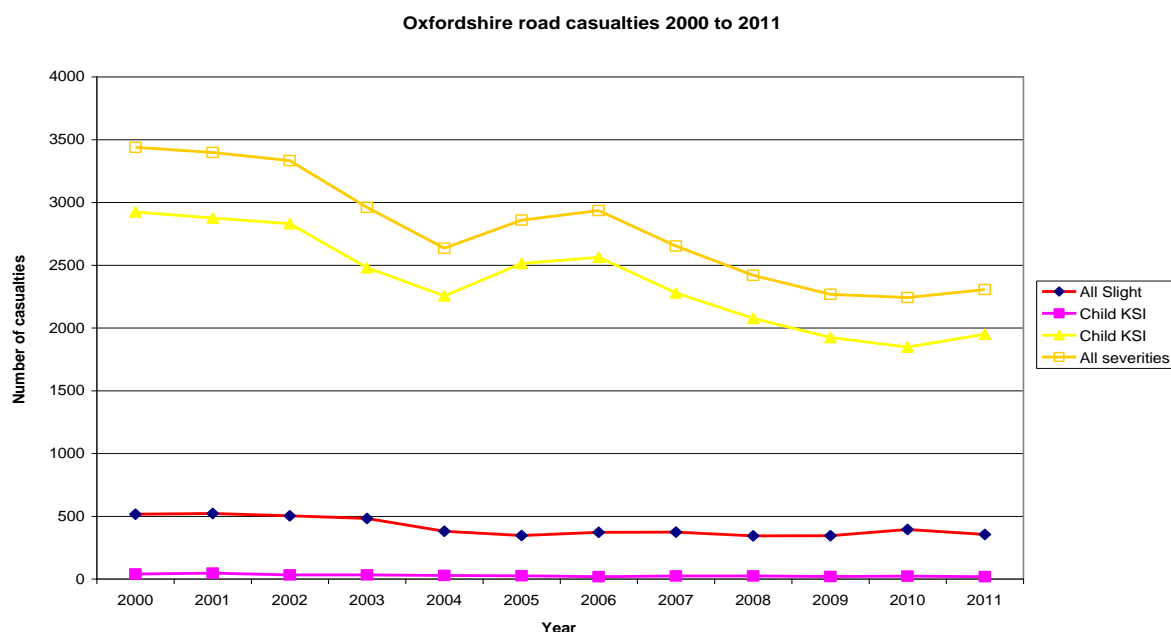
#### 4. Environment & Economy - Collision Group Breakdown

Indicator	94/98 baseline	2011 actual	% change	2010% OCC Local Target	OCC E&E Local status
All Killed Serious Injury (KSI)	544	355	-35%	-50%	Not met
Child KSI	54	19	-65%	-60%	Met
All Slight	2726	1951	-28%	-20%	Met
Pedestrian	276	188	-32%	-50%	Not met
Pedal cycle	280	286	2%	-50%	Not met
Power Two wheel	295	199	-32%	-20%	Met
Wet Skid	302	155	-49%	-15%	Met

Collision statistics have been collated by the engineering team within Environment and Economy using a 1994 to 1998 baseline for comparison. This data was provided to central government for the production of the national annual report.

Since the formation of new coalition government, the emphasis and direction has been to remove the requirement for local authorities to report back on these previously set national targets (KSI). The E&E engineering team continue to collate KSI information, child KSI and slight casualties and provide this to their management teams and will update the Oxfordshire annual casualty report, with the aim to release this (in electronic format only) when DfT release the national statistics each year. They also provide a more detailed geographic breakdown (including by road user type) in order for this to be monitored within the Local Transport Plan. OFRS is currently working with E&E to review the areas where the targets were not met to ensure the Road Safety education, training and publicity elements are targeting the most appropriate areas.

Over the last few years the overall number of road casualties in Oxfordshire has been at the lowest point since records began. However, with 355 people killed or seriously injured on our roads in 2011 there is still considerable work to be undertaken before we can be satisfied that we have achieved an acceptable level of safety on our roads.



Whilst there is a slight rise of incidents from 2010 to 2011<sup>5</sup> it is worth noting that while fatalities have gone down, the slight injuries category has gone slightly up and involves cyclists (children) and pedestrians. This demonstrates the continuing need to maintain our road safety education and training for child cyclists and pedestrians (Footsteps programme) as identified and delivered throughout the period of organisational change. OFRS Road Safety staff will continue with these two programmes and maintain a focus on these for the future.

Finally, note that in 2010 there were the two periods (January and December – highlighted in Appendix 6) in which we had untypically long periods of snow and this has probably reduced the overall collision rates across the county due to limited vehicle and pedestrian movements during that period.

## 5. OFRS Integrated Risk Management and OCC Corporate plan

As reported to Scrutiny, each year OFRS produces an Integrated Risk Management (IRMP) with specific projects for Cabinet to adopt. In 2012/13 project 3 will look specifically at Road Traffic Casualty Reduction, with the aim to improve road safety through our integrated planning approach of Prevention, Protection and Response activities.

The maintenance of low Road Traffic Collisions in Oxfordshire, and where possible their further reduction, by education, training and publicity will directly support the County Council Corporate Plan 2012 – 17 and its delivery goal of a ‘Thriving Oxfordshire’ by directly linking into these Strategic objectives as identified in Appendix 2.

<sup>5</sup> Full 5 and 10 year breakdown of Oxfordshire casualty statistics is detailed in Appendix 7

## **6. An update on the transfer of the Road Safety team to OFRS**

Part of this report is to provide an update on Oxfordshire County Council's involvement in road safety education and explain the context, journey and position since the transfer to Oxfordshire Fire & Rescue Service in April 2011. It also aims to provide context and information in order to understand wider road safety involvement at national, regional and local levels and the evolution of existing programmes and local delivery methods.

Our Road Safety team transferred from the Environment and Economy Directorate and now form an integral part of the Oxfordshire Fire & Rescue Service 'Safety Team' which comprises of three functions: Fire Protection, Risk Reduction and Road Safety.

Oxfordshire Fire & Rescue Service is organised on a locality basis and delivers most of its safety programmes via Fire Risk Managers (FRMs) whose geographic areas are generally coterminous with the District Council boundaries. They are statutory partners within Community Safety Partnerships (CSPs) under the Crime and Disorder Act. They are active partners in addressing or helping to solve the wider community problems and are part of the solution to the issues encountered within the city, towns and villages across Oxfordshire. Commonly they are involved in local activities for fire safety awareness and education, arson reduction, road safety education and reducing anti-social behaviour.

It was considered that there was a clear opportunity to provide synergy with existing educational programmes with Fire & Rescue staff and use the specialist skills of the Road Safety Officers and staff to support the on-going and wider prevention agenda particularly within localities. Almost all local Community Safety groups across the county have road safety issues on their agenda from time to time, whether this is related to anti-social behaviour, noise, speeding or the perception of speeding etc.

Upon transfer, the road safety team comprised of four full time Road Safety Officers and a number of part-time and fixed-term contract staff. In addition there were a number of casual employees and a large number of volunteers who were assisting with the delivery of cycle and child pedestrian training.

The tactical team were transferred to OFRS and the strategic and management staff remained within E&E. A £100,000 reduction of the base budget (approximately a third of the budget) required significant business process re-engineering. Changes were made to existing programmes, work conditions and delivery models. All of these were considered thoroughly and Road Safety staff directly involved in the creation of new programmes and systems.

## **7. Road Safety Team re-alignment – Implementation phase**

The new structure consisted of one Team Leader and three Road Safety Officers (RSOs) aligned to geographical Fire Risk areas. FRMs now have the expertise and direct support of a professional RSO to enhance road safety education within the area and provide Road Safety Staff direct ability to input into Community Safety Partnerships

The Team Leader post was introduced to provide line management responsibilities, deliver a road safety plan, liaise with internal and external partners and road safety professionals, and provide leadership, coordination and resilience.

We believed that in order for staff to move forward effectively, they needed to feel part of a clearly defined structure which would allow effective planning and ownership within their specific Fire Risk area to commence. It was recognised that there would be training needs and support required specifically for RSO's and there would be a natural transition period of support provided to achieve this.

RSO's with the support of the team leader, now undertake a supervisory role (appraisals, 1-2-1 meetings etc) for the Cycle Examiners, Footsteps Coordinators and provide support to an extended set of volunteers.

It was also considered important that in order to support Fire Risk Managers and localities, the RSO's would be required to become more responsive to individual incidents and more proactive to local issues and needs based on sound evidence and data.

The road safety realignment allowed a new way of delivering the programmes within an existing Fire and Rescue structure and affected a number of existing staff. A comprehensive consultation was undertaken which formally commenced on 12<sup>th</sup> September 2011 and concluded on 12<sup>th</sup> October 2011. It was pleasing to note that all staff members were engaged, contributed fully toward the changes and made suggestions for improvement many of which have been implemented.

The scope of the realignment covered the following activities:

- A new management and team structure aligned to Fire Risk Areas
- Revised arrangements for child pedestrian education (Footsteps)
- Revised arrangements for cycle education and training
- The creation of a Road Safety "catalogue" of programmes
- Increased partnership working and focus on localities

The use of a flexible combination of part time staff, casual workers and volunteers for both cycle and pedestrian training (Footsteps) was deemed essential for the efficient delivery of these programmes in the future. Maintenance of relationships primarily with parents<sup>6</sup> and our volunteer base was also considered critical to the delivery of these schemes in the longer term.

There was also a real opportunity to develop a multi-tiered level of expanded programme delivery by staff to include Cycle training, Footsteps training, speed awareness projects etc within the localities supported by road safety professionals.

In developing a new structure five fundamental principles were established by the team:

- **Customer First** – we will never forget that we are here to reduce Road Traffic Collisions, help prevent deaths and injuries and support others to deliver this to the public.
- **Flexibility** – we will maximise our effectiveness by ensuring that where possible we have the right people in the right place at the right time doing the right things for the local communities.

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<sup>6</sup> OCC policy - Road Safety Education in schools - 25<sup>th</sup> November 1998. See Appendix 4

- **Resilience** – we will realign ourselves to provide resilience to ensure we have each area covered and mutual support to each other is available.
- **Team Working** – we will work together, assist each other and always aim to provide solutions not problems.
- **Clarity of Organisation** – we will have a clear central structure supplemented by working within a 'home' Fire Risk area.

All activities are assessed against these principles.

## 8. Specific Objectives and Measures

In order to focus on high performance, locality focused and fit for purpose outputs and outcomes the following aims, objectives and measures are used:

Aims	Objectives	Activities/ Interactions aimed at:	Measures
<p><b>Reduce deaths and serious injuries on the roads in Oxfordshire.</b></p>	<p>To promote road safety awareness across the county.</p> <p>To support communities and provide knowledge and skills with an aim to effect behavioural changes.</p> <p>To raise awareness via the website, face to face contact and education through literature and promotion.</p>	<ul style="list-style-type: none"> <li>• Car occupants (seatbelts, mobile phones etc)</li> <li>• Male drivers (17 -24 years)</li> <li>• Motorcyclists</li> <li>• Drinking and Drugs</li> <li>• Pedestrians (children)</li> <li>• Cyclists (children)</li> <li>• Speeding ( a widespread perception problem in localities based on Parish and CDRP feedback)</li> <li>• Supporting the UN Decade of Action road safety activities via Chief Fire Officers Association (CFOA)</li> </ul>	<ul style="list-style-type: none"> <li>• Annual E&amp;E Road Safety statistics</li> <li>• Quarterly 365 alive statistics and data</li> <li>• Other feedback via areas and localities</li> </ul>
<p><b>Assist with supporting the World Class economy in Oxfordshire</b></p>	<p>Provide skills training and information to the public on the potential risks as road users</p>	<ul style="list-style-type: none"> <li>• Reduce economic burden on health services due to injury (both mental and physical)</li> <li>• Reduce the impact on employers and the loss of economy by employees involved in RTCs.</li> <li>• Reduce congestion on the network following an RTC, the impact on all sectors of the economy who use the road</li> </ul>	<ul style="list-style-type: none"> <li>• Annual E&amp;E Road safety data which includes TVP and Health.</li> </ul>



		network by missed appointments, delays etc.	
<b>Assist with Healthy and Thriving communities and Environment and Climate change</b>	Encourage the population of Oxfordshire to change their driving habits and become fitter and more active.	<ul style="list-style-type: none"> <li>• Promote and publicise the benefits of cycling and walking.</li> <li>• Assisting with the reduction of CO2 emissions and levels of congestion across the county.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual E&amp;E data</li> <li>• Annual OCC emission reduction targets.</li> </ul>

## 9. Changes and development of new programmes

Following consultation and discussions with staff there are a number of positive changes which have been or are planned to be made to the programmes and methods of delivery as outlined below and further detailed in Appendix 4:-

- A new online Cycle test booking system
- A review of child pedestrian training (Footsteps)
- A new Road Safety Strategy
- A new Road Safety catalogue
- Development of the new Driver Initiative for young offenders.
- A new Community Speed-watch programme

## 10. Performance management and measures

Performance management and measures are common place with OFRS and for the first time, a new suite of OFRS performance targets and measures will be used to capture Road Safety activities across the county enabling comparisons to be made and areas of greater need to be identified. Performance is reported to and assessed by the OFRS Strategic Management Team quarterly. Appendix 5 identifies the chosen measures.

## 11. Conclusion

The transfer of the Road Safety Team occurred on the 1<sup>st</sup> April 2011 and the team has brought a wealth of knowledge and experience about road safety with them. This experience has already proven to be beneficial and they can only enhance the level of Service delivered to the public within Fire Risk areas in the future.

Road safety is a multi-agency environment in which OFRS on behalf of OCC fully recognises our collective responsibilities and are now, with the direct support and involvement of professional road safety staff, are able to undertake or role nationally, regionally and locally. With the Road Safety staff working alongside Fire & Rescue personnel it forms a collective of likeminded people aiming to reducing deaths and injuries on the road network.

The organisational and financial changes provided an opportunity to review and explore the many road safety programmes and activities that were previously being

delivered. We believe the new programme is appropriately targeted and will over time be shown to be effective in further reducing incident numbers.

In order to provide a wider road safety role in the future we have widened the delivery of Road Safety education beyond the school environment. We aim to become more 'reactive' to the cause of road traffic collisions, identify trends, map collisions and then look to provide targeted options to provide local solutions.

Fire Risk Managers are delivering similar solutions for fire related matters. A similar approach with area based Road Safety teams providing professional and expert advice will allow a greater overall outcome.

The national and local trends identify a number of challenges that remain. These will continue to be worked on via partnership working arrangements. Examples include wearing of seat belts, use of mobile phone whilst driving, driving under the influence of drink and drugs, speeding and driver fatigue.

Fire & Rescue has a unique and neutral brand that is trusted and respected within the community. The addition to the team of professional Road Safety experts allow us to provide more effective programmes and interactions with those who remain at risk from road use and misuse.

## **12. Recommendations**

**The Safer and Stronger Scrutiny Committee is recommended to:**

- 1. Note the contents of this report and to note the progress on the overall programme and team redesign.**
- 2. Commend the Road Safety Staff in the flexibility and professionalism they have demonstrated during a period of uncertainty and change.**
- 3. To make any comments that could be incorporated into further improvements in the programme or delivery methods.**

David Etheridge  
Chief Fire Officer

Background papers: Attached as Annexes

Contact Officer: Peter Cleary  
June 2012

## Appendix 1

### The wider engagement and involvement in Road Safety

Oxfordshire Fire and Rescue service is one of 46 Fire and Rescue services within the UK and also one of the 13 which are County Council Fire and Rescue services. OFRS is one of the first in the UK to start to manage the Local Authority Road Safety team and therefore as part of the Local Authority, now has statutory responsibilities for Road Safety education, training and publicity (ETP). Fire and Rescue management of Road Safety has been followed more recently by Cornwall and Isle of Wight both of which are County Council Fire and Rescue services.

In recent months, CFO David Etheridge has taken on a national responsibility for Road Safety as a dedicated work-stream within the Chief Fire Officers Association (CFOA). He chairs the National Road Safety Executive Board and works closely with DfT, Ministerial advisors, ACPO, DSA, Highways Agency and other Road Safety bodies. This CFOA forum provides national direction, leadership, influences and where necessary lobbies government from a fire and road safety sector perspective.

The national CFOA Road Safety group launched the fire sector support to the UN “Decade of Action” by coordinating events over the entire major roads network of the United Kingdom in 2011. Locally OFRS participated in this event at the launch and is planning further campaigns throughout the year. Road safety campaigns and ideas within the fire sector are shared and discussed at national, regional and local levels. A road safety catalogue has been produced by CFOA which provides a number of programmes and initiatives for Fire & Rescue Services to share across the UK.

It is intended that the use of this resource, exploiting the unique trusted and visible “brand” of the Fire and Rescue Service along with the Road Safety staff’s professional expertise will maximise synergy and deliver more effective local outcomes.

The OFRS Area Manager Safety sits on the CFOA National Executive Road Safety Board representing the nine Fire and Rescue services in the South East<sup>7</sup>. The role has expanded recently to include representation on the government’s new national Road Safety Observatory project where an online portal will be available for the public to view, scrutinise and compare data across areas.

In addition, the Area Manager Safety and the Road Safety Team leader now jointly attend the Local Authority Road Safety Officers (Road Safety GB) meetings both regionally and nationally in order to assist with communication and understanding of the role that Fire & Rescue services have to play in Road Safety education, training and publicity (ETP). The benefits of being a County Council are that we have statutory responsibility and means that shared views and effective communication is enhanced at both regional and national levels which assists in developing common goals and sharing information with wider road safety professionals.

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<sup>7</sup> South East Fire and Rescue Services – Oxfordshire, Buckinghamshire, Royal Berkshire, Hampshire, Isle of Wight, East Sussex, West Sussex, Surrey and Kent.

## Appendix 2

### Integrated Risk Management Plan 2012 /13

#### Project 3

**Objective:** To utilise the experience and knowledge of our Road Safety Team in determining & delivering a comprehensive Road Safety strategy which complements the '365 alive vision' and the 'Travelling in confidence' strand within the business strategy.

**Outcome:** Improved safety education and operational response to RTCs, contributing to the reduction of injuries and fatalities from road related hazards and a societal and financial cost saving to the county of Oxfordshire.

Road Traffic Collisions (RTCs) continue to cause a substantial number of deaths and serious injuries on our roads each year. Although the numbers of road collision fatalities have shown a decline in recent successive years, there are approximately 50 people killed on Oxfordshire roads annually, some of these unfortunate deaths clearly could have been avoided. It is our aim to utilise our Road Safety Team & volunteer organisations to determine and deliver a comprehensive road safety strategy that complements our '365 Alive' 10 year vision to further reduce road casualties and deaths.

We are committed to creating and implementing this strategy and by utilising the skills and experience of our staff we will improve our safety education to those at most risk.

This will contribute to the reduction of injuries and fatalities from road related hazards enabling people to travel in confidence throughout the county of Oxfordshire.

### OFRS Integrated planning approach to Road Safety

#### Prevention

- ❖ We will develop our education and engagement programmes with all road users, ensuring that we are working with our partners to target this engagement activity in a cost effective way, taking cognisance of the most at risk groups.
- ❖ We will work with our data analysts within Environment and Economy Directorate to map all RTC's and then explore opportunities to map all of our Road Safety prevention activities as they occur to high risk groups and in geographical areas.
- ❖ We will provide Road Safety education to target groups, including pedestrian (Footsteps) and cycle safety to children, road safety for older people, and will help to promote motorcycle safety schemes across the county.
- ❖ We will ensure that there is a consistent programme of engagement across all Fire Risk areas and will support and enhance existing work being carried out by our partners.
- ❖ We will develop and review a range of on-line educational resources and training packages to ensure that our Road Safety officers, volunteers and operational fire fighters are equipped to deliver these effectively at a local level.

- ❖ We will support schemes which divert drivers found guilty of less serious driving offences onto educational courses as an alternative to prosecution. We will examine options to work closer with the police to deliver education to drivers stopped for not wearing their seatbelts, using a mobile phone or speeding.
- ❖ We will aim to give our staff a clear communications route and trigger mechanism within their specific areas of work which will feed into wider actions within the localities. One example could be traffic and parking issues outside schools which can be picked up early and fed through to RSOs and FRM area offices where discussions and solutions can be found with partners at Parish, Town and District Council level. Other examples will be 'signposting' members of the public to services such as concerns about potholes and street lighting via the OCC website.
- ❖ We will continue to support the joint OCC Parking Programme, which has been developed jointly with the Travel Choices team from E&E. It uses a team of young people, typically members of the School Council or Eco Council, who agree to become a S.T.A.R.S (School Travel And Road Safety) team. The S.T.A.R.S communicate with parents, local residents and community groups to try to resolve the issues of inappropriate or obstructive parking near school by promoting walking and/or Park and Walk sites. They are supported in this by OFRS Road Safety team, the Travel Choices team, Thames Valley Police Neighbourhood teams and PCSO's. In addition schools are encouraged to put sustainable and safer travel information in their school policies, brochures and on their websites.
- ❖ We will work with the police and other partners on national, regional and local Road Safety programmes and campaigns as they arise throughout the year, for example Community Speed-watch, Safe Drive Stay Alive, Tyre safe, BRAKE safety week, summer and Christmas drink driving, drug driving, driver fatigue and link in with the national Road Safety day initiatives.

## **Protection**

- ❖ We will work with other Fire and Rescue Services (FRS) and partners under the leadership of the Chief Fire Officers Association (CFOA) to learn about and influence car manufacturers and other companies involved in modern vehicle design and production. We will work with our partners and aim to influence developments to improve vehicle safety design, including the procurement of the wide range of fire service vehicles.
- ❖ We will continue to work closely with E&E to provide relevant information following an RTC, to engineers involved in road maintenance with an aim to constantly improve the safety of the road network (such as road signs and furniture, overhanging trees and hedges which may have obscured junctions at RTC's). Where possible we will use our influence to help improve the built environment to protect people, property and the environment from the harm associated with RTCs.
- ❖ We will support the police and E&E in the implementation of education and make a balanced operational response to traffic calming schemes.

## Response

- ❖ The Fire & Rescue Services Act is clear and explicit in requiring OFRS to maintain an effective response capability in the event of RTCs. OFRS provides specialist equipment and training to our personnel in extrication techniques, trauma / casualty care and incident management. We will continue to discuss and consult with our Emergency Response crews that regularly attend RTCs to review equipment, training and any latest developments or issues raised in vehicle design during the extrication phase.
- ❖ All OFRS staff who have to drive under 'Blue Light Conditions' are required to undertake a specific advanced driving course, and refreshers are conducted at regular intervals to ensure skills are maintained. We will continually review the training of our staff in relation to 'blue light' emergency response.
- ❖ Following attendance at a traumatic incident such as a serious RTC, our emergency response staff is provided with support in line with our 'Critical Incident Debrief Policy'. This policy aims to reduce the emotional and psychological effects that could be experienced by staff following an incident.
- ❖ The experience our Emergency Response crews have in rescuing casualties from RTCs gives them credibility to assist in delivering road safety messages and demonstrations to key target groups.

## Supporting OCC Corporate plan

The reduction of Road Traffic Collisions in Oxfordshire by education, training and publicity will directly support the County Council Corporate Plan 2012 – 17.

We will support the delivery goal of a 'Thriving Oxfordshire' by directly linking into the Strategic objectives as outlined below:-

- **World Class Economy** – we will deliver targeted education programmes to those people most at risk and by working with partners will aim to reduce RTC's in the first instance. We will also strive to keep the county on the move at operational incidents by ensuring that the road network is cleared of obstructions as soon as practicably safe to do so to ensure that the local economy in Oxfordshire is not hampered by undue delays.
- **Healthy and Thriving Communities** – we will continue to target vulnerable people providing prevention education to the 'at risk' groups identified earlier in this report through our successful 365 alive 10 year campaign to try to reduce them from being killed or seriously injured at Road Traffic Collisions.
- **Efficient Public Services.** – We will continue to engage and provide leadership within partnerships both nationally, regionally and locally. The Oxfordshire Safer Communities Partnership Business managers group is chaired and led by the Chief Fire Officer and essential links are made with the police, Community Safety managers and health teams to work jointly to reduce the impact of Road Traffic Collisions within the county.

## Appendix 3

### Extract from Education Management Sub-Committee

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Meeting 25th November 1998

Road Safety Education in Schools  
(Agenda Item 8)

#### Resolved

(On a motion by Councillor Richardson, seconded by Councillor Green, amended at the suggestion of Councillor Morton, with consent of the proposer and seconder and carried by 6 votes to 0) to:

- (a) note the findings of the joint working initiative on road safety education in schools (Annex 1);
- (b) agree that the existing cycle training programme should be maintained and continue to be expanded wherever possible;
- (c) adopt the principle for road safety education in schools that parents would have primary responsibility for road safety training for their children, and that the Authority would encourage opportunities to support this work through road safety related activities within and outside the curriculum appropriate to the age and experience of the child;
- (d) ensure that all schools were informed of the new policy statement and respond to it as appropriate and urge schools to consult parents, pupils and staff with the view to achieving a substantial increase in the number of children walking or cycling to school; and
- (e) advise the Highways and Road Safety Sub-Committee accordingly and consult Teachers Joint Committee, Oxford Governors Associations and Oxfordshire Parent/Teacher Associations on the Policy Statement.

## **Appendix 4**

### **Development and changes to delivery programmes**

#### **Theatre in Education**

Some programmes such as the Theatre in Education (TIE) productions were delivered by external theatre companies costing approximately £40,000 per year.

Due to the base budget and financial pressures, the initial priority for the service was to review all existing programmes and activities against cost. The previous model relied on OCC to fund the productions and the schools receive the events at no cost. This was a significant financial expenditure and whilst these productions were informative and interesting to the children they were replicating essential safety messages that were delivered in later years in the curriculum.

Therefore due to this significant financial pressure, a decision was made to suspend the activity and implement an annual review process whereby if future funding arrangements allow this could be reintroduced relatively easily.

#### **Whole School assemblies – Cycle Helmets**

There were also some changes made to the attendance of road safety staff at 'whole school assemblies' where they raised the awareness and the importance of wearing cycle helmets to school children. Whilst this message was and is important, the size of the school assembly was not deemed to be practical to keep the attention of young children and the costs associated with travelling and resources was deemed to be not cost effective. This information and education however, has now been reviewed and is now delivered at a more local level and is included in the revised cycle examiners and trainers syllabus.

#### **Travel and Mileage review**

- Previous arrangements involved RSO's working across the county within their specific areas of expertise
- Following the realignment, all teams were allocated a Fire Risk area which resulted in significant reduction in travel.
- A full review was undertaken of all vehicle movements, associated mileage costs and postage and where necessary adjusted and reduced by better diary management and communications.
- In addition, the road safety team now have access to the existing internal OFRS daily delivery system which transports essential operational fire-fighting equipment to the 24 fire stations across the county thereby providing some efficiency.



## **Cycle Training**

The long established free cycle training programme offers and provides education and training to all primary, secondary, independent and special needs schools within the county. The function involves close and active engagement with schools, examiners and volunteers in order to deliver the free cycle training to school children.

The original team comprised one part time, term time cycle training examiner supported by eleven casual working cycle training examiners, coordinated by one of the full time RSO's. This team trained up and educated approximately 700 volunteers (mainly parents) who delivered the cycle training to their children within their localities and schools reaching approximately 4000 children annually.

The proposal for the realignment to Fire Risk areas and localities meant that the workload was to be shifted from one RSO having countywide responsibility and line management and workload was to be shared equally between the three RSO's in their areas.

It was noted that the eleven casual cycle examiners did not provide adequate resilience and the task of matching up schools and examination tests with cycle examiners was in some cases slightly chaotic. A decision was made early in the process to convert the eleven casual roles into five part time permanent roles and a recruitment and selection process was undertaken. This increased the establishment, provided extra resilience and offered the original casual staff a guaranteed and regular income.

### **New Cycle Test Timetable.**

We considered that one of our primary aims for cycle training was to try and manage the process more effectively. The system in the past worked but it was very reactive to volunteers and school needs and appeared to be somewhat chaotic at times with limited or no real control. It appeared to react to last minute changes which we consider could be anticipated, reduced or avoided in the future. We accepted that there would always be some last minute changes and requirements due to individual circumstances at the time, but we needed to look to reduce this where possible. To achieve this aim, a structured widely available test timetable would place us in control of our resources to allow effective planning and identify pressures or shortfalls in advance.

We considered that the emphasis would be similar to booking a car driving test and that examiners would benefit from a transparent electronic booking system which would greatly assist them with their other home / work commitments and planning. We also anticipated that, once communicated effectively, schools and volunteers would also find the booking process useful for their own planning purposes.

The additional option of having a pool of casual cycle examiners (which was in place previously) would also be beneficial as a fall-back mechanism for peak times or to provide some extra resilience.

The feedback from staff during the consultation phase for changes to a cycle examination timetable was that in order for any changes to be made it should be communicated effectively to schools and volunteers and should therefore start at the beginning on the new academic year (September 2012) A new online cycle test

booking system is now in the process of being developed and will be available in time for the new academic year in 2012.

This timeframe will allow and facilitate an initial 'bedding in' process for staff working within a new area and with a new RSO before the change is made.

## **Road Safety Strategy and Catalogue**

As part of the published IRMP project for 2012/13, a road safety strategy will be developed and published. Over the years there has been significant investment and development of specific road safety programmes and during 2012 a number of these programmes are planned to be placed into a road safety catalogue for use by the RSO within their locality areas as and when they need them or are requested to undertake a specific programme based on area needs.

This 'off the shelf' catalogue of programmes is being developed and will be advertised internally for staff awareness and externally on the OCC and 365alive websites for the public to view and download to use in their localities.

## **Child Pedestrian Training (Footsteps Programme)**

The Footsteps programme was offered to all children in all educational establishments and to Early Years practitioners. The aim of Footsteps is to encourage children to think about roads and traffic by developing their sense of what is safe and unsafe and raise their awareness of their surroundings as they grow up in a practical context i.e. at the road side.

A network of volunteers has traditionally been used across this programme and they have assisted children to make choices and decisions by asking questions at the roadside. These road safety lessons have formed part of the child's overall education, as they provide language, social abilities, judgement, observation, and often early mathematical and geographical skills.

Originally there were six part time Footsteps Coordinators; over the last 12 months due to staff leaving and natural wastage, this number has reduced to two across the county. This has provided an opportunity to review the programme further and open up some opportunities for Cycle Examiners to multi-role in child road safety education, leading to professional development and increased capacity.

Based on the feedback from the Co-ordinators on the lack of value that the loan equipment provided (small pelican/ zebra crossings and small traffic lights) some further changes were made to cease offering or delivering this equipment to establishments. This also provided a reduction in mileage costs of 46% on the original delivery arrangements.

The changes below have been made following the consultation, recommendations, advice and reduction / capacity of staff within the Footsteps programme:-

1. **Pre-schools and Child-minders** – All the information will be made available online and it is expected that parents and volunteers will manage their own Footsteps programme using the online support available to them. The Co-ordinators will be remotely available if required for limited support and advice.

2. **Foundation (4-5 yrs.)** - All the information will be made available online and it is expected that parents and volunteers will manage their own Footsteps programme using the online support available to them. The Co-ordinators will provide limited availability if required for additional support and advice.
3. **Year 1 (5-6 yrs.)** – This will be the main area of activity and the team will continue to engage with the active Year 1 age group and be reactive to requests either generated by an annual letter/email or contact etc.
4. **Year 2 (7-9 yrs.)** - The majority of school children in Year 1 will be offered Footsteps so would normally have participated in the practical sessions previously. If establishments would like to use the programme for Year 2 pupils they can do so via the online manuals and the Co-ordinators will be remote and reactive to requests and support if required.

Other options were to stop year 1 and 2 but it was deemed that these age groups were more receptive to education and would retain the information longer. We have therefore used our limited resources to the best and most efficient effect to support this programme and engage more people in Road Safety education.

The emphasis for the Footsteps programme in 2012 and beyond is to reconfirm the OCC policy (Appendix 4) by trying to empower parents to take some and better responsibility for their children's safety and set some good examples that children will learn from. Children learn to cope with varying difficult situations and use both looking and listening skills to help interpret the road environment.

### **New Driver Initiative - Youth Offending intervention**

In order to target the young inexperienced drivers who are nationally highlighted as being one of the most at risk of being involved in collisions. Oxfordshire Fire and Rescue service have been working closely with the OCC Youth Offending team since 2009 on a 'New Driver Initiative' to take young drivers who have been involved in motoring offences and raise their awareness of the consequences of their driving actions. The results have been impressive and rewarding and as of the 1<sup>st</sup> January 2012 there have been 59 young people who have attended the diversion course and only 3 have reoffended with motoring offences.

### **Community Speed-watch**

To support local residents within localities, OFRS is purchasing two sets of Speed-Watch monitoring equipment, this partnership between RSO's and TVP will enable and empower local residents to monitor speeding within their towns and villages and engage in a process which directly reports offenders to the police. The police upon notification will provide a formal staged level of response to motorists initially via letter and culminating in a visit by a police traffic officer to their home address.

## Appendix 5

### OFRS Scorecard measures Road Safety 2012/13

Footsteps 1	Child pedestrian training All primary schools will receive Footsteps information to parents
Footsteps 2	The percentage of primary schools who actively promote Footsteps to parents
Road Safety public events	The total number of partnership public events involving road safety education eg Motorcycles, seatbelts, speeding, mobile phones, fatigue, alcohol/ drugs, child car seats etc per year.
# Road Safety Press releases Published	The number of specific and targeted press releases on road safety activities completed within an area per year.
% Choices and Consequences presentation delivered	The 'Choices and Consequences' presentation delivered to every secondary school in the county.
% Primary schools receiving Cycle training	Maintain and deliver cycle training and examinations in all primary schools

## Appendix 6

2011 Collision statistics Oxfordshire 2007 – 2011(over 5 years)

Table 1 - Accidents by Month

	2007	2008	2009	2010	2011	Total
January	160	149	132	111	145	697
February	163	158	120	124	133	698
March	141	152	128	118	116	655
April	145	130	133	121	151	680
May	182	158	130	156	135	761
June	161	159	135	137	162	754
July	190	167	148	159	143	807
August	185	129	138	113	128	693
September	164	171	140	131	152	758
October	158	179	172	171	144	824
November	185	153	174	195	152	859
December	150	142	150	116	137	695
TOTAL	1984	1847	1700	1652	1698	8881

Note - January and December – snowfall may have reduced vehicle miles travelled

Table 2 - Casualties by month

	2007	2008	2009	2010	2011	Total
January	213	197	186	141	185	922
February	209	212	156	162	182	921
March	186	198	161	156	150	851
April	208	175	183	168	202	936
May	236	194	164	221	180	995
June	215	210	186	183	240	1034
July	258	215	202	211	193	1079
August	259	167	172	174	173	945
September	236	215	176	186	213	1026
October	209	241	227	231	204	1112
November	229	209	225	237	191	1091
December	194	186	230	172	193	975
TOTAL	2652	2419	2268	2242	2306	11887

Note - January and December – snowfall may have reduced vehicle miles travelled

Table 3 - Accidents by severity

	2007	2008	2009	2010	2011	Total
Fatal	32	40	28	40	24	164
Serious	300	267	290	312	300	1469
Slight	1652	1540	1382	1300	1374	7248
TOTAL	1984	1847	1700	1652	1698	8881

Table 4 - Casualties by severity

	2007	2008	2009	2010	2011	Total
Fatal	34	42	30	41	26	173
Serious	340	301	315	354	329	1639
Slight	2278	2076	1923	1847	1951	10075
TOTAL	2652	2419	2268	2242	2306	11887

Table 5 – Pedestrians by severity

	2007	2008	2009	2010	2011	Total
Fatal	10	4	3	7	3	27
Serious	41	39	51	53	45	229
Slight	160	163	125	103	130	681
TOTAL	211	206	179	163	178	937

Table 6 – Cycle accidents by severity

	2007	2008	2009	2010	2011	Total
Fatal	5	2	4	2	1	14
Serious	45	50	53	61	65	274
Slight	230	250	219	182	233	1114
TOTAL	280	302	276	245	299	1402

Table 7 – Motor vehicle only accidents by severity

	2007	2008	2009	2010	2011	Total
Fatal	17	34	21	31	20	123
Serious	216	179	187	200	193	975
Slight	1268	1132	1041	1016	1016	5473
TOTAL	1501	1345	1249	1247	1229	6571

Table 8 – OAP accidents by severity

	2007	2008	2009	2010	2011	Total
Fatal	9	8	4	11	6	38
Serious	49	40	54	51	54	248
Slight	191	166	172	188	189	906
TOTAL	249	214	230	250	249	1192

Table 9 – Child accidents by severity

	2007	2008	2009	2010	2011	Total
Fatal	3	1	2	1	0	7
Serious	25	32	26	28	22	133
Slight	152	138	110	110	124	634
<b>TOTAL</b>	<b>180</b>	<b>171</b>	<b>138</b>	<b>139</b>	<b>146</b>	<b>774</b>

Table 10 – Road Traffic Accidents per month 2003 – 2012 (over 10 years)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
January	181	189	130	180	160	149	132	111	145	130	1507
February	152	119	145	138	163	158	120	124	133	126	1378
March	195	153	161	201	141	152	128	118	116	128	1493
April	171	157	150	137	145	130	133	121	151	109	1404
May	-	-	-	-	-	-	-	-	-	-	0
June	-	-	-	-	-	-	-	-	-	-	0
July	-	-	-	-	-	-	-	-	-	-	0
August	-	-	-	-	-	-	-	-	-	-	0
September	-	-	-	-	-	-	-	-	-	-	0
October	-	-	-	-	-	-	-	-	-	-	0
November	-	-	-	-	-	-	-	-	-	-	0
December	-	-	-	-	-	-	-	-	-	-	0
<b>TOTAL</b>	<b>699</b>	<b>618</b>	<b>586</b>	<b>656</b>	<b>609</b>	<b>589</b>	<b>513</b>	<b>474</b>	<b>545</b>	<b>493</b>	<b>5782</b>
<b>Casualties by Month</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
January	253	251	169	233	213	197	186	141	185	161	1989
February	214	149	190	186	209	212	156	162	182	171	1831
March	264	196	226	272	186	198	161	156	150	174	1983
April	224	203	190	197	208	175	183	168	202	142	1892
May	-	-	-	-	-	-	-	-	-	-	0
June	-	-	-	-	-	-	-	-	-	-	0
July	-	-	-	-	-	-	-	-	-	-	0
August	-	-	-	-	-	-	-	-	-	-	0
September	-	-	-	-	-	-	-	-	-	-	0
October	-	-	-	-	-	-	-	-	-	-	0
November	-	-	-	-	-	-	-	-	-	-	0
December	-	-	-	-	-	-	-	-	-	-	0
<b>TOTAL</b>	<b>955</b>	<b>799</b>	<b>775</b>	<b>888</b>	<b>816</b>	<b>782</b>	<b>686</b>	<b>627</b>	<b>719</b>	<b>648</b>	<b>7695</b>

<b>All Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	22	7	8	14	11	12	7	8	7	9	105
Serious	120	92	93	86	89	73	96	91	93	68	901
Slight	557	519	485	556	509	504	410	375	445	416	4776
TOTAL	699	618	586	656	609	589	513	474	545	493	5782
<b>Casualties by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	22	7	9	15	11	12	9	9	7	9	110
Serious	150	97	103	100	101	81	104	100	96	71	1003
Slight	783	695	663	773	704	689	573	518	616	568	6582
TOTAL	955	799	775	888	816	782	686	627	719	648	7695
<b>Pedestrian Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	6	3	0	1	5	1	1	2	1	1	21
Serious	15	19	19	9	12	11	19	12	14	10	140
Slight	49	58	50	53	61	57	45	27	38	30	468
TOTAL	70	80	69	63	78	69	65	41	53	41	629
<b>Cycle Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	0	0	0	0	2	0	2	0	0	0	4
Serious	7	13	6	15	14	13	19	13	23	15	138
Slight	82	74	51	46	64	70	60	52	77	70	646
TOTAL	89	87	57	61	80	83	81	65	100	85	788
<b>Motor Vehicle Only Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	16	4	8	13	4	11	4	6	6	8	80
Serious	98	60	68	62	63	49	58	66	58	44	626
Slight	427	388	385	459	387	378	307	296	331	316	3674
TOTAL	541	452	461	534	454	438	369	368	395	368	4380
<b>OAP Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	3	0	2	3	3	2	2	3	3	2	23
Serious	17	10	12	14	14	14	20	16	16	12	145
Slight	55	60	40	48	53	65	51	52	56	56	536
TOTAL	75	70	54	65	70	81	73	71	75	70	704
<b>Child Accidents by Severity</b>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	1	2	0	0	1	0	0	1	0	1	6
Serious	15	4	9	5	6	8	7	5	5	5	69
Slight	47	48	55	44	56	41	32	23	41	33	420
TOTAL	63	54	64	49	63	49	39	29	46	39	495