

Report to: Environment Panel
Cabinet

Date: 25th March 2009
2nd April 2009

Subject: Road Safety Communication Plan 2009 - 2011

Report of: Executive Director – Environmental Services

Contact officer: Mark Tilley 01942 404341

Purpose / summary: To inform Panel Members of the proposed targeted road safety communications for 2009 to 2011 and the work identified within the plan.

Alternative options considered and reason for selecting the one recommended: The alternative option was not to inform Panel Members, but this was discounted because we want to promote awareness and support.

Recommendation / decision: That Environment Panel Members:

- (1) Note the contents of this report
- (2) Endorse the plan and its partnership approach to publicising road safety messages within the borough.

Key Decision: This report does not involve a key decision. The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed.

Risks / Implications:

Financial:	None
Staffing:	None
Policy:	Road Safety Strategy and Road Safety Best Value Improvement Plan.
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	Not Applicable
Wards affected:	All

Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?

No

If yes, have the property implications been agreed with the Corporate Property Officer?

Does this proposal have significant implications for the Council and the local population?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution? **Yes / No ***

Has the Executive Director Business Support Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget? **Yes / No ***

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **Yes / No ***

* delete which applicable

For Cabinet reports only:

Categorisation of the report:	x		
Discussion leading to a decision		Discussion	
Monitoring		Decision	
Sharing for corporate understanding	X	Information	

Tracking/Process:

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
25 th March 09		2 nd April 09	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Martin Kimber

Date 16th February 2009

1. Background:

- 1.1 Wigan Council has a statutory responsibility to provide information on road safety issues to all who live, work and traverse through its borough. This responsibility extends to all aspects of casualty reduction in order to reach the Governments targets by 2010.

These targets are:

- 40% reduction in killed and seriously injured casualties;
- 50% reduction in child killed and seriously injured casualties and;
- 10% reduction in the slight casualty rate.

- 1.2 Road safety education, training and publicity are areas of work delivered within Environmental Services and it is aligned closely to the works undertaken through road traffic management and engineering measures.

- 1.3 Previously targeted road safety messages have followed the national and regional campaigns provided by the Department for Transport and the North West Local Authorities Road Safety Officers Association. Whilst this has been effective, it has also identified the need for more emphasis on local messages based on local evidence. Therefore a more focused communication plan has been developed to address these issues.

2. Proposals:

- 2.1 The Road Safety Communications Plan has been developed as a working document, which identifies the who, what, when, how and why of proposed road safety communications with an underlying aspiration of the plan being to reduce the number of casualties on the borough's roads.

- 2.2 The objectives of the Plan are by working with stakeholders and local partners, the profile of road safety can be raised and cause a reduction in the number of casualties.

- 2.3 The Plan outlines four key themes that have evidence of being either a vulnerable or high risk group or a legislative message that is to be supported by enforcement. These four key themes are:

- Drink and drugs driving
- In car safety - seatbelts
- Pedestrians and
- Motorcyclists

- 2.4 Each message is intended to engage with its target audience by reminding and challenging their road user behaviour in order to cause a positive effect.

3. Key Themes

- 3.1 The four key themes identified have between one and three target groups, each with a specific message and a desired outcome in behavioural and attitudinal change.

- 3.2 The first of the four themes is **Drink driving**, which is on the decrease within some age groups. However there is still a need to communicate that this is still an unacceptable behaviour and along with the more prevalent issue of drugs driving (legal and illegal), it has been identified that males under 30 years are the highest risk to all road users.
- 3.3 **In car safety** and the wearing of seatbelts in the front and more recently the back of vehicles has been compulsory for many years now and yet the Department for Transport estimated in November 2008, that a third of all fatal collisions could have been prevented by the wearing of seatbelts. Therefore the target audiences for the Communication Plan have been identified as males under 30 and all other back seat passengers.
- 3.4 **Pedestrians** within the borough are identified as vulnerable road users and more specifically young people of High School age have been identified as a high risk target group, due to the common factors of leaving the footway into live traffic, without considering the potential consequences. Also, it has been identified the number of young adults aged 16 -18 and 20 -35 years, who are also involved in collisions, and in the case of the older age group whilst under the influence of alcohol.
- 3.5 The final group that the Plan identifies is **motorcyclists**, who although only make up 1% of the nation's total traffic, account for 19% of all road deaths. On a local level, three target audiences have been identified, illegal under 16 year olds on the highway, young inexperienced motorcyclists up to the age of 20 and finally motorists who fail to observe and judge the speed and distance of approaching motorcyclists. This final group requires a different approach to communication, because this message needs to be addressed to all road users and not a specific individual audience.

4. **Communication Partners**

- 4.1 The Plan clearly identified the need for a partnership approach to tackling road casualties and therefore has been distributed for consultation and comment through the Road Safety Forum and other partners within the council as well as the emergency services and local interest groups. This has consequently resulted in an opportunity to provide evidence within the Plan from these organisations and enable closer working on targeted campaigns and messages which previously would have gone unrecorded.

5. **Alternative options considered and reason for the recommended option:**

- 5.1 No alternative options have been considered as the content of the Plan has been identified through statistical and enforcement evidence.

6. **Conclusions:**

- 6.1 The implementation of this Plan will help to reduce the number of casualties to road users within the borough; this will be done by having a more robust and focused plan to communicate appropriate safety messages.
- 6.2 In conclusion, it is recommended that Members approve the adoption of the Plan and the actions identified within it.

Diversity Impact Assessment form

Section: Highway Services

Policy/Service Area: Road Safety

Person Completing Form:
Julie Dagnall

Date: 16
February 2009

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race		x	Disability		x
Ethnicity		x	Gender		x
Age		x	Religion		x
Class		x	Sexual Orientation		x

Is there evidence of disadvantage or associated problems?

No

How was the information collected and/or who have you consulted with?

Information was provided by Greater Manchester Police, through the data collated.

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

NA

Is the policy in line with current equality legislation and relevant codes of practice?

The plan will be delivered by work undertaken by the Road Safety Group, which is complied in line with the Road Safety Policy for Education, Training and Publicity.

Timescale	April 2009 – April 2011
Responsibility	Highway Services
Comments	X

Are the actions specified included in any other documents/plans?

Departmental Service Plan	Environmental Services' Improvement Action Plan - Goal 6
Section/Team Plan	Road Safety Group Service Improvement Plan
Other (Specify)	Road Safety Strategy 2006 -10

Date for further review: April 2011



ENVIRONMENTAL SERVICES

Road Safety Communications Plan

April 2009 – March 2011

January 2009

Environment Panel: 25th March 2009

Cabinet Approval: 2nd April 2009

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1.0 INTRODUCTION

1.1 This Road Safety Communications Plan forms part of the publicity element of road safety education, training and publicity programme. It is aimed at reducing the number of higher risk casualties in common themed areas through communication mediums and more specifically, publicity. The Plan will comprise of three main elements:

- 1) An investigation into the local trends for high risk road users, identifying target audiences and the contributory factors that are common place in these groups;
- 2) A focused communications plan for tackling these high risk groups, including budget planning within a two year time span; and,
- 3) The projected programme for delivering the communications plan, through the Road Safety Group and its key partners.

1.2 In 2000 the Government set targets for casualty reduction for 2010. These targets are:

- 40% reduction in killed and seriously injured casualties;
- 50% reduction in child killed and seriously injured casualties; and,
- 10% reduction in the slight casualty rate.

Wigan's progress towards these targets has been good and we are achieving a downward trend. However, as the target date draws near we need to reform our resources to ensure that the casualty reduction targets are achieved, particularly for killed and seriously injured and child killed and seriously injured casualties.

1.3 The downward trend has been achieved through a targeted programme of road safety engineering, education, training and enforcement. To complement this on-going programme of work the Communications Plan will identify road

user groups which will be targeted with publicity material to further reduce our casualties.

2.0 CONTEXT

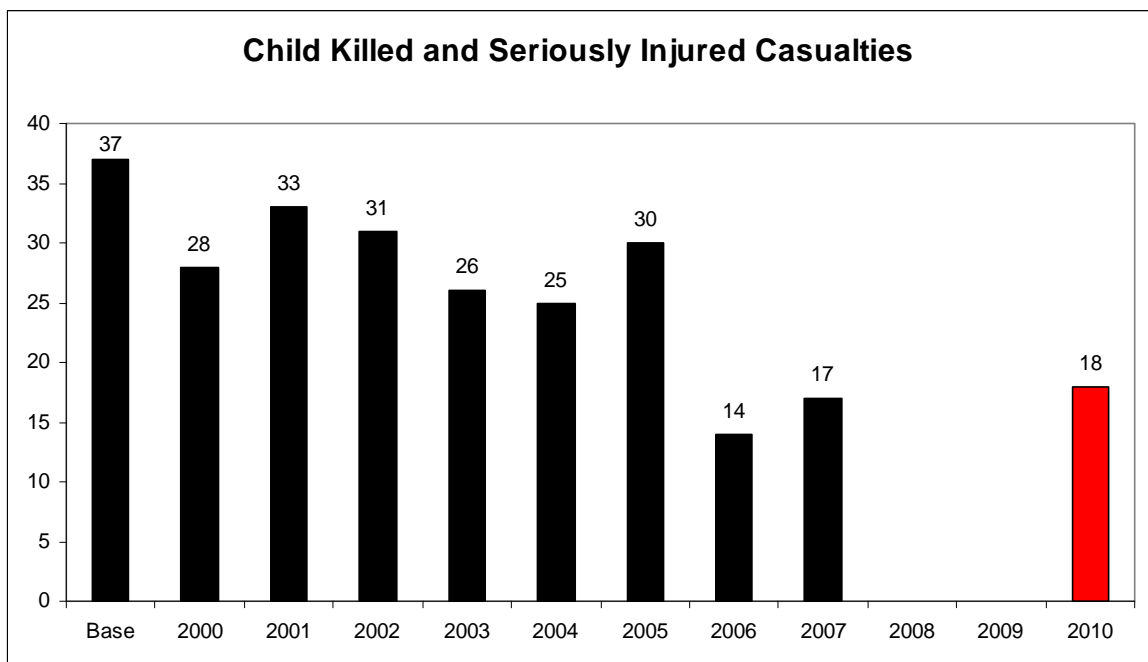
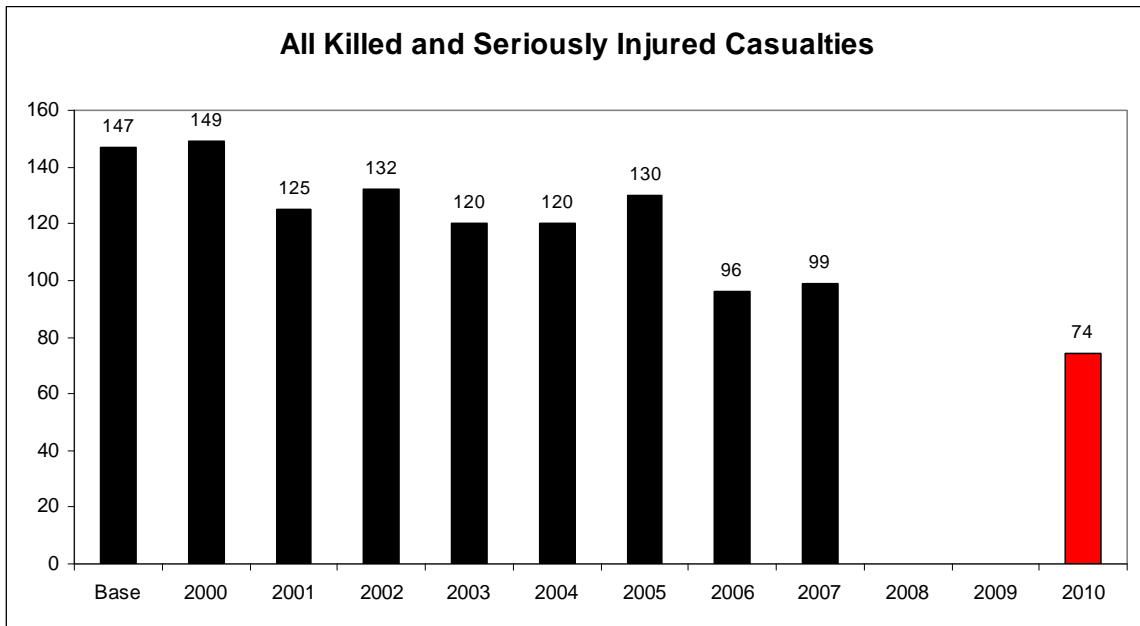
In order to reduce the number of road traffic collisions, It is essential that approaches are made through education, engineering and enforcement. These three areas of work are commonly referred to as the “3E’s”. It is widely acknowledged that these approaches can not be successful alone and that it is necessary for each to play a significant part when aiming to reach the targets that are set by Government.

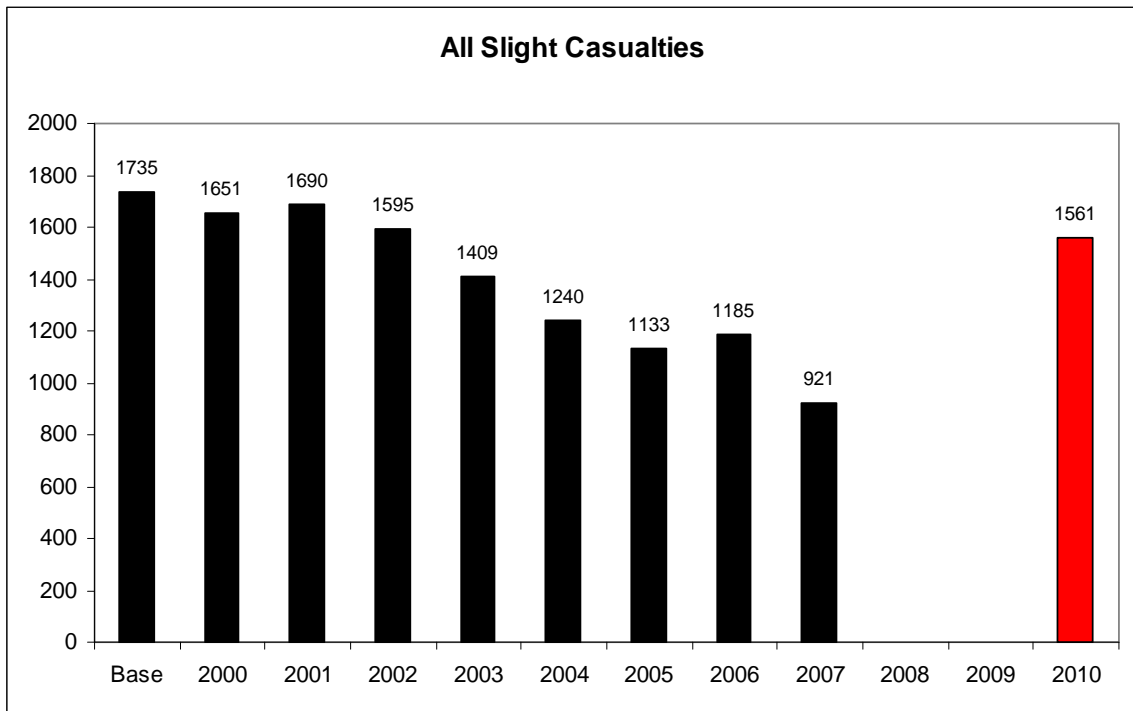
2.1 Progress Towards Targets

In the second Greater Manchester Local Transport Plan 2006/07 – 2010/11, local targets were set above those set by Government. These targets required an additional 10% reduction in killed and seriously injured (KSI) casualties, a 5% additional reduction in child KSI’s and a 20% additional reduction on all slight casualties.

Wigan Borough’s progress towards the 2010 targets, based on a base line average of s detailed on the following charts. They show a downward trend for all three of the target casualty groups although the trend for all killed and seriously injured casualties is slower than we would want.

The following graphs show the casualty statistics for the borough and the target figure for 2010. This figure is based on 1994-98 averages, and the Greater Manchester targets.





2.2 Progress towards targets through education

In the last five years an extensive programme of road safety education and training has been developed which in 2008 was delivered to 24,500 pupils across the borough. It is offered free of charge to all ages at all educational establishments, through a suite of training courses and presentations which are aligned to the requirements of the national curriculum.

In order to continue good progress towards these targets, educational interventions are also provided to adult road users, through supporting national training schemes, such as the advanced driver training scheme or through bespoke training such as the mature driver training programme and child safety seat training that are developed within the Road Safety Group.

It is identified that as an individual gets older and more experienced their need for formal education may be less but the need to be reminded of formative lessons may become greater. In this instance the work within the communications plan becomes a key role in casualty reduction.

2.3 Road Safety Publicity

Cascading information on road safety issues to the public has been ongoing since the early 1930's with the launch of the first drink drive publicity in 1964. It is widely acknowledged that national messages may not always reflect a local issue and therefore it is important for local authorities to translate national and regional messages, in order to maximize on its impact.

2.3.1 National Context

The Department for Transport (DfT) has been producing road safety advertising as a national key priority for many years. Under the branding of Think! this publicity uses a mix of emotion and facts that raise the profile of road safety. It utilises a range of media channels including TV, radio, press, posters etc. - to provide a national platform to stimulate complementary regional and local authority activity and to encourage private sector companies to cascade messages to their employees and customers. A range of free publicity material is made available to local authorities and others to promote consistency of messages at national and local level.

2.3.2 Regional Context

Regional campaigns and joint publicity campaigns have been developed through LARSOA (the Local Authorities Road Safety Officers Association) to support the national messages. We will also continue to work with like minded partners, for example, the speed camera partnerships and fire and rescue services on key messages in order to reduce regional casualty issues.

2.3.3 Local Context

In 2003, Greater Manchester formed a multi-agency partnership named The Greater Manchester Casualty Reduction Partnership (GMCRP). It is made up of the 8 boroughs including Wigan and two city authorities within the county, the Highways Agency, Greater Manchester Police, Greater Manchester Fire and Rescue Service, Primary Care Trust, Her Majesty's Courts Service and the Crown Prosecution Service. The partners are all fully committed to working together to address the issue of road safety through a mix of engineering, education and enforcement initiatives, throughout the county with their work feeding into the regional programmes and the national initiatives.

2.3.4 Wigan Context

The Wigan Road Safety Forum was established in 2006, in order for all groups working within the borough on road safety issues to work together in a more effective manner.

The group is made up of officers of the council, elected members, emergency services personnel, victim support groups, transport operators and local community groups. The groups work has led to new initiatives and partnerships being formed and will continue to support each others existing workload.

2.4 Progress towards targets through engineering

Annually a local safety scheme programme is developed which, through analysis of the road traffic collision data, seeks to introduce engineering measures to prevent collisions occurring in the future. Through this programme area wide traffic calming is introduced, killed and seriously injured casualties are targeted through route action and single site schemes and a mass action programme is implemented which addresses collisions that have occurred in the dark or on a wet road surface. Annually the local safety scheme programme is worth in excess of £700,000. In addition to this other engineering programmes of work use collision and casualty data to prioritise interventions, such as the safer routes to school programme and 20mph around schools strategy.

2.5 Progress towards targets through enforcement

Greater Manchester Police will continue to be fully supportive of Local Authority innovations and initiatives.

A dedicated Roads Policing Unit will be maintained to provide services to Wigan and Bolton Local Authority areas. The unit will continue to be based in Leigh.

The specialist staff on the unit will have access to vehicles equipped to high standards with the latest technological aids which are constantly reviewed and updated as improvements become available.

The key functions of the unit will be:

- Denying criminals unhindered access to the roads of the Borough through intrusive high profile operational activity involving the use of Automatic Vehicle Number Plate Technology and the use of powers to seize vehicles;
- Assisting partners to reduce KSI on the roads of the Borough through high profile enforcement of offences known to be contributory to collisions and be likely to increase the percentage chance of fatal or serious injury. This area of police activity will underpin the Education, Training and Publicity efforts of partners described in this strategy;
- Provision of professional investigative services for collisions which have resulted in fatal or life changing injury in order to identify causation factors, assist victims and/or those close to victims to ensure offenders, where appropriate, are brought to justice and to allow partner agencies to consider options to prevent recurrence; and,
- GMP will also support national diversionary schemes such as Driver Improvement and Speed Awareness. We will continue to consider support for appropriate local diversionary activities with

partners such as the Local Authority / Fire Service / Police seat belt initiatives.

In addition to the dedicated staff of No1 Roads Policing Unit, GMP Traffic Network Section will provide central support to tackle organised fraudulent acquisition and use of uninsured vehicles, and the increasing menace of intricate scams involving staged vehicle collisions.

3.0 OBJECTIVES AND PRINCIPLES

3.1 The Plan is a statement of the objectives and work programme to influence road user behaviour of specific targeted groups. The underlying aspiration of the Plan is to reduce the number of casualties on the Borough's roads.

It should be noted that it is a 'working document' and as such, will be subject to continuous development and improvement on a bi-annual basis.

3.2 The Plan's objectives are to:

- Raise the profile of road safety;
- Reduce the number of casualties within specific target groups; and,
- Engage with stakeholders and partners to deliver the Plan.

3.3 Communication and publicity can play an important key role in reducing the number of casualties on roads in the Borough. Individuals will be reminded and challenged of the effect of their behaviour through targeted messages.

All communications will be based on one or more of the following four key factors:

- Identifiable vulnerable road users;
- Statistically proven to be a high risk group;
- Preventative measure to keep statistics low, and;
- Legislative message to be supported by enforcement.

Within each communication campaign the approach will be to:

Remind – defined as “to cause a person to think”

- Alert road users to the risk of certain behaviours;
- Maintain a profile for road safety;
- Maximise public awareness; and,
- Gain the support of local media and deliver positive publicity.

Challenge – defined as “justify an action”

- Encourage attitudes conducive to better road safety behaviour; and,
- Influence and change road user attitude and behaviour.

Effect – defined as “the result or consequence of an action”

- Targeting specific audiences that are high risk road users;
- To reduce the number of people killed or injured in road accidents including children;
- Providing a framework for stakeholders and partners to engage with; and,
- Generate media interest in relevant issues.

3.4 To meet any objectives of this Communications Plan requires widespread marketing and advertising campaigns which will have the following principles:

- To give a clear, effective and consistent message;
- To research and evidence messages; and,
- To monitor and evaluate regularly including the opportunity for feedback.

4.0 KEY THEMES

4.1 Within Wigan Borough in 2007 there were 1020 casualties, 9 of these were fatal, 90 were seriously injured and 921 were slightly injured.

Of the 9 fatal casualties 6 were pedestrians and the remaining 3 were drivers/riders. A further 37 pedestrians were seriously injured and 122 slightly injured. Pedestrian casualties account for 16% of the total number of casualties.

7 car drivers were seriously injured and 5 car passengers were seriously injured. A further 369 car drivers were slightly injured together with 226 car passengers. In car casualties represent 59% of the total casualties.

There were 23 seriously injured casualties on two wheeled powered vehicles, with a further 59 slightly injured. This road user type represents 8% of the total casualties.

When road traffic collisions are recorded information is collected on the cause of the collision. This information gives some indication of why the collision has happened however, it is often sketchy and should not be over-relied on. Using this information, there has been 15 reported injury collisions where drink/drugs was a contributory factor.

While this number represents a small percentage of the overall total the implications of driving while under the influence of drink/drugs is a serious and life threatening issue.

Given the statistics above 4 key themes have been identified:

- Drink / Drugs Driving;
- In car safety;

- Pedestrians; and,
- Motorcyclist.

It is acknowledged that some of the statistical data will change as engineering measures and other initiatives are rolled out to reduce the physical opportunity at high risk sites, however account will be taken of this as the Plan is reviewed.

4.2 Theme 1 - Drink and Drug Driving

If you drive at twice the legal alcohol limit you are at least 30 times more likely to cause a road traffic collision, than a driver who has not been drinking.

Any amount of alcohol affects your ability to drive. Each person's tolerance to alcohol depends on a range of factors:

- Weight;
- Gender;
- Age;
- Metabolism;
- Current stress levels;
- Whether they have eaten recently; and,
- Amount of alcohol.

Driving while unfit due to drugs is against the law. This applies to prescribed medication or over-the-counter products as well as illegal substances and the effects of some drugs can last for some time after use.

4.2.1 In April 2005, Greater Manchester Police began recording drug impairment as a contributory factor in a collision and since then 3

people have been killed, 17 have been seriously injured and 128 have received slight injuries.

In 2007, nationally, there were 90,000 people convicted of drink driving. Within Greater Manchester there were 13 killed, 140 seriously injured and 1147 slightly injured. Although there has been significant success in reducing the number of people killed in drink and drug related collisions over the last 15 years, drink driving remains a serious, life threatening issue.

During the three years 2005, 2006 and 2007 in the Borough there were 114 collisions where the driver consuming alcohol was a contributory factor; this is split into 86 males and 28 females.

The highest percentage for age and gender grouping were the males under the age of 30 which equated to 54% of all the drink drivers, followed by males aged 31-51 at 16%.

Further analysis of these two target audiences shows 52.5% of all these collisions occurred between 10:00 p.m. and 4:30 a.m. and a further 16.25% between 7:00 p.m. and 10:00 p.m.

Based on this evidence the target road user audience needs to be male drivers under the age of 30, with a targeted theme of after work drinking and late night drinking and driving.

Due to the recording of information on the STATS 19 little information is available on drugs being a contributory factor, however the information is improving due to better testing available to the enforcement officer.

REMIND	Male drivers under 30 years of age
CHALLENGE	Taking drugs or drinking then driving is not acceptable
EFFECT	Drink/drug driving can ruin your life or your mates

4.2.2 This photograph is an example of a drink drive communication aimed at the target group and utilising actors and a crashed vehicle, which toured the borough during the Christmas period in 2008.



4.3 Theme 2 - In Car Safety

4.3.1 In a collision, someone not wearing a seatbelt is more likely to die than someone using one. In 2007 nationally, of the 1,432 car occupants killed, research by the Department for Transport (DfT) indicates that 34% were not wearing a seatbelt.

While few people admit to regularly travelling without a seatbelt, research by the DfT has also shown that 24% of people admit they sometimes do not wear a seatbelt when travelling in the back, and 10% in the front. There is also evidence that people are less likely to use seatbelts on short or familiar journeys at low speeds. This puts them at serious risk of injury in a collision.

The STATS 19 information does not record if the driver and passengers involved in a collision were wearing seatbelts, however

based on the national evidence the main three groups are men, rear seat passengers and goods vehicles and company car drivers.

4.3.2 During the three years 2005, 2006 and 2007 there were 1,774 injuries to drivers or passengers of cars and taxis / private hire vehicles in the Borough. The largest numbers involved 21-30 year old drivers (26%) and under 16 year old passengers (6%).

In partnership with Greater Manchester Police and Greater Manchester Fire and Rescue Service six seatbelt and mobile phone misuse driving campaigns have been undertaken. These campaigns yielded the following results:

- 1,255 individuals were stopped for not wearing a seatbelt;
- 81 individuals were stopped for mobile phone offences; and,
- 63 motorists were stopped for other offences, including drink driving and driving while disqualified.

It is worth noting that, the personnel involved in these campaigns have seen a significant number of attendees, matching the high risk groups identified in the collision data.

REMIND	Young male drivers/ company vehicle drivers - under 30 years of age
CHALLENGE	Every journey requires a seatbelt
EFFECT	Wearing a seatbelt can save a life

REMIND	Back seat passengers
CHALLENGE	Every journey requires a seatbelt
EFFECT	Wearing a seatbelt can save a life

4.4 Theme 3 - Pedestrian Activities

4.4.1 Child Pedestrians

In 2007 on average 37 children under 16 were killed or seriously injured every week on roads in Great Britain.

Most children under 9 can't judge how fast vehicles are going or how far away they are.

The risk of a child pedestrian being involved in a road traffic collision rises when they start school and then rises again when children start secondary school.

Children from lower socio-economic groups are up to five times more likely to be involved in road traffic collisions than their peers in higher groups.

During the three years 2005, 2006 and 2007 there were 223 child pedestrians injured in road traffic collisions on the roads in the Borough. Child pedestrians are classed as being 15 years and younger. This figure can be split by gender thus: 129 males and 94 females.

Considering the age of child pedestrian casualties, the 10-14 year old age grouping has the highest number of casualties, equating to 58%. Within this target audience, in 87% of collisions one or more of the following contributory factors were identified:

- young person running out;
- stepping off a pavement; or and,
- crossing between parked vehicles.

Of the 10-14 year olds identified 79% of the pedestrian's injuries occurred during daylight hours.

Breaking this age group down further shows that 19% collisions occurred during the hours of 7:30 and 9:00 in the morning and a further 40% occurred during the hours of 3:00 until 6:00 in the afternoon. Both of these figures are for term time only.

REMINDE	10 -14 year olds to 'Stop and think before you cross'
CHALLENGE	You are not indestructible
EFFECT	One risk, one chance, one life.

4.4.2 Adult Pedestrian

In the 3 year period, 2005, 2006 and 2007 there were 342 injured adult pedestrians across the Borough. This figure can be split by gender: 190 males and 152 females.

A high proportion of adult casualties are between the ages of 16 to 18 years. This age group accounts for 17% of all adult casualties. There are several peaks when considering the time of day that the casualties have been injured. There is one in the morning which may coincide with college start time. Further peaks occur through the evening and into the early hours of the morning, particularly on a Wednesday, Thursday and Friday.

Of the total number of pedestrian casualties in the age group 25% of them were impaired by drink/drugs.

Considering the young professional age range of 20 to 35 years, there has been 113 pedestrian casualties. This equates to 33% of all adult pedestrian casualties. Not surprisingly Friday, Saturday and Sunday are the worst days and of the 113 total casualties, 28 (25%) were impaired by drink/drugs.

REMIND	16 – 18 year olds to be roadwise
CHALLENGE	You are not indestructible
EFFECT	Don't end your life too soon

REMIND	20 - 35 year olds
CHALLENGE	Are you in control of the situation?
EFFECT	Don't end your life too soon

4.5 Theme 4 – Motorcyclists

4.5.1 Motorcyclists are more likely to be injured in serious or fatal collisions than car drivers. Injuries to motorcyclists are far out of proportion to their presence on the road. Motorcyclists are just 1% of total traffic, but account for 19% of all Great Britain's road deaths.

The five most common factors in road traffic collisions that involve injury to motorcyclists are:

- failed to look properly;
- loss of control;
- failed to judge other person's path or speed;
- careless, reckless riding; and,
- poor turn or manoeuvre.

Around 25% of motorcycle fatalities nationally were crashes that did not involve another vehicle. Of the remaining 75%, almost half involved a car drivers looking but failing to see.

The current data on motorcycle collisions within the Borough identifies that there are three target groups that need consideration.

4.5.2 Motorcyclists - Child casualties

There are an alarming number of children killed or seriously injured whilst riding a motorbike. In the three year period 2005, 2006 and 2007, there were 10 children injured as a rider or passenger on a motorbike. Of these 10, one was fatal and a further 3 seriously injured.

REMIND	Under 16's that it is illegal to ride a motorbike
CHALLENGE	It's not cool
EFFECT	Dead by dangerous riding

4.5.3 Motorcyclists - Inexperienced riders

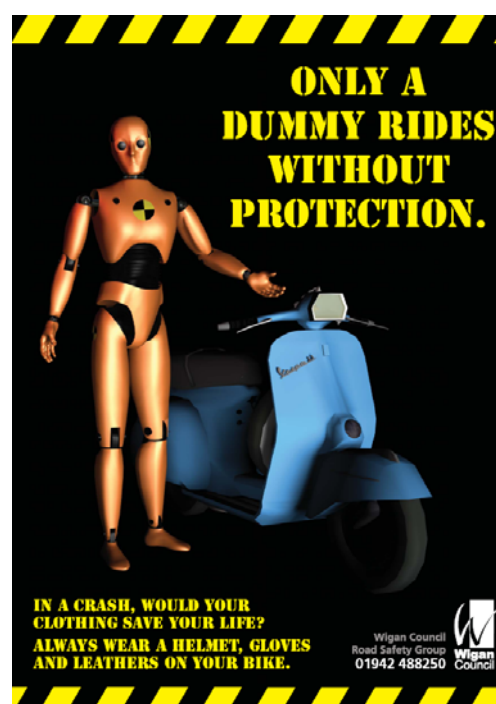
The 16-20 year age group is also of concern. In the three year period, 2005, 2006 and 2007 there were 102 casualties within the age group injured on motorbikes. This accounts for 36% of the total motorcycle casualties.

Weather and road surface condition was not an issue within this age group of casualty.

This road user group are heavily influenced by those around them and the message needs to reflect the positives and negatives of influences of the professional riders and/or their friends and colleagues.

REMINDE	16 – 20 year old motorbike riders
CHALLENGE	Who showed you to ride like that?
EFFECT	Don't end your life too soon

4.5.4 Below are two examples of planned poster campaigns that will be distributed across the borough, in order to tackle these two targets audiences.



4.5.5 Motorcyclists - Drivers

When considering the causation factors of vehicle/motorcycle collisions there is a high proportion stating failed to look properly and failing to judge another person's path or speed.

Therefore it is appropriate to send a communication to all drivers to be aware of motor cyclists on the boroughs roads.

REMIND	Drivers of all vehicles
CHALLENGE	You might have looked but did you see?
EFFECT	Think once, think twice, think bikes.

5. PARTNERSHIP WORKING

5.1 In order for the maximum potential of this Communications Plan to reach its target audience, there is a need and desire to involve local partners who have skills in generic or specific themes. The members of the road safety forum referred to early in this document have a key role to play. However it is important to identify the following partners who have a major role in supporting the existing work of the Environmental Services officers in ensuring the effectiveness of this plan.

5.1.1 Wigan Council Communications Team

As part of the existing network within the council, there are a range of communication opportunities which can be influenced by the corporate communications team.

Whilst keeping the Wigan brand prevalent, the close working between the teams will enable the key themes to be targeted through current publications and the option to provide key messages to the local and regional media.

These opportunities will maximise the likelihood of the target audiences receiving the messages at a low cost to the service. Press opportunities available through corporate communications include:

- Borough Life;
- E- communications / website;
- The Linc;
- One Wigan;
- Internal communication to staff;
- Building Stronger Community Partnerships.

External media include:

- Press broadcast and e communications; and,

- New media – e.g. plasma screen advertising, text and phone.

5.1.2 Greater Manchester Fire Service

The Wigan Borough Division of the Greater Manchester Fire Service works closely with the partners of the Road Safety Forum on joint initiatives and events already mentioned within this plan. In 2006, there were over 52,000 incidents – over 26,000 were fires and over 1,200 were road traffic collisions across the Greater Manchester area. It is the services' aim to reach fires where lives and property are at risk within seven minutes on at least 90% of occasions and when people are trapped in a road traffic collision the aim to reach them within eight minutes on 90% of occasions.

This therefore impacts on the need of the service and to encourage safe road-user behaviour across the borough's road network.



The service will continue to support work within the community and specifically on road safety messages within Hindley Prison, and associated services, the Princes Trust and Break Through, who all deal with the 4 targeted themes and messages identified.

5.1.3 Greater Manchester Casualty Reduction Partnership

GMCGRP is a multi-agency Partnership committed to reducing the numbers of deaths and injuries on Greater Manchester's roads. It is not a road safety campaign, but a long-term commitment to making fundamental changes in the public's attitude towards road safety. The

core purpose is to work in partnership to reduce casualties on Greater Manchester's roads by changing attitudes and behaviour.

- To raise public awareness of road casualty issues relating to road safety.
- To support national activity to reduce casualties on the roads.
- To develop links with the communications activity of regional partnerships
- To encourage key community agencies, groups, associations and individuals to commit to the aims and objectives of the Partnership.
- To improve the public's perception of the work of the Greater Manchester Casualty Reduction Partnership (DRIVESAFE).
- To develop positive relations with the media.
- To develop close interagency communications within the Partnership.

5.1.4 Greater Manchester Police

As an active partner within the Road Safety forum, Greater Manchester Police are supportive of the initiatives undertaken through GMCRP and Wigan Council.

Locally they are active force in the seatbelt and mobile phone misuse initiatives and drink drive campaigns and will continue to do so through out the following year.

The Superintendent, Head of Roads Policing, will link into AGMA strategic level planning through continued membership of the Casualty Reduction Partnership Board and this will enable further opportunities to be developed .

5.1.5 Road Safety Champions

Wigan Council was successful in being awarded a grant from the Department for Transport to fund a two-year Road Safety Champions

programme. The first year (2008-09) is looking at the three wards (Ince, Douglas and Wigan Central) with the worst child casualties rates across the Borough.

The programme is aimed at empowering and engaging with communities by training committed and enthusiastic members of the community in the principles of road safety. This will allow a two-way process where local road safety concerns are fed back to the Local Authority and vice versa. By providing training for members of the community, it will enable the profile of road safety to be heightened and allow communities to understand and tackle their local road safety concerns at a grass roots level.

With guidance from the Local Transport Plan Delivery Team and Road Safety Officers, and hopefully with further support and guidance from the Forum Partners, we will be available to change the approach to road safety, so as to encourage initiatives that are designed and developed by the community for the community.

The programme includes:

- consultation questionnaires sent out to all residents and businesses in the three target wards to establish a baseline for local road safety concerns;
- Road Safety Awareness Events to introduce the concept of Road Safety Champions and the Community Profiling process; and,
- deploying committed Road Safety Champions programme their ideas to assist with reducing the numbers of child casualties in their areas. (The grant from DfT includes a funding allocation for the champions to utilise on their road safety education and publicity programmes.)

At this point in the programme, we have established champions in two of the three wards, however finding the key individuals to take on the roles and establish partnership working has proved to be a challenge.

We are hopeful that we can learn from year one, and that the second year of the programme will determine more champions in other wards to assist with reducing the collision trends.

On completion of the two year programme (funded by DfT) we hope to continue to expand on our Road Safety Champion partners to provide a network of community support and allow us to ensure that the road safety agenda is well established across the Borough for all vulnerable user groups.

6.0 SUPPORTING ACTIVITIES

6.1 Casualties have been reducing over recent years for many reasons, including better vehicle design, improved emergency medical treatment, seat belt wearing, enforcement of drinking and driving laws and well planned highway engineering. Returns from engineering are diminishing, because many hot-spots and dangerous stretches of road have already been improved.

However, further road safety improvements can be made by ensuring that the local communities who have benefitted from road safety engineering improvements are informed about the importance of the works and the link to improving road safety. Therefore, publicity and community engagement is one area which can be further developed.

Human behaviour contributes to almost all collisions, although people usually hold contradictory attitudes towards road safety, which are different when they are driving, riding or walking.

The most effective approach to further improving road safety is balancing the three E's of road safety: **education, engineering and enforcement.**

6.2 Education and training

The Road Safety Group will work to continue to provide a safer environment and to increase the knowledge for all road users through a wide variety of educational programmes and resources.

There is a need to offer education and training to those vulnerable road users identified within this plan and in order to ensure this is addressed a programme of educational lessons has been developed. Work is already undertaken in all educational establishments on key themes such as drink driving, pedestrian issues, seatbelt safety and child car

seats. However additional targeted presentations will be developed to reflect the communication messages e.g. motorcycles, through closer working with the Neighbourhood Teams.

Road safety education is delivered as a life skill and through continual opportunity through primary schools, there is a better opportunity for children to take on a responsible road user attitude which they will take into their adulthood.

Wherever possible road safety training will be encouraged either through supporting local groups or providing training of road user skills e.g. pedestrian training.

Resources are continuing to be used and developed to enhance the education programmes, and to also support stand alone campaigns e.g. Driving for work DVD – aimed at employers of 17-24 year old drivers, who fit into two of the key themes, non seatbelt wearing and drink driving.

6.3 Engineering

The Local Safety Scheme Programme is a high priority for action and delivery every year, emphasised by road safety being one of the departmental goals. Several road safety engineering initiatives have been developed during LTP2, providing tools to assist with prioritisation to ensure that the optimised use of resources contributes towards the road safety targets.

The Mass Action programme identifies and priorities localised collision hotspots relating to trends in pedestrian, cycle, dark, wet, over-run collisions. Over 36 locations have received minor improvement works to date, with a further 30 sites under review in 2008/09 to reduce the potential for motorcycle, dark and rear-end shunt collisions. Similarly,

the Route Action programme identifies and prioritises killed and seriously injured casualty trends occurring along lengths of carriageway. Five routes have been treated to date with a further three routes being treated this financial year.

When tackling the locations with the most collisions occurring and/or the worst casualty records, separate allocations have been used to provide more substantial works, which tend to occur at the larger junctions across the Borough. Usually, only one such scheme is implemented in each financial year.

The Area Traffic Calming programme is determined with assistance from the Calming Assessment Prioritisation System (CAPS) model. This tool provides weighted values for a number of important factors including collisions, casualties, housing density, socio-economic factors, pedestrian generators, and vehicular speeds.

With aspirations for more children to walk and cycle to school, the 'Safer Routes to School' programme has two main aims; firstly, to reduce the number of collisions occurring (particularly child pedestrians and pedal cyclists) and secondly to improve the accessibility of the routes to the school by providing physical engineering works to enhance the environment.

The objectives, for developing a strategy for implementing 20mph speed limits outside schools, focus on reducing collision occurrences (particularly child pedestrians and pedal cyclists) and improving accessibility by enhancing the environment of schools, complementing the 'Safer Routes to School' programme. The strategy includes an annual assessment of vehicular speeds, road safety features, crossings and the details of the last 36 month collision history. This

assessment provides a priority framework from which the top 20 plus schools receive 20mph treatments each year.

By implementing these road safety engineering initiatives through the Local Safety Scheme element of the Highways Capital Programme, we are able to make considerable progress towards the 2010 casualty reduction targets.

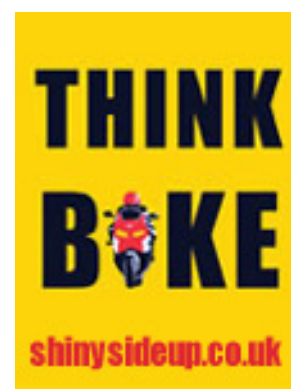
6.4 Capital Programme Publicity Information

Publicising the works undertaken through the Local Transport Plan delivering the Highways Capital Programme, has in previous years been an overlooked element post scheme completion. More time and resources have been invested over the last few years to ensure that the local and wider communities are aware of the road safety benefits associated with the scheme, however there is always scope for further improvement.

6.4.1 Motorcycle signage on routes

Following the prioritisation of installing road safety engineering measures on routes subjected to high occurrences of motorcycle collisions, we have invested in temporary signage to complement the works and raise awareness about the associated road safety concerns on these routes.

These signs will be rotated around the Borough, bi-annually, to ensure that motorcycle road safety issues are kept active in the required areas and along the problematic routes. This is one example of such a sign, which is provided by the Shiny Side Up Partnership (motorcycle road safety group).



6.4.2 Red Routes

The Red Routes scheme gives greatest priority to those routes which are experiencing the more severe collisions resulting in serious injury or death. Routes are identified and prioritised based on carrying the highest risk to road users of suffering a potentially fatal crash. Each route will then be marked with red road



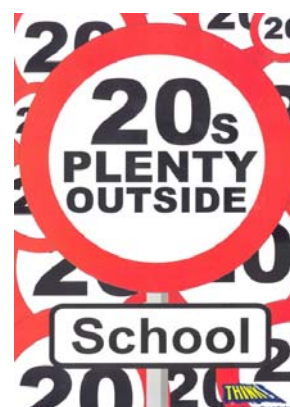
signs – classifying them as Red Routes, and providing collision statistics to raise the road safety problems associated with this route.

6.4.3 Promotion as an alternative to engineering measures

Through the Area Wide Traffic Calming programme, some area's, which are highlighted for engineering treatments, cannot actually be treated in a way that will contribute towards a reduction in the collisions occurring. In these circumstances, information and publicity will be produced for all local residents and businesses to inform them of the road safety problems and ask them to increase their own road safety awareness, change their driving behaviours for the benefit of the local community.

6.4.4 Leaflets - Off-road routes to schools, Sustainable Modes of Travel strategy & 20mph

Further promotion of schemes on the Highways Capital Programme includes the off-road routes to schools, sustainable modes of travel to schools and the 20mph outside schools leaflets.



Whilst all of these programmes of work focus on trying to encourage modal shift away from the car, they also have a significant impact on road safety, through increased numbers of pupils and students walking and cycling to school and reducing the general mêlée resulting from school journeys in the car.

6.4.5 See no traffic, Hear no traffic

This is a road safety publicity campaign, funded through the Road Safety Specific Grant annual allocation, to raise awareness with 13-18 year olds making calls on mobile phones, texting or listening to music on headsets, while crossing the road. This campaign targets a traditionally hard to reach group, however through partnership working with a public relations company, it is hoped to raise the profile of this road safety issue using that technology, which itself is contributing towards the problem.

See no traffic, Hear no traffic went live on 24 November 2008, following demonstrations outside three secondary schools across the Borough. Actors dressed in red, amber and green worked with the School Crossing Patrol's at these locations to ensure that the pupils removed their headsets and did not use their phones while crossing the road. The colourful characters themselves caught the eye of many students and provided a benchmark for assessing the extent of the problem. At one site, over 15 students successfully removed their headsets or stopped using their phones while crossing the road.

The campaign itself comprises a competition, where students are required to design a road safety poster, phone ring tone, radio commercial or TV commercial to raise awareness of these road safety dangers. The funding for this initiative has allowed a significant award to be made available to entice more students to get involved and take

part. Even if students don't take part in the competition, the object is to raise the profile of these road safety issues, as peer-to-peer marketing has proved to be more effective when trying to get through to teenagers.

Publicity opportunities include:

- posters on 180 buses (for a 12 week period);
- demonstrations by actors outside three secondary schools;
- leaflets sent out to every school and community group across the Borough;
- a designated website – you2choose.info; and,
- Radio advertising, interviews and news articles on WishFM

WishFM (a local radio station popular amongst the target age groups) are fully supporting this campaign with their own website link, radio commercials and news articles/interviews being aired within their programmes.

Further partnership working for this campaign comes from colleagues in Children and Young People's Services, as the Personal, Social and Health Education (PSHE) Advisors have included this campaign on their programme of issues and are directly talking about these issues in secondary schools and colleges.

At this point, it is too early to assess and evaluate how successful this approach has been, however, early indications show that the website has received approximately 500 hits to date.

7.0 PUBLICITY EVENTS AND OPPORTUNITIES

- 7.1 Across the region and borough, specific events take place on a regular basis and in order to capture as much communication opportunity as possible, information and or support will be provided through the road safety group, the forum partnership and GMCRP (Greater Manchester Casualty Reduction Partnership.)
- 7.2 Whilst the events listed below is not exhaustive, the following local events will be investigated and potential opportunities sort, in order to provide road safety messages based on the four key themes within this campaign.

Local current events identified:

Event	Month	Key Theme
Beer Festival	March	Drink Drive
Easter Egg Run from Lowton	April	Motorcycles
Walk to School Week	May	Pedestrians
Haigh Music Festival	June/ July	All themes
Isle of Man TT	June	Motorcycles
CAPT Child Safety week	June	Pedestrians / In car safety
Wigan Jazz Festival	July	In car safety
Manchester to Blackpool Bike ride – through Aspull	July	All themes
European mobility awareness month	Sept	Pedestrians
Truckfest - Haydock	Sept	In car safety
Tyre Industry council awareness month	Oct	Motorcycles
Food and Drink Festival	Oct	Drink Drive
UN day for road crash victims	Nov	All themes
Brake Road safety Week	Nov	In car safety
3 Sisters Motorcycle events	All year	Motorcycles

7.3 Through the use of the communications team, a suite of press items will be generated in order to be reactive to requests from the media. This will also ensure that opportunities within the corporate communications, such as Borough Life can be a priority and appropriately targeted.

7.4 The following campaigns are identified as regional and national, which will impact on the 4 key themes that are being communicated within the borough. Due to the opportunities that exist to work closely with the GMCRP, these initiatives will be based on a wider coverage across the county and region, and will utilise the resources generated by both GMCRP and DfT.

National and regional campaigns identified:

Campaign	Month	Key Partner
New in car legislation	Oct / Nov 09	GMCRP
Drink / Drug Drive	June/ July 09 & Dec 09	GMCRP
	June & Dec 09	DfT
	June & Dec 10	
Drug drive campaign (new)	July /Aug 09	DfT
Pedestrians	May 09 & Oct 09	GMCRP
	Jan 10	DfT
	Jan 11	
Motorcyclists	April – Sept 09	GMCRP
	April 09	DfT
	Feb – March 10	

8.0 ACTION PLAN

ACROSS ALL 4 THEMES

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Provide a regular opportunity for all key audiences relevant messages through out the year through radio	Julie Dagnall and St Helens Road Safety	Emphasis on Drink /drug drive – June, July and Dec In car safety – May, Sept, Oct and Feb Pedestrians – May, Sept and Nov Motorcycles – March, April and June	Funding	£7,000	Listenership results from radio station Number of time slots
Provide a suite of press releases on all themes for a variety of audiences in preparation for circulation to the media	Phil Green Julie Dagnall	April 09	none	FREE	Numbers of articles
Provide interest articles for corporate publications	Phil Green Julie Dagnall	Month prior to publication deadlines – ongoing through term of Plan	Inclusion in publication – as agreed by editor	FREE	Numbers of articles
ESTIMATED BUDGET REQUIRED				£7,000	

THEME 1 - DRINK/DRUG DRIVING

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience - Male drivers under 30 years - After work drinking and late night driving under the influence					
Provide specific wash room campaigns at 20 pubs for 4 weeks – 2 x Summer and 2x Christmas/ new year period	Steve Bradshaw Janet Fazackerley Andy Allen	Last two week in June first two in July Last 3 weeks of December and 1st January	Funding	£10,000	Footfall numbers and opportunities to view
Provision of 20,000 beer mats at 80 pubs and clubs.	Steve Bradshaw Janet Fazackerley	June/July October Dec	Deliverability	£1,000	Usage and evaluation of message
Advertising in sporting programmes and venues	Julie Dagnall John Rowbotham	Annual at grounds Targeted key games against North West opponents	Funding	£5,000	Distribution and readership results
Additional events specific to target audience. e.g. flat back trailer and crashed car.	Julie Dagnall Andy Allen Steve Bradshaw Janet Fazackerley	December 2009/10	Deliverability	£2,000	Press coverage Numbers of viewers.
DfT – Drink/Drug Drive material	Julie Dagnall	Distributed to workplaces, surgeries, Council Buildings and Receptions	None	Free	
ESTIMATED BUDGET REQUIRED				£18,000	

THEME 2 - IN CAR SAFETY

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience - Young male drivers/company vehicle drivers under 30 years of age					
Additional events specific to target audience. e.g. flat back trailer and crashed car.	Julie Dagnall Andy Allen Steve Bradshaw Janet Fazackerley	October	Deliverability	£2,000	Press coverage Numbers of viewers.
Plasma Screen advertising at Wigan And Leigh College 45 sec commercial x 5 times per hour	Julie Dagnall	Annual	Funding	£1,700	Student population numbers.
Creation of Mock crashes at Truckfest	Andy Allen St Helens Council GMP GM Fire & Rescue Red Cross Wigan & St Helens College	September 2009	Lack of partner engagement	£2,000	Press coverage Numbers of viewers
Exhibition display – Department for Transport	Andy Allen	Jan – Feb 09 2010 dates TBC	none	Free	
DfT – Young men and company drivers material.	Julie Dagnall	Distributed to workplaces, surgeries, Council Buildings and Receptions	None	Free	
Seatbelt and Mobile phone initiative	Julie Dagnall GMP and GM Fire and rescue	4 times per year 2009 dates confirmed June, Sept, Oct.	Fire service undergoing review Staffing availability from emergency services	Free	Age / gender profile and Questionnaires to all attendees Comparison of initiatives'/breakdown

Road Safety Communications Plan – 2009-2011

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
					of results
ESTIMATED BUDGET REQUIRED				£5,700	

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience – Back Seat Passengers					
Campaign week – seatbelt / car seat road show across the borough at 5 supermarket venues	Claire Harmer Ruth Gale	May 2009 and 2010	Non compliance by venues	Free	Numbers of checks and advice given
Bus back advertising - approx continuous 4 week per year on 20 local buses split message with the other seatbelt message	Andy Allen	February	Funding	£3,600	
Tip seat advertising inside 10 taxis	Julie Dagnall	annual	availability	£2,500	
Exhibition display – Department for Transport two week period loaned	Andy Allen	May – June 09 July – August 09	none	Free	
DfT – Seatbelts save lives material.	Julie Dagnall	Distributed to workplaces, surgeries, Council Buildings and Receptions	None	Free	
AGMA Benefits Bus	Andy Allen	Week commencing 1 st June 09 25 th Jan 10	None	free	
ESTIMATED BUDGET REQUIRED				£6,100	

THEME 3 – PEDESTRIANS

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience – 10 - 14 year old pedestrians to Stop and Think before crossing the road					
Exhibition display – Department for Transport two week period loaned	Andy Allen	April 09 2010 dates TBA	None	Free	x
Advertising on 5 taxi's – two side panels and 2 tip seats from front to rear of vehicle – Watch out for the pedestrian.	Julie Dagnall	Annual	Funding	£5,000	Number of miles travelled and opportunities to view
Red/Green/Amber Men – High Schools across the Borough	Emma Barton	May, Sept and Nov (third of schools per term)	None	£1,500	
Internal Bus Advertising	Julie Dagnall	May and July/August	Availability in months required	£7,000	
DfT – Stop and Think before you cross material	Julie Dagnall	Distributed to schools, Council Buildings and Receptions	None	Free	
ESTIMATED BUDGET REQUIRED				£13,500	

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience – 16 - 18 year old pedestrians to be roadwise Target Audience – 20 - 35 year old pedestrians					
Provide 4x specific campaigns at local pubs relating to drunk pedestrians – giveaways (stress toy) and theatre group	Andy Allen Helen Abel Ruth Gale	May, Aug/Sept	Funding and Agreement of landlords	£6,000	Numbers given away
Provide specific washroom campaigns at 20 pubs for 4 weeks per year	Julie Dagnall	July 09 Nov 09	Funding and availability	£10,000	Footfall numbers and opportunities to view
Red/Green/Amber Men – Colleges Schools across the Borough	Emma Barton	May, Sept and Nov (third of schools per term)	None	£500	
DfT – Walking home at night under the influence material	Julie Dagnall	Distributed to pubs and clubs, Leisure Centres, Council Buildings and Receptions	None	Free	
AGMA Benefits bus – drunk pedestrians	Andy Allen	Week commencing 30 th Nov 09	None	Free	
ESTIMATED BUDGET REQUIRED				£16,500	

THEME 4 - MOTORCYCLISTS

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience – Under 16’s that it is illegal to ride a motorbike					
Linc Magazine	Phil Green		None	Free	
ESTIMATED BUDGET REQUIRED				None	
Target Audience – Inexperienced 16 – 20 year old motorbike riders					
Yellow Temporary Signs	Emma Barton	Rotated 6 monthly	None	£1,000	
Exhibition display – Department for Transport two week period loaned	Andy Allen	April – May 09 June 09 – July 09 2010 dates TBC	None	Free	
DfT – Inexperienced riders on motorcycles material	Julie Dagnall	Distributed to Colleges and 6 th Forms, Youth Centres, Surgeries and waiting rooms, Council Buildings and Receptions April	None	Free	
ESTIMATED BUDGET REQUIRED				£1,000	

<u>ACTION</u>	<u>OFFICER</u>	<u>TIMETABLE</u>	<u>RISK/THREAT</u>	<u>FINANCIAL IMPLICATIONS</u>	<u>MONITORING & EVALUATION</u>
Target Audience – Vehicle Drivers looking but not seeing					
Yellow Temporary Signs	Emma Barton	Rotated 6 monthly	None	£1,000 (ITB funded)	
DfT – Urban Motorist – Have you seen that Bike? material	Julie Dagnall	Distributed to surgeries and waiting rooms, Council Buildings and Receptions – March and June	None	Free	
AGMA Benefits Bus –Think Bikes	Andy Allen	Week beginning 30 th March 09 15 th March 10	None	Free	
ESTIMATED BUDGET REQUIRED				None	

ACROSS ALL 4 THEMES	
ESTIMATED BUDGET REQUIRED	£7,000
THEME 1 - DRINK/DRUG DRIVING	
ESTIMATED BUDGET REQUIRED	£18,000
THEME 2 - IN CAR SAFETY	
Target Audience - Young male drivers/company vehicle drivers under 30 years of age	
ESTIMATED BUDGET REQUIRED	£5,700
Target Audience – Back Seat Passengers	
ESTIMATED BUDGET REQUIRED	£6,100
THEME 3 – PEDESTRIANS	
Target Audience – 10 - 14 year old pedestrians to Stop and Think before crossing the road	
ESTIMATED BUDGET REQUIRED	£13,500
Target Audience – 16 - 18 year old pedestrians to be roadwise	
Target Audience – 20 - 35 year old pedestrians	

ESTIMATED BUDGET REQUIRED	£16,500
THEME 4 - MOTORCYCLISTS	
Target Audience – Under 16's that it is illegal to ride a motorbike	
ESTIMATED BUDGET REQUIRED	None
Target Audience – Inexperienced 16 – 20 year old motorbike riders	
ESTIMATED BUDGET REQUIRED	£1,000
Target Audience – Vehicle Drivers looking but not seeing	
ESTIMATED BUDGET REQUIRED	None
TOTAL BUDGET REQUIRED	£67,800

9.0 MONITORING AND REPORTING

- 9.1 In all communications the target audiences profiles have been carefully considered and the mediums used to communicate to them have been chosen based on most effective and efficient opportunities to cause an impact on an action.

Evaluating the effectiveness of a road safety communication is sometimes difficult, due to it often being considered as a subliminal message. In this respect an individual may see the message and understand its context however they can not recall the specific location, art work or moment that they saw it.

It will be necessary to evaluate the effectiveness of programmes of road safety communications and specifically on changes in general public awareness. Firstly consideration will be given to the casualty statistics' and the opportunities that have arisen to reduce these figures. This will also be followed by attitudinal surveys which are used as a measured way of establishing an overall awareness. A good example of this is to utilise the boroughs citizens' panel and focus groups that already exist through out the council and partner organisations.

Whilst it is acknowledged that seeing one communication in the borough may not specifically change an individual's action, it may remind, challenge and affect a choice made by a road user.

It is proposed that a variety of evaluation tools are used to ensure a whole picture of effectiveness is identified, these will include:

- Footfall numbers and viewing opportunities;
- Readership circulation;
- Listenership figures;
- Numbers of articles and column inches counted;
- Miles travelled; and;

10.0 CONCLUSION

10.1 The Road Safety Communications Plan is an opportunity to focus clearly on key issues and audiences within the borough. It is intended that partners and stakeholders will be able to work closely together in the most productive ways in order to reach the clearly defined objectives:

- To raise the profile of road safety;
- Reduce the number of casualties within the four specific target themes;
- To engage with stakeholders and partners to deliver this Plan.

The Plan is a working document and is fluid in its use of messages and suggested opportunities. This will support the underlying aspiration of the plan to reduce the number of casualties on the Borough's roads