

Appendix C – Road Safety Education & Training Highlights

Road safety education and training delivery in schools (Staffordshire and Stoke-on-Trent) - Academic year 21/22:

Primary schools

3637 pupils received in-person road safety education or training

(Practical pedestrian training - 1698

Seatbelt workshop - 840

Primary to Middle/High school transition - 1099)

High/middle schools

14509 pupils received in-person road safety education

(Year 7 Pedestrian and cyclist focus – 6485

Year 8 In-vehicle safety focus – 2530

Year 10/11 Passenger safety focus – 5494)

6th form and colleges

37 establishments received in-person road safety education (approx. no of young people receiving this not available)
- pre/young driver or young road user focus

Activity targeted to motorcyclists/driver awareness of motorcyclists 2022:

Pre/Young riders (15-24)

18 pre-CBT workshops (29 attendees to date)

1 young rider BBQ

Biker Breakfasts

4 events delivered – approx. 5200 attendees in total

BikeSense training

15 training sessions delivered or planned

8 Ride it Right routes

5000 Staffordshire Biker booklets distributed to riders

2 Biker awareness events for drivers

Priority Road User - Road safety education and training priorities and future plans

Motorcyclists

Group riding workshop

A workshop on group riding is to be trialled this year. This will cover safe group riding practices, both in theory and on-road, followed by a ride debrief. The initiative will target small groups of riders who either wish to or currently ride together. An evaluation of the pilot scheme will take place to understand the outcomes.

Pre-CBT presentation for parents and carers

A presentation for parents and carers of young people attending the pre-CBT (Compulsory Basic Training for new riders) workshop is being completed, to be launched this year. Plans are for this to be delivered virtually with the possibility of a recorded version being available as well which could be promoted more widely. Once piloted, this will be evaluated.

Children (as pedestrians, cyclists and passengers in vehicles)

New 'Stepping Up to High School' workshop

A new workshop for Year 6 pupils (age 10/11) has been introduced. This package aims to prepare pupils for a safe journey to their new high school. It is being delivered by RSEOs in priority primary schools and utilises behaviour change techniques. A version was piloted in summer 2021. This has been refined and a supporting workbook developed. The workshop will be evaluated in-house this year.

Prioritisation of schools for 22/23 academic year

Child casualty data, measures of deprivation and age-related risk have been analysed to identify priority schools for the next academic year. These schools will be offered a range of interventions delivered in school by Road Safety Education Officers.

Staffordshire Fire & Rescue Family Fun Day

The Staffordshire Fire & Rescue family fun day takes place on 10th September. A focus on child car seats/seatbelts will be delivered with support from the Road Safety Education Officers.

Pre/young drivers

Pathfinder Initiative

This pre-driver course is delivered by The Under 17 Car Club Charitable Trust and has been running since 2008. Typically, young people sign up to the 4/5 day course at a cost of £360 and attend it with a family member and a family car, as practical driving experience is included (on private land). Participation in the course is evidenced to reduce future risk of involvement in a collision, and potentially improve access to employment/education by being able to drive. A course is run three times a year within the SSRP area, at Stafford Driving Centre, Seighford.

Work has been undertaken to provide an opportunity for some Prince's Trust leavers to access the course, with funding for the places being provided and access to vehicles and a supporting adult being put in place if required.

This will be an initial one-year pilot, funded from existing budgets, with a small number of places being provided on courses during 2022/23. An evaluation to understand the outcomes for the young people who participated will then be undertaken prior to any decisions for further funding.

Safe+Sound Young Driver Events

Provisional plans have been made to introduce young driver events as part of the Safe+Sound community education programme delivered by Staffordshire Fire & Rescue Service. The events would use interactive pods to include a hazard perception module, include a vehicle maintenance workshop with other possible activities on distraction, alcohol/drugs and safety around HGVs. Present plans are for the introduction of these events from September, with Stoke and Cannock being the locations for autumn 2022/spring 2023.

The Honest Truth Initiative

This initiative provides Approved Driving Instructors (ADIs) with training and resources to deliver road safety education as part of their driving lessons. Subsidised places have been provided as part of a one-year pilot and 19 ADIs have been recruited. An evaluation will take place in autumn this year to inform a decision whether or not to extend funding of the scheme.

Mature drivers

Engagement activity by SFRS

Community Safety Officers from the Prevent teams have had training and resources to deliver content on driving as part of any safety talks with relevant groups. Materials produced as part of last year's SSRP 'Safe and Sure – on the road' mature driver campaign are being used. A review of progress with this delivery will be undertaken with the Prevent teams this autumn.

Mature road user working group

A SSRP mature road user working group is being established, to ensure partners are aware of activity taking place to address the increase in mature road user casualties being observed recently. This will also provide a forum for planning new initiatives and ways of engaging effectively with mature road users.

Commercial vehicle drivers and other road users

Commercial vehicle working group

A SSRP commercial vehicle collision analysis has been conducted, and a working group is planned to be established later this year, to consider the activity already being undertaken by partners and the planning of new initiatives. It is envisaged that colleagues in Central Motorway Police Group and National Highways will be of particular importance in the group.

Behaviour of other road users around large commercial vehicles

A logistics firm based in Staffordshire has offered support in producing educational material and attending events to engage with road users to teach and encourage safer behaviour around large vehicles.

A series of short films are planned to be produced later this year for Key Stage 2 pupils (7–11 year-olds) with support from the firm. The films will be broadcast by SFRS's Safe+Sound programme. A link with Lichfield College is being developed to provide an opportunity for students on a Film and TV course to be involved in the planning and production of the films.

The company have committed to attend on-station Safe+Sound workshops with an HGV for targeted Key Stage 3 pupils (11–14-year-olds), providing a hands-on learning experience.